

UTAH OFFICE OF TOURISM, FILM & GLOBAL BRANDING

SNAPSHOT OF THE NEW ROAD TO MIGHTY CAMPAIGN • UPDATE ON HOW WE MEASURE OVERALL SUCCESS



CAMPAIGN GOALS

- Expand \$7.98 billion tourism economy & \$1.09 billion in state/local tax revenues
- Spread visitation beyond Mighty 5® throughout Utah

TARGET MARKET SEGMENTS

Millennials



Young Professionals



Multi-Generational Families



MESSAGE

"THE GREAT AMERICAN ROAD TRIP YOU HAVE DREAMED ABOUT IS IN UTAH"

CALL TO ACTION

PLAN YOUR TRIP AT VISITUTAH.COM

BUDGET

- Ad production, photos and digital content: \$230,000
- Spot markets: Denver, Las Vegas and Los Angeles: \$1 million
- Digital ads: \$932,000
- Social media: \$220,000
- National Cable (Mighty 5®) on 12 networks: \$2.7 million
- Total Campaign Expenditure: \$5,082,000

KEY MEASURE:
PEOPLE WHO TRAVEL HERE
AFTER SEEING AD

Strategic Marketing and Research Insights (SMARI) 2016 Road to Mighty report due in December will measure how many traveled here after seeing ad.

2016 SMARI Wave 1 report shows the overall campaign generates higher awareness than current Wyoming, Arizona and Colorado advertising. The 2016 TV ads are stronger than direct competitors' ads at communicating key messages and at generating interest in visiting the state.

SMARI EXAMPLE REPORT: LAST YEAR'S MIGHTY 5®

1.7 MILLION
TRIPS TO UTAH



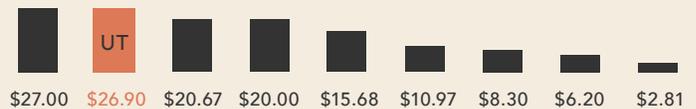
\$1.96 BILLION
IN SPENDING

\$91.96 MILLION
STATE TAX REVENUES



\$63.59 MILLION
LOCAL TAX REVENUES

TAX ROI COMPARED TO 8 OTHER STATES



UTAH VALLEY UNIVERSITY
MARKETING LAB

Road to Mighty ad generated "highest emotional engagement" of 30 campaigns tested through monitoring eye movement and brain wave activity.



DIGITAL

Cost-per-minute of engagement purchasing plan recalibrates digital ad buys weekly for highest value investments.

ADARA \$44,444 pilot program tracks those who see Utah digital ads to quantify how many book flights and hotels.

- Some **8,620 HOTEL NIGHTS** were booked since February 15
- Of those who saw digital ads, **4,896 VISITED OUR WEBSITE** while planning their travel
- Those who visited our website while planning travel spent more on hotel rooms, with **AVERAGE RATE OF \$154.90** vs \$136.90 for ad-exposed only
- It documented **\$1.3 MILLION IN HOTEL EXPENDITURES** by those exposed to ads on Adara's platform

ARRIVALIST/TRIPADVISOR pilot program tracks phones/tablets/laptops arriving in Utah that have been exposed to ads and travel content on TripAdvisor.com.

- Of 2,727 arrivals tracked to date, **1,719 VISITED OUR WEBSITE** while planning



IN 2017-18 UOT WILL MEASURE HOW MANY CONSUMERS BOOK UTAH TRAVEL AFTER SEEING DIGITAL ADS USING ADARA/ARRIVALIST TRACKING ACROSS ALL DIGITAL MEDIA.

SOCIAL MEDIA

Social media audience growth since Road to Mighty February launch:

+26.4% (28,014 FOLLOWERS)

+84.4% (34,587 FOLLOWERS)

Social advertising on Facebook and Instagram targets subsets of travelers, offering different ads for fly/drive markets and millennials/families.

For this campaign, we have spent \$66,000 to **REACH 6.2 MILLION**, with an ad frequency of 2.11. This translates to \$0.01 per-person to reach our core audiences.

Visit Utah
Written by Dorothy Tso [?] · March 15 · 🌐

The road begins at visitutah.com. [click for sound]

740,171 people reached

437K Views

Like Comment Share

Craig Bowen, Mary Lynn Ashworth and 2.8K others Chronological

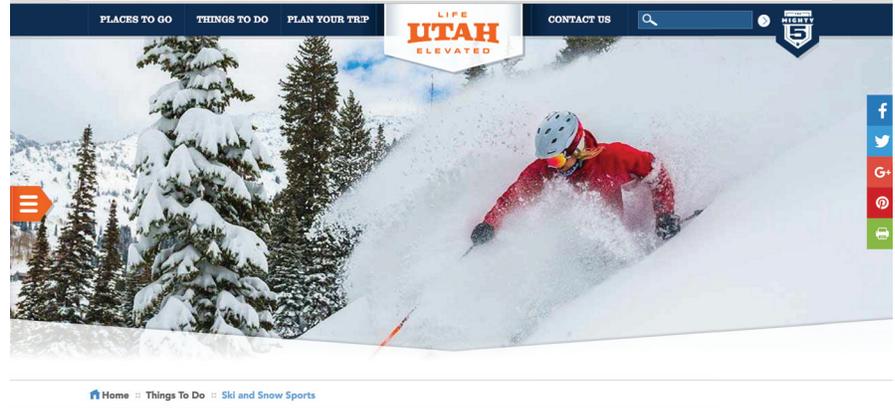
495 shares 138 comments

View previous comments 49 of 138

Dorinda Singer-Baca Yes! Nizhoni (beautiful)! 🌄👍👍
Like · Reply · Message · April 18 at 6:14pm

GENERAL SUCCESS MEASURES: VISITUTAH.COM

Out-of-state unique visitors **INCREASED 25%** from 363,949 to 453,867 from 2015-2016



— SKI AND SNOW SPORTS —

In the winter, Utah's mountains become a playground for snow enthusiasts looking for the best ski destinations around. Visitors from all over the world flock to the powder at **Utah's ski areas**, while others prefer **backcountry adventures** like snowmobiling, snowshoeing, Nordic skiing or ski touring. The 2002 Winter Olympics, held mainly in Salt Lake City and Park City, helped to secure Utah's reputation as one of the world's best ski destinations, and these premier winter resort facilities continue to train amateur and elite athletes alike, making for a remarkable travel experience. It's one thing to say you went skiing in Utah, but how about taking a ride in the Comet Bobsled with icy turns at over 60 mph, Nordic skiing on portions of the Olympic course at **Soldier Hollow** or lacing up skates to take laps with your kids on "The Fastest Ice on Earth" at the Olympic Oval, just 30 minutes from downtown **Salt Lake City**.

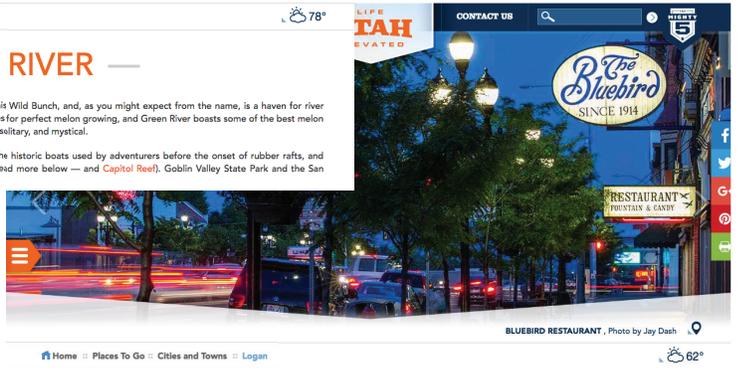


Start with our **ski and snowboard planner** to orient you best Snow on Earth.

— GREEN RIVER —

The town of Green River was once a stomping ground for Butch Cassidy and his Wild Bunch, and, as you might expect from the name, is a haven for river runners who raft places such as Desolation and Gray Canyons. The climate makes for perfect melon growing, and Green River boasts some of the best melon in the world. Green River is the West, pure and simple — wide open, untapped, solitary, and mystical.

Green River is home to the John Wesley Powell Museum where you can see the historic boats used by adventurers before the onset of rubber rafts, and within easy driving distance of three National Parks (Arches, Canyonlands — read more below — and **Capitol Reef**), Goblin Valley State Park and the San Rafael Swell are other can't-miss natural marvels nearby.

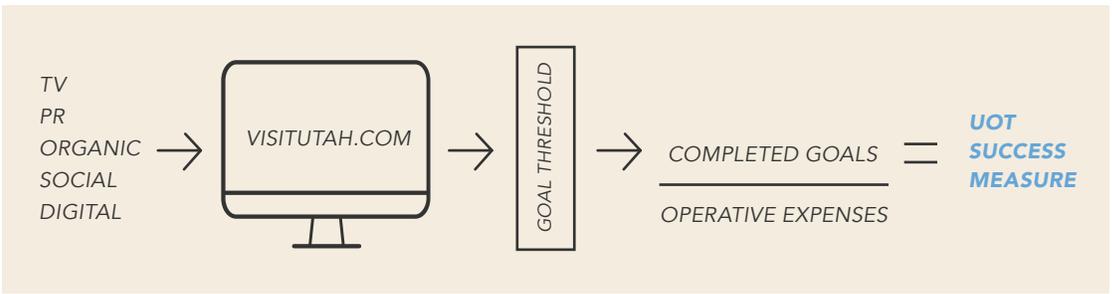


— LOGAN —

Logan, Utah sits in the cradle of the beautiful Cache Valley, a high mountain valley in the northern part of the state known for outdoor adventures, hands-on heritage experiences, and performing and fine arts. Cache is a French word that means to hide or store one's treasure. Downtown Logan is only a 5-minute drive from hiking, biking, canoeing, fishing, and bird watching in the Uinta-Wasatch-Cache National Forest.

Logan is a great stopover on trips to Bear Lake, Yellowstone and Grand Teton, sure, but you'll want to linger to sample the town's excellent local food and vibrant performing arts scene.

GOVERNOR'S OFFICE OF MANAGEMENT AND BUDGET SUCCESS FORMULA



STATE INVESTMENTS IN TOURISM MARKETING

The Tourism Marketing Performance Fund (TMPF) allows set-aside of up to \$3 million per year if revenues in 20 weighted tourism related NAICS codes exceed 3% or CPI, whichever is higher.

TMPF is capped at \$30 million in 2020. The 2017 budget allocates \$21 million to the TMPF (\$18 million ongoing, \$3 million one time).

TOURISM

Rourism Initiative (rural tourism) helps communities expand their tourism economies. Participants to date:

- Box Elder
- Daggett
- Emery
- Kane
- Heber Valley
- Cache
- Springdale
- Beaver
- Iron
- Garfield
- Weber



IMPORTANT CONSIDERATIONS

Waypoint Grant legislation sponsored by Representative Patrice Arent and Senator Ralph Okerlund will help build recreation/ tourism economies and quality of life.

National Park Centennial celebrations drive more visitation to national parks. **VISITATION AT UTAH NATIONAL PARKS IS GROWING AT A FASTER RATE THAN OTHER STATES: 15.5%** compared to western state average of 13.1%.

VISITATION AT UTAH'S STATE PARKS IS GROWING EVEN FASTER AT 19.8% LAST YEAR.

Utah's 43 state parks and their expanded offerings are a huge tourism asset. Goblin Valley State Park has had back-to-back weekends of record visitation.

UTAH VISITATION

TNS Global, a national travel research firm, reports that **TRAVELERS SPENT \$7.98 BILLION IN UTAH IN 2014**, including \$6.8 billion by non-resident domestic travelers and \$1.1 billion by Utah residents.

International visitors are not included in the TNS analysis. The Utah Office of Tourism is researching how to better quantify our rapidly expanding international visitation.

THE BOTTOM LINE INCREASING STATE & LOCAL TAX REVENUES

Analysis by the Kem C. Gardner Public Policy Institute shows that \$7.98 billion in traveler spending in 2014 **GENERATED \$620.3 MILLION IN STATE TAX REVENUES AND \$473.3 MILLION IN LOCAL TAX REVENUES.**

Governor Herbert has challenged the Utah Office of Tourism to **INCREASE TAX REVENUES GENERATED BY TOURISM TO**



\$1.2 BILLION BY 2020

The industry is on track to meet or exceed this challenge.