

Utah Office of Tourism Board Meeting

College of Eastern Utah
Alumni Room, Leavitt Student Center

Price, Utah
May 16, 2007

Present

Board Members

Kim McClelland
Hans Fuegi
Colin Fryer
Bob Bonar
Pam Hilton
Steve Lindburg

Steve Burr
Mayor Peter Corroon
Shelleice Stokes
Jeff Robbins
Bob Syrett

Staff

Leigh von der Esch
Tracie Cayford
Barbara Bloedorn
Rebecca Katz

Mike Deaver
Dave Williams
Kelly Day
Patti Denny

Guests

Jessica Closson
Michael Cohen
Steve Driggs
Thomas Cooke
Monica Holdaway
Joanie Hammer
Kathi Dysert
Barbara Riddle
Becki Lewis
Maria Twitchell
Barbara Eyler
Connie Marshall
Dave Fields
Nathan Rafferty
Brad Smith
Jean Carlan
Ted Hallisey
Mike Caldwell
Dell LeFevre
Gael Duffy Hill
Yared Fubusa
Jo Sojourner
Kay Conner
Bill Mallone
Kathy Hanna Smith
Jana Abrams
Rick Maw
Ryan Kirby
Elizabeth Brown
Nan Anderson
Charlie DeLorne
Susan Taylor

Organization

Blitz Media, Inc.
Blitz Media, Inc.
Struck
Struck
B.C. Area Chamber of Commerce
Box Elder County Tourism
Davis Area CVB
Davis Area CVB
Zion/Bryce/North Rim Lodges
Cedar City & Brian Head Tourism
Ski-N-See
Alta Ski Area
Snowbird Ski & Summer Resort
Ski Utah
FMW
BBIU/Washington School Inn
Kane County Office of Tourism
Ogden Weber CVB
Garfield County
UOT – Scenic Byways Program
www.goseso.org
Wayne County Travel Council
Kane County Office of Tourism
Park City Chamber/Bureau
Carbon County/Castle Country
Carbon County/Castle Country
Utah.com
Utah.com
Ski Utah
UTIC
San Juan County
San Juan County

Michael Huffman
Cindy Bilskie
Pamela Cook
Julie Hoffman
Debbie Brown
Dean R Cook
Roxie Sherwin
Brittany McMichael
Marian Delay
Julie Hollist
Colette Lidell
Bruce Fullmer
Cacia Hame
Larry Hansen
Red Oelerich
Ruth Hines
Mike Gorrell

Huffman Media
Bear River AOG/Heritage Area
Hospitality West
Hospitality West – E Center
Hospitality West
BW Zion Park Inn
St. George CVB
St. George CVB
Moab Travel Council
Cache Valley Visitors Bureau
Daughters of Utah Pioneers
Garfield County
Struck
Utah Hotel & Lodging
Outdoor Utah
Outdoor Utah
Salt Lake Tribune

Welcome

Kim called the meeting to order and welcomed those in attendance and thanked the local Price attendees for their hospitality and for arranging the tourism conference. Kim had everyone in the room introduce themselves.

Minutes

MOTION: Steve Lindburg made a motion to approve the minutes of the April 13th meeting in Kanab. Shelleice seconded the motion and it passed unanimously.

Marketing Committee Report

Shelleice gave a brief update on what the marketing committee is doing.

Mike Deaver passed out some numbers from the spring campaign which included Utah.travel visits, Utah.com visits, travel guide requests, and 800 number calls. Per the numbers; year to date we have received 15,000 calls through May 2007. In all of 2005 we only had 15,000 calls. In travel guide requests we have received 40,000 through May 2007 and in all of 2006 we had a total of 57,000 requests. The hits to our websites are up as well.

Mike indicated that the travel guide currently gets mailed bulk rate which takes anywhere from 2-6 weeks to get it into the customers hands. In calling all of the tourism offices in the US, turn around time to receive their guides has been about 4 weeks. With the excitement of the campaign, the UOT would like to get the travel guide in the customer's hands right away.

Shelleice and the marketing committee made a recommendation to the board to take \$150,000 of residual funds from the agency line item to put into first class postage and delivery for the travel guide.

MOTION: Shelleice made a motion to move \$150,000 from the agency residual funds to spend on first class postage for the travel guide. Peter Corroon seconded the motion and it passed unanimously.

Mike passed out copies of the Madden insert which went in over 1,000,000 newspapers inserts to include Los Angeles, San Diego, San Francisco, Las Vegas, Arizona as well as others. Tourism offices that advertised mentioned leads they received due to the Madden insert. The UOT will receive a report on leads generated for the office. Leigh thanked Bill Mallone, our PC partner and Teri Orr for writing the narrative for the Madden insert. Mike indicated they want to look at doing a winter campaign of the Madden insert.

Mike also mentioned that there is an RFP out on Life Elevated merchandise. The RFP is the hands of distributors. There will be limited merchandise in several stores in the airport for Memorial Weekend. They are looking for an on-line distributor as well a retail distributor to get the merchandise in anchor stores.

Mike indicated that Struck has mapping to help wrap the Kiosks. That is 10 weeks of production. They are in process.

The marketing committee is also working with the sports commission on golf destination marketing. Struck is working on a splash page for this.

Mike introduced Steve Driggs and Thomas Cooke from Struck Advertising.

Struck Project Update:

- A. B Roll/asset video - \$150,000 budget - begin shooting May 30th - cover the state.
- B. TV ads - Production June through August - will air in October.
- C. Print ads
- D. Updating Welcome Signs
- E. Insert ads
- F. Utah.travel splash page

Blitz Media gave a Power Point on the 2006/2007 Media plan and the research performed to create it.

Research Findings:

- A. 2005/2006 growing at a rate of 2.5 percent from 2002/2003.
- B. Number of visitors likely to return is up 6%.
- C. Out of state visitors spending approximately \$563,000,000.
- D. Out of state overnight visitors - 71% are between 25-54 and 75% are male.
- E. Household income \$75,000 plus.

Media Plan:

- A. The media plan will target 25-54 male/female audience with \$75,000 plus household income.
- B. Television will be the primary vehicle with specified cable channels and cable programs covering the country during prime booking season as well as on-line and print ads.
- C. National campaign will begin October 1st with 30 second spots & run for 4 weeks.
- D. LA Campaign will begin a week later and run for 3 weeks.

MOTION: Shelleice made a motion to approve the 2006 2007 Media Plan as presented. Steve Lindburg seconded the motion and it passed unanimously.

Cooperative Marketing Committee Report

Hans gave a brief summary of the application for the special opportunity Co-op application for the St. George CVB for Zion National Park “A Century of Sanctuary” campaign.

Hans made a recommendation to deny the application due to lack of appropriate criteria. With a recommendation to rework the application and reapply in the next round and suggested they attend the upcoming Co-op workshop being held at the Tourism Conference.

MOTION: Shelleice made a motion to deny the application and Jeff seconded the motion. It passed unanimously.

Report from Steve Burr

Steve introduced Yared Fubusa, a student at Utah State University who is doing a special project as part of his PHd research. He did a brief presentation He gave a presentation on GOSESO; Gombe School of Environment & Society. See www.goseso.org for more details.

Director and UOT Staff Report

Leigh introduced Gael Hill, a new employee to the state who will help with the Scenic Byways.

Leigh briefly mentioned items that came up in the UTIC meeting which included; Tracking return on investment, Funding, Managing growth, Image perceptions, Alcohol laws, Interactive media, Visitor centers, Signage, Customer service training, Hospitality problems, Planning, Communications, Policies and procedures for FAM/Media program.

Leigh suggested that the state partners get to know the board members and know which ones represent their areas.

Leigh made available on disk to the group, a copy of the media that has been generated in the last year.

Leigh showed samples of new banners that can be used for tradeshow. Tourism offices around the state will be able to use them.

Public Comment

Roxie from St. George requested that Southern Utah be included in the Winter Ad Campaign. Winter is a big golf season for St. George.

The marketing committee commented that promoting skiing in the winter campaign gives the most return on the investment for the state and promoting National Parks and Southern Utah is done in the summer campaign which is twice as much budget as the winter promotion. It was suggested that the golfing promotion can come out of the co-op applications.

The tourism office would also be happy to meet with the local jurisdictions and Struck on ideas for future marketing.

The next meeting will be held June 1, 2007 at Red Cliffs Lodge in Moab. Meeting adjourned.