

SALT LAKE

Customer Advisory Board

MAY 7-8, 2015

MARRIOTT SALT LAKE CITY CENTER

UPDATES

WE CAN'T SERVE WITHOUT a **STRONG URBAN PRODUCT**

REBRANDED

- HIRED CONTENT MGR
- HIRED SOCIAL MEDIA MGR
- INVESTING IN LINKED IN
- HIRED BACKCOUNTRY.COM & SHIFT OUR COMMUNICATION

CONVENTION CENTER HOTEL

WE'RE in a **DIFFICULT POSITION**

STILL OPTIMISTIC

SALT LAKE 850 ROOMS

SITE LOCATION IN REVIEW

DEVELOPMENT

2015 INCREASE of 500 ROOM NIGHTS

NEXT 2 YRS. INCREASE of 1000 NIGHTS

2015 BEST YEAR WE'VE EVER HAD!

OMNI HOTEL 600 ROOMS

WE WANT...

WE ONLY BID

NEW HOTEL replaced SHILO INN

SALT PALACE

80% OCCUPANCY FOR THE YEAR!

- ✓ NEW CARPETS in EASTSIDE MTN LOCATION
- ✓ NEW CEILING TILES
- ✓ REVISING WIFI SYSTEM
- ✓ UPDATE AC (RADIOS) - and BUY MORE RADIOS
- ✓ ADDING MORE GIGABYTES
- ✓ PUBLIC ART PROJECT
- ✓ CONNECT all 3 LEVELS (ESCALATORS)

improve user EXPERIENCE

continually improving →

SALT LAKE *personality*

MORMON

DONNY & MARIE

CONSERVATIVE

CAN'T DRINK

DOESN'T HAVE a PERSONALITY

ASAE focus group

HOW DO WE CHANGE PERCEPTION

IMAX MODEL (food, drink, and entertainment)

TARGET YOUR MESSAGE

VISIT SALT LAKE BOOTH SCREENS

SKI LODGE!

OUTDOORS HURTS OUR SELL TO ALLOCATION

BUT WE'RE BUYING the CITY

- SPACE
- LIFT
- HOUSING
- DINING and NIGHTLIFE!

the DOWNTOWN PACKAGE

USE HUMOUR to COMBAT NEGATIVE PERCEPTION.

SELL the CITY FIRST

GOOGLE CARBOARD to experience VSL and SALT LAKE

CAN WE DRINK in SALT LAKE?

NETWORKING & COMMUNITY BUILDING.

SALT LAKE is *interesting*

- PEOPLE
- MAYOR'S COMMITMENT to SUSTAINABILITY
- ART and CULTURE
- FASCINATING HISTORY (ie MORMON)
- WALKABLE
- GREAT RESTAURANTS
- GREAT VALUE
- ACCESS (AIR) is GREAT
- VIBRANT!
- QUICK ACCESS to MOUNTAINS
- WEATHER

THROUGH BREAKING BREAD.

BRING a BRETFEND

the SALT LAKE COCKTAIL

LOOKING FOR a NEUTRAL (WELCOMING, INVITING) DESTINATION

MARKETING

FOOD & WINE FESTIVALS

BRING FOODIES to SALT LAKE

2 DAYS IN SALT LAKE ~ LEISURE in the CITY

FIND the LOCAL BRAND CHAMPIONS (authentic voices) to create experiences

MAKE DATA BY SEGMENTS SEARCHABLE

FUN 2-MIN VIDEOS

WHAT is the *Authentic ethos* FOR SALT LAKE?

FIND the SEXY IN MORMON

WE ARE WELCOMING

DUAL IDENTITY

WE ARE PIONEERS

FAMILY ORIENTED

EXPLORERS

EDUCATION

graphic footprints