

The logo for Visit Salt Lake is centered on a gold background. It consists of a dark blue rounded rectangle containing the text "SALT VISIT LAKE" in a white, bold, sans-serif font. The word "VISIT" is smaller and positioned between "SALT" and "LAKE".

**SALT VISIT LAKE**

**Visit Salt Lake**  
**2019 Comprehensive Marketing Plan**

## INTRODUCTION

Specific initiatives within each of the Visit Salt Lake's seven programs (in the following pages) will be developed for the 2019 calendar year to meet program objectives and the long-term strategies of our ongoing 5-year Strategic Marketing Plan. The initiatives will be outlined in our detailed annual work plan that will be continuously tracked, measured and updated each month.

The purpose of the annual work plan is to develop, implement, measure and amend marketing programs to meet demands in consumer behavior and travel trends to increase market share and visitor spending in Salt Lake County. All programs and initiatives in the annual work plan correlate directly to budget line items in the annual Budget.

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SALT VISIT LAKE

## ABOUT US

We're marketing Salt Lake as a vibrant, modern city filled with unexpected dining, lodging, nightlife, and entertainment options. Consequently, we want all of our marketing materials to reflect those two descriptors – vibrant and modern. For example, our photography is progressive, not posed. Our layouts are clean and contemporary, not cluttered. And our voice – headlines, body copy, and otherwise – is charismatic, to-the-point, and most importantly, human.

The logo for Salt Lake Visit is centered on a dark blue rounded rectangle. It features the words "SALT" and "LAKE" in a large, bold, white, sans-serif font. The word "VISIT" is smaller and positioned between "SALT" and "LAKE".

SALT VISIT LAKE

# WORK PROGRAM INVENTORY

	CONVENTIONS						
TOURISM	Community Relations	Welcome Campaigns	Web Based RFP	Local Community Outreach			
	Convention Development	Client Services	Web Site Traffic Development-SEO/SEM	National Media			
	Trade Shows / Industry Events	Attendance Promotion	Web Site Development & Design	Social Media		Bid Presentation	
	Sales Missions	Client Development	Mobile First Mindset	Industry E-letters		Convention District Map	
	Sales Deployment	Surveys / Market Research	Listing Integration	Media Relations	ASAE	Meeting Planner Guide	Conventions / Meetings
	<b>1</b> SALES	<b>2</b> SERVICES	<b>3</b> WEB SITE	<b>4</b> COMMUNICATIONS	<b>5</b> COOPERATIVE PROMOTIONS	<b>6</b> PUBLICATIONS & COLLATERAL	<b>7</b> BRAND ADVERTISING
	Community Relations	Visitors	Web Site Traffic Development-SEO/SEM	National Media	Ski City	Visitors Guide	Ski City
	Travel Trade Development	Partner Integration	Web Site Development & Design	Social Media	Pass Programs	Connect Pass Brochure	Visit Salt Lake
	Trade Shows / Industry Events	Community Relations	Content Development	Industry E-letters	NowPlayingUtah.com	Ski City Planner	
	Sales Missions		Mobile First Mindset	Visit Salt Lake Media Relations			
Sales Deployment		Listing Integration	Ski City Media Relations				
		On-line Travel	Local Community Outreach				

## 2019 STRATEGIC INITIATIVES

### **Blueprint Implementation**

*Blueprint Salt Lake* was commissioned to recommend and launch core strategies that introduce a new narrative for Salt Lake. It's designed to help replace existing perception barriers to attracting talent, investment capital and business events with an authentic and compelling Salt Lake narrative pathway to prosperity for the region.

With the analytical and empirical explorations completed, it is time to move towards implementation of the narrative story and to activate the recommended strategies. These strategies present Salt Lake's new reality - a progressive, global innovation hub with a high quality of community life anchored by compelling "humankindness" values.

### **The Re-Imagined Visitor Center**

Employing the services of the firm that led the redesign of the Broadway Cinemas' lobby, Visit Salt Lake is embarking on a comprehensive "re-imagination" and complete redesign of the Visitor Center at the Salt Palace Convention Center. Having served its purpose for the past few decades, VSL plans to turn this essential space into the "community living room of downtown Salt Lake," a warm and welcoming environment that reflects a direct connection to our stunning natural environment, technology and the ever-evolving art and culture community that epitomizes Salt Lake's urban core. The Visitor Center redesign is anything but a knock-off of another DMOs welcome center; it will represent a truly new direction in terms of retail offerings, welcoming, assisting and serving visitors and locals alike to our community.

### **Establishment of the Salt Lake Sports Alliance**

We gleaned from hosting the recent Connect Marketplace that the growth of the sports market is exploding, and that Salt Lake's unique mix of sporting facilities and services throughout the County are incredibly desirable. With affirmation and validation from our successful hosting of Connect, we intend to launch the Salt Lake Sports Alliance in 2019 to further engage the use of Salt Lake's two convention facilities and the infrastructure of the many other sporting facilities in and around the Salt Lake Valley. VSL's target audience in the sports market are not the statewide events, but rather those of the youth and amateur tournament variety, as they tend to attract not only the scores of teams and their respective participants but also a sizable contingent of support (family, friends, etc.), which equates to a greater economic impact to Salt Lake County.

## 2019 COUNTY PRIORITIES

### **Room Nights:**

By December 31, 2019, book the greater of 781,038 room nights or 3% more room nights than we book by year end 2018.

### **Earned Media:**

Increase “positive earned media” generated for Salt Lake as a travel and tourism destination to \$14.72 million.

### **Website Visitor Sessions:**

Increase total visitor sessions on both the main and the mobile websites from 2.45 million to more than 2.69 million visitors.

### **Direct Visitor Spending Convention and Meeting Delegates:**

Direct Delegate spending of \$400,000,000 generated (as determined from survey data collected by University of Utah’s Kem Gardner Policy Institute) by December 31, 2019.

### **Hospitality Industry Jobs:**

Maintain and support over 6,000 jobs in the conventions and meetings industry in Salt Lake County by December 31, 2019. *Meetings Mean Business.*

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**SALT VISIT LAKE**

# SALES: Community Relations

# CONVENTIONS

## PROGRAM DESCRIPTION

Convention Committee meetings and Convention Sales meetings are held on a regular basis to ensure maximum communication and synergies exist between Visit Salt Lake and our community stakeholders.

## PROGRAM ELEMENTS

- The Convention Committee is comprised of:
  - Major hotel general managers
  - Salt Palace general manager
  - Visit Salt Lake Executive Committee members
  - Visit Salt Lake leadership team
  - Key stakeholders such as the Downtown Alliance, Salt Lake City, and Salt Lake County.

This committee meets quarterly to discuss current issues, explore new creative and re-designed sales tools, and provide direction for the Visit Salt Lake sales and marketing initiatives in the meetings, convention and events market. General managers from all Salt Lake County hotels are invited to attend every other meeting to ensure maximum stakeholder engagement.

- Convention Sales meetings are attended by the Director of Sales and/or Marketing from each of the major hotels. These meetings take place every other month and provide a forum to discuss key accounts, hospitality issues and the specifics of Visit Salt Lake's sales and marketing efforts. Exploring synergistic ways to capitalize on Salt Lake's hosting of the Connect Marketplace will be a continued theme in 2019.

## PROGRAM BUDGET

\$4,000

## PERFORMANCE MEASURES

- Four Convention Committee meetings will be held in 2019.
- Six Convention Sales meetings will be held in 2019.

## IMPLEMENTATION RESPONSIBILITY

Senior Vice President of Sales & Services

Managing Director of Sales

# SALES: Convention Development

## CONVENTIONS

### PROGRAM DESCRIPTION

The convention sales department utilizes a number of tools to book meetings, conventions and athletic events into Salt Lake:

- Conducting site inspections for prospective clients is the most effective way to demonstrate Salt Lake's ability to host successful meetings, conventions and athletic events. Site inspections also give the Visit Salt Lake sales team members, select hospitality partners and relevant stakeholders one-on-one time with the prospective clients.
- The Connect Marketplace was held in Salt Lake in August 2018. This prestigious industry event attracted nearly 4,000 attendees, 1,600 of which were meeting, convention and athletic event planners. To leverage the benefits of hosting Connect, the top 70 attending target accounts will be contacted by the respective VSL sales team members at least three times during 2019.
- VSL will continue its strategic partnership with ASAE to maximize our connectivity to their association executive members. A component of that partnership will be Salt Lake's hosting of ASAE's Innovation Lab for a second year.
- With the possible announcement of a new convention center hotel in 2019, a launch campaign will be developed to maximize pre-bookings.
- The Event Opportunity Committee evaluates Salt Palace and Mountain America Expo Center rent waiver/rent reduction requests in an effort to increase the probability of booking conventions with the greatest economic impact upon Salt Lake County. The Committee is comprised of representatives from:
  - Salt Lake County;
  - Salt Palace Convention Center
  - Visit Salt Lake senior staff

○ Visit Salt Lake Executive Committee

- Highly customized, comprehensive Bid Presentations enable Visit Salt Lake to communicate Salt Lake's citywide bids in a compelling, professional manner.
- Annually repeating city-wide conventions comprise a significant portion of Salt Lake's total convention business. Personal visits to these clients demonstrate Salt Lake's commitment to their organization, convey gratitude for the business, and help ensure re-booking of their future conventions.
- Providing (financial) cooperative marketing contributions to large, select citywide clients is an effective method to secure highly desirable business in an ultra-competitive market place. When appropriate, the pre-approved funds are provided to citywide conventions and athletic events upon the selection of Salt Lake. These funds are intended to be used by clients for attendance promotion and general convention marketing expenses.
- Visit Salt Lake's bids for city-wide conventions are typically extremely well received by the planners. However, the more senior decision-making staff and boards generally reject Salt Lake for larger, better known destinations. To familiarize these key decision makers with our destination, VSL will host all aspects of very select board of directors' meetings in Salt Lake.
- Intermediary or 'third party' planners have influence to determine where meetings and conventions are held. Visit Salt Lake has identified top ConferenceDirect, Experient and Helms Briscoe producers, and will focus sales efforts on these individuals and their organizations. VSL will partner with these entities to ensure accurate information reaches the associates, and, lead submission channels are as efficient as possible.

### PROGRAM ELEMENTS

- Visit Salt Lake hosts highly customized site inspections for targeted clients that may include tours of hotels as specified by the clients, the Salt Palace Convention Center, Mountain America Expo Center, athletic competition venues, select restaurants, pertinent off-site venues and visitor attractions.
- Strategic interaction with ASAE will continue through 2019 to extend VSL's comprehensive outreach to the association market. VSL will partner with ASAE to host the second annual Innovation Lab in Salt Lake, which will attract 36 senior staff of the nation's six most progressive national associations to explore cutting edge aspects of association management.
- The sales team will further refine its Target Account list of city wide conventions; identifying those that require a large convention hotel, and those that do not. This will enable the sales team to focus on high-probability accounts whether a convention hotel is announced, or not.
- The Event Opportunity Committee convenes on an as-needed basis to evaluate rent reduction or rent waiver requests for select groups. Consideration is given to large groups that create a significant amount of economic impact and convene during 'need' times.
- The Visit Salt Lake sales staff utilizes a unique presentation 'package' for meeting and convention bids. The bid package will be updated and enhanced in 2019 to effectively convey the urban and energetic nature of Salt Lake.
- In addition to further conveying the urban and energetic brand message of Salt Lake, this customizable, high-tech bid presentation is hand-delivered by a Visit Salt Lake sales person whenever possible.
- Members of the Visit Salt Lake sales team, with involvement from the Services staff and key hospitality



## SALES: Convention Development

## CONVENTIONS

partners, when appropriate, personally visit all repeat citywide clients on an ongoing basis throughout the year.

- Cooperative marketing (financial) contributions to select citywide clients are based on the competitive environment and evaluated on a case-by-case basis. Attendance is a crucial element of success, and a major point of evaluation for planners when considering a destination for a future event. Consideration is given to conventions that attract a large number of out-of-area attendees, and convene during 'need' times. As competition for citywide conventions continues to grow, and other cities offer incentives, this cooperative program tool has become increasingly important for both our clients and our destination.
- Interaction with Connect will continue to provide a comprehensive outreach to the planners who attended the successful event that was held in Salt Lake in 2018.
- Visit Salt Lake will host a Customer Advisory Board meeting to provide direction, ideas and insight to enhance VSL's sales and marketing efforts.
- Visit Salt Lake will host highly targeted board of directors meetings in Salt Lake to familiarize these key decision makers with our destination.
- Sales team members will hold sales appointments with high producing third party planners, host them onsite inspections, and attend select ConferenceDirect, Experient, and HelmsBriscoe meetings.

### PROGRAM BUDGET

\$ 1,878,000

### PERFORMANCE MEASURES

- The Convention Sales team will host one Customer Advisory Board meeting.
- The team will collectively host 130 site inspections.
- Each Salt Lake-based convention sales director, and sports sales director will complete a minimum of 104 outgoing prospecting calls and/ or e-mail contacts to new potential convention clients.
- Each executive meeting manager and national sales manager will complete a minimum of 240 outgoing prospecting calls and/or e-mail contacts to new potential meeting clients.
- Three satellite directors will collectively make a minimum of 125 initial sales appointments.
- The top 70 clients who attended Connect in 2018 will be contacted by Visit Salt Lake at least three times in 2019.

### IMPLEMENTATION RESPONSIBILITY

Senior Vice President of Sales & Services

Managing Director of Sales

## SALES: Trade Shows / Industry Events

## CONVENTIONS

### PROGRAM DESCRIPTION

The sales team attends select trade shows and industry events to meet with and generate leads from targeted clients. Attending these trade shows and events also enables the sales team to interact with existing clients, and enhances their awareness of industry trends and issues.

### PROGRAM ELEMENTS

- The convention sales team will attend the following trade shows and industry events in 2019:

#### TRADE SHOWS

- ASAE Annual Meeting
- ASAE Experience Design Project
- Connect Marketplace
- Connect New York, Connect Chicago, Connect DC, Connect Diversity, Sports Leadership Summit, and Expo Leadership Summit.
- IMEX Americas
- IMEX Frankfurt
- Destinations Showcase
- MPI World Education Conference
- MPI regional tradeshow in Northern California, Southern California, and Washington State.
- Nursing Organizations Alliance
- TEAMS - the athletic event conference
- National Association of Sports Commissions
- Sports Relationship Conference
- US Sports Congress
- Holiday Showcase Chicago

- Meeting Industry Council of Colorado
- IGLTA Global Convention
- Pharma Summit
- interACTION

#### INDUSTRY CLIENT EVENTS

- Professional Convention Management Association (PCMA) Convening Leaders
- PCMA Education Conference
- Council for Engineering & Scientific Society Executives (CESSE) Annual Meeting
- Council for Engineering & Scientific Society Executives (CESSE) CEO Summit
- Simpleview (CRM) Summit
- ConferenceDirect's annual partner meeting
- ConferenceDirect's CDX
- Experient's Envision
- Experient's E4 Meeting
- Helms Briscoe's Annual Business Conference
- Society of Independent Show Organizers' Leadership Conference
- Society of Independent Show Organizer's CEO Summit
- ASAE Five Star Weekend
- ASAE Summit Awards Dinner
- ASEA Great Ideas Conference

### PROGRAM BUDGET

\$371,000

### PERFORMANCE MEASURES

- The Convention Sales staff will attend 39 select national convention industry trade shows and events that are focused on generating citywide convention, athletic event, and single hotel/resort leads.
- The three satellite sales directors will additionally participate in dozens of industry events and chapter meetings of MPI, PCMA and other organizations within their respective geographical areas.

### IMPLEMENTATION RESPONSIBILITY

Senior Vice President of Sales & Services

Managing Director of Sales

Convention Sales Directors

National Sales Managers

Sports Sales Directors

Executive Meeting Managers

## SALES: Sales Missions

## CONVENTIONS

### PROGRAM DESCRIPTION

Conducting highly customized, face-to-face sales presentations is an effective way to sell Salt Lake. Visiting prospective clients in their hometown further demonstrates Salt Lake's desire to host their meetings or conventions. Extra focus will be made to visit all 70 of the top potential clients who attended the 2018 Connect Marketplace.

### PROGRAM ELEMENTS

- Sales team members will collectively conduct 50 sales missions to make personalized presentations to targeted clients. Stakeholders, hospitality partners from hotels, resorts, Salt Palace and sports venues are encouraged to join these trips. Whenever possible, sales missions are combined with travel to targeted trade shows/industry events in order to maximize Visit Salt Lake's budget and staff time.

### PROGRAM BUDGET

\$90,000

### PERFORMANCE MEASURES

- The Convention Sales team will conduct 50 personal targeted sales trips.

### IMPLEMENTATION RESPONSIBILITY

Managing Director of Sales

Directors of Convention Sales

Director of Sports Sales

National Sales Managers

# SALES: Sales Deployment

## CONVENTIONS

### PROGRAM DESCRIPTION

Each member of the sales team is deployed against specific vertical and/or geographical markets.

### PROGRAM ELEMENTS

- Three sales people focus exclusively on securing citywide conventions into Salt Lake. These are groups that utilize the Salt Palace Convention Center and a minimum of 1,500 attendees. Specific market assignments for the three directors include: Health/Medical, Key Accounts, Corporate, B2B Trade Shows, Education, Social Welfare and Scientific/Technical/Engineering. These sales people focus on large groups that can be accommodated with Salt Lake's current hotel inventory. They will shift their focus to larger, higher-spend groups if and when a convention hotel is announced.
- One Managing Director of Sales oversees the Salt Lake-based sales staff, interacts with key hospitality partners such as the major hotels, and attends tradeshow focused on the B2B tradeshow market.
- One Strategic Account Director is assigned to key city-wide accounts, such as Emerald Expositions that owns dozens of business to business tradeshow.
- Five sales people book meetings into single hotels and resorts. Two Executive Meeting Managers are responsible for groups from all market segments that attract up to 200 attendees. Three National Sales Managers pursue meetings that attract between 201 and 1,499 attendees. The national sales managers are deployed against geographical regions of the country.
- One sales director focuses on booking athletic events and meetings that produce room nights in Salt Lake County. Efforts are made to work synergistically with the Utah Sports Commission.
- Three satellite sales directors are located in the markets with the nation's highest concentration of meeting and convention clients; one in Washington DC, one in Chicago, and one in the Northeast. These sales team members work from home offices and are responsible for generating sales leads within their

respective areas.

- Two administrative assistants support the efforts of the sales team.
- One database administrator is responsible for the ongoing maintenance of the Visit Salt Lake's Client Relationship Manager (CRM) software program that is used in all aspects of the sales process.
- If and when a convention hotel is announced, Visit Salt Lake will enlarge, and/or make strategic deployment adjustments to the sales team.

### PROGRAM BUDGET

Salaries and Benefits

### PERFORMANCE MEASURES

- The 2019 total meeting and convention room night goal is the greater of a 3% increase over the 2018 actual production, or 781,038 room nights.

### IMPLEMENTATION RESPONSIBILITY

Senior Vice President of Sales & Services

# SERVICES: Welcome Campaigns

# CONVENTIONS

## PROGRAM DESCRIPTION

Welcome campaigns assure an exciting and hospitable environment for city wide onvention attendees. In addition to extending hospitality to our clients, this service also heightens awareness of the the 'visitor economy' and gives Visit Salt Lake partners opoportunities to participate in convention-related business activities, including a sponsorship roles if available.

## PROGRAM ELEMENTS

- Welcome Campaigns include the following components based on attendance and client preferences:
  - Customized electronic greeting at Salt Lake City International Airport
  - Media outreach services will be provided to generate maximum digital and print exposure and visitabilty ofr select clients.
  - Custome sidewalk art will will provide way-finding for convention attendees.
  - Window signage placed in hotels, restaurants, bars and retail outlets.
  - Flags with clients' logos will be placed in front of the Salt Palace, and use of street banners will be coordinated through the Downtown Alliance.
  - Alerts will be sent to restaurants within the convention district to inform them of upcoming conventions, enabling them to staff appropriately and run specials as desired.
  - Restaurant reservation/information desks will be placed in the Salt Palace.
  - The new Show Your Badge program will enable convention attendees to download 'coupons' on their smartphones to provide discounts/specials on retail, and food & beverage purchases.

## PROGRAM BUDGET

\$60,000

## PERFORMANCE MEASURES

- Receive the Meetings & Conventions Gold Service Award, and maintain membership in the M&C Gold Award Hall of Fame.
- Maintain a post event survey satisfaction score of 4.8 or higher (of a possible score of 5).

## IMPLEMENTATION RESPONSIBILITY

Senior Vice President of Sales & Services  
Managing Director of Services & Events

## SERVICES: Client Services

## CONVENTIONS

### PROGRAM DESCRIPTION

Through implementation of programs such as traditional attendance promotion, social media outreach, site inspections and other client interaction, the Services staff maintains a high level of customer satisfaction, increasing the likelihood of repeat business, and increasing positive perceptions of Salt Lake. The recent merger of the Sales and Services departments will enhance efficiencies and result in more streamlined client communication.

### PROGRAM ELEMENTS

- The Services Department will actively manage meeting content profile on the member area of VisitSaltLake.com. All city-wide convention information will be available 6-12 months prior to the convention dates.
- To influence final decision-makers, Visit Salt Lake will host all aspects of highly select board meetings. This will introduce both the destination, and VSL's high service level to key clients.
- Client will be hosted on pre-convention/event planning trips, and be provided all necessary information and services to ensure a successful convention/event.
- The Services staff will highlight past successful venues, for example those used during ASAE events in 2016, and the Connect Marketplace in 2018 to demonstrate the capacity, variety and usefulness of venue options.
- Convention specific microsites will be built for clients, enabling them to better showcase Salt Lake destination content and meeting content. Clients' websites and microsites will be audited to ensure the Visit Salt Lake brand message is best displayed to meeting attendees. Quotes and testimonials from past clients, such as ASAE and Connect will be provided for future promotional purposes.
- The Services staff will create sustainable meeting guidelines and policies, and provide easily accessible information about Corporate Social Responsibility programs.
- Clients will be provided with information regarding pre purchase of TRAX passes to/from the airport, pre purchase of Visit Salt Lake Connect passes, and Delta Air Lines' Meeting network program.

### PROGRAM BUDGET

\$50,000

### PERFORMANCE MEASURES

- Receive the Meetings & Conventions Gold Service Award and maintain membership in the M&C Gold Award Hall of Fame.
- Maintain an average post event customer satisfaction survey score of 4.8 or higher (of a possible score of 5).

### IMPLEMENTATION RESPONSIBILITY

Senior Vice President of Sales & Services

Managing Director of Services & Events

## SERVICES: Attendance Promotion

## CONVENTIONS

### PROGRAM DESCRIPTION

Attendance draw continues to be one of the major concerns of planners as they select convention destinations. Visit Salt Lake has been active in this process, and as the meetings industry evolves, we will approach attendance promotion in a creative and assertive manner. This is a service the VSL sales staff can tout, but ultimately, the programs will be created to drive more attendance and awareness of larger conventions before, during and after they are hosted in Salt Lake.

Visit Salt Lake will work with the Utah Office of Tourism and third party packagers to promote pre and post visitation to this group, highlighting the state's natural beauty and National Parks.

### PROGRAM ELEMENTS

- The Services Department will attend ten conventions in 2019 for to promote attendance at the same convention to be held in Salt Lake in 2020.
- The Services staff will work closely with the Marketing Department to create content for attendance promotion; showcasing there really are Things To Do in Salt Lake.
- The Services staff will extend its use of social media tools, and offer city-wide conventions a customized approach to attendance promotion campaigns. Social Networks Hub will be used to bring together and optimize current group social network sites as well as engage association members, exhibitors, thought leaders and Visit Salt Lake member businesses to increase attendance numbers.
- Meeting specific microsites will be offered to groups who are looking for Salt Lake information that can be accessed from their own websites. These microsites will feature a welcome to each group and highlight top items such as things to do, where to eat, events and Hot Deals but will be sensitive to room blocks when looking for places to stay. Microsites will include, when applicable, an endorsement from the group's executive officer that attended ASAE or another past meeting in Salt Lake.
- Convention profiles and booking links will be offered on regular site and can be accessed through member areas and on the booking widget.
- Conventions Services will actively work with the Meetings & Conventions Marketing Manager who will aid in the implementation of marketing tools for each convention.

### PROGRAM BUDGET

\$40,000

### PERFORMANCE MEASURES

- Receive the Meetings & Conventions Gold Service Award and maintain membership in the M&C Gold Award Hall of Fame.
- Maintain an average post event customer satisfaction survey score of 4.8 or higher (of a possible score of 5).
- Promote Social Media attendance building campaigns with a 70% adoption rate.

### IMPLEMENTATION RESPONSIBILITY

Senior Vice President of Sales & Services

Managing Director of Services & Events

Meetings & Conventions Marketing Manager

Graphic Designer

# SERVICES: Client Development

# CONVENTIONS

## PROGRAM DESCRIPTION

The Services staff will engage with clients who have booked conventions and large athletic events to conduct planning trips of hotels, the convention center and off-site venues to ensure maximum use of the most appropriate facilities and businesses. The Services staff personally visits various repeat in-state clients to maintain rapport, cater to developing needs, and demonstrate return business is not taken for granted.

## PROGRAM ELEMENTS

- Services staff conducts quarterly meeting planner visits to various regional repeat clients.
- The Services staff will continue to host confirmed convention clients on meeting planner visits to showcase Salt Lake, meet the area’s key hospitality partners and to inspect Salt Lake’s meeting and hotel inventory.
- An inventory of unique amenities will be maintained for use in the sales process and for post-booking gifts to meeting planners, VIPs and other guests visiting Salt Lake.
- Using Visit Salt Lake’s Customer Relationship Manager (CRM), new programs which will enable customized and personalized client contact and outreach. This will help to further distinguish Visit Salt Lake as a leader in the convention services-industry.
- Client assignments are distributed among the Managing Director of Services and Convention Services Managers, based on the size of the event, staff calendars, and other ongoing assignments and client relationships.

## PROGRAM BUDGET

\$50,000

Salaries and Benefits

## PERFORMANCE MEASURES

- Quarterly visits to various regional repeat clients
- Maintain an average post event customer satisfaction survey score of 4.8 or higher (of a possible score of 5).

## IMPLEMENTATION RESPONSIBILITY

Senior Vice President of Sales & Services

Managing Director of Services & Events



## SERVICES: Surveys / Market Research

## CONVENTIONS

### PROGRAM DESCRIPTION

Customer satisfaction is the cornerstone of Visit Salt Lake's Services team. Providing exceptional service increases the probability conventions will return, encourages meeting planners to spread the word, and also helps in selling future conventions. Recently redesigned satisfaction surveys will be sent to convention clients after their respective events.

Conventions and meetings booked by Visit Salt Lake generate over \$260 million in direct spending. Knowing the economic impact of specific market segments enables the Visit Salt Lake sales staff to evaluate potential business and identify markets with the best return on investment. It also enables the Visit Salt Lake to demonstrate the enormous economic impact meetings, athletic events and conventions bring to the community. Shared with the clients, this information is invaluable to groups in proving their respective value to future destinations. Visit Salt Lake contracts with the University of Utah's Kem Gardner Policy Institute to conduct surveys and calculate economic impact, thereby providing a credible source for this information.

Taken together, these two measurement methods demonstrate in a verifiable and visceral way, the economic impact of the meeting and convention industry in Salt Lake.

### PROGRAM ELEMENTS

- The Services staff conducts surveys for larger groups booked by Visit Salt Lake to measure client satisfaction with the destination, convention center, Utah Food Services, and Visit Salt Lake's Sales & Services Department.
- This information is shared with all entities that were involved with the convention.
- The University of Utah's Kem Gardner Policy Institute conducts in-person surveys during selected conventions. Survey results will show the impact of conventions on the Salt Lake community specifically in the following areas:
  - Average convention delegate spending
  - Transportation patterns of convention attendees
  - Average length of stay

### PROGRAM BUDGET

\$36,000

### PERFORMANCE MEASURES

- Maintain an average post event customer satisfaction survey score of 4.8 or higher (of a possible score of 5).

### IMPLEMENTATION RESPONSIBILITY

Senior Vice President of Sales & Services

Managing Director of Services & Events

## WEB SITE: Web Based RFP

## CONVENTIONS

### PROGRAM DESCRIPTION

Visit Salt Lake' Web-based Request For Proposal (RFP) provides meeting planners easy-to-use way and streamlined format that will be easily and quickly distributed to the appropriate Convention Sales staff member and to potential lead candidates. The RFP form will be globally featured on the meetings microsite.

### PROGRAM ELEMENTS

- Submit RFP will be one of the main navigation items featured on the Meetings section of the VisitSaltLake.com website.
- The easy-to-use RFP form encourages submission and generates greater follow-up from Convention Sales staff.
- The RFP form integrates with the Visit Salt Lake CRM tool to generate quicker transferal of information to Convention Sales and other partners.
- This Simpleview RFP is also leveraged with EmpowerMINT. This is the industry's most comprehensive meetings database. It is a web portal that connects planners to CVBs to create a one-stop-shop for the growing online meeting and convention marketplace.
- Visit Salt Lake will continue is relationships with CVent. CVent is an online software tool for Event Management, Web Surveys and well as a global event directory with over 150,000 venues. RFP and leads are generated directly to Visit Salt Lake as well as our partners.

### PROGRAM BUDGET

\$5,000

### PERFORMANCE MEASURES

- Increase visitor sessions by 10% to the VisitSaltLake.com, resulting in 2.69 million visits in 2019.
- The 2019 total meeting and convention room night goal is the greater of a 3% increase over the 2018 actual production, or 781,038 room nights.

### IMPLEMENTATION RESPONSIBILITY

Senior Vice President of Sales & Services

Vice President of Marketing

Graphic Designer

## PROGRAM DESCRIPTION

Visit Salt Lake's web team will run key search engine optimization (SEO) strategies and targeted paid search engine marketing (SEM) campaigns to optimize and develop greater search results and traffic to the meetings microsite of VisitSaltLake.com. These strategies will be targeted specifically at meeting professionals and the potential group and meetings they represent.

Specific SEO/SEM Strategies will be added to existing programs with the newly launched VisitSaltLake.com website.

VisitSaltLake.com will also look to create convention and meetings content that can not only help better showcase Salt Lake as a premier meetings destination but also utilize the search aspects and traffic generation of that content.

## PROGRAM ELEMENTS

- Visit Salt Lake will work with the SEO team at Simpleview to optimize all meeting web pages and target key words and phrases that will increase our search rankings.
- Visit Salt Lake will continue a monthly paid search campaign with Simpleview to drive traffic on the Meetings area of VisitSaltLake.com.
- Visit Salt Lake staff will increase content pages in relevant areas to allow better search performance in key areas.
- Press releases will feature new and relevant content about Salt Lake and will aid in search results for meeting information.
- Visit Salt Lake will work with Simpleview SEO/SEM team to develop paid search program with You Tube video content.
- Visit Salt Lake will work with Simpleview's SEO/SEM team to craft more enhanced analytics that will help display various meeting focused web results, including e-mail delivery success, visitors analytics and most used pages.

## PROGRAM BUDGET

\$200,000

## PERFORMANCE MEASURES

- Increase visitor sessions by 10% to the VisitSaltLake.com, resulting in 2.69 million visits in 2019.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Content Strategy

Simpleview SEO/SEM Analyst

Webmaster

## PROGRAM DESCRIPTION

Visit Salt Lake will continue to enhance the Meetings area of the VisitSaltLake.com website that will be easier to navigate and feature content most relevant to the perspective meeting planner. The Meetings site will feature Why Salt Lake, Convention Facilities, Meeting Facilities, Services, Convention Calendar and Submit RFP. Third party endorsement of Salt Lake's Meeting product will be weaved throughout each section of the site, showcasing the viability and desirability to host meetings of all kinds.

Visit Salt Lake will also continue to manage, edit and update the websites for the Salt Palace Convention Center, the Mountain America Exposition Center and the Salt Lake Equestrian Center.

## PROGRAM ELEMENTS

- The Meetings area of VisitSaltLake.com will focus directly on our largest Salt Lake County owned convention Facilities: The Calvin L. Rampton Salt Palace Convention Center, the South Towne Exhibition Center in Sandy and the Salt Lake Equestrian Center in South Jordan. Highlighting maps, booking information, virtual tours, and facility calendars.
- Meeting section of VisitSaltLake.com will include Why Salt Lake pages that will feature positive aspect of hosting meetings and convention in our area. Including, access, value, service level, destination appeal, etc.
- Visit Salt Lake will develop web content following the possible announcement of a possible new Convention Hotel. This area will include continual updates of the progress.
- Meetings tab will feature convention calendar and basic content for all meetings booked in the future. Information will be pulled dynamically from the Visit Salt Lake CRM.
- Meetings tab will feature meeting and business support and Convention Service provider members. We will enhance the ability to search business categories and display additional content regarding specific area of expertise.
- Meetings tab will also focus on the Convention Services that Visit Salt Lake can provide to incoming meetings and Conventions.
- Attendance promotion toolkit will be upgraded to include tools with downloadable logos, images, and videos that can be utilized and customized for each meetings planner as they see fit to promote their convention.
- Sports Event Planning is also a feature area of the website. This area will include sorting venue

information as well as valuable links to/ from Utah Sports Commission website that allow planners to access lodging and room block information as well and our online RFP.

- Meetings tab will continue to integrate "Green Meetings" as an important selling feature of our destination. The Salt Palace solar panels and commitment to sustainability will be a common message throughout our website We will continue to all "green" initiatives of the Salt Palace, Visit Salt Lake, Salt Lake City, Salt Lake County, and if relevant, the state of Utah.

## PROGRAM BUDGET

\$200,000

## PERFORMANCE MEASURES

- Increase visitor sessions by 10% to the VisitSaltLake.com, resulting in 2.69 million visits in 2019.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Content Strategy

Simpleview Account Manager

Webmaster

## PROGRAM DESCRIPTION

VisitSaltLake.com will be transformed into a mobile first responsive website that will no longer require a separate mobile site for handheld devices.

This responsive design will allow content in the meetings segment to be represented on all device platforms specifically mobile devices.

## PROGRAM ELEMENTS

- Visit Salt Lake newly launched website will continue to target the visitor and convention attendee when viewed through mobile search functionality.
- Visit Salt Lake will build microsites for incoming conventions that will also be designed with mobile first design, therefore eliminating the need for a separate mobile site solution.
- Visit Salt Lake will utilize convention calendar feed to display content for upcoming conventions as well and all events held in the Salt Palace Convention. Visit Salt Lake will use the same SMG feed to power facility calendars for MAEC and Equestrian Center.
- Visit Salt Lake can now display the Salt Palace Convention Center interactive map across all device platforms, allowing sales to showcase the facility on site inspections while out in the building.
- The STEC will be using a new interactive display map utilizing Google Maps to showcase the facility and area around the facility.
- Visit Salt Lake responsive sites will utilize what's nearby functionality to establish businesses in closest proximity to mobile device.
- Visit Salt Lake will incorporate Trip Advisor reviews on any hotels or attraction listing. Open Table booking functionality is now available with participating restaurants.

## PROGRAM BUDGET

\$200,000

## PERFORMANCE MEASURES

- Increase visitor sessions by 10% to the VisitSaltLake.com, resulting in 2.69 million visits in 2019.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing  
Director of Content Strategy  
Webmaster

## WEB SITE: Listing Integration

## CONVENTIONS

### PROGRAM DESCRIPTION

Partner Integration in all member listings on VisitSaltLake.com is designed to create greater presence and functionality to all member businesses with specific content that targets the meeting and event planner. Destination listings are also generated to provide a more inclusive, representative and relevant search for businesses and attractions in the Greater Salt Lake area.

### PROGRAM ELEMENTS

- Member listings include enhanced hotel, venue and restaurant page listings and provide links to meeting room specifics and details.
- Additional mapping features are utilized in member page listings, including Google Maps street view, directions and “What’s Nearby” functionality that allows for easier search of nearby members.
- Each member page includes images pulled from the YELP API, TripAdvisor and YELP reviews if available, as well as Open Table feeds for all participating restaurants.
- Paid content creation opportunities will be offered to Members. Full length featured content will be created and featured by either the advertiser or Visit Salt Lake.
- Visit Salt Lake’s CRM integration with the YELP API allows member content to be pulled directly from feed on a real-time basis.
- Improve content in member area of the site to provide complete and better information for the members
- Visit Salt Lake will continue to integrate destination and non-member listings from businesses and attractions that include restaurants, shopping, attractions, golf courses, hiking and biking trails.

### PROGRAM BUDGET

\$200,000

### PERFORMANCE MEASURES

- Increase visitor sessions by 10% to VisitSaltLake.com, resulting in 2.69 million visits in 2019.
- Increase advertising sales on Visit Sat Lake Web Properties by 4% over 2018.

### IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Content Strategy

Vice President of Partner Development

Webmaster

## COMMUNICATIONS: Local Community Outreach

## CONVENTIONS

### PROGRAM DESCRIPTION

Visit Salt Lake will continue to contract with a local PR agency (Boe Marketing) to offer a Local Media Outreach program to incoming citywide meetings and conventions as well as events, a unique and incredibly successful program within the meetings and conventions industry. The PR agency works in conjunction with Visit Salt Lake's in-house media relations' staff to provide exceptional service to VSL's meeting, convention and event clients, helping promote each group's key messages to the local community. In addition, the program creates community awareness of incoming conventions and events, and the importance of presenting exceptional service levels to these impactful groups.

### PROGRAM ELEMENTS

- Visit Salt Lake's Local Media Outreach program will include extensive programming for incoming conventions and events, and distribution of key messages.
- The Local Media Outreach program calculates and distributes the local and statewide economic impact information produced by Visit Salt Lake's sales efforts to targeted local media outlets.
- Convention and event key messages are disseminated to targeted media outlets throughout the local market.
- Local Media Outreach program distributes key Visit Salt Lake messages, particularly economic impact and event information.

### PROGRAM BUDGET

\$48,000

### PERFORMANCE MEASURES

- Generate the equivalent advertising value of \$14.7 million worth of positive earned media for Salt Lake (of which, 20% will be from Utah-based media coverage).

### IMPLEMENTATION RESPONSIBILITY

Director of Communications  
Local PR Firm

# COMMUNICATIONS: National Media

# CONVENTIONS

## PROGRAM DESCRIPTION

Visit Salt Lake will continue to contract with a national PR firm (Conran Communications) to complement the in-house media relations' efforts and programs, and provide additional resources in order to execute an extensive national media relations' plan. In addition, the firm works in conjunction with the Visit Salt Lake Communications team to develop a targeted, national strategy with key messages to specific markets and audience while strengthening the overall brand messaging and promise of Salt Lake's unique urban offerings and setting.

## PROGRAM ELEMENTS

- Visit Salt Lake and its National PR firm (Conran Communications) will implement an in-depth media plan to attract and produce relevant information by way of news releases and story pitches to the meeting and convention trade media outlets (print and electronic magazines, and newsletters).
- The National PR firm will handle the coordination of a targeted media blitz with meeting/convention media outlets in two key target markets.
- The National PR firm's outreach program will distribute key Visit Salt Lake messages monthly via news releases and targeted story pitches.
- The contracted social media firm (Sparkloft) will develop and implement, in partnership with the sales team, a targeted proactive program to highlight Salt Lake's strengths and the individual expertise of each sales director and manager.
- The social media firm will develop targeted content to post to VSL's LinkedIn page as well as grow the membership of the 'Meet in Salt Lake' group page.
- The social media firm will develop varied yet targeted content from which sales team members will post to their individual accounts, according to their specific target market and audience.

## PROGRAM BUDGET

\$54,000

## PERFORMANCE MEASURES

- Generate the equivalent advertising value of \$14.7 million worth of positive earned media for Salt Lake.

## IMPLEMENTATION RESPONSIBILITY

Director of Communications

National PR Firm

Social Media Firm



## PROGRAM DESCRIPTION

Visit Salt Lake's Social Media program will continue to play an important role for VSL to reach, influence and share messages about Salt Lake as a destination as an ideal meeting and convention destination. Since bringing the majority of social media efforts and responsibilities in-house, the proactive use of social media to address the meeting and convention market has fallen primarily on the LinkedIn platform, which meeting professionals are most active on and which the most relevant information can be shared and viewed. All other platforms (Facebook, Twitter, Pinterest, YouTube, etc.) continue to play a critical role in the branding of Salt Lake, highlighting its urban appeal, while LinkedIn is better designed to target the meeting and convention industry and its decision makers.

In addition, Visit Salt Lake contracts with a social media firm (Sparkloft) to develop and implement a targeted and proactive meeting and convention program via LinkedIn, the social media platform most utilized by meeting professionals. This program is designed to produce lead generation and keep Salt Lake, and VSL's sales team, front of mind to capitalize on the successful hosting of Connect Marketplace.

## PROGRAM ELEMENTS

- Visit Salt Lake's social media and communications manager will strategize, manage and program the VSL Facebook page. Monthly editorial posting calendars will be reviewed as a team and may target specific groups or events that may be in town during that time. Daily posts will encourage engagement and all questions and inquiries will be answered in a timely manner.
- Visit Salt Lake will also continue to be active in the growth of its Twitter account and followers. It will engage and respond to all @followers during meetings or events while in town. The social media manager will also post and engage while listening to key words and phrases that may be particular to a certain group or event.
- The Visit Salt Lake YouTube Channel will feature videos produced in-house or shared that will be of particular interest to the meeting planner as well as attendees.
- For LinkedIn, the contracted social media firm (Sparkloft) will develop and implement, in partnership with the sales team, a targeted proactive program to highlight Salt Lake's strengths, particularly its urban offerings, and the individual expertise of each sales director and manager.
- Sparkloft will develop targeted content and post to VSL's LinkedIn page as well as grow the membership of the 'Meet in Salt Lake' group page.
- Sparkloft will develop varied yet targeted content from which sales team members will post to their individual accounts, according to their specific target market and audience.

## PROGRAM BUDGET

\$105,000

## PERFORMANCE MEASURES

- Increase visitor sessions by 10% to the VisitSaltLake.com, resulting in 2.69 million visits in 2019.
- Increase Facebook likes to 300,000 and Twitter followers to 55,000.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Communications

Director of Content Strategy

Social Media & Communications Manager

Social Media Firm

## PROGRAM DESCRIPTION

Visit Salt Lake will continue to produce a “Meeting News” electronic newsletter targeting its top meeting planners and VSL clients, currently being distributed to more than 5,000+ people. These e-letters provide pertinent and updated information regarding new developments, projects, and upcoming events for meeting planners with currently booked business and select industry colleagues.

## PROGRAM ELEMENTS

- Visit Salt Lake Meeting News is produced monthly and includes new and fresh information pertinent to meeting planners and their attendees that may include:
  - updates regarding new Visit Salt Lake programs
  - city/convention district developments
  - upcoming events and activities
  - Salt Lake hospitality community news
- Each issue of “Meting News” will promote all upcoming conventions and large meetings. We will continue to make mention of the legacy of hosting particular past events such as the 2002 Winter Olympic Games, Outdoor Retailer, 2009 MPI, 2016 ASAE Annual and the 2018 Connect Marketplace Meeting.
- Meeting News will announce and follow the progress of a possible Convention Center Hotel announcement from site selection, through construction and any other pertinent information.

## PROGRAM BUDGET

\$10,000 E-mail Delivery Costs

## PERFORMANCE MEASURES

- Distribute monthly Meetings e-letter to our targeted database of meeting planners with a 25%+ open rate.

## IMPLEMENTATION RESPONSIBILITY

Senior Vice President of Sales & Services

Director of Content Strategy

Director of Communications

## PROGRAM DESCRIPTION

To assist print and electronic media with producing Salt Lake meeting and convention-oriented editorial content, Visit Salt Lake will proactively reach out to trade publications, its editors and writers as well as react accordingly to their requests for information. VSL will also continue to provide a full menu of media materials for both print and electronic media outlets. These materials will provide all media outlets, regardless of format, the most current and up-to-date information and materials necessary to promote or enhance media coverage of Salt Lake as a year-round, world-class meeting destination.

Visit Salt Lake conducts media blitzes throughout the year, targeting trade publications in key media markets, tailoring media messages and pitches to the publications' specific audience and keeping Salt Lake front-of-mind as a meeting destination. In addition, Visit Salt Lake hosts trade publication editors and writers throughout the year, emphasizing Salt Lake's meeting and convention attributes and qualities while at the same time giving ample opportunity to sample Salt Lake's urban offerings and tourism-related experiences.

## PROGRAM ELEMENTS

- Visit Salt Lake's Communications team will conduct a minimum of five trade-specific media blitz appointments with a focus on the unique urban offerings that complement Salt Lake's meeting and convention product. We will also leverage the hosting of Connect Marketplace as a draw for future convention and meeting business.
- Blitz messaging will include Salt Lake as a world-class, year-round meeting destination, Salt Lake's unique urban product, its ongoing "green" initiatives, improved accessibility/SLC Int'l Airport re-build and the ongoing timeline of the convention hotel (if/when appropriate).
- Visit Salt Lake will continue to host meeting-specific media visits to promote Salt Lake as a meeting and convention destination, including experiencing Salt Lake's meeting/convention infrastructure as well as its multitude of urban-oriented assets: cultural arts, dining and nightlife.
- Visit Salt Lake's media materials are updated on a regular basis, and include Salt Lake-specific news releases, an extensive online image library and high-resolution b-roll video footage.
- Visit Salt Lake's Communications team will continue to tailor topic-specific responses in response to media requests in addition to updating its "What's New" website page that lists VSL news releases and information from Members pertinent to the media. The news releases and Member information reside in the media section of VisitSaltLake.com, while photography and video reside on a hosted site (Libris).

## PROGRAM BUDGET

\$18,000

## PERFORMANCE MEASURES

- Generate the equivalent advertising value of \$14.7 million worth of positive earned media for Salt Lake.

## IMPLEMENTATION RESPONSIBILITY

Director of Communications  
National PR Firm

## PROGRAM DESCRIPTION

Visit Salt Lake will continue its cooperative program that has been developed with the American Society of Association Executives (ASAE). This Corporate Partnership creates value and awareness with association executives to continue leveraging Salt Lake's successful hosting of ASAE's 2016 annual meeting.

## PROGRAM ELEMENTS

The ASAE Corporate Partnership provides numerous marketing opportunities with meaningful ASAE programs that enhance the overall value of the VSL-ASAE partnership:

- Access to ASAE proprietary research and survey results, membership database, and show attendee lists.
- Year-round corporate partner recognition on web site, marketing collateral, press releases, all subscription publications, preliminary/on-site program books for ASAE shows, and ASAE signature programs.
- Exhibit benefits include Annual Meeting registrations and a 10 x 20 booth at the ASAE Expo, as well as registrations to the ASAE Experience Design program: XDP
- Event registrations for ASAE signature programs throughout the year, including participation in the ASAE VIP client events: Five Star Weekend, Executive Leadership Forum, The Classic, Great Ideas Conference and the Partnership Summit and Volunteer Leadership Retreat, as well as other opportunities that may arise.
- Four ASAE memberships
- Advertising barter of \$35,000 for ASAE's print and digital advertising products
- Hosting the ASAE Innovation Lab for a second year will position Salt Lake as an innovation center and, showcase the destination's innovation assets to a group of 36 association executives.

## PROGRAM BUDGET

\$170,000

## PERFORMANCE MEASURES

- The 2019 total meeting and convention room night goal is the greater of a 3% increase over the 2018 actual production, or 781,038 room nights.

## IMPLEMENTATION RESPONSIBILITY

Senior Vice President of Sales & Services

Vice President of Partner Development

Vice President of Marketing

# PUBLICATIONS & COLLATERAL: Bid Presentation

# CONVENTIONS

## PROGRAM DESCRIPTION

Visit Salt Lake will continue to embrace greater and more efficient technology that will aid in the creation, delivery on meeting and convention bid presentations. Visit Salt Lake will publish customized bid presentations that will be viewable via, print, downloadable and online version that will allow multiple options to view depending on how group will want to review presentations.

## PROGRAM ELEMENTS

- Visit Salt Lake will continue to develop a custom Bid Presentation Template.
- Bid Presentation will allow bid to be produced in a variety of formats (Print, digital, online) in an attractive and professional format.
- Bid Presentation tool will be highly customizable based on the groups needs. It will also easily integrate hotel room blocks and convention center contracts into one document.
- Bid Presentation will be able to work with both large and small groups.

## PROGRAM BUDGET

\$10,000

## PERFORMANCE MEASURES

- The 2019 total meeting and convention room night goal is the greater of a 3% increase over the 2018 actual production, or 781,038 room nights.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Senior Vice President of Sales & Services

Graphic Designer

Convention Assistants

## PROGRAM DESCRIPTION

A new 6 panel Convention District Map will be developed that will serve as the promotional collateral piece that will be included in with convention packets as well as the main informational piece that can be used to guide visitors from the Visitors Information Center in and around the Downtown area of Salt Lake.

This new convention district map will also serve as a valuable online resource that will be downloadable from VisitSaltLake.com. It can be customized to highlight areas of interest or need for specific groups or hospitality partners.

## PROGRAM ELEMENTS

- Visit Salt Lake will update the Convention District Map and print between 75,000 – 100,000 for future use.
- Distribution of the Convention District Map is to convention attendees through the attendance promotion program, meeting planners via sales kits and sales calls, and hospitality partners using this brochure for Salt Lake promotional purposes.
- Content of the Convention District map includes:
  - Top Points of interests
  - Salt Palace Convention Center Location
  - All Convention District Hotels
  - Attractions
  - Green Bike locations
  - Trax Light Rail lines and stops
  - URL to mobile interface for Things to Do, Events, Dining and Nightlife.
- A new digital version of the Convention District Map will be produced using 360 photography to allow users to better experience the points of interest within walking distance from the Salt Palace Convention Center.

## PROGRAM BUDGET

\$20,000

## PERFORMANCE MEASURES

- The 2019 total meeting and convention room night goal is the greater of a 3% increase over the 2018 actual production, or 781,038 room nights.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Visitor Services

Director of Creative Services

Graphic Designer

Services Manager

## PROGRAM DESCRIPTION

The Visit Salt Lake will continue to print limited quantities facilitated by new digital print on demand processes, the Meeting Planner Guide that will continue focus on the key factors of Salt Lake as a Convention Destination and a new Convention Hotel that could be announced in 2019. This piece also includes detailed information about the Salt Palace and Mountain American Expo Center, air access, proximity of our convention district to the airport, visitor attractions, outdoor recreation opportunities and vibrant dining and nightlife.

## PROGRAM ELEMENTS

- Visit Salt Lake will publish and print this guide on demand and will include information about a Convention Center hotel when and if an announcement is made.
- Convention Sales Team will utilize Meeting Planner Guide as sales tool for in-office visits and trade show opportunities.
- Meeting Planner Guide will highlight Salt Lake as the host of the 2016 ASAE annual meeting and the 2018 Connect Marketplace.

## PROGRAM BUDGET

\$10,000

## PERFORMANCE MEASURES

- The 2019 total meeting and convention room night goal is the greater of a 3% increase over the 2018 actual production, or 781,038 room nights.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Senior Vice President of Sales & Services

Director of Creative Services

## PROGRAM DESCRIPTION

Visit Salt Lake branding for conventions and meetings will support the promotional campaign called “Stereotypes Be Damned”.

This campaign was created to highlight some of the surprising elements of the Salt Lake area including fine dining, cultural arts, state-of-the-art convention center, LGBTQ community and overall appeal as a convention destination.

## PROGRAM ELEMENTS

Advertising for the Visit Salt Lake Meetings brand will be based around the “Stereotypes Be Damned” campaign. Advertising will be placed with top meeting publishers as well as social media outlets that targets meeting planners and association executives.

This campaign will have a call-to-action to entice planners to visit our website to enter-to-win a VIP trip to Salt Lake. The entry of this contest will utilize a Jebbit survey that will collect valuable data about each planner, the market they work, the size of the groups they plan, and what region of the country the group they represent reside. This survey tool will connect them with one of our sales staff and being an opt-in e-mail communication with Visit Salt Lake.

The campaign has been developed to stand out in the meetings vertical and will be utilized through the following means:

### Print

Ads will be placed in major convention industry publications and through their online channels that target the professional meeting planner. Inserts, belly-bands and full-page ads will draw attention and request visitors to go to [theresnothingtodoinSaltLake.com](http://theresnothingtodoinSaltLake.com).

Publication will include:

- Associations Now - official publication of the American Society of Association Executives (ASAE).
- Convene - official publication of the Professional Convention Management Association (PCMA).
- Successful Meetings
- Collision Media – all 4 Connect Publications (Association, Corporate, Sports, Religious)
- Additional Publishers will be considered through an RFP process that will go out in October of 2018 that will consider add placement for 2019.

Digital Media will be placed with many publishers that can serve up rich media and video advertising. High-energy video has been produced that will showcase the actual nightlife, dining and fun in Salt Lake.

E-mail campaigns will be served up through not only our own databases but through various meeting publisher as a part of the overall Print/Digital/E-mail media buys.

The Jebbit tool will be applied to our existing Meetings Database as well and the meeting website to assign attributes to potential clients and allow for Sales Director follow-up.

Visit Salt Lake attendance promotion at future conventions will utilize the “Stereotypes Be Damned” branding to attract attention and offer enter-to-win future convention registration opportunities through the meetings site that will be featured add units on upcoming conventions for 2019.

## PROGRAM BUDGET

\$250,000

## PERFORMANCE MEASURES

- Increase visitor sessions by 10% to the VisitSaltLake.com, resulting in 2.69 million visits in 2019.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Senior Vice President of Sales & Services

Director of Content Strategy

Media Buyer



## PROGRAM DESCRIPTION

The Marketing/Tourism Committee will convene on a monthly basis throughout the year to provide guidance and direction to Visit Salt Lake's Marketing & Tourism teams to ensure that maximum synergies exist between Visit Salt Lake and key Tourism partners.

## PROGRAM ELEMENTS

- The Tourism Committee is made up of Executive Committee Members and key tourism industry partners throughout Salt Lake County. This group will meet 10 times throughout the year to discuss marketing plans and goals and to set the agenda for the following Tourism Consortium Meetings.
- This committee will aid in the formulation of the performance measures for the Marketing and Tourism Sales departments

## PROGRAM BUDGET

\$4,000

## PERFORMANCE MEASURES

- Ten (10) Marketing Committee meetings will be held.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Communications

Director of Content Development

Ski City Marketing Brand Manager

Social Media Manager

## PROGRAM DESCRIPTION

Tourism Sales implements a dual strategy working with attracting group business; focusing on Salt Lake County as a 'destination,' and as a 'gateway' to the surrounding region. Tourism sales efforts include travel to targeted trade shows, sales trips, sales presentations, partner training, and hosting site inspections and FAM tours.

## PROGRAM ELEMENTS

- Maintain group/FIT tour packages for domestic and international tour operators. Focus will be on the internet wholesalers who can extensively promote and sell the Visit Salt Lake Connect Pass, and the Ski City Super Pass.
- A continued focus on face-to-face meetings with Salt Lake County hotel and lodging properties to enhance their business growth by educating them on the Ski City Super Pass and the Visit Salt Lake Connect Pass as valuable tools for hotel package development.
- The Ski City "A Different Adventure Every Day." campaign will promote a Lodging + Super Pass package with 20+ participating Salt Lake County hotels and resorts.
- The Marketing Department Team will host site inspections and familiarization trips for pre-qualified individuals and groups to educate them about Salt Lake's tourism offerings.
- To sell Salt Lake as a gateway, Visit Salt Lake will partner with the Utah Office of Tourism and other Utah DMOs to leverage Salt Lake's proximity to area attractions, particularly the area national parks.

## PROGRAM BUDGET

\$18,000

## PERFORMANCE MEASURES

- Establish a baseline of Total Leisure Room night production for each quarter in Salt Lake County for 2019.
- Tourism Sales will host 12 media and trade familiarization tours.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Communications

Ski City Brand Marketing Manager

## PROGRAM DESCRIPTION

The Marketing Department attends targeted domestic and international trade shows to meet with potential and existing clients. Our proactive tradeshow efforts also present the opportunity to uncover and/or educate potential new clients on Salt Lake as a year-round, world-class tourism destination and/or gateway.

## PROGRAM ELEMENTS

- Trade shows that focus so on the 'Destination' visitor include: Mountain Travel Symposium and The Snow Travel Expo in Sydney & Brisbane Australia.
- Trade shows that focus on both the 'destination' and 'gateway' visitor include: Go West Summit International IPW.
- Trade Shows that focus of Ski destination development like Mountain Travel Symposium.

## PROGRAM BUDGET

\$120,000

## PERFORMANCE MEASURES

- Attend a minimum of 5 trade shows and additional industry events.
- Establish a baseline of Total Leisure Room night production for each quarter in Salt Lake County for 2019.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Communications

Ski City Brand Marketing Manager

## PROGRAM DESCRIPTION

Visit Salt Lake Marketing Department will work with the Utah Office of Tourism and participate in sales missions to top tier operators in primary markets.

## PROGRAM ELEMENTS

- Visit Salt Lake will conduct three sales missions to make personalized presentations to targeted clients. Hospitality partners are encouraged to participate in these sales trips whenever possible.
- Visit Salt Lake will also attend new sales missions in collaboration with the Utah Office of Tourism, including, Australia and Canada.
- Ski City Brand Marketing Manager will conduct a ski.com agent training session and implement an incentive program for these agents.
- Salt Lake area hotels and resort partners will be invited to participate in select sales missions.

## PROGRAM BUDGET

\$120,000

## PERFORMANCE MEASURES

- Three (3) sales trips will be conducted to meet with existing and prospective clients.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing  
Director of Communications  
Ski City Brand Marketing Manager

## PROGRAM DESCRIPTION

The role of the Marketing Department will be to work with hotel and tour operator partners to find the mix of leisure destination business that is in Salt Lake County. This research will allow Visit Salt Lake to better understand the role of the Leisure Visitor Market as well as how we can effect its growth.

## PROGRAM ELEMENTS

- The Marketing Department is responsible promotion and sales to attract leisure room night business into Salt Lake County, taking a dual strategy into account; recognizing Salt Lake County as a ‘destination’, and as a ‘gateway’ to the surrounding area.
- The international sales efforts focus on visitors who utilize Salt Lake as a ‘gateway’ to nearby attractions, and on visitors such as skiers who view Salt Lake as their primary ‘destination’.
- Direct Sales efforts will take place with Domestic and International tour operators that sell Ski packages.
- The Ski City product and overall programs will be sold by the Tourism Sales Manager to Tour Operators, Online Travel agencies and groups.
- The Director of Communications will be the liaison with the Utah Office of Tourism and will work with them on their domestic and international programs.
- The Ski City Brand Marketing Manager will work with services to coordinate events where Ski City is represented by the Mobile Visitors Airstream trailer at regional and out-of-state events.

## PROGRAM BUDGET

Salaries and Benefits

## PERFORMANCE MEASURES

- Establish a baseline of Total Leisure Room night production for each quarter in Salt Lake County for 2019.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Communications

Ski City Brand Marketing Manager

## PROGRAM DESCRIPTION

Visitor Services encourage leisure and convention travelers to extend their visit in the state by maintaining a full-service Visitors Center, as well as an in-market Mobile Visitor Center. Services offered at the Visitors Center include providing general information of Salt Lake and statewide attractions as tourism destination options, with special emphasis on VisitSaltLake.com, NowPlayingUtah.com, the Visit Salt Lake Connect Pass, Ski City Super Pass Salt Lake Brewery Tour Pass, state and National Parks information, hotel reservation assistance, restaurant recommendations/ reservations, transportation assistance and promotion of attractions.

## PROGRAM ELEMENTS

- Employment of (6) Visit Salt Lake Experts, and one Hospitably and Mobile Visitor Center Specialist to provide Salt Lake and Utah tourist information for visitors.
- Promotion of Salt Lake County and statewide attractions.
- Offering of assistance with Salt Lake hotel reservations.
- Visitor Services continue its interaction with Salt Lake hotel front-line staff.
- The Director of Hospitality and Visitor Services will continue to implement a Citywide Concierge Service, promoting the Salt Lake Visitors Information Center to the hotel front line staff as the most complete source for all Salt Lake information.
- The Visit Salt Lake Experts will continue to promote and sell the Connect Pass, Ski City Super Pass, and Salt Lake Brewery Tour Pass programs.
- The Visit Salt Lake Experts continue to interface with NowPlayingUtah.com and promote it as Salt Lake's exclusive events calendar, as well as that of the entire state.
- Visitor Services will fulfill all e-mail and request for information. They will maintain e-mail databases and report monthly on progress.
- Mobile Visitors Center will engage in-market at various sporting events, festivals, movie openings and other special events, and promote Ski City at various ski-related events across the region.
- Visitors Center will continue to provide referrals to visitors and record member referrals.
- Visitor Services will explore new technologies to implement for engaging with visitors and distributing information.

## PROGRAM BUDGET

\$10,000

## PERFORMANCE MEASURES

- Host one Visitors Center concierge event each quarter (total four).
- Produce and host one Visitors Center Awareness event each quarter (total four).
- Promote Ski City with the Mobile Visitors Center at ten in-state events.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Partner Development  
Director of Hospitality and Visitor Services

## PROGRAM DESCRIPTION

Partnership Development will partner with the Visit Salt Lake members to assist them in marketing their products and services to those planning visits and to those interested in visiting Salt Lake.

## PROGRAM ELEMENTS

- The following member events will take place:
  - 1st Quarter: Annual Meeting/Board of Trustees & Membership Meeting, on Member Connection and one educational Seminar
  - 2nd Quarter: 2Q Board of Trustees/Membership Meeting (Tourism Achievement Award) and a Member Connection
  - 3rd Quarter: 3Q Board of Trustees/Membership Meeting (President’s Forum) and two Member Connections
  - 4th Quarter: 4Q Board of Trustees/Membership Meeting, one educational event, and the Ski Biz Expo
- Twelve member training workshops and one membership survey is scheduled.
- Membership works in conjunction with the marketing department to maintain and update CRM integration and further create greater presence on the Web site for each member business.
- Membership continues to encourage members to meet with Convention Services to educate them about products and services so this department may be knowledgeable in making referrals.
- Visit Salt Lake member partnerships have been developed and will be actively marketed to help members increase their marketing exposure through: VisitSaltLake.com, the *Salt Lake Official Visitors Guide*, e-letters, and backlit signage at the Salt Lake Visitors Information Center, the Mountain America Exposition Center, and the Salt Palace Convention Center.
- Develop new programs that are member-targeted and consultative in nature.
- Promote and engage members to participate in the “Show Your Badge” program.

## PROGRAM BUDGET

\$98,000

## PERFORMANCE MEASURES

- 252 prospecting actions per year
- Increase members by 5% over 2018
- Increase membership revenue by 3% over 2018
- Increase attendance to member events, trainings and educational opportunities by 4% over 2018
- Increase the number of CRM updates via members by 2% over 2018
- Maintain a member retention rate of 91%
- Increase advertising revenue by 4% over 2018

## IMPLEMENTATION RESPONSIBILITY

Vice President of Partner Development

Director of Partner Relations

Partner Development Coordinator

Partner Development Administrator

## PROGRAM DESCRIPTION

Membership Committee convenes throughout the year to provide guidance and direction to the Partner/ Membership staff to assure that Visit Salt Lake is addressing member needs and providing the marketing tools to keep membership relevant and of value.

## PROGRAM ELEMENTS

- The Membership Committee is made up of Visit Salt Lake members, representing the major member categories of Accommodations, Dining & Nightlife, Attractions, Services and Transportation. This group meets quarterly to review membership activities and discuss member needs.

## PROGRAM BUDGET

\$1,000

## PERFORMANCE MEASURES

- Four (4) Membership Committee meetings will take place.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Partner Development



## PROGRAM DESCRIPTION

Visit Salt Lake will continue to invest in consistent, monthly campaigns to both optimize (SEO) all areas of the VisitSaltLake.com website to gain greater search results in organic rankings as well as invest in paid search (SEM) opportunities to grow search results of key words and phrases to drive traffic to targeted areas of the website.

Ski City will utilize a distinct SEO/SEM strategy design to increase search results to relevant areas of SkiCity.com. SEO efforts will be focused on the content created for the site while SEM will focus on content syndication and Google PPC buys to promote greater visitation and interaction.

Upon the recent launches of VisitSaltLake.com and SkiCity.com websites, additional SEM will be used to gain visitation on those new sites. It will be important to make sure that pages are redirected properly and crawl errors identified prior to launch.

## PROGRAM ELEMENTS

- Visit Salt Lake will work directly with the Simpleview SEO team to properly tag and rank all pages on the VisitSaltLake.com website. Monthly budget will be used to optimize all content and monthly report will be delivered to show all results.
- Visit Salt Lake will also work with the Simpleview SEM team to buy key words and phrases based around targeted promotions and top incoming events.
- Visit Salt Lake will work to grow traffic through the content creation and distribution that is published on our blog, The Salt Lake Scene. Blog content will be promoted through e-mail and social channels assisting in site traffic and blog page rankings.
- Visit Salt Lake will utilize additional SEM advertising budget to promote the new SkiCity.com website.
- Visit Salt Lake will execute a content strategy that will re-write existing pages through Visit Salt Lake's Website as well as write and curate feature articles from area businesses and visitor relevant information.
- Visit Salt Lake will be dedicating significant resources to the Social Media networks, Facebook, Twitter, YouTube, Instagram to increase rankings with relevant social media searches.
- Visit Salt Lake's Web team is integrating all member content with its new CRM tool allowing for easier content creation and revisions.
- Visit Salt Lake will promote reciprocal links from all member businesses, and provide banners and text from which to link.
- Visit Salt Lake will utilize content from state-wide event calendar product, NowPlayingUtah.com but parse data to only display content relevant to Salt Lake County.

- Visit Salt Lake will utilize enhance analytic services from Simpleview Inc. that will newly include monthly reports on e-mail delivery performance, online commerce, database analysis, deeper website analytics, and advertising referrals.
- SkiCity.com will exist as its own domain and will have a separate budget to promote with SEM/SEO resources.

## PROGRAM BUDGET

\$200,000

## PERFORMANCE MEASURES

- Increase visitor sessions by 10% to the VisitSaltLake.com, resulting in 2.69 million visits in 2019.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Content Strategy

Digital Asset Manager

Webmaster

Simpleview SEO/SEM Analyst

## PROGRAM DESCRIPTION

VisitSaltLake.com was re-launched as a mobile first responsive website in mid 2018. The site will be continued to be enhanced and updates throughout 2019.

SkiCity.com was split of on its own URL and will be re-launched prior to the 2018-2019 Ski Season. Ski City will also be built with mobile first responsive technology that will allow for better search and organic rankings.

## PROGRAM ELEMENTS

- VisitSaltLake.com will utilize Simpleview’s new dynamic content module that has the ability to serve up contextual content on the home and other pages based on geo-location, referral source and advertising targeting. This “smart” content and also can be developed based on a previous visit to the website, again to display based on the visitor’s preferences.
- VisitSaltLake.com will continue to use Simpleview’s New 3.0 CMS web technology that will allow multiple users to create, edit and post content. Other new features include, dynamic content, related content, customized blog platforms and microsities, and interactive neighborhood maps.
- All member listings on site will be created to display concise content that will integrate content feeds from Yelp, Trip Advisors, Open Table among others. This will allow is to consume up-to-date information, hours of operation, and user generated reviews and images to create more robust and relevant information to the end user.
- Visit Salt Lake will continue to build content for the Blog called “The Salt Lake Scene” and will be the location for new content and stories written about the destination.
- VisitSaltLake.com will continue to feature Green initiatives leveraging and building a stronger message of sustainability.
- Events area of site will utilize feed from NowPlayingUtah.com to allow users to search and find events located in Salt Lake County and Wasatch Front & Back locations within 50 miles of the city center.
- VisitSaltLake.com will prominently feature social media channels: Facebook, Twitter, You Tube, Pinterest, And Instagram as well as our own Blog.
- Visit Salt Lake will integrate the ability to save favorite listings and content across entire sites. This will allow quick access to pages and listing for use while in market.

- SkiCity.com will continue to lead the way with how we will create and feature content across all of our web properties. Both curated and paid opportunities will allow us to better showcase area businesses and traveler ideas both via through written and photographic content.
- SkiCity.com will consume various feeds that will supply information about snow conditions, mountain cams, and upcoming events.
- SkiCity.com will feature regions across Salt Lake County in a Neighborhood format. These neighborhoods will be highlighted and tagged with related content that reside within or about that neighborhood.
- Visit Salt Lake will also manage the websites for the Salt Lake County facilities; Salt Palace Convention Center, Mountain America Exposition Center and the Salt Lake Equestrian Center.

## PROGRAM BUDGET

\$200,000

## PERFORMANCE MEASURES

- Increase visitor sessions by 10% to the VisitSaltLake.com, resulting in 2.69 million visits in 2019.
- Create 96 Content Stories in 2019 for all Visit Salt Lake web properties.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing  
Director of Content Strategy  
Digital Asset Manager  
Webmaster

## PROGRAM DESCRIPTION

Visit Salt Lake will reformat existing content and utilize the idea of content and feature article creation to create greater awareness of Salt Lake as a viable destination for all visitor segments. Video content creation will also take great importance as we push out new content and stories about our destination.

Visit Salt Lake will promote their content through digital extension programs, native content publishers, e-mail distribution and social media platforms.

## PROGRAM ELEMENTS

- The Director of Content Strategy will manage all content creation and aggregation for all new content featured on Visit Salt Lake’s web properties, e-mail and Social Media Communication.
- Visit Salt Lake will employ the related content module throughout content placement on VisitSaltLake.com. Content will be tagged and cross-promoted based on type of content, most engaged and even based on the visitor’s attributes.
- Visit Salt Lake will create Voice, Tone, and Persona documents for each of our areas of focus, including Visit Salt Lake, Ski City, and Meeting & Convention Messaging.
- Long Version Content articles will be created around Salt Lake destination ideas as well as feature businesses and personalities. Feature articles will be a minimum of 500 words and will be accompanied by 5-10 hi-res images.
- Content will be promoted through Visit Salt Lake’s, Ski City’s e-mail communication as well as through its various Social Media Channels.
- Director of Content will use a Content Calendar through Basecamp to schedule and manage content creation across all websites and social media channels.
- Director of Content will work with various, writers, bloggers, photographers and videographers to supply and create content for Visit Salt Lake.
- Content stories and articles will continue to live on Visit Salt Lake’s web properties with the most recent and the most popular content sorting to top.
- Visit Salt Lake and Ski City will also utilize tagging and related articles as a way to serve up relevant content through their website categories.
- Visit Salt Lake and Ski City will dedicate SEM budget to push content articles through national publishers in efforts to grow organic traffic and awareness as well.

## PROGRAM BUDGET

\$100,000

## PERFORMANCE MEASURES

- Increase visitor sessions by 10% to the VisitSaltLake.com, resulting in 2.69 million visits in 2019.
- Create 96 Content Stories in 2019 for all Visit Salt Lake web properties.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing  
Director of Content Strategy  
Director of Communications  
Digital Asset Manger  
Webmaster

## PROGRAM DESCRIPTION

Visit Salt Lake will continue to enhance its web assets and pass programs through technology that allows greater connection to the produce through mobile, text and voice. While both VisitSaltLake.com and SkiCity.com have both been launched with a mobile first technological platforms, we will also better develop mobile interfacing with all of our pass products including the Ski City Super Pass, The Visit Salt Lake Connect Pass, The Salt Lake Brewery Tour and the Show Your Badge Pass convention program.

## PROGRAM ELEMENTS

- Visit Salt Lake will continue to enhance the VSL.com and SkiCity.com website that have been built on a mobile first platform.
- Mobile first technology will use the location of the device to determine how content and listings are fed to the user.
- Visit Salt Lake website will be built on the Simpleview CMS that will allow for us to now build microsites for incoming conventions that are also mobile first. Allowing us to not only create content inspire people to come but also have a tool while they are in destination for their convention or meeting.
- The Visit Salt Lake Blog “The Salt Lake Scene” offers a responsive mobile first experience. All new content that will be developed for VisitSaltLake.com will live on the blog and can easily be featured on e-mail and social platforms that are read mostly through mobile.
- Visit Salt Lake uses mobile technology for its Connect Pass and attractions hub through a local SaSS provider Bandwango.
- Visit Salt Lake will further promote and sell the Salt Lake Brewery Tour Pass and the Show Your Badge Pass Programs.

## PROGRAM BUDGET

\$200,000

## PERFORMANCE MEASURES

- Increase visitor sessions by 10% to the VisitSaltLake.com, resulting in 2.69 million visits in 2019.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing  
Director of Content Strategy  
Digital Asset Manager  
Ticket Systems Manager  
Webmaster

## PROGRAM DESCRIPTION

Partner Integration in all member listings on VisitSaltLake.com is designed to create greater presence for each member business. Additional content and functionality are being added to each member listing to increase end-user experience, including feeds from relevant APIs that are real time and streamline how we gather business information.

Visit Salt Lake will continue to integrate non-member Destination Listings in order to better represent the destination as a whole. We will continue to add in the categories that need a more complete representation. The Categories of Dining & Nightlife, Things to Do, (inclusive of Golf, Hiking & Biking, Shopping) and area attractions will be targets for these destination listings and will show, name, address website URL and mapping location.

## PROGRAM ELEMENTS

- Member listings include enhanced hotel, venue and restaurant page listings and provide links to meeting room specifics and details, booking online and website links.
- Additional mapping features are added to member pages including Google Maps street view, directions and “What’s Nearby” functionality.
- Content stories, banner advertising and featured listing opportunities are offered throughout pages on VisitSaltLake.com. Visit Salt Lake Partner Development team will manage all advertising contracting and placement on VisitSaltLake.com and NowPlayingUtah.com.
- Online hotel bookings are offered through a booking engine powered by the ARES, Inc. Network. Revenues are created based on volume booked through this online tool. Booking widget has prominence on home page and Hotels, Things To Do and Special Package Offers pages.
- Open Table, Yelp and Trip Advisor feeds will be integrated to all participating restaurants.
- Top hiking and biking trail listings will be created by Visit Salt Lake Marketing Team or various partners, these will include images maps and descriptions of the top trails in the Salt Lake County area.

## PROGRAM BUDGET

\$25,000

## PERFORMANCE MEASURES

- Increase visitor sessions by 10% to the VisitSaltLake.com, resulting in 2.69 million visits in 2019.
- Increase total advertising sales, which includes Visit Salt Lake web properties by 4% over 2018.
- Increase the number of listing updates via members by 4% over 2018.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Content Strategy

Webmaster

Vice President of Partner Development

Partner Development Coordinator

Partner Development Administrator

## PROGRAM DESCRIPTION

The Visit Salt Lake Website features the booking engine technology that is powered by ARES, Inc. This booking technology includes Lodging, rental car, activities and dynamic and opaque packaging models.

Visit Salt Lake will continue to explore the best options that will be available to them and our partners through the development rebuild of the VisitSaltLake.com.

## PROGRAM ELEMENTS

- The booking widget will be featured on home page as well as all Hotel pages. Available to all visitors of website, convention housing services will also utilize as room blocks fill-up in Salt Lake area.
- ARES will supply call center back-up based in San Diego, CA that can either service existing reservations or book entire new reservations.
- Commissions will be offered for all bookings that take place through ARES booking platform or via call center. Revenues from bookings will further enhance SEO/SEM strategies for website.
- Hotel member pages are featuring online booking link that will go directly the booking engine that is powered by ARES Inc. on our site. A secondary link will be offered on each member page that will go to their own site that may offer online booking ability of their own.
- Special Package Offer links will be made available on booking engine.
- Special Package Offer links will feature promotions throughout the year highlighting Ski City, Connect Pass, Holiday Shopping timeframes as well as larger events that may draw room night attendance but do not have contracted hotel room blocks.

## PROGRAM BUDGET

\$20,000

## PERFORMANCE MEASURES

- Increase visitor sessions by 10% to the VisitSaltLake.com, resulting in 2.69 million visits in 2019.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Ski City Brand Marketing Manager

Ticket Systems Manager

Webmaster

## PROGRAM DESCRIPTION

Visit Salt Lake will continue to contract with a national PR firm (Conran Communications) to complement the in-house media relations' efforts and programs, and provide additional resources in order to execute an extensive national media relations' plan.

In addition, the firm works in conjunction with the Visit Salt Lake Communications team to develop a targeted, national strategy with key messages to specific markets and audience while strengthening the overall brand messaging and promise of Salt Lake's unique urban offerings and setting.

For VSL's winter brand campaign, Ski City, the communications team will work with the national PR firm to target the most influential ski/snowboard publications and editors, proactively pitching the campaign elements and hosting key media to experience Ski City, focusing on the extensive urban amenities of a Salt Lake winter vacation.

## PROGRAM ELEMENTS

- Visit Salt Lake will target the following print and electronic travel segments in key media markets:
  - leisure travel
  - active outdoor
  - adventure
  - health
  - gender-specific
  - financial
  - ski/snowboard
- Regional publications, as well as daily newspapers throughout the nation, will also be targeted to promote Salt Lake as a year-round, world-class tourism destination with unique urban offerings. In addition, as part of the Ski City program, ski and snowboard media outlets will be targeted.
- Visit Salt Lake and its national PR firm executes an in-depth media plan regarding Salt Lake as an urban, year-round tourism destination, including the production and dissemination of relevant information via news releases and story pitches to an extensive list of both print and electronic media outlets.
- As part of the national PR strategy, the Visit Salt Lake Communications team hosts 10 media visits, coordinates and participates in four (4) media blitzes in media-rich cities, and updates and utilizes a comprehensive array of media materials.
- Following all media blitzes and visits, the national PR firm will handle the coordination of required follow-up with each media outlet and continue targeted media pitching efforts pertinent to the outlet and its audience.
- The national PR Firm will continue to distribute Visit Salt Lake's key messages including Salt Lake's urban messaging, new developments and sustainability initiatives (and resort updates, when appropriate).

## PROGRAM BUDGET

\$54,000

## PERFORMANCE MEASURES

- Generate the equivalent advertising value of \$14.7 million worth of positive earned media about Salt Lake.

## IMPLEMENTATION RESPONSIBILITY

Director of Communications

National PR Firm

Social Media & Communications Manager

## PROGRAM DESCRIPTION

Visit Salt Lake's Social Media program will continue to be a critical tool for us to reach, influence and share messages about Salt Lake as an ideal leisure travel destination offering a unique urban product. VSL's in-house social media & communications manager allows for a more authentic voice across all channels to convey the many aspects that make up the Salt Lake community. (The one social platform still contracted is LinkedIn, which better targets the meeting and convention audience, particularly meeting professionals.)

The distinctly unique Social Media strategy developed for Ski City will continue with a robust effort to increase numbers and fan base, sharing relevant content to this engaged audience.

## PROGRAM ELEMENTS

- Visit Salt Lake's Social Media networks will aggregate and publish new and relevant content about Salt Lake throughout all of VSL's Social Media channels (Facebook, Blog, Twitter, YouTube, Pinterest, Instagram and LinkedIn), while engaging individual travelers and driving additional traffic to VisitSaltLake.com and SkiCity.com.
- Visit Salt Lake's Social Media networks include posting blog content created in-house and shared; Twitter, Facebook and LinkedIn posts; photo uploads to Instagram; and video uploads to VSL's dedicated YouTube channel.
- Visit Salt Lake will contract with Sparkloft Media to strategize and maintain the editorial content on VSL's LinkedIn page and Meet In Salt Lake group page.
- Visit Salt Lake's social media manager will continue to develop monthly social media editorial calendar for posting as well as listening/engagement methods to address all inquiries and interactions.
- VSL's social media manager will design and implement four (4) social media campaigns designed to increase followers/fans, engagement and drive traffic to VisitSaltLake.com.
- Visit Salt Lake will actively seek blog contributors and influencers to enhance the collection of content available. Produced content will be featured on website, e-letters and social media posts.
- Ski City will implement a social media hub with social media icons that will link directly to specific Ski City content, social media channels and areas on each network.
- Ski City will utilize #TheSkiCity to tag its content to Ski City social media channels: Facebook, Twitter, Instagram, YouTube and Tumblr.
- SkiCity.com will have its own Facebook page but can be linked to from the Visit Salt Lake Facebook page. Facebook posts will mostly refer to Ski City.

- Ski City will engage in a mid-season influencer campaign where top social media influencers will be brought to Ski City to experience and celebrate the unique aspects of Salt Lake. This influencer campaign will highlight many of the elements that make Ski City unique from any other ski and winter destination, particularly its urban offerings.

## PROGRAM BUDGET

\$120,000

## PERFORMANCE MEASURES

- Increase visitor sessions by 10% to the VisitSaltLake.com, resulting in 2.69 million visits in 2019.
- Increase Facebook fans to 300,000 and Twitter followers to 45,000.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Communications

Director of Content Strategy

Social Media & Communications Manager



## PROGRAM DESCRIPTION

Visit Salt Lake will produce e-letter communications in market segments that include, Visit News (overall visitor), Ski City News (winter visitor), Meet In Salt Lake (meeting planners & clients) and Destination News (Members).

Visit Salt Lake will work with e-mail platform provider, What Counts, to build existing databases while maintain high levels of engagement and interaction.

Visit Salt Lake will create e-mail strategies around the databases of consumers they collect from Online Hotel Reservations as well as online Connect Pass and Super Pass sales.

## PROGRAM ELEMENTS

- Visit Salt Lake Travel News is the largest e-mail database (65,000+) and will employ a monthly opt-in to receive. This e-letter showcases featured content that is added to VisitSaltLake.com and will highlight Salt Lake’s urban product and upcoming events and promotions.
- Ski City News is a weekly newsletter throughout the ski season (November 15 – April 15) and monthly in the off-season. Current e-mail database (15,000+) will be added to from Warren Miller and website contest promotions.
- Produced and distributed monthly to Visit Salt Lake members and targeted industry members, “Destination News” provides updates on the local convention and tourism industry, hotel occupancy figures and trends, member updates and industry topics. Currently sent to 2,200+, the focus of this e-letter is to showcase the efforts of Visit Salt Lake while keeping them aware of industry trends and ideas.
- Meetings News is sent monthly to a meeting clients database of over 5,000. VSL’s “Stereotypes Be Damned” campaign will continue to be used throughout the year as well as updates on convention hotel progress.
- Visit Salt Lake will continue to use the email service provider Act-On. This tool will allow better e-mail delivery in more customized and personalized method. Act-On automation technology will also allow for custom content to be generate based on how leads are generated and placed into our CRM.
- Visit Salt Lake will employ re-engagement strategies to all user who have not open e-mails from Visit Salt Lake for the previous 12 months
- Visit Salt Lake will also interact with promotional messaging with all consumers who purchase products on any of Visit Salt Lake’s web properties.
- Visit Salt Lake will use Jebbit quiz tool to append attributes to existing e-mail databases. This will allow us to customize content and messaging based on their

responses.

## PROGRAM BUDGET

\$20,000

## PERFORMANCE MEASURES

- Increase visitor sessions by 10% to the VisitSaltLake.com, resulting in 2.69 million visits in 2019.
- Goal will be to increase active e-mail database by 10% in 2019 and achieve an average of a 25% open rate for all e-mail communication.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Content Strategy

Director of Communications

Ski City Brand Marketing Manager

## PROGRAM DESCRIPTION

Visit Salt Lake conducts various media blitzes throughout the year targeting travel-specific publications, online publications and newspapers in key media markets, tailoring media messages and pitches to the publications' various audiences while strengthening VSL's overall brand messaging and Salt Lake's unique urban product.

In addition, Visit Salt Lake hosts domestic and international editors and writers throughout the year, emphasizing Salt Lake as a year-round tourism destination, giving ample opportunity to sample Salt Lake's varied and extensive tourism-related attractions and experiences.

To assist print and electronic media with producing Salt Lake stories and articles, Visit Salt Lake continues to develop and update a full menu of media materials for both print and electronic media outlets. Visit Salt Lake's media materials provide all media outlets, regardless of format, the most current and up-to-date information and materials necessary to promote or enhance media coverage of Salt Lake as a year-round, world-class tourism destination.

## PROGRAM ELEMENTS

- Visit Salt Lake's Communications team attends two (2) media blitzes to media-rich and targeted locations (New York City and Southern California), conducting a minimum of 25 one-on-one desk-side appointments with editors and/or writers of targeted publications.
- The PR team, in partnership with the Utah Office of Tourism and other hospitality partners, hosts a minimum of 10 domestic media visits to promote Salt Lake as a world-class tourism destination, highlighting Salt Lake's pertinent tourism product—specifically the urban aspect—as it relates to the journalists' outlet and audience. Media outlets targeted include leisure travel, active outdoor, adventure, health and gender-specific publications.
- Internationally, Visit Salt Lake works in partnership with the Utah Office of Tourism to host a minimum of 10 international media visits by journalists from targeted international markets to promote Salt Lake as an international tourism destination and/or a gateway destination. The international media outlets targeted include leisure travel (particularly ski), and focus on lodging in Salt Lake valley to take advantage of the unique product mix and resort accessibility.
- Visit Salt Lake media materials continue to be regularly produced and updated, and include Salt Lake-specific news releases, an extensive online image library and high-resolution b-roll video footage.

## PROGRAM BUDGET

\$18,000

## PERFORMANCE MEASURES

- Generate the equivalent advertising value of \$14.7 million worth of positive earned media about Salt Lake.

## IMPLEMENTATION RESPONSIBILITY

Director of Communications

Social Media & Communications Manager

National PR Firm

## PROGRAM DESCRIPTION

To promote Salt Lake as the ideal urban ski and snowboard destination featuring one of the most flexible and convenient lift ticket programs in the industry—the Ski City Super Pass—Visit Salt Lake cooperatively conducts media blitzes and events with its four resort partners promoting the Ski City brand to ski/snowboard, leisure, active and outdoor travel media outlets. In addition, the Ski City PR program hosts ski and snowboard editors and writers throughout the winter, highlighting Salt Lake’s urban experience, its four world-class resorts and the Super Pass, giving ample opportunity to sample Ski City’s varied skiing options and Salt Lake’s non-ski urban attractions and attributes.

To assist ski-specific print and electronic media with producing Ski City stories and articles, VSL continues to develop and update a full menu of media materials for both print and electronic media outlets. Ski City’s media materials provide all media outlets, regardless of format, the most current and up-to-date information and materials necessary to promote or enhance media coverage of Salt Lake the ultimate urban ski/snowboard destination.

## PROGRAM ELEMENTS

- The Ski City PR team and its four resort partners attend five (5) Ski Utah cooperative blitzes to media-rich and targeted locations (possible markets: New York City, Southern California, Texas, Florida, Denver, Boston, Washington D.C., Chicago).
- The Ski City PR team and its four resort partners host a minimum of 30 media visits to promote Salt Lake as a world-class tourism destination, highlighting Salt Lake’s pertinent tourism product—specifically the urban aspect—as it relates to the journalists’ outlet and audience.
- Based on the success of the annual Ski City Shootout, a competition among top professional videographers that produced exceptional video content for VSL/Ski City and its resort partners in 2018, VSL will produce and manage the 12<sup>th</sup> Annual Shootout in 2019.
- Specific Ski City media materials continue to be produced and updated regularly, and include Ski City-specific news releases, an extensive image library, high-resolution b-roll video footage, and a targeted ski/snowboard electronic media kit.

## PROGRAM BUDGET

\$18,000

## PERFORMANCE MEASURES

- Generate the equivalent advertising value of \$4.95 million worth of positive earned media about Salt Lake’s ski/snowboard product (as part of the overall \$14.7 million performance measure).

## IMPLEMENTATION RESPONSIBILITY

Director of Communications

Social Media & Communications Manager

National PR Firm

## PROGRAM DESCRIPTION

Visit Salt Lake continues to contract with a local PR agency (Boe Marketing) to assist the Marketing and Communications staff disseminate information regarding Visit Salt Lake programs targeting the local community, including the Visit Salt Lake Connect Pass and Salt Lake’s sustainability message, via targeted local media outlets. The local PR agency also assists with the dissemination of large-scale events happening in Salt Lake (film festivals, sporting events, etc.).

## PROGRAM ELEMENTS

- The local PR agency disseminates Visit Salt Lake-produced program information to targeted local and regional media outlets.
- The Local Media Outreach program reinforces the Visit Salt Lake’s economic impact on Salt Lake and its sustainability message level via media exposure for Visit Salt Lake programs in local and regional news outlets.
- The local PR agency disseminates event program information to target local and regional media outlets when appropriate as directed by VSL.

## PROGRAM BUDGET

\$40,000

## PERFORMANCE MEASURES

- Generate the equivalent advertising value of \$14.7 million worth of positive earned media about Salt Lake.

## IMPLEMENTATION RESPONSIBILITY

Director of Communications  
Social Media & Communications Manager  
Local PR Firm

## PROGRAM DESCRIPTION

The Ski City cooperative promotion is a joint marketing, sales, PR and ticketing program funded by Salt Lake County, Visit Salt Lake and the four Salt Lake ski resorts (Alta, Brighton, Snowbird and Solitude) as well as participating hotel and lodging partners. The Ski City program creates greater awareness of the unique Super Pass product and allows our local area hotels the ability to promote and package Salt Lake as a winter vacation destination with one easy-to-use product.

## PROGRAM ELEMENTS

- Salt Lake County is legislated to allocate \$450,000 toward the Ski City Programs.
- Visit Salt Lake is allocating over \$500,000 from its public sector budget for Ski City, along with staff resources to execute its associated programs.
- The Utah Office of Tourism has approved \$275,000 of matching grant funds for the Ski City “A Different Adventure Every Day” Co-op for the 2018-2019 Season.
- The Ski City Co-operative program will include 20+ hotel partners and each partner will offer ski packages for direct targeting and options throughout our Utrip Planner.
- Ski City direct-to-lift Super Pass product will continue to be a core product for Ski City. This central database that includes all four resorts of Alta, Brighton, Snowbird & Solitude will capture all ride sales and ride data that will enable us to re-market to our past clients.
- Ski City will be promoting the Super Pass through various tour operator programs in the 2018-2019 Season.
- 150-plus Salt Lake hotels and domestic and international tour operator partners are established as sales outlets for the Super Pass.
- Ski City will continue to urge participating hotels to feature products through top online travel agencies including, Expedia, Ski.com, and Southwest Vacations.

## PROGRAM BUDGET

\$550,000

## PERFORMANCE MEASURES

- Increase traffic to the SkiCity.com Website by 10% or 269,000 visitor sessions for the 2018-2019 Season.
- Increase Ski City positive earned media value to \$4.95 million.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Ski City Brand Marketing Manager

Social Media Manager

Ticketing Systems Manager

## PROGRAM DESCRIPTION

The Visit Salt Lake Connect Pass is a cooperative program that includes 13 top attractions in the Salt Lake City area in one comprehensive ticketing program. This pass utilizes the Bandwango mobile technology that allows the pass to be sold, managed, shared and redeemed all from a smart phone device. While paper options still exist the focus to move forward with a digital solution.

Visit Salt Lake will leverage the Bandwango platform to create additional products and sales offerings for products and discounts across Salt Lake County.

## PROGRAM ELEMENTS

- The Visit Salt Lake Connect Pass continues is a self-guided pass that includes admission to 13 attractions around the Salt Lake area.
- Products will be offered in a 1-3 day as well as a 365 quantity. The Visit Salt Lake Summer Advertising Program will refocus on the awareness and sales of the Connect Pass for the 2017 Season.
- Visit Salt Lake will work with flash sale website to increase sales. Sites include, Groupon Living Social, and Costco.
- 150-plus hotel and tour operator partners are established as sales outlets for the Connect Pass programs.
- Convention attraction passes will be offered to specific groups and customized to their needs.
- Visit Salt Lake will distribute recently launched Salt Lake Brewery Tour Pass. Valid for tastings at 12 Salt Lake Breweries.
- Visit Salt Lake will offer Show Your Badge pass program to incoming convention groups. Allowing the ability to download the web application to access deals and discounts loaded by members into their membership portal.
- Complete data will be captured for future marketing opportunities for all products sold online.

## PROGRAM BUDGET

\$100,000

## PERFORMANCE MEASURES

- Increase Salt Lake Connect Pass sales 10% via hotels attractions and online channels to 40,000 days in 2018.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Ticket Systems Manager

## PROGRAM DESCRIPTION

Produced twice a year (Fall/Winter and Spring/Summer), the *Salt Lake Official Visitors Guide* is the recognized visitor publication for the entire Salt Lake Valley. The *Salt Lake Official Visitors Guide* is an indispensable resource for visitors that helps them make the most of their stay, and is a primary response piece for requests for information about Salt Lake received via telephone, mail, web site and e-mail. Visit Salt Lake will utilize a publishing partner Salt Lake Magazine to produce the guide. They will sell advertising, produce content with the oversight of Visit Salt Lake and handle distribution to all key channels both in and outside of the Salt Lake market.

## PROGRAM ELEMENTS

- Visit Salt Lake, through its partnership with *Salt Lake Magazine*, will produce two issues totaling 150,000 Visitors Guides. 75,000 each per issue.
- The *Salt Lake Official Visitors Guide* will focus more as an in-destination publication. Greater emphasis will be placed on things to do and maps.
- The distribution of the *Salt Lake Official Visitors Guide* is the responsibility of *Salt Lake Magazine*. Distribution points include:
  - individuals who request the Guide via phone, mail, the Visit Salt Lake web site or email
  - convention attendees and individual visitors
  - members, including hotels, restaurants, and attractions
  - state and regional visitor centers.
- Content of the Visitors Guide includes information relating to:
  - Neighborhoods and communities of Salt Lake County
  - transportation
  - recreation
  - arts & culture
  - hotels & lodging
  - restaurants & bars
  - shopping
  - ski
- Visitors Guide advertising is outsourced to *Salt Lake Magazine* and in-house sales also contracts and sells advertising through membership packages. More than 30 Visit Salt Lake members advertise in each issue of the *Salt Lake Official Visitors Guide*.
- The *Salt Lake Official Visitors Guide* will be produced in a digest size allowing for easier distribution. The digest size, being easier to carry, will also aid in increasing the usage as a guide for visitors while in Salt Lake.
- The Fall/Winter edition of the *Salt Lake Official Visitors Guide* will feature a flip book design showcasing the regular visitor guide information while the Ski City

visitor information will be accommodated beginning from the back cover. This will allow for more advertising opportunities as well as being able to better target each market with specific messaging.

## PROGRAM BUDGET

Outsourced to Custom Publisher, Salt Lake Magazine

## PERFORMANCE MEASURES

Increase total advertising sales, which includes the Visitors Guide, by 4% over 2018.

## IMPLEMENTATION RESPONSIBILITY

President/CEO

Vice President of Marketing

Vice President of Partner Development

Director of Partner Relations

## PROGRAM DESCRIPTION

The Visit Salt Lake Connect Pass brochure is an easy-to-use rack brochure explaining in detail the Visit Salt Lake Connect Pass including each of the program's 13 attractions, unique offerings and pricing.

## PROGRAM ELEMENTS

- The Connect Pass brochure will be produced in-house by the Creative Services of Visit Salt Lake
- Visit Salt Lake is producing 50,000 Connect Pass brochures.
- Distribution of the Connect Pass brochure is from the Visitor Center and local hotel properties, as well as to all interested individuals and groups upon request. Visit Salt Lake will utilize Certified display racks across the Wasatch Front with over 300 locations of distribution.
- Content of the Connect Pass brochure highlights each program's attractions, times and rates.
- Connect Pass Venues will distribute brochures at individual point-of purchase locations.
- Connect Pass brochure will also highlight new 365-day pass allowing one visit at each participating attraction over an entire year after the first redemption.
- Visit Salt Lake will develop new products expanding on the mobile Bandwango technology that has been developed for the Connect Pass. This will allow other products to be merchandised and sold through VisitSaltLake.com.

## PROGRAM BUDGET

\$10,000

## PERFORMANCE MEASURES

- Increase Salt Lake Connect Pass sales 10% via hotels attractions and online channels to 40,000 days in 2019.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing  
Director of Creative Services  
Graphic Designer



## PROGRAM DESCRIPTION

The Ski City Planner is 24-page print publication that will be utilized as a quick guide to Ski City, including the 4 resorts, city and transportation options, as well as the co-op offerings of our 20+ partners.

## PROGRAM ELEMENTS

- Ski City Planner will tell the story of Salt Lake as America’s Ski City. It will highlight the unique assets of a capitol city of its size but with the lifestyle and ethos that contain winter sport. It will feature Salt Lake as an Olympic city, a hub for winter economic center and an ultimate vacation destination.
- Ski City Planner will highlight the 4 Ski City Resorts (Alta, Brighton, Snowbird, Solitude)
- The Ski City Planner will include valley map that will highlight major UTA bus routes that access all four of the Ski City resorts.
- 40,000 Super Pass Brochures will be printed for the 2018-2019 season.
- The Ski City Planner will be the main sales printed collateral piece for Ski City Sale efforts. It will also be used as a direct mail piece for the Warren Miller database (15,000) and Skiing Magazine Database (15,000). It will also be inserted with Skier News through their consumer show efforts.
- Ski City Planner will highlight 20+ Co-op Partner packages in the back spread of the piece.
- Ski City Planner will highlight the Ski City Super Pass, including value and ease-of-use.

## PROGRAM BUDGET

\$15,000

## PERFORMANCE MEASURES

- Increase traffic to the SkiCity.com Website by 10% to 269,000 visitor sessions for the 2018-2019 Season.
- Increase Ski City positive earned media value to \$4.95 million in 2019.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Ski City Brand Marketing Manager

Director of Creative Services

Graphic Designer

## PROGRAM DESCRIPTION

Ski City is a regional brand initiative that focuses on Salt Lake as a viable winter destination for skiers and snowboarders across all neighborhoods of Salt Lake County. Ski City is place, both a tangible and intangible, where skiers and snowboarders never have to settle or compromise and can find both and economical benefits by being part of the Ski City community. Ski City is built on 4 main ideas:

1. Salt Lake has a past and potentially future Winter Olympic host. An idea that reaches a worldwide audience for all winter sport activity.
2. Salt Lake as a hub for Ski/Winter business and economic development. Many businesses have chosen Salt Lake as their place to operate for the outdoor lifestyle it offers.
3. Salt Lake as an educational hub for winter enthusiasts. Both the University of Utah as well as Westminster have developed winter targeted approaches to potential students.
4. Salt Lake as the ideal place to take your next Ski/Winter vacation.

## PROGRAM ELEMENTS

- A responsive website has been designed and implemented called SkiCity.com that showcases the urban aspect and advantages Salt Lake.
- The Ski City advertising campaign will be broken into two main areas: Awareness of the Ski City Brand and the promotion of “A Different Adventure Every Day.” campaign.
- Awareness will be actively promoted through content programs including Video content stories from last season’s Ski City Shootout. These pieces will each help tell the story of Salt Lake as America’s “Ski City”.
- Awareness will also be feature with our Ski City Mobile Visitors Center. This SUV/Airstream trailer combination is fully wrapped with the Ski City brand and will be on display at (7) Consumer Ski Shows, (6) Warren Miller film Tour events, (2) Teton Gravity Research Films events, Regional Ski Shop promotions, and local events, resorts and neighborhoods.
- Ski City Promotional Advertising of the “A Different Adventure Every Day.” campaign will feature participating hotel, transportation and Ski Rental Companies.
- Ski City will utilize UTrip Trip Planning Tool. This tool will help visitors plan, build, utilize and share customized experiences based on their attributes.
- The print & digital advertising for this campaign include:
  - Ski magazine verticals
  - Outdoor and travel digital website
  - Online travel deal websites
  - Airline and regional travel publications
  - Native Content Programs

- A comprehensive Web banner campaign utilizing mostly 15 and 30 seconds clips to entice visitation on SkiCity.com.
- The Ski City campaign will utilizes paid search programs on Google targeting key words and phrases highlighting Salt Lake and the four area resorts.
- Ski City collateral including the Super Pass Brochure will have a messaging that will highlight the urban aspect of Salt Lake as the hero.
- Ski City will leverage promotions with top tour operator partners; Expedia, Southwest Vacations, Delta Vacations, Voyages Gendron and a few other International Ski Partners. Each company will promote Ski City within their product mix in exchange for marketing and sales support.

## PROGRAM BUDGET

\$550,000

## PERFORMANCE MEASURES

- Increase traffic to the SkiCity.com Website by 10% to 269,000 visitor sessions for the 2017-2018 Season.
- Increase Ski City positive earned media value to \$4.95 million.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Ski City Brand Marketing Manager

Director of Creative Services

Advertising Media Buyer

Advertising Agency

## PROGRAM DESCRIPTION

Visit Salt Lake will continue to develop the brand of Visit Salt Lake as Utah’s unique urban destination, and focus on the rich cultural assets of the capital city of Utah.

A mobile strategy will target visitors that will be shown and intent to travel to Salt Lake and will most likely be using a mobile device to search and looks for Things to Do, Place to Eat and Upcoming events.

We will also utilize technology that will be geo-targeted to those who are already in-market and will have different needs that those who are out-of-market.

## PROGRAM ELEMENTS

- Visit Salt Lake campaign will feature top events and attractions that Salt Lake has to offer.
- The Visit Salt Lake Connect Pass will continue to be our main attraction’s product that features 13 attractions. 1,2,3 and 365 day passes will be available for sale through Hotels, Attractions, Tour Operator Partner and Online Flash Sale websites.
- Visit Salt Lake will implement a year round strategy that will focus on monthly themes but build and distribute content about the assets and character that define Salt Lake as a destination.
- Visit Salt Lake will again highlight the top events and festivals that take place in the Memorial Day to Labor Day Summer time frame.
- Visit Salt Lake will utilize Newspaper, Radio, Online and Mobile advertising to promote summer in Salt Lake Campaign.
- Visit Salt Lake will also utilize its Social Media Networks and Event Calendars powered by NowPlayingUtah.com to feature these top events Regionally as well as locally.

## PROGRAM BUDGET

\$300,000

## PERFORMANCE MEASURES

- Increase Salt Lake Connect Pass sales 10% via hotels attractions and online channels to 40,000 days in 2019.
- Increase visitor sessions by 10% to the VisitSaltLake.com, resulting in 2.69 million visits in 2019.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing  
Ticket Systems Manager

## PROGRAM DESCRIPTION

The branding for the Leisure Tourism market focuses on Salt Lake as the gateway to the numerous natural wonders Utah and the surrounding states have to offer. We are truly located at the Crossroads of the West “The Gateway” the perfect place to begin or end your travel western US itinerary with additional days in Salt Lake.

Visit Salt Lake will also work with Tour operator partners to develop more individual based tourism that has longer visitation and greater spending than group-based travel.

## PROGRAM ELEMENTS

- To promote Salt Lake as the “The Gateway”, ads focus on the proximity of all the National Parks located both North and South and promote Salt Lake as the best access point for all of these parks.
- Because campaign development is on a parallel path with development of the 2019 Marketing Plan, a detailed media plan will be provided as an addendum to this plan. In broad terms, the campaign includes, but is not necessarily limited to:

### PRINT

Ads may be placed in some top tour operator’s publications to help grow awareness of their tour series.

### INTERNET

Electronic advertising is increasing with ads placed on major travel trade industry Web sites to complement the above print advertising.

- The Yellowstone Journal co-op advertising is continuing that includes print advertising, e-mail name retrieval and Web banner advertising.

## PROGRAM BUDGET

\$20,000

## PERFORMANCE MEASURES

- Establish a baseline of Total Leisure Room night production for each quarter in Salt Lake County for 2019.

## IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Communications