

# CUSTOMER REPORT CARD

- SALT LAKE**
- hotels
  - restaurants
  - services

**NATIONAL STUDENTS ASSOCIATION**

with MICHAEL BRENNAN

APRIL 2011

MARRIOTT, SALT PLAZA, Radisson made a HUGE effort to make this a great experience. SAILOR, and HILTON

9900 ROOMS ACTUALIZED  
+ 80% stayed OUTSIDE the block.

**ONLY COMPLAINTS =**  
City Oracle was still under construction.

too much information is this a NEGATIVE?



**OVERALL EXPERIENCE WAS GREAT!**

UTAH SERVICES was great... keep Western Food Services

NEHA (HOW WE'VE CHANGED OUR LIVES)  
\* heavy emphasis on ROI  
\* more interactive educational  
\* Huge efforts on GREENING OUR CONFERENCE

**STILL STRUGGLE FOR BRANDING AROUND ALCOHOL**

**BE PROACTIVE**

**ZION CURTAIN**  
FOR ONLY NEW RESTAURANTS

• WE'VE LIBERALIZED BARS...  
• BUT IN RESTAURANTS, WE'RE MORE CONSERVATIVE WHOSE KIDS ARE PRESENT!

USA TODAY  
ADDRESS THE ISSUE ONLINE + REP

ADDRESS THIS AS A BRANDING CHALLENGE

**nrcp DIGITAL BID PRESENTATION**  
CUSTOMIZED and IN-PERSON



WE SOMETIMES SHARE PART OF THE SLC BID... AND I CREATE A SUMMARY FOR MY BOARD.

**SALT LAKE EXEC. SUMMIT**  
LIST OUT THE TOP THINGS I ASKED FOR IN MY RFP. PLUS LINKS TO OTHER EVENTS...

CUSTOM TO THE GROUP BASED ON THE DESTINATION.

**Know me**

PROVIDE US WITH SALT LAKE'S SELLING POINTS



EMOs need to partner STRATEGICALLY with 3rd parties.

**DON'T LOSE THE IMP. INFO.**

→ custom to the group needs  
→ address the alcohol issues  
→ lead with the answers to MY QUESTIONS.  
→ WE KNOW what we want... we'll mine the info.



THIS IS OLD SCHOOL

**the WORLD IS ABOUT VIDEO - ABOUT PICTURES**

Graphic Researching tell your story/bid through pictures.

**embrace the tech**



BUT ALSO A piece that's EASY TO DIGEST.

3 years from now, no one will use this type of doc...

**think-innovation**

**DO SOMETHING DIFFERENT**  
I can spot a FORM LETTER A MILE AWAY

QR CODES LINKED TO A VIDEO OF THE GOVERNOR...

**empowerment**

**FREE WIFI**

DMAI presents the best info about their destinations



WE ARE ALL UNIQUE

and don't always SPEAK THE SAME LANGUAGE

hope is we can aggregate all our stats for comparisons.

STAND OUT FROM OTHER MOUNTAIN DESTINATIONS