

**Utah Office of Tourism
Board Conference Call
Thursday, April 14, 2011 – 10:00 a.m.
Council Hall/Capitol Hill
300 North State Street
Salt Lake City, UT**

Present

Board Members (Via Phone)

Steve Lindburg

Pam Hilton

Hans Fuegi

Colin Fryer

John Holland

Jeff Robbins

Mike Taylor (in person)

Staff

Dave Williams

Tracie Cayford

Barbara Bloedorn

Call to Order

After the participants identified themselves, Dave Williams called the meeting to order and discussed the details of the recommendation.

Details of Recommendation

Backpacker Magazine is running a 6-page article on Capitol Reef in its June issue, which focuses on National Parks. It had an advertiser back out due to some creative issues and they are offering us a full-page ad for \$17,889 (Rate card is \$47,525). We are also being offered a 1/6 page ad as value add in the July/August issue and also in the September issue.

Backpacker has a rate base of \$340,000 and an audience of 1.057 million, and the \$17,889 rate is better than what it offered us in its proposal earlier in the year for a 1-time buy.

Due to some prior print ads costing less than originally expected and some remaining uncommitted print funds, we have a total of \$18,673 available in the print budget, and the Marketing Committee believes this would be a good way to spend the remaining funds. In a recent Backpacker Study, Utah is ranked:

- #4 - leading states for domestic travel
- #4 - leading states for multiple activities
- #4 - leading states for family activities
- #4 - leading states for outdoor adventure

Discussion

Steve Lindburg asked which ad we are planning to use. Dave reported that we will use the ad with all the equipment/gear in the shape of Utah, which would resonate well with the Backpacker reader. He further explained that this is a national parks issue and all of the national parks are listed at the bottom of the ad. We will also have six pages of editorial showing Capitol Reef.

Hans asked if there was a way without losing the integrity of the ad, to mention all of the great backpacking that happens in the Wasatch area or if it is strictly geared to Southern Utah. Dave said he did not have the ad in front

of him but he would check the wording on the ad to see it mentions state parks. He explained that there is not a lot of room on the ad for text. He also stated that he would send a PDF of the ad for the board to see.

Pam asked if there would be any funds left in the print ad budget after this ad is purchased. Dave indicated there would be less than \$1,000 for the remainder of the fiscal year.

Pam and others also indicated that backpackers do stay in hotels, eat in nice restaurants, rent cars and they do spend a lot of money. They are not limited to backpacking.

MOTION: After the above discussion, John Holland made a motion that we proceed with the ad buy in Backpacker Magazine for \$17,889 as outlined above. Jeff Robbins seconded the motion. The motion passed unanimously.

John expressed that this is an extremely great value and he appreciates the work by our office and he is looking forward to seeing the ad in Backpacker.

Dave thanked the board for their participation in the conference call. He also indicated that the ad would be sized up in house without having to use the agency for the ad.

Meeting adjourned.

The next board meeting will be held Wednesday, May 11th in Park City.