

# SALT VISIT LAKE

# 2018 SALT LAKE CUSTOMER ADVISORY BOARD

WE ARE NOTHING WITHOUT OUR PARTNERS

Thank you FOR YOUR TIME

## PEOPLE MAKE THE DESTINATION

DONATE

MISSED 3 DAYS OF WORK IN 10 YEARS

YOU NEED AN ALEX

## ACTION ITEMS

**BUSINESS CARDS**  
CUSTOM PICKED PHOTOS TO REPRESENT WHY THEY LOVE SL.

**PUT A FACE ON REVENUE MANAGEMENT**

**STREET AMBASSADOR PROGRAM LAUNCHED**

**AMBASSADORS**  
- SOCIAL MEDIA  
- BLOGGERS

**VOLUNTEERS FOR EVENTS**

**KEEPING AN EYE ON V.R. - RIGHT TECH + RIGHT TIME**

**HOW WOULD THIS TALK FOR YOU?**  
- SUPPORT YOUR ATTENDEES

**EXPLORING SURVEYS**

**PROTOCOL**  
PARTNER WITH YOU TO KEEP YOUR ATTENDEES SAFE

## UPDATES

**NEW HOTELS**  
WE RALLIED IN JANUARY AND ONLY 9% UNDER WITHOUT OUTDOOR RETAILER

**HEADQUARTER HOTEL DEVELOPER HAS BEEN CHOSEN**  
... SITE SELECTION IS MOVING ALONG

**BIG NEW AIRPORT**  
2020 COMING

**WE ARE GROWING**

**RESHUFFLING OF OUR ORG.**  
MARK, KRISTEN, JULIE, TYLER, FAT  
TO SERVE YOU BETTER!

**TECHNOLOGY AUDIT**

**WATKINS REPORT**  
#1 SAFETY + SECURITY  
STAFF RATED HIGH

**LOSING GROUND**  
HOTEL PACKAGE  
DESTINATION APPEAL  
AIR SERVICE

**CONVENTION CENTER HOTEL**  
BIGGER HOTEL  
CONVENTION CENTER  
QUALITY ROOMS  
IN A TIGHT PACKAGE

IT'S ALL ABOUT RATE

LUXURY HOTEL WON'T WORK FOR 2ND TIER CITY

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

WE NEED:  
- MARRIOTT  
- HILTON  
- WESTIN'S

MOST HQ HOTELS ARE PUBLICLY FUNDLED NOW

**AIRPORT**

**NEW DIRECTOR FOCUSED ON AIRPORT**

EUROPE  
- LONDON  
- AMSTERDAM

SEATTLE TO ASIA IS A NICE EXP.

ADDING BUDGET AIRLINES

**ALCOHOL PERCEPTION**

WE'RE WORKING ON TAKING A BITE OUT OF THE ELEPHANT.

HAVE A DRINK IN SALT LAKE!

**DELTA**

WE'RE COMMITTED TO SALT LAKE as a HUB

263 PEAK DAY FLIGHTS

3000 EMPLOYEES IN SALT LAKE

INCREASE SEAT CAPACITY BY 1%

FOR MEETING PLANNERS:  
- DELTA MEETING NETWORK  
- DELTA EDGE