Tourism Marketing:
How a dramatic increase in funding for tourism promotion helped Utah become Life Elevated

June 15, 2009
Utah!
Mission Statement

To brand and promote Utah’s great experiences and destinations for visitors and citizens in an inspiring way to support and enhance economic vitality and quality of life in our State.
UOT Programs

- Administration
- Publications / Fulfillment
- Tourism Marketing Performance Fund
- Travel Trade Program
- PR
- Research
Collateral Materials

- Travel Guide
- Scenic Calendar
- “One-sheeters”
- American Park Network
Advertising

- Television Advertising
- Print Advertising
- Interactive Advertising
- Cooperative Marketing
- UOT/Delta Partnership
Winter Target Market

- Adults 25-54
- Average HHI of $75,000 or higher
- Skiers, snowboarders, active adventurers
Media Strategy

• Use visual media to showcase rich images of Utah

• Reach target audience in relevant content and at relevant times in their vacation planning cycle

• Utilize television as primary vehicle for brand awareness – National cable and spot television

• Employ targeted interactive and print placement to supplement the TV campaign
Your cubicle walls can wait. The view of the brick wall outside your window can wait. The overwhelming free coffee in the lunchroom can wait. The Greatest Snow on Earth® should never, never wait. Call 1-800-200-1160 for a free Utah Travel Guide.

LITTLE COTTONWOOD CANYON, UTAH

www.utah.travel
Summer Target Market

- Adults 35-54
- Average HHI of $75,000 or higher
- Adventure travel, family travel
Media Strategy

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• Reach target audience in relevant content and at relevant times in their vacation planning cycle

• Utilize television as primary vehicle for brand awareness – National cable and spot television

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Immerse yourself in any of Utah's five National Parks, and your inner self might even send an email thanking you.
Call 1-800-200-1160 to request a free Utah Travel Guide.
There's no shortage of views that will change their view. Call 1-800-200-1160 to request a free Utah Travel Guide.

UTAH OFFICE OF TOURISM
www.utah.travel
Winter Competitive Advantage

- 11 resorts within 1 hour of Salt Lake International Airport
Gives new meaning to the phrase, "under the weather."
You'll forget ever being in an upright-and-locked position.

COME SEE THE GREATEST SNOW ON EARTH JUST MINUTES FROM THE AIRPORT.

- Moab: Utah, the heart of the arches.
- Powder Mountain: The best snow in Utah.
- Park City: Skiing, golfing, and a nightly ski show.
- Summit County: Skiing, golfing, and a nightly ski show.
- Provo: Beach, golf, and shopping.
- Salt Lake City: Skiing, golfing, and a nightly ski show.

For more information, call 1-800-920-0000 or visit www.utah.travel.
Roaming charges will definitely apply.

Utah possesses a surprising array of lakes and reservoirs that are waiting just for you.

- Lake Powell: Scenic canyons and more shoreline than the entire U.S. public coast.
- Flaming Gorge: A boating hot spot surrounded by towering mesas and world-class fishing.
- Bear Lake: A natural lake with Caribbean-like cobalt blue water at an elevation of 5,528 feet.

www.utah.travel | 1-800-368-7190
Suddenly, your score becomes irrelevant.

WITH SURREAL SETTINGS OF ALPINE AND PANORAMIC RED ROCK, UTAH OFFERS ONE OF THE OLDEST GAMES EVER PLAYED A WHOLE NEW MEANING.

- Park City: Some of the most premier ski in the west.
- St. George: Year-round golfing among beautiful red rock courses.
- Moab in the South: Over four dozen mountain courses from the surprisingly affordable to the most exclusive.

www.utah.travel | 1-800-205-4RBD

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UTAH OFFICE OF TOURISM
www.utah.travel
Put the remote down,
and slowly step away from the television.

With five national parks and 43 state parks, Utah is home to some of the most varied and scenic parks on earth.

- Bryce Canyon National Park: An enchanting world of red rock against a brilliant blue sky.
- Canyonlands National Park: Towering sandstone arches of the Green and Colorado rivers.
- Arches National Park: Home to over 2000 natural red-rock arches.
- Capitol Reef National Park: Grandeur of over 100 miles long.
- Zion National Park: Five canyons marbled in multicolored sandstone.

www.utah.travel | 1-800-222-UTAH
Sights, sounds, and most importantly, tastes.

Log Haven, Millennial Cuisine

You already know Utah for its varied and breathtaking landscape. Now introduce your palate to its cuisine.

- Log Haven, Millennial Cuisine: A log cabin high above the Salt Lake City hustle and bustle.
- Entrada, Park City: One of many fine dining gems nestled in the beauty of Red Valley Resort.
- Nitty's Bistro & Grill, Beaver: Dynamic, eclectic cuisine at the doorstep to Capitol Reef National Park.
- Painted Pony, St. George: The freshest ingredients and a touch of southwestern class.
- Cotton Creek, Moab: A new menu and extensive wine list just minutes from Arches National Park.
- The Bar Room, Sundance: The perfect blend of rustic romance at the base of Mount Timpanogos.

www.utah.travel
FY2008-2009 Marketing Budget

Total Allocation $11.7 million

- Co-op Marketing Program $2.3 million
- Sports Commission $1.2 million
- Delta Paris Promotion $300,000
- Total Advertising Budget $7.9 million
  - Non-Winter $4.8 million
  - Winter $2.4 million
  - Special Opportunities $700,000
Online Interactive
Online Interactive

Use your mouse to let the Utah flakes through.
Avoid the bad flakes!
Online Interactive
Online Interactive
Online Interactive
2009 Summer Interactive

Gear Reviews by Users on GORP.com

Explore Zion National Park

Plan your escape at utah.travel
Cooperative Marketing Program

To Date:

• UOT has received 259 applications totaling $11,855,629 in requests

• UOT Board funded 199 applications at a total of $8,558,895
This Summer . . .
Fly to Salt Lake City and see the beauty of our Delicate Arch and then . . .
continue on Delta's non-stop service from Utah to Paris-Charles de Gaulle,
and see the grandeur of the Arc de Triomphe.

For more information on Delta's newest international destinations and to book travel with our lowest fares guaranteed or your money back, visit delta.com today.

Go to www.utah.travel for summer vacation information or any destination information for vacationing in Utah.

delta.com
www.utah.travel

A majestic, elegant and delicate event celebrating the historic non-stop flight between Tokyo, Japan and Salt Lake City, Utah.
Starting on the 3rd of June, 2009
Non-stop Delta Flight from Paris

- Non-stop service to Paris began June 2, 2008.
- Only non-stop service operated by a U.S. carrier between the western United States and Paris.
- Boeing 767-300ER aircraft seating up to 214 passengers.
- $550,000 advertising initiative from the Tourism Marketing Performance Fund in 2008.
Non-stop Delta Flight from Tokyo

- Non-stop service to Tokyo begins June 2009.
- Flight will open up the Asian market – one of the fastest growing tourism markets.
- Sister city possibilities for Salt Lake City and Salt Lake County.
- $300,000 advertising initiative from the Tourism Marketing Performance Fund in 2009.
Media and FAM Tours
July-Dec 2008

• 32 FAM tours
• 150 participants
• Total media value: $8.4 million
• Utah/British TV Projects Include:
  – Rough Guides Viewership 3 Million
  – Globe Trekker Viewership 500,000
  – Stephen Fry In America Viewership 3 Million
Areas Showcased

**Salt Lake City:**
- Kennecott Copper Mine
- Temple Square
- Tabernacle Choir Broadcast
- This is the Place
- Gateway
- State Capitol
- Utah Museum of Natural History
- Solitude
- Alta
- Snowbird
- Brighton

**Park City/Heber:**
- Park City Mountain Resort
- Utah Olympic Park
- The Canyons
- Deer Valley
- Jordanelle State Park
- Heber/Midway

**Utah County:**
- Thanksgiving Point
- Sundance
- BYU

**Price/Helper:**
- Tavaputs Ranch
- CEU Museum

**Top of Utah:**
- Davis Area
- Ogden
- Antelope Island
- Logan
- Logan Canyon
- American West Heritage Center
- Brigham City
- Bear River Bird Refuge
- Golden Spike
- Bear Lake
- Snowbasin
- Powder Mountain

**Central Utah:**
- Sanpete County
- Maple Canyon
- Heritage HWY 89

**Eastern Utah:**
- Cleveland-Lloyd Quarry
- U-Dig Fossils in Delta
- Dinosaur National Monument
- Flaming Gorge National Monument

**Green River:**
- John Wesley Powell Museum
- Ray’s

**Southern Utah:**
- Bryce Canyon
- Capitol Reef
- Torrey
- Zion
- Village of Many Nations
- Zion Mountain Ranch
- St. George
- Springdale
- Snow Canyon State Park
- Monument Valley
- HWY 12
- Moab
- Arches
- Canyonlands
- Lake Powell
- Bluff
- San Juan River
- Utah Shakespearean Festival
- Cedar City
- Cedar Breaks
- Brian Head

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Print Media Generated

Total Number of Articles From August to December 2008:
223 from Japan, Germany, China, Canada, France, and the United Kingdom.
Key Metrics and Indicators

The following metrics are tracked on a regular basis for the Governor, Legislature, Industry Partners, and Taxpayers:

- ROI from Ad Campaigns in state and local taxes
- Transient Room Tax (Hotel Tax) Revenue
- Total Traveler spending
- Visitation at National and State Parks
- Total Skier Visits
2007-08 Winter Campaign
Total Economic Impact

Marketing Campaign $2.2 Million
Economic Impact $392 Million
Incremental Trips 323,745
Taxes Generated $29.7 Million
ROI $13.65
2008 Non-Winter Campaign
Total Economic Impact

Marketing Campaign: $3.9 Million
Economic Impact: $571 Million
Incremental Trips: 521,469
Taxes Generated: $45.4 Million
ROI: $11.24
Source: Utah Governor’s Office of Planning & Budget, using figures provided by the former Utah Department of Community & Economic Development, the Utah Department of Workforce Services, and the Utah State Tax Commission; National Park Service, Ski Utah
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<thead>
<tr>
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<th>2004</th>
<th>2008</th>
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<tr>
<td><strong>Total Spending by Travelers</strong></td>
<td>$5.64 Billion</td>
<td>$7.19 Billion</td>
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<tr>
<td><strong>Taxes Generated</strong></td>
<td>$547 Million</td>
<td>$631 Million</td>
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<tr>
<td><strong>Total number of Foreign and Domestic visits</strong></td>
<td>17.5 Million</td>
<td>20.4 Million</td>
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Utah Office of Tourism Partners

- Utah Film Commission
- Statewide CVBs and Local Travel Offices
- SLCVB/Meeting Planners International
- State Parks
- Ski Utah
- Utah Tourism Industry Coalition
- Outdoor Utah
- Guides and Outfitters
- Statewide Trails Assoc.
- Utah Sports Commission
- Travel Regions
- Sun Parks
- UHLA
- GOED