

Salt Lake CUSTOMER ADVISORY BOARD UPDATES

KABOOM!
APRIL 28-29
16
20

2015 HOTEL
all 13%
COVER 2014
REVENUE

ATTENDANCE
time records
of CONVENTION CTR

HOW DO WE
CREATE
VALUE?

transformation
city of the future

17 MUNICIPALITIES
REGIONAL IMPACT
NEW MAYOR
JACKY CAME FROM SALT LAKE
1ST OPENLY GAY MAYOR

DINING
NEW AWARD WINNING
THEATER
BALLET + DANCE
BROADWAY
SYMPHONY HALL

SALT PALACE
HOTELUERS

GUESTS

ECONOMIC impact and BUSINESS WE BRING TO OUR REGION

LIBERAL BLUE CITY
In a RED STATE

3RD LARGEST LGBT FESTIVAL

62% non-LDS

LDS COMMITMENT TO SALT LAKE

STATE and REGIONAL LEADERS

UTAH CONVENT

WE PUSH SOCIAL/ENV'T CONVERSATIONS

it's okay to drink!

OUR BIGGEST CHALLENGE IS STILL THE NORMALIZATION OF UQUOR.

OUR talent and OUR PARTNERS

MEETING industry TRENDS

FESTIVALS
DRIVE excitement
and ATTENDANCE for our attendees.

this is a
MACRO
ECONOMIC
ISSUE

IT'S REVENUE MGMT.
\$400 PER NIGHT
DO NOT DISTURB

REV. MGR is at HEADQUARTERS
NO CONNECTION to the LOCAL COMMUNITY

LACK of ABILITY
to NEGOTIATE
HOTEL RATES

OPPORTUNITY FOR 2ND TIER CITIES

CITIES
TAKING CITIES OFF THE LIST

DMO - HOTEL NEG. IS NOT WITHIN OUR CONTROL

ROLE of the DMO to BRING HOTEL NEG. OPPORTUNITIES

HOW CAN WE BRING VALUE to YOUR ATTENDEES OUTSIDE of the HOTEL?

IF HOTEL RATE IS CRITICAL, SALT LAKE MAY NOT BE THE RIGHT FIT for YOUR GROUP.

ROOM RATE IS everything to us.

F&B COSTS are TOO HIGH

COFFEE

SALT LAKE \$39 PER GALLON
NEW YORK \$170 PER GALLON

MENU LUNCH \$75++ P.P.

DELEGATE SPEND IMPACT

IN YOUR NEXT CONVERSATION CHANGE the DIALOGUE!

DESTINATIONS PERCEIVE YOUR BUSINESS BASED on ROOM BLOCKS

RIGHT-SIZE YOUR BLOCK

WHAT is the FUTURE of HOTEL BLOCKS?

SO MANY layers

OUR INDUSTRY IS CHANGING

BEHAVIORS are CHANGING
EMBRACE AIRBNB

AIRBNB FOUND 900 ROOM KEYS within 24 codes in 24 HRS

BANGKOK CITY WIDE CONFERENCE and ONLY BOOKED 250 ROOM FOR VIPs/STAFF SUCCESS

OUR ROLE to KNOW the CITY
PERSONALITIES
EXPERIENCE
BUSY TIMES

CREATIVE in OUR ROOM BLOCKS and BENEFITS

ATTENDEES NOT BOOKING inside the block

INCREASES REG FEE: OFFER BENEFITS FOR STAYING in ROOM BLOCK.

WHAT is the EXPERIENCE WE CAN CREATE for YOUR attendees?

DISRUPTERS are coming

LEAD IT...

COLLISION SXSW

OR GO ALONG FOR the BUMPY RIDE