



TOURISM DEEP DIVE

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Utah Office of Tourism, Film and Global Branding

TODAY'S TOPICS

1. Program Goals
2. Funding Sources
3. Financial Outlays
4. Reporting Requirements
5. Success Measures

GOAL: INCREASE TAX REVENUES FROM TOURISTS

\$7.98 BILLION

total traveler spending

= \$1.09 BILLION

total tax revenue

\$620 MILLION
STATE

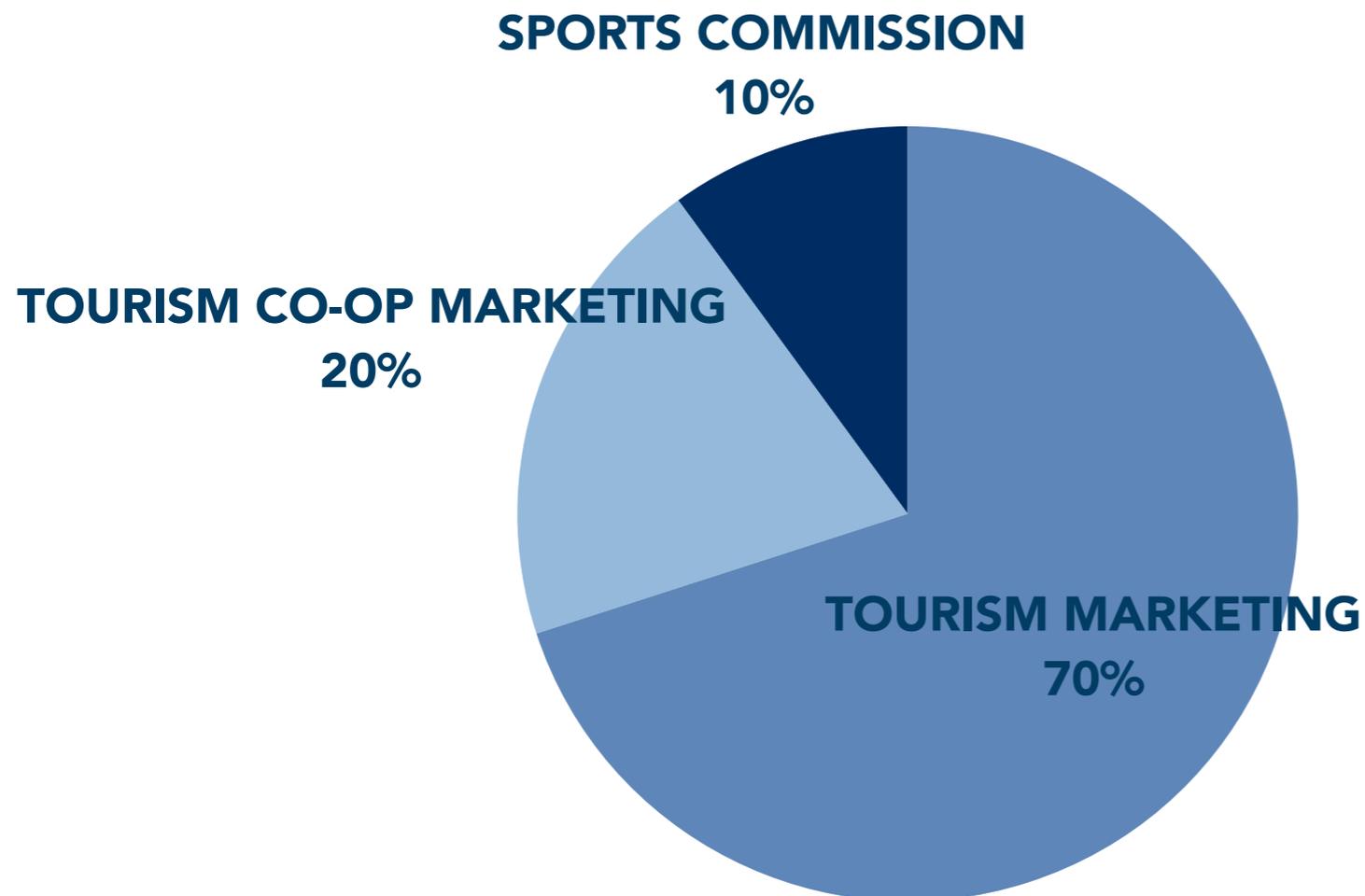
\$473 MILLION
LOCAL

GOVERNOR'S CHALLENGE

Increase state and local tax revenues generated by tourism to

\$1.2 BILLION BY 2020

2017 TOURISM MARKETING PERFORMANCE FUNDING (TMPF)



\$18.9 MILLION

UTAH OFFICE OF TOURISM

+

\$2.1 MILLION

SPORTS COMMISSION

\$21 MILLION TOTAL

— Take The —
**ROAD TO
MIGHTY**



APPROVAL PROCESS FOR TMPF SPENDING

Board of Tourism Development approves marketing strategy and co-op marketing grants



CHAIR

Joel Racker

President/CEO, Utah Valley CVB



VICE CHAIR

Nathan Rafferty

President/CEO, Ski Utah

TMPF QUICK REVIEW

- Annual set aside: up to \$3 million general fund IF these performance measures are met
 - 20 NAICS codes
 - Percent of each credited to tourism (example: 80 percent of car rentals)
 - Revenues must increase greater of 3 percent or CPI

Legislature votes whether to appropriate set aside

HOW WE MEASURE SUCCESS

Foundational

- Tourism Marketing Performance Fund NAICS code
- Strategic Marketing and Research Insights (SMARI)

Today's Key Update

- New digital tools enable us to better measure impact of our marketing campaigns
- We aim to lead nation in measuring success of our marketing investments

ADVERTISING EFFECTIVENESS MEASURE



Strategic Marketing and Research Insights (SMARI) measures ad effectiveness for each of our campaigns.

SMARI EXAMPLE REPORT: MIGHTY 5 2015 CAMPAIGN



1.7 MILLION INCREMENTAL TRIPS TO UTAH



\$1.96 BILLION IN SPENDING

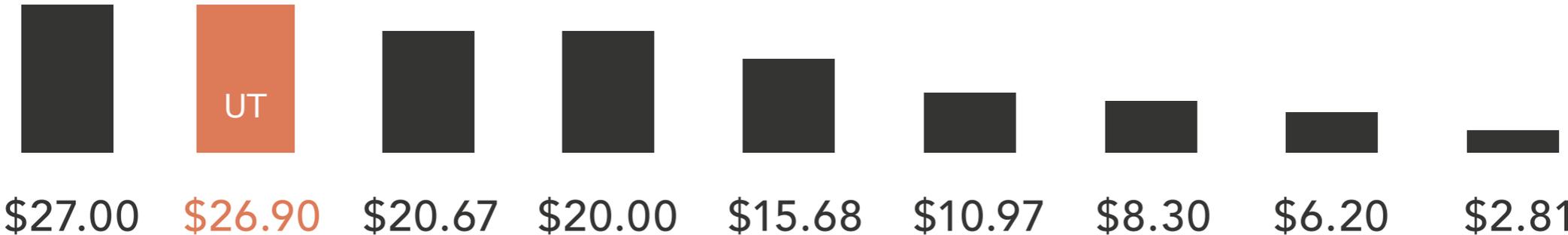
\$91.96 MILLION STATE TAX REVENUES



\$63.59 MILLION LOCAL TAX REVENUES

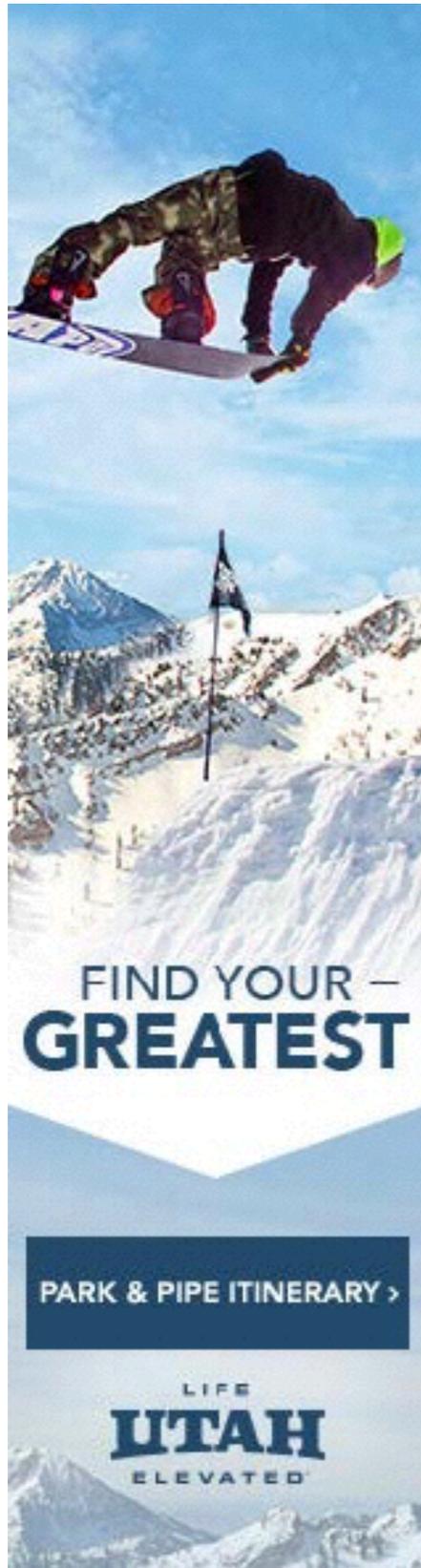
SMARI EXAMPLE REPORT: MIGHTY 5 2015 CAMPAIGN

UTAH ROI COMPARED TO 8 OTHER STATES



IN FY17, UTAH WILL BE A NATIONAL LEADER IN TRACKING ALL DIGITAL ADS TO MEASURE THE EFFECTIVENESS OF OUR DIGITAL ADVERTISING





DIGITAL ADS + DATA = POWERFUL TARGETING & ANALYTICS

“Big data” partners target ads based on consumer behavior

Example: Targeting skiers on mobile devices after they visit an East Coast ski resort or ski shop

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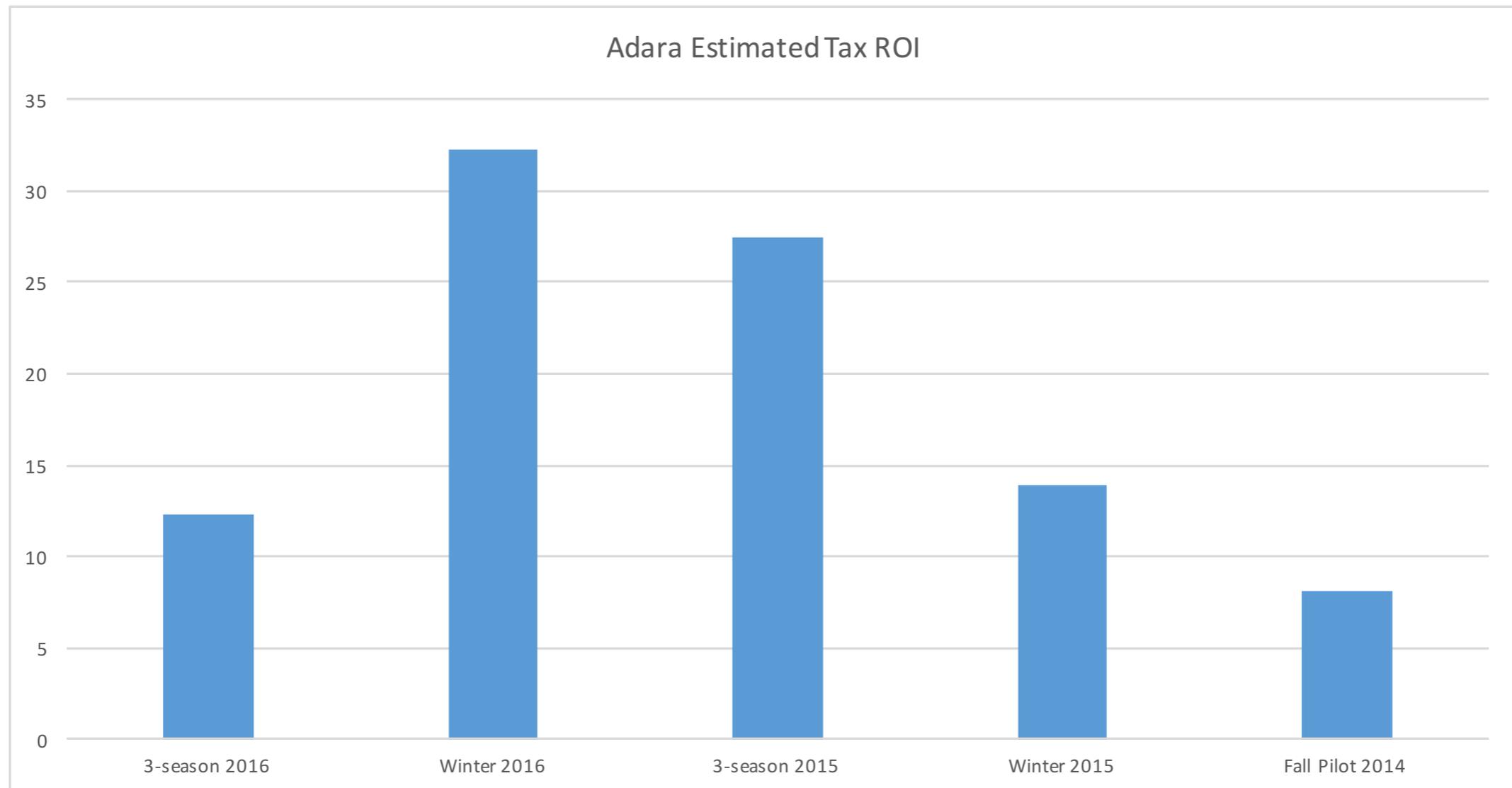
Analytics partners match track ad-exposed individuals through to purchase or arrival to calculate economic impact



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DIGITAL ADS + DATA = POWERFUL TARGETING & ANALYTICS



***FROM \$196,000 AD BUY**

GOAL

\$1.2 BILLION

state & local tax revenue from tourism by 2020

LIFE
UTAH
ELEVATED®

Thank You