

UPDATES

2011 is 25-27% UP FROM 2010

SALT LAKE
 * Most from room occupancy.
 * Great leisure product
 * 62 FT of SNOW

CITY CREEK and DOWNTOWN BUSINESS

First silver LEED in N.AMERICA
 - COMMERCIAL
 - RETAIL
 - RESIDENTIAL
 NEW STORES WE'VE NEVER HAD BEFORE...

CORPORATE

- * Road warriors are back
- * Convention center attendees are UP
- * Longer length of stays
- * Strength of Utah's economy



ACTIONS and RECS.
 Further customize site inspections ✓
 next CABs April 12-14 with walk-through of salt creek.
 Police is more present + aware of events.
 Delta: not inline. In their business plans for SLC to affect lift ✓



ALPINE SLIDE
 ("there are coffee breaks, and there are SNOWBIRD COFFEE BREAKS")

ROOM NIGHTS
 2013-14 NOT ON TRACK
 2015-2016 ON TRACK
 2011 417,000 ROOM NIGHTS
 92% TO OUR GOAL

WE'RE BOOKING LESS ROOM NIGHTS ANYWHERE WE BOOK...

PERCEPTIONS is one of our BIGGEST CHALLENGES

ASSOCIATIONS

WE need to be measured by attendance
 WE BOOK 30% LESS OF EXPECTED ATTENDANCE
 AUDIT OF OUTSIDE ROOM BLOCK... almost 30-40%
 INCENTIVES LIKE FOOD TICKETS...
 CHARGE MORE FOR NON-HOTEL REGISTRATIONS

WE WANT SLC - TRACK THE ANCILLARY ACTIVES and BE GIVEN CREDIT FOR OUR TOTAL BUSINESS

OR REGARDS AFTER THE CONFERENCE
 DUAL ECONOMIC IMPACT CALCULATION
 BEBER PERDITS
 Restaurants
 Rental Cars
 Hotels



WHY ARE WE SO STRONG in 2012 and NOT in 2010... Why are DENVER TRENDS PUPPED?
 * more meetings
 * smaller contracts
 * fear of meeting attrition.
 * attendees get lower rates online.

OPEN HONEST DIALOGUE ...to make salt lake a better destination for meeting professionals.

CUSTOMER ADVISORY BOARD VISIT SALT LAKE



NEW ECONOMIC IMPACT MODEL of the GROUP LEVEL

ROOM NIGHTS are our FUNDING measure.
 ...using it to measure YOU, as a business, is LOSING RELEVANCY

WE KNOW AVERAGES

WHAT IS THE MEANINGFUL MEASURE?

Out our stake-holders want accountability