

SALT VISIT LAKE

2018 SALT LAKE CUSTOMER ADVISORY BOARD

WE ARE
NOTHING
WITHOUT
OUR
PARTNERS



Thank
you
FOR YOUR
TIME

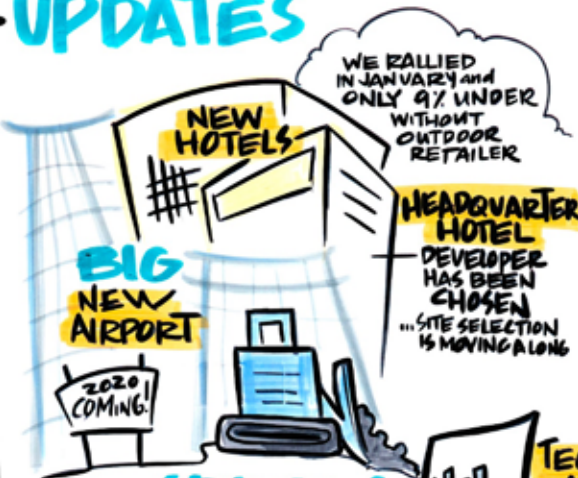
PEOPLE
MAKE
THE
DESTINATION



ACTION ITEMS



UPDATES



WE ARE GROWING



TECHNOLOGY AUDIT



ALCOHOL PERCEPTION

WATKINS REPORT



IT'S ALL ABOUT RATE

CONVENTION CENTER HOTEL

BIGGER HOTEL
CONVENTION CENTER
QUALITY ROOMS
IN A TIGHT PACKAGE

★ MOST HQ HOTELS ARE PUBLICLY FUNDLED NOW

LUXURY HOTEL WON'T WORK FOR 2ND TIER CITY

WE NEED:
• MARRIOTT
• HILTON
• WESTIN'S

OUR LUXURY IS GRAND AMERICA.
... ON PAR WITH FOUR SEASONS

AIRPORT



DELTA



BLUEPRINT SALT LAKE

CO-CREATE
together

QUALITY OF LIFE

URBAN SL

OUR
AUTHENTIC
TRUTH

ENTREPRENEURS
& BUSINESSES
ARE SUCCESSFUL

UNIVERSITY
• GENETICS
• CANCER RESEARCH

HIGH QUALITY
OF LIFE WITH
CAREER OPPORTUNITIES

STRONGER LEISURE
THAN MEETING
DESTINATION.

WE LOVE
SALT LAKE

QUALITY OF
LIFE IS
SECOND TO NONE

ARTS/CULTURE
& UNDISCOVERED
AND COMPELLING

LDS
CHURCH

RESEARCH
SUPPORT

DIVERSE
LANGUAGES

THE WORK
ETHIC IS
INGRAINED
... SECOND TO
NONE

TRAVEL &
TOURISM

NIGHTLIFE
IS A CONSTRAINT

QUALITY OF
PLACE!

CULTURE
IS UNIQUE

SOCIAL
CAPITAL

"LET'S
VOLUNTEER"

MOZAIK
OF LANGUAGES

COLLABORATIVE

GROWING!

SOCIAL + ECONOMIC
GROWTH WILL
HAVE BIG IMPACT
... MIGRATION
... HIGH BIRTH RATE

ENVIRONMENTAL SCAN

INCUBATOR

CO-CREATION

EXERCISE THEMES

ALL ABOUT
THE
EXPERIENCE

DESTINATION
APPEAL

[QUALITY OF EXPERIENCE]

REPLACES QUALITY OF LIFE!

INCUBATOR

TECH
HUB

LOCALS WHO
LOVE AND KNOW
THE CITY

THE MOUNTAINS

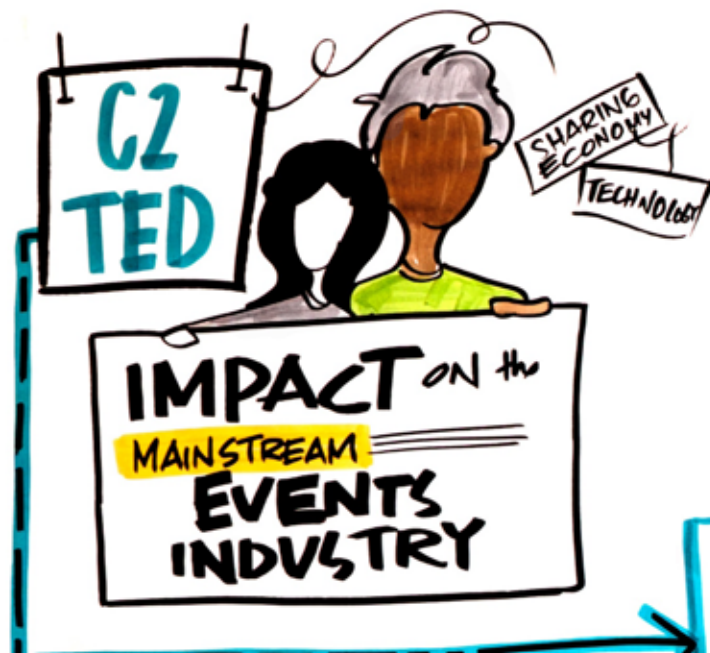
LOCAL EXPERTS
& RESOURCES

COMMUNITY
TRUST/
SOCIAL
CAPITAL

WHAT IS OUR NARRATIVE?

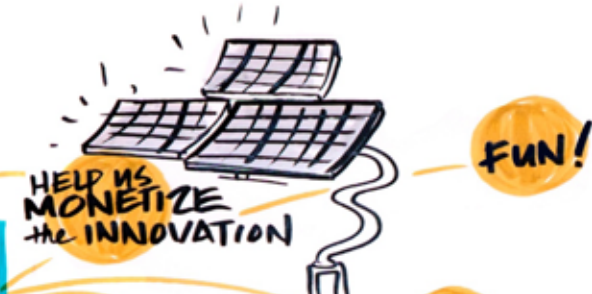
DESTINATION SITE SELECTION TOOLS





EXPENSIVE, BUT INSPIRATION IS NOT!

HOW DO WE **ENGAGE?** DIFFERENTLY?



TARGET YOUR AUDIENCE



WE CAN CHANGE HOW ATTENDEES PARTICIPATE

EXPERIENCE

"JUST DO WHAT WE'VE ALWAYS DONE."

CHANGE the FORMAT

RADIO FIRE (20 MINS)

TIE TO the DNA OF SALT LAKE

CHALLENGE US to DO IT DIFFERENTLY

CHALLENGE SALT LAKE TO INNOVATE EXPERIENCES.

"CHANGE IS COLLABORATIVE"

BE the INNOVATORS

WE HAVE ACCESS that OUR CLIENTS DON'T.

FEAR

"I WANT to CHANGE"

"WAIT, GIVE ME BACK WHAT I'M USED TO!"

BUT WE'VE BEEN PROUD OF WHAT WE'VE TRIED

HELP US EMBRACE FAILURE!

MEETINGS

ASSOCIATIONS ... MORE TRADITIONAL

CVB HAS LIMITATIONS FOR PROSPECTS

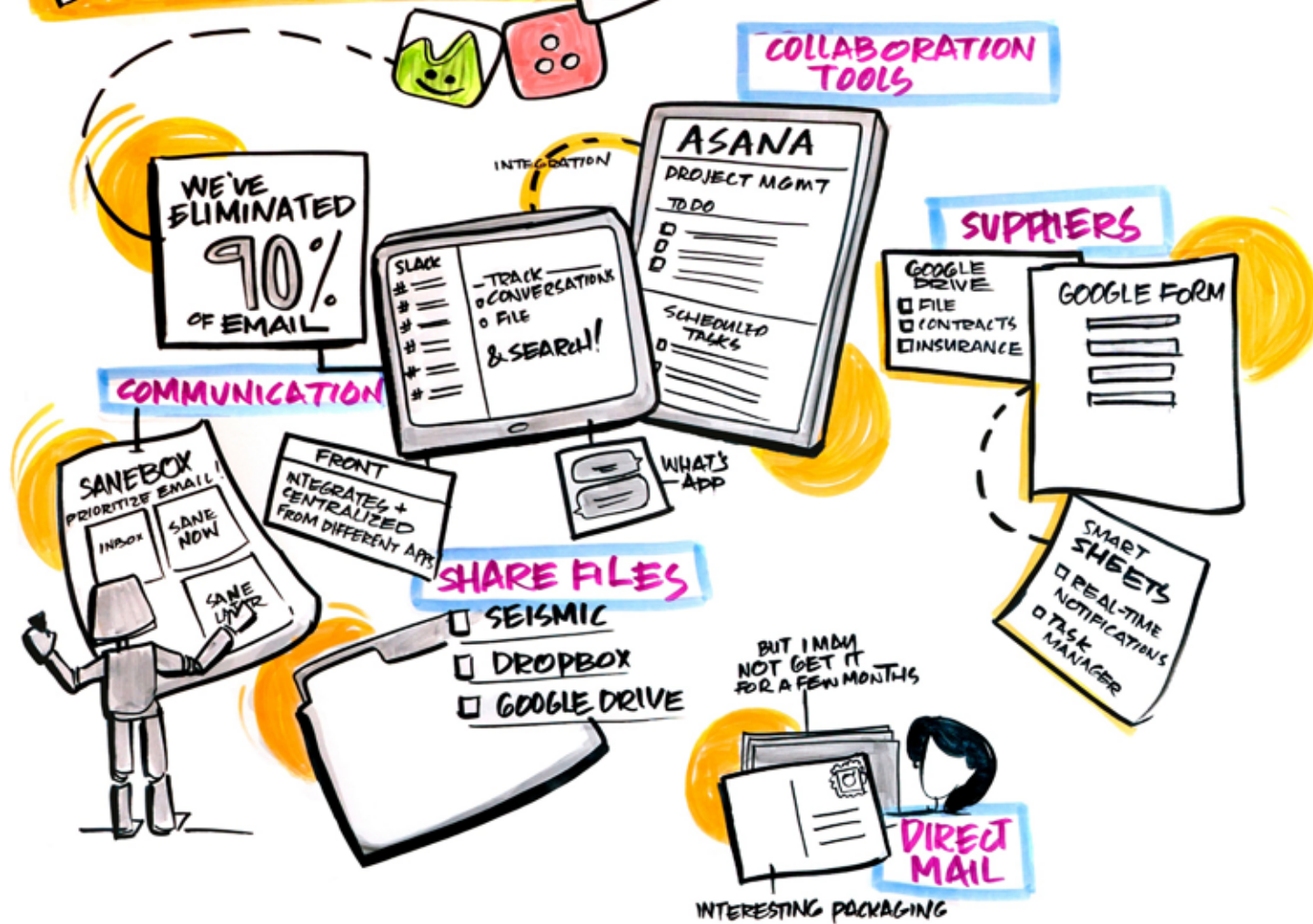
EMERGING TALENT and THOUGHT LEADERSHIP
TOOL
VENUE

HELP US BE MORE INNOVATIVE

SUPPLIERS

ATTENDEES

NEXT GENERATION DIGITAL TOOLS



SHARING ECONOMY

