



Visit Salt Lake

2025 ANNUAL
REPORT





Table of Contents

[About Visit Salt Lake](#)

[Momentum, Opportunity, and the Road Ahead: A Letter from Leadership](#)

[The Power of the Visitor Economy: A Letter from Salt Lake County Mayor](#)

[Financial Overview](#)

[The Role of the Convention & Tourism Assessment Area](#)

[2025 Visit Salt Lake Goals](#)

[The Visitor Economy in Salt Lake County](#)

[Visit Salt Lake's Impact \(Historical Bookings\)](#)

[By The Numbers](#)

[Meeting & Convention Sales](#)

[Services Team](#)

[Sports Salt Lake](#)

[Marketing](#)

[Global Tourism & Travel Trade](#)

[Communications](#)

[Partnership](#)

[People & Culture](#)

[Salt Palace Convention Center & Mountain America Expo Center](#)

About Visit Salt Lake

Tourism is the Front Door to Economic Development.

Visit Salt Lake (VSL) is a private, nonprofit Destination Sales & Experience Organization (DSXO) focused on recruiting, retaining, and activating conventions, meetings, sporting events, and leisure travel. Together, these efforts fuel the region's visitor economy.

In partnership with Salt Lake County, hoteliers, members, and public-sector stakeholders, VSL helps generate \$6.15 billion in annual visitor spending, \$575 million in direct tax revenue, and an estimated \$1,700 in household tax savings while supporting more than 56,000 jobs.

As Visit Salt Lake has evolved from a traditional destination marketing organization into a Destination Sales & Experience Organization, sales and experiences sit at the center of everything we do. Much like a 401(k), the conventions and events secured today are long-term investments that generate reliable economic returns for local businesses, workers, and the broader community. VSL creates experiences that drive visitation, strengthen the local economy, and support a vibrant future for the region.

OUR MISSION

To improve the area economy by attracting and providing support to conventions, leisure travelers, sports events, and visitors to Salt Lake County. Marketing efforts feature the positive differences between Salt Lake and competing destinations. Convention and visitor services are provided to encourage longer stays and future returns.



OUR VISION

We will champion Salt Lake County's journey to become the most desirable place to live, work, and play by harnessing the power of tourism's economic impact.



Momentum, Opportunity, and the Road Ahead

As we reflect on 2025, one thing is clear: Salt Lake's visitor economy is not standing still. It is evolving and stepping into a new era of opportunity.

This past year, Visit Salt Lake continued to deliver meaningful results for our community, building strong momentum across conventions, sporting events, leisure travel, and destination experiences. Our teams worked alongside key stakeholders to recruit new business, strengthen long-term relationships, and activate experiences that brought energy and awareness to Salt Lake County.

At the same time, Visit Salt Lake has embraced its evolution into a Destination Sales & Experience Organization. This shift reflects how visitor expectations and global competition continue to change. Success is no longer defined solely by promotion. It is shaped by how we recruit high-value opportunities, deliver exceptional experiences, and create moments that inspire visitors to return again and again. Through proprietary events, strategic partnerships, and a growing focus on experience development, we are strengthening Salt Lake's reputation as a place where innovation, culture, and outdoor adventure come together.

Looking ahead, the future of the Salt Palace Convention Center and the broader Sports, Entertainment, Culture & Convention District represents a once-in-a-generation opportunity for Salt Lake. As destinations across the country invest in their convention infrastructure, thoughtful modernization and strong operational leadership will help ensure Salt Lake remains competitive on a national and global stage.

This progress is made possible through strong collaboration between Visit Salt Lake, Salt Lake County, ASM Global, our Board of Directors, and the many partners who help bring our destination to life every day.

We're ready for what's next.



Kaitlin Eskelson

President & CEO
Visit Salt Lake



Pina Purpero

Board Chair
Visit Salt Lake
General Manager
Hyatt Regency Salt Lake City



Josh Ambrose

General Manager
Salt Palace Convention Center



The Power of the Visitor Economy

A Letter from Salt Lake County Mayor Jenny Wilson

Salt Lake County is a place where innovation, recreation, connectivity, and quality of life truly come together. The visitor economy plays an important role in that success, supporting local businesses, creating jobs, and enhancing the experiences that make our region a great place to live and visit.

As a world-class mountain community with global access, tourism generates more than \$6.15 billion in annual visitor spending in Salt Lake County, supporting more than 56,000 jobs and producing \$575 million in direct tax revenue. When conventions thrive, our community thrives.

Visitor-generated dollars help fund essential county services and infrastructure while simultaneously reducing the tax burden on residents by an estimated \$1,700 per household each year. The visitor economy also connects our community to global audiences and new opportunities, elevating our profile, strengthening our long-term competitiveness, and reinforcing our reputation as a community where people aspire to build their lives and create lasting memories.

As we look ahead to the 2034 Olympic and Paralympic Winter Games and the continued evolution of the downtown area, strategic investments in conventions, the arts, culture, and sports will help shape a vibrant future that benefits both our community and those who come to experience it.

Salt Lake County remains deeply committed to collaboration with Visit Salt Lake and our partners to ensure tourism growth reflects our shared values and sustains our community's vitality well into the future.

Sincerely,

A handwritten signature in black ink that reads "Jenny Wilson". The signature is fluid and cursive, with the first name "Jenny" being more prominent than the last name "Wilson".

Jenny Wilson
Mayor, Salt Lake County

Financial Overview

An Overview of Visit Salt Lake’s 2025 Funding

The strength of the Salt Lake County visitor economy in 2025 is represented by another record-breaking year of Transient Room Tax (TRT) revenue growth, with \$16.54 million in Visit Salt Lake's allocated TRT returns—a 3.6% increase from 2024.

Metrics like this are central at Visit Salt Lake. With 46% of Utah’s total visitor spending occurring in Salt Lake County, we recognize the significance of our funding sources in sustaining our state’s economic success.

Our commitment to responsibly managing these resources is apparent in our annual budgeting process. Each year, we carefully align our expenditures with anticipated TRT collections, ensuring responsible financial stewardship. Any surplus remains in the County’s Visitor Development and Promotion Fund for future use – providing our county with the means to pursue exciting opportunities.

The support of Salt Lake County remains foundational, accounting for 60% of our gross revenue. Of the 4.25% Transient Room Tax the county collects on hotel stays, approximately 45% is allocated to VSL for public sector sales and marketing.

The Convention Tourism Assessment Area (CTAA) has continued supercharged our capacity to achieve our goals and support our community of hoteliers. Established in October 2023, the CTAA generates funds through a 2% room revenue fee collected from participating hotels in Salt Lake City, West Valley City, Sandy, and Draper. In 2025, CTAA collections totaled \$8.68 million, helping to fund strategic initiatives outlined in our Annual Plan.

Through our partnerships and the investments made by the public and private sectors, we are empowered to leverage our expertise to promote tourism, support local businesses, and enhance visitor experiences year after year.

Record-Breaking TRT Growth

\$16.54 M

in TRT Returns

+3.6%

vs. 2024

Continued County Support

57%

of VSL Gross Revenue
is Derived from SL County TRT

New CTAA Funding

\$8.7 M

Budgeted for 2025

27%

of VSL Gross Revenue



The Role of the Convention & Tourism Assessment Area in Salt Lake's Tourism Growth

Salt Lake's continued growth in hotel occupancy, room rates, airport traffic, and industry momentum highlights the strength of its tourism economy. Transient Room Tax (TRT) funding serves as the foundation of Visit Salt Lake's (VSL) full-scale sales, marketing, services, and sports efforts—providing the resources needed to drive visitation and economic impact at a high level. These investments have fueled record-breaking sales and destination growth in recent years.

In 2025, CTAA completed its second full year, supplementing TRT with dedicated funds to amplify and enhance VSL's efforts. While TRT funds the core sales and marketing engine, CTAA expands its impact—allowing for targeted campaigns, strategic incentives, and district-specific activations without the need for a duplicative team structure. With only a small administrative allocation, CTAA funds directly support high-impact marketing and event investments that drive additional room nights for participating hotels.

The results speak for themselves—CTAA properties saw a 3.8% increase in hotel revenue per available room, while non-CTAA hotels in Salt Lake County decreased by almost 1%, proving the effectiveness of CTAA-driven initiatives.

By layering CTAA funding onto TRT-driven efforts, Salt Lake has been able to expand its reach, attract high-value visitors, and create a halo effect that benefits the entire destination. While CTAA funds are directed toward participating hotels, their impact extends across the county, strengthening Salt Lake's competitive position and increasing visibility for all tourism partners. This model highlights the power of tourism improvement districts to enhance market competitiveness, accelerate economic impact, and maximize the return on Salt Lake's existing tourism investments.

How CTAA Funds are Invested to Drive Impact

The Convention & Tourism Assessment Area (CTAA) applies a 2% room revenue fee at 64 participating hotels across Salt Lake City, West Valley City, Sandy City, and Draper City, generating \$8.7 million in 2025—approximately 27% of Visit Salt Lake’s gross revenue.

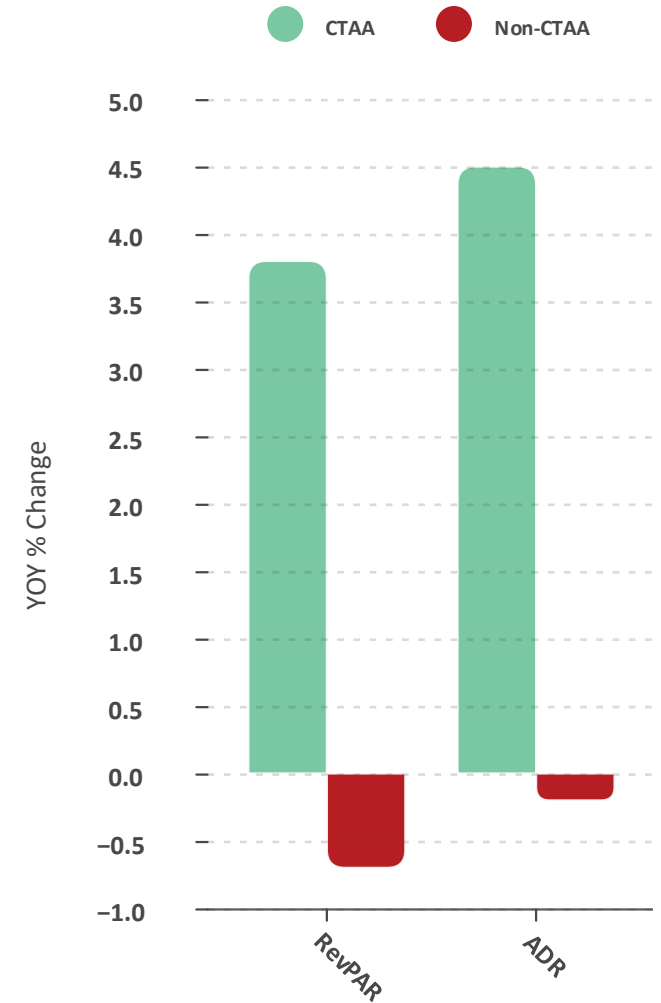
Governed by an Executive Committee and three Regional Committees, these funds are distributed through a collaborative effort. Visit Salt Lake provides the guidance and operational capacity to thoughtfully reinvest in tourism initiatives that enhance Salt Lake’s competitiveness for conventions, events, and leisure travel.

CTAA and hoteliers share a common goal—as hotel room revenue grows, CTAA funding grows, allowing for greater reinvestment in sales, marketing, and incentives that attract even more visitors, drive additional hotel stays, and increase revenue further. This flywheel effect continuously strengthens Salt Lake’s visitor economy while providing direct benefits to participating properties.

STRATEGIC ALLOCATION OF \$8.3M IN CTAA FUNDS	
District-Specific Sales Development	Nearly half of all approved incentives resulted in event wins, filling hotels and driving economic impact.
Marketing Campaigns	Major initiatives like “It's Sweet” and “Winter Wonderland” increased awareness and visitation.
Winter Roundup Event	Designed to attract downtown visitors, boost hotel stays, and secure national media coverage.
International Exposure	Campaigns and familiarization (FAM) trips strengthened demand from key global markets.

By layering CTAA funding onto Visit Salt Lake’s existing sales and marketing efforts, we expand our reach, attract high-value visitors, and increase overall visitation. This ensures sustained revenue growth for hotels, greater economic impact for the community, and long-term competitiveness for Salt Lake as a premier destination.

2025 Salt Lake County Hotel Performance



SOURCE: STR, LLC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR, LLC IS STRICTLY PROHIBITED. Full Year 2025, STR Monthly Multi-Segment: Salt Lake CVB

2025 Visit Salt Lake Goals

Visit Salt Lake is proud to have met or exceeded all goals set for 2025.

Room Nights

Book 1 million room nights by December 31, 2025

Outcome: Booked 1.02 million room nights

Earned Media

Increase positive earned media generated for Salt Lake by \$1 million

Outcome: earned media totaling \$58,991,536 and Barcelona score of 8.0

Return on Ad Spend (ROAS)

Achieve \$200+ ROAS by end of 2025.

Outcome: achieved \$245 ROAS for 2025 (national average was \$222)

Direct Visitor Spending by Convention and Meeting Delegates

Generates \$546.7 million in direct visitor spending (as determined from survey collected by University of Utah's Kem C. Gardner Policy Institute)

Outcome: Measured \$575.7 million in direct visitor spending by delegates

Hospitality Industry Jobs

Maintain and support the 56,300 jobs in the tourism industry in Salt Lake County

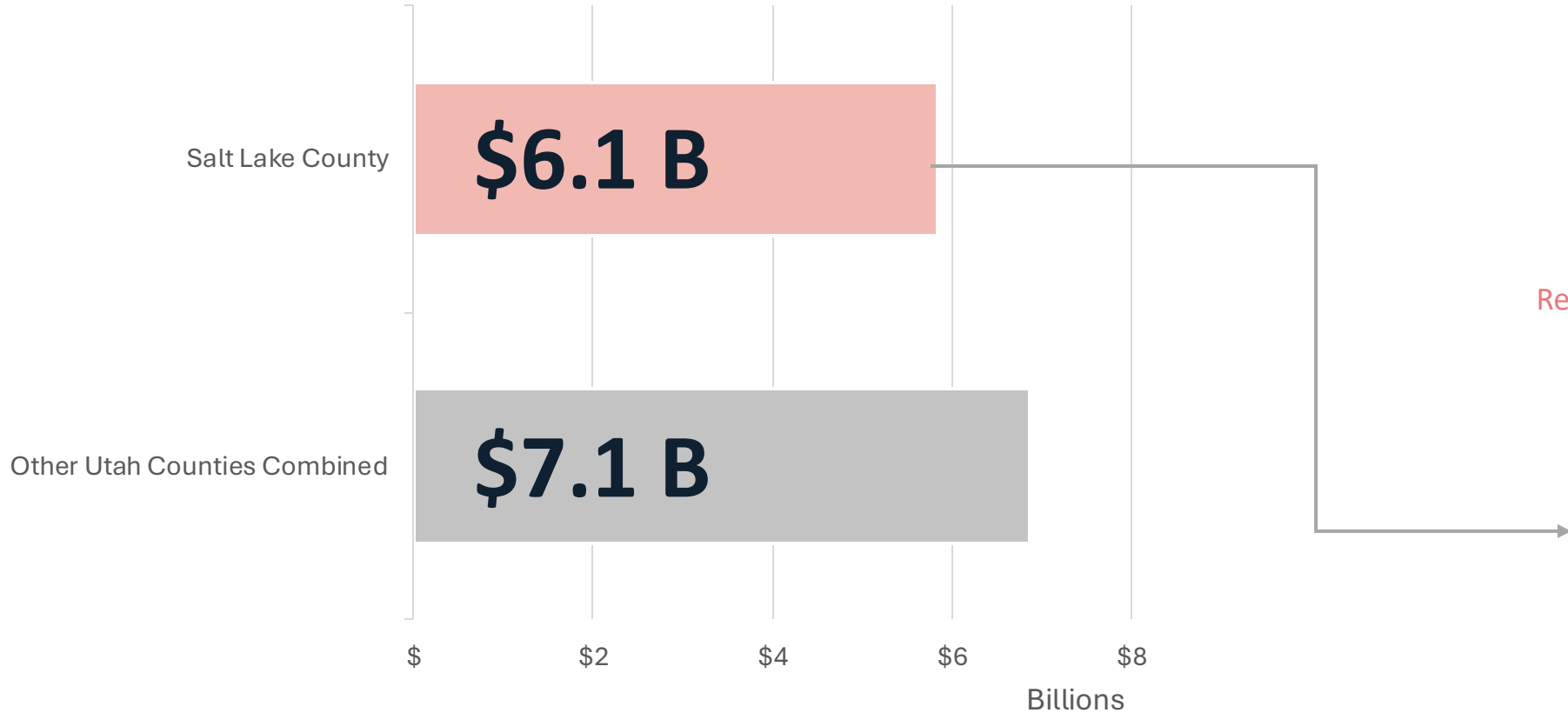
Outcome: Achieved goal, creating 4.2% YOY growth



The Visitor Economy in Salt Lake County

Travel and tourism is crucial to the economic health and future prosperity of Salt Lake County, and the state of Utah. Out-of-state dollars benefit local businesses and generate tax revenues that improve the quality of life for residents.

2024 Visitor Spending *



56,300

Travel & Tourism
Jobs Supported



\$1,700

Visitor-Generated Tax
Revenue per Household**



46%

of Utah's Total
Visitor Spending

*2024 Salt Lake County data from Kem C. Gardner Policy Institute. Direct visitor spending estimated by the Kem C. Gardner Policy Institute; includes air travel and public transportation spending.

**Calculated by VSL using estimated direct, indirect, and induced visitor-generated tax revenue and U.S. Census data; does not include visitor economy-associated costs.

Visit Salt Lake's Impact (Historical Bookings)

Visit Salt Lake plays a vital role in boosting the local economy by attracting visitors from around the world and facilitating their hotel stays. Securing 1.02 million future room nights is an economic catalyst: travelers staying in hotels attend conventions, visit attractions, dine, shop, and use local transportation. Their spending fuels multiple industries, creating a ripple effect that supports jobs, generates revenue, and strengthens commerce across Salt Lake County.



1.02 M

Future
Room Nights
Booked

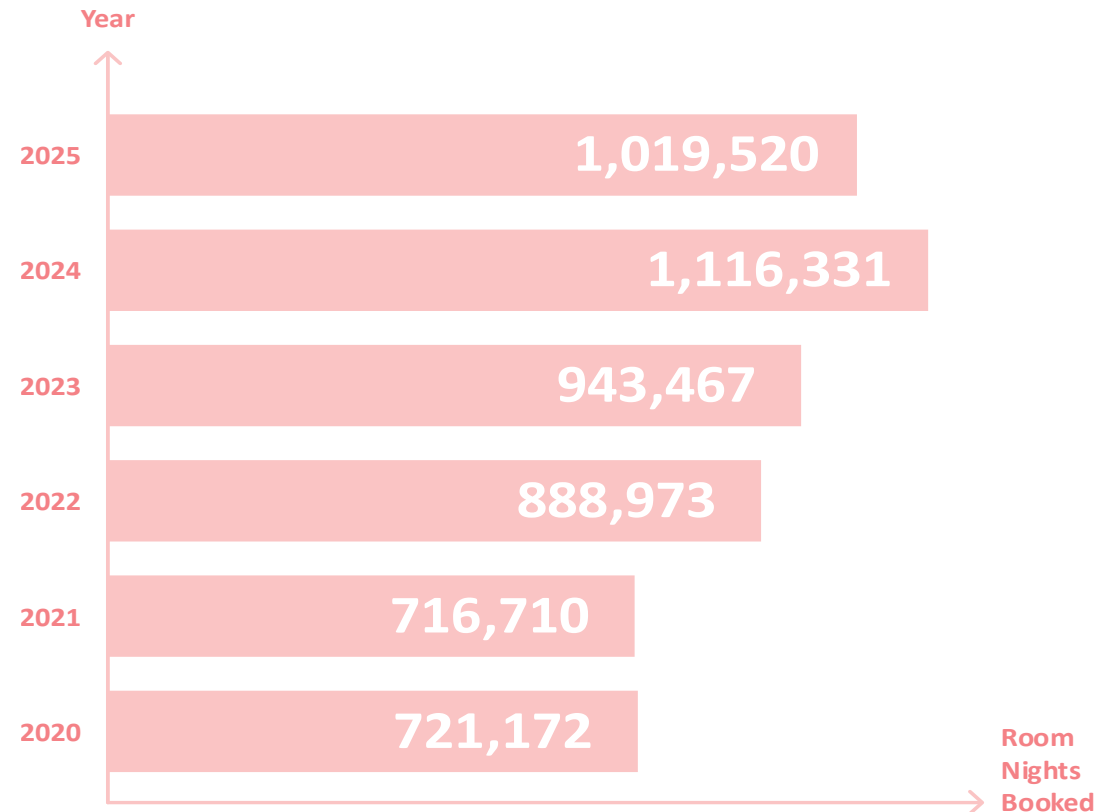
\$576 M

Direct Visitor Spending
by Convention, Meeting
and Sports Delegates

296

Meetings, Conventions,
and Sporting Events Booked
in 2025

**Visit Salt Lake
Future Room Nights Booked**



Our Comprehensive Strategy

Visit Salt Lake Secures Opportunities Over Time and Across Segments to Thoughtfully Fuel Economic Growth

	Booked in 2025 for 2025		Booked in 2025 and Onwards	
Total	404,045 Attendees	334,261 Room Nights	464,535 Attendees	685,259 Room Nights
Meetings & Conventions	81,044 Attendees	155,890 Room Nights	258,482 Attendees	531,789 Room Nights
Athletics & Sports	323,001 Attendees	178,371 Room Nights	206,053 Attendees	153,470 Room Nights
Travel & Trade	12,003 Consumed Leisure Room Nights		4,453 Tour Operator Itineraries	
Leisure Travel	568,259 Ad-Influenced Leisure Room Nights		9,226,538 M Ad-Aware Households, Improving Perception of Salt Lake	

By The Numbers

Doing Business

53

Meeting Planner Visits

82

Salt Palace Bookings confirmed
for 2025 and beyond

214

Single Hotel Bookings

89

Site Inspections

1,934

Total Sales Leads Processed
(975 from Satellite Office Staff)

Marketing Metrics

\$58.9 M

Total Earned Media

153,796

Ad-Influenced Leisure
Room Nights

6.1 B

Total Media Impressions

Our People

12

New Employees
Onboarded

11

Newly Created Positions

85

New First-Time Members



Meeting & Convention Sales

2025 was an unusual year as we navigated disruptions related to future construction plans. In addition to identifying and booking new business, the M&C Sales team dedicated significant time to resolving conflicts to keep events on the calendar during the construction period, while also working to retain key groups that could not be accommodated and secure their return post construction. We welcomed several large-scale events to Salt Lake for the first time and capitalized on convention center disruptions in other destinations.

Notable examples include the Association for Research in Vision and Ophthalmology (ARVO) and KubeCon + CloudNativeCon NA, which we were thrilled to rebook for 2026 after successfully hosting the event in 2024. The program sought a new destination due to convention center construction in Los Angeles. Thanks to the strong collaboration and hospitality demonstrated by our community in 2024, organizers were enthusiastic about returning to Salt Lake.

685,000

Future Room Nights Booked
Out of 1.02 M

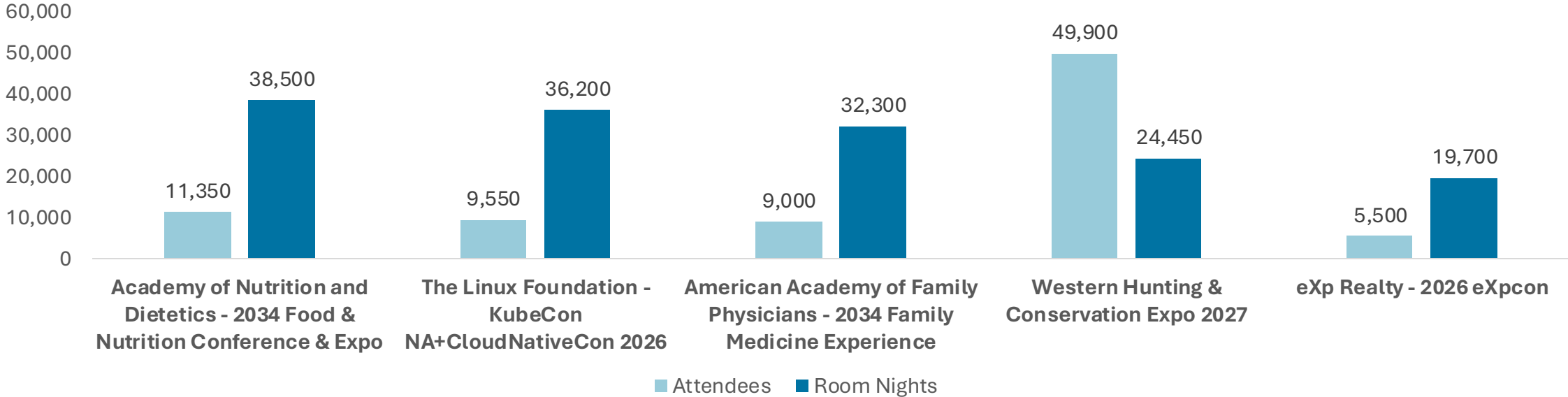


89
Site Inspections



Meetings & Conventions: Top 5 Events Booked in 2025

Our top 5 Meetings & Conventions booked in 2025 alone are expected to bring over 85,000 attendees and drive 151,000 room nights

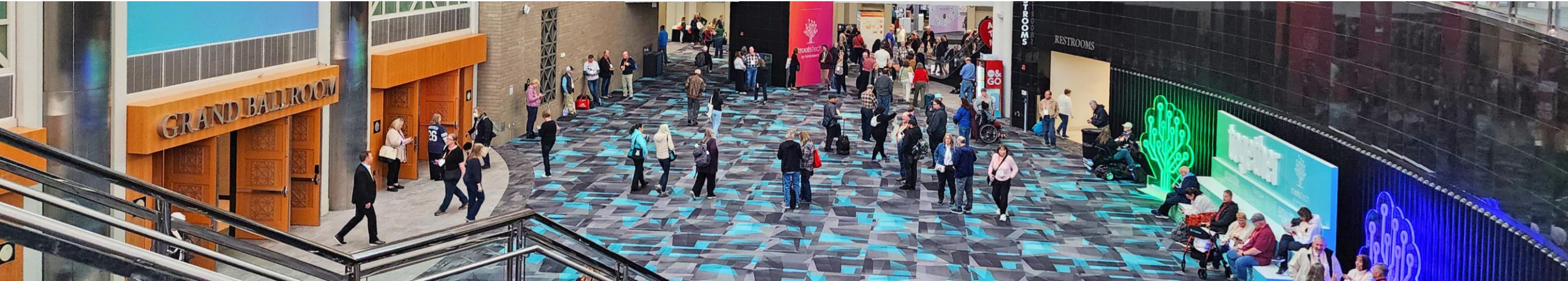
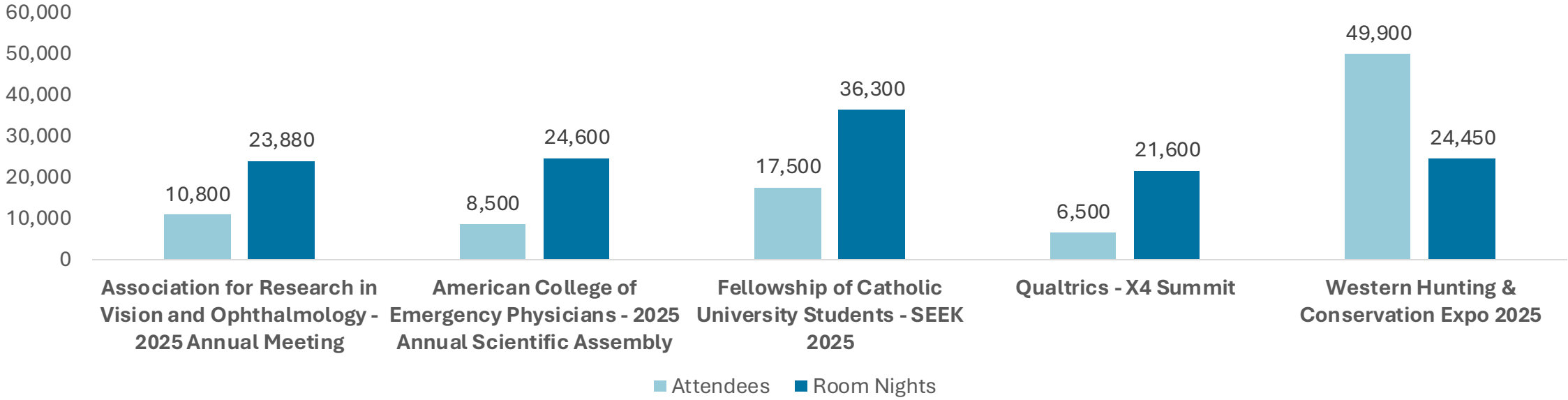


Making Meetings & Conventions Happen

- 28** Outside Sales Trips
- 11** Familiarization Trips/Client Events Hosted
- 32** Trade Shows Attended
- 3** New M&C Team Members Over the Last Two Years

Meetings & Conventions: Top 5 Events Held in 2025

Our top 5 Meetings & Conventions held in 2025 welcomed 93,200 attendees and drove 130,800 room nights



Services Team

As part of Visit Salt Lake's Destination Sales & Experience Organization model, the Services team plays a critical role in retaining business and strengthening client relationships. By ensuring every convention, meeting, and event delivers an exceptional experience, the team helps turn bookings into repeat business.

In 2025, the team supported site visits, customized client experiences and events that showcased Salt Lake's access, vibrancy, and hospitality excellence. They also played a key role in Visit Salt Lake's proprietary events, including Winter Roundup and the SALT Summit + Awards, and quarterly membership meetings.

Through close coordination with meeting planners, members, and community partners, the Services team reinforced Salt Lake's reputation as a destination that not only attracts business but consistently delivers on it.

53

Meeting Planner Visits

16

Site Inspection Assists

4

Member Events

1

Client Event

2

Innovative
Proprietary Events
Winter Roundup
SALT Summit + Awards

6

Board &
Leadership
Events

5/5

Post-Convention
Survey Results



Winter Roundup

In its second year, Winter Roundup returned to downtown doubling in attendance from 10,000 to 20,000 spectators. Further establishing the event as one of the city's most unique winter events.

Produced in partnership with the Utah Days of '47 Rodeo, the event expanded its footprint along West Temple with a full day of entertainment, highlighted by skijoring. A sport that blends skiing, horsemanship, and Western heritage into a one-of-a-kind urban spectacle. The event continues to display Salt Lake's distinctive culture at the crossroads of outdoor recreation, sports, and the arts.

Winter Roundup also generated significant visibility for the destination, drawing national media coverage, strong digital engagement, and thousands of visitors to downtown businesses during the winter season.



6.1 M

Paid Media Impressions

1.1 M

Paid Engagements

266,000

Organic Social Views

20,000

Winter Roundup Spectators

\$3.5 M

Earned Media Value

370 M

Earned Media Impressions

Sports Salt Lake

Now in its 5th year, Sports Salt Lake is driving sustained growth in sports tourism across the valley. As the sports tourism arm of Visit Salt Lake, we continue to position the region as a premier destination for athletic events and community engagement. In 2025, Sports Salt Lake bookings once again accounted for more than 30% of Visit Salt Lake's room-night production. While historically the Salt Palace Convention Center has been the #1 producing venue, the efforts to push sports tourism across the valley are causing a surge of tourism growth beyond downtown.

327,000

Future Room Nights Booked
Out of 1.02 Million (Team Goal)

Sports-Related Room Nights



Pair Sports with Meetings. Amplify Impact.



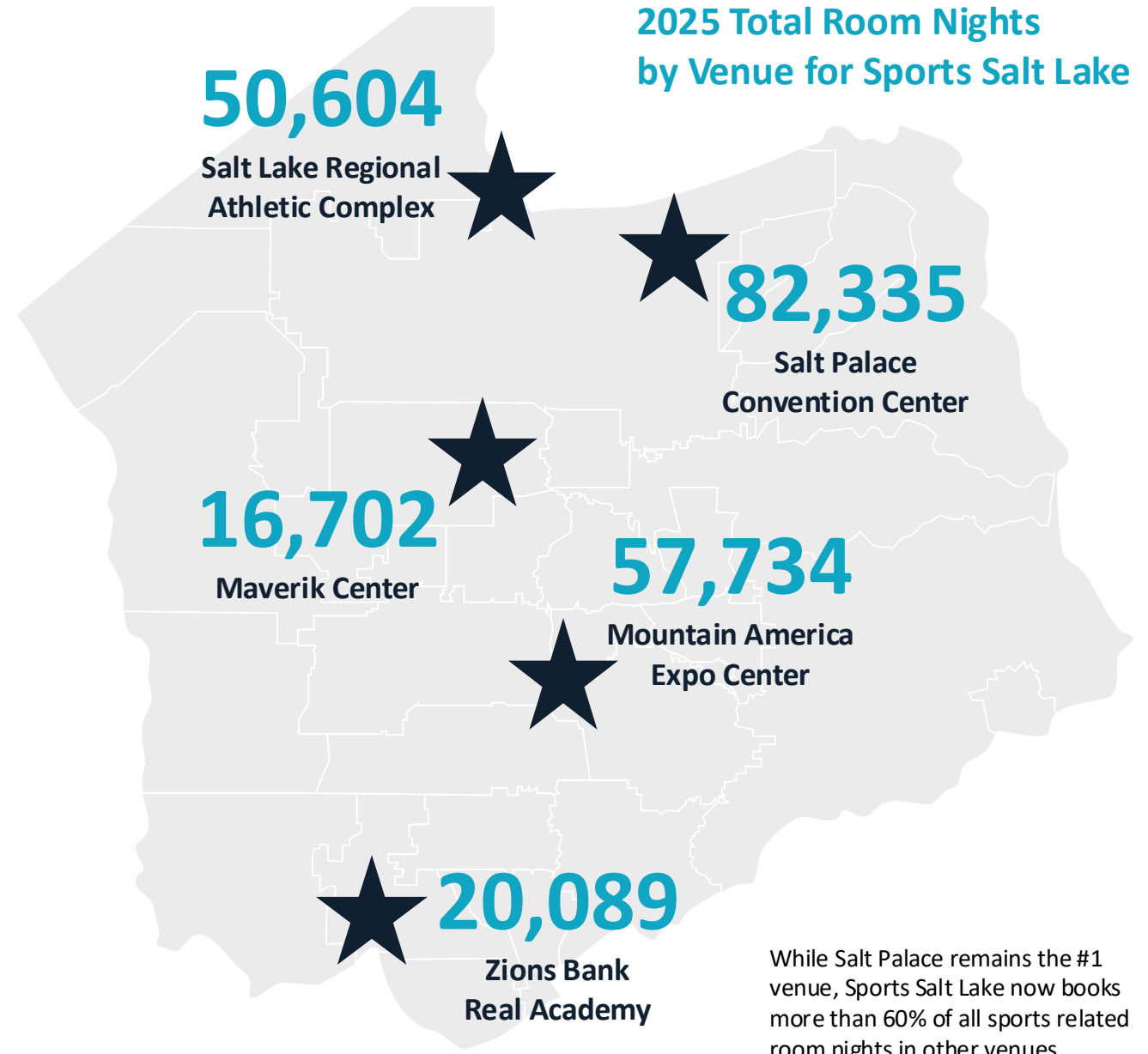
- Where?** Events are hosted at SPCC and throughout the valley
- When?** Sporting events occur in all seasons
- How?** Sports Salt Lake focuses on events 1-2 years out

Sports Salt Lake

Top 5 Sporting Venues 2025

In 2025, Sports Salt Lake booked events of all sizes across more than 20 venues throughout Salt Lake County, ensuring consistent impact while reducing reliance on any single facility.

CTAA and TRT funding further strengthened these efforts by engaging hotelier representatives in event incentive decisions, directly influencing which events are attracted to and hosted in Salt Lake County.



While Salt Palace remains the #1 venue, Sports Salt Lake now books more than 60% of all sports related room nights in other venues.

Sports Salt Lake



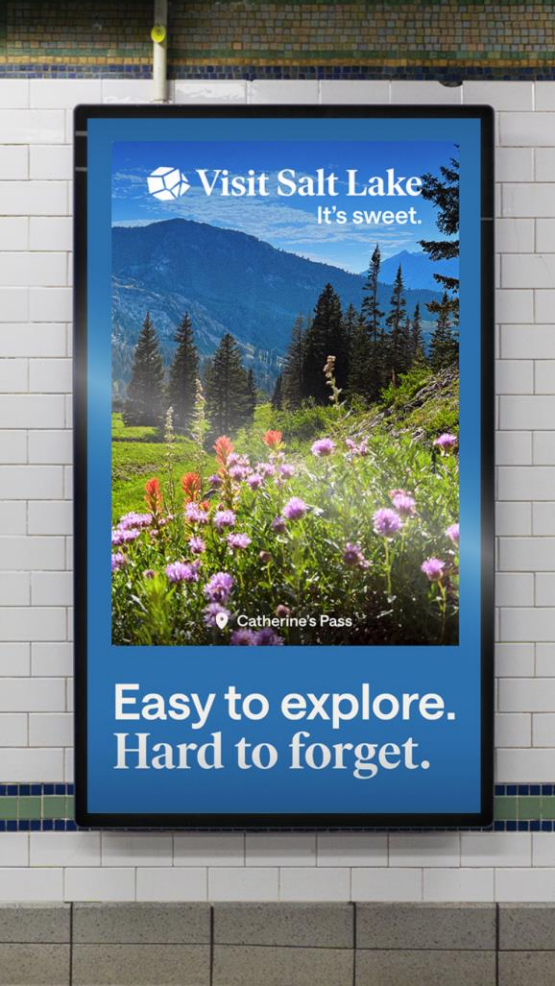
Building A Sports Tourism Community

Launched to strengthen industry connections and elevate local expertise, the Sports Tourism Symposium reached its fourth year in 2025, serving as a cornerstone for strategic collaboration and professional development. In 2025 we also introduced the Sports Tourism Social to foster community engagement and networking among sports tourism stakeholders. And Throughout the year, our Sports Advisory Committee provided ongoing guidance, linking Sports Salt Lake to community leaders and delivering actionable insight. Together, these initiatives deepen partnerships, sharpen our market-ready capabilities, and directly fuel the region's sustained sports tourism growth.



Marketing

2025 was a landmark year for Visit Salt Lake's marketing team. Across every season, we executed integrated campaigns that grew our digital presence, drove year-round visitation, and delivered measurable economic impact for Salt Lake.



Marketing

It's Sweet Campaign

This campaign celebrated Salt Lake's effortless blend of urban energy and outdoor adventure, aiming to drive year-round visitation and spark interest during the spring, summer, and fall seasons. Built around the simple, resonant idea that Salt Lake is simply *sweet*, the campaign earned national recognition.



15 M

Adara Hotel Revenue
Enriched

284,000

Trips to Salt Lake Influenced,
Generating Approximately \$540
Million in Visitor Spending and
153,796 Hotel Room Nights

9.2 M

Ad-aware Households

\$252:1

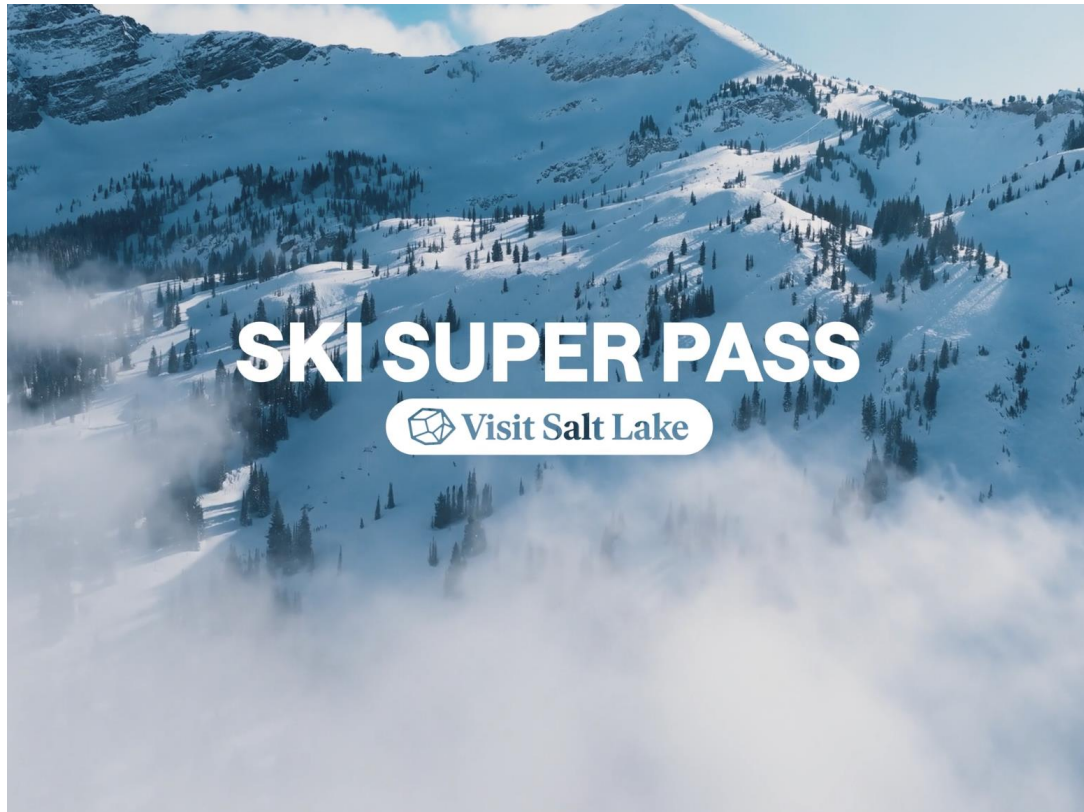
Return on Ad Spend (ROAS)
for Every Dollar Spent

Improved Perceptions in
Areas Like Excitement,
Nightlife, and Fun While
Reinforcing Strengths in
Outdoor Recreation and
Family-friendly Activities.

Marketing

Salt Lake Ski Super Pass Campaign

Our '24-'25 ski campaign showcased effortless access to our four world-class resorts, featuring the Salt Lake Ski Super Pass. The Salt Lake Ski Super Pass can be used at any of the four resorts in Salt Lake County: Alta, Brighton, Snowbird, and Solitude.



\$7.3 M

in Hotel Revenue *Adara* and
Expedia attributable

19 M

Advertising Impressions

24%

Increase in Super Pass
Revenue YoY

18%

Increase in Ski Days Sold



Marketing

Winter Wonderland Campaign

In 2025, we returned with our Winter Wonderland campaign to drive overnight hotel stays during the key holiday need period. The Nutcracker Treasure Hunt, a mixed-reality scavenger hunt across 21 Salt Lake locations, encouraged visitors to explore holiday activities spanning sports, arts and culture, and local attractions, running November 3 through December 31.



40,587

Ad Influenced Room Nights

37.1 M

Ad Impressions

7,242

QR Code Scans for
Nutcracker Experience

\$51.1:1

Return on Ad Spend (ROAS)



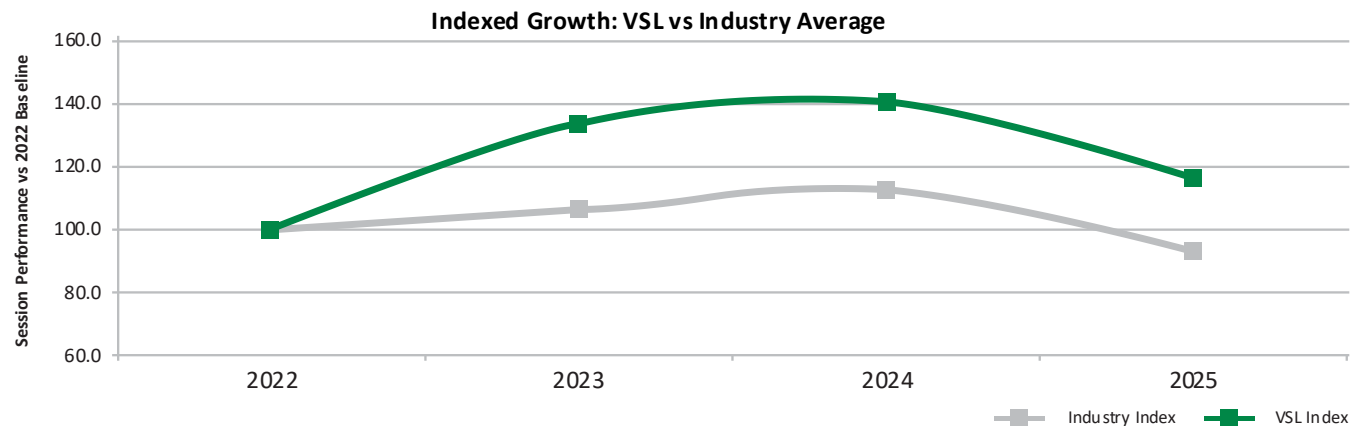
Marketing

Digital Marketing (Website & Social)

Through content positioning Visit Salt Lake as the hub for planning and experiencing your time in Salt Lake, we saw growth in audience engagement across our owned channels. Our organic social channels delivered 15.9 million organic impressions, up 339% year-over-year, and our aggregate following grew to 445,238.

As AI overviews reduced global website clicks by 15–60% across industries, VSL traffic declined in line with the broader trend but remained above industry averages; meanwhile, impressions grew 34%—now the strongest indicator of zero-click visibility. To mitigate the impact of AI overviews, we are embracing this shift by optimizing for impression growth and zero-click visibility, expanding AI-informed and schema-driven content that fuels both exposure and engagement, and strengthening core SEO fundamentals to increase authority, time on site, and downstream click-throughs.

Key Insight: Visit Salt Lake aligned with the market movements in 2025, operating above average.



SOCIAL STATS 2025

15.8 M

Impressions, Up by 339%

445,000

Aggregate Followers

15.5 k

More Facebook
Followers in 2025

17.2 k

More Instagram
Followers in 2025

Global Tourism & Travel Trade

2025 FAMs

Our hosted FAM programs are a strategic investment in long term international visitation, directly influencing itinerary development, room night production, and global trade relationships. By immersing key decision makers in authentic Salt Lake experiences, we are strengthening destination knowledge, shifting perceptions, and positioning Salt Lake as a competitive inclusion within western U.S. itineraries, supporting measurable pipeline growth and future contracted business.

Tradeshows/Conferences

The Travel Trade team attended key tradeshows ensuring Salt Lake maintained a strong and competitive presence within the global marketplace. Consistent participation allows us to educate operators, reinforce product knowledge, and position Salt Lake as a viable and profitable inclusion within U.S. itineraries while strengthening our visibility among competing destinations.

Stakeholder Training

Visit Salt Lake prioritizes stakeholder education as a key component of its international travel trade strategy. Preparing local tourism partners to work with tour operators, wholesalers, receptive operators, and travel advisors helps ensure Salt Lake is ready to attract and serve international visitors. In 2025, the Global Tourism & Travel Trade team provided foundational training and market insights to help partners better understand how to engage with the travel trade and the opportunities within Salt Lake's priority international markets.



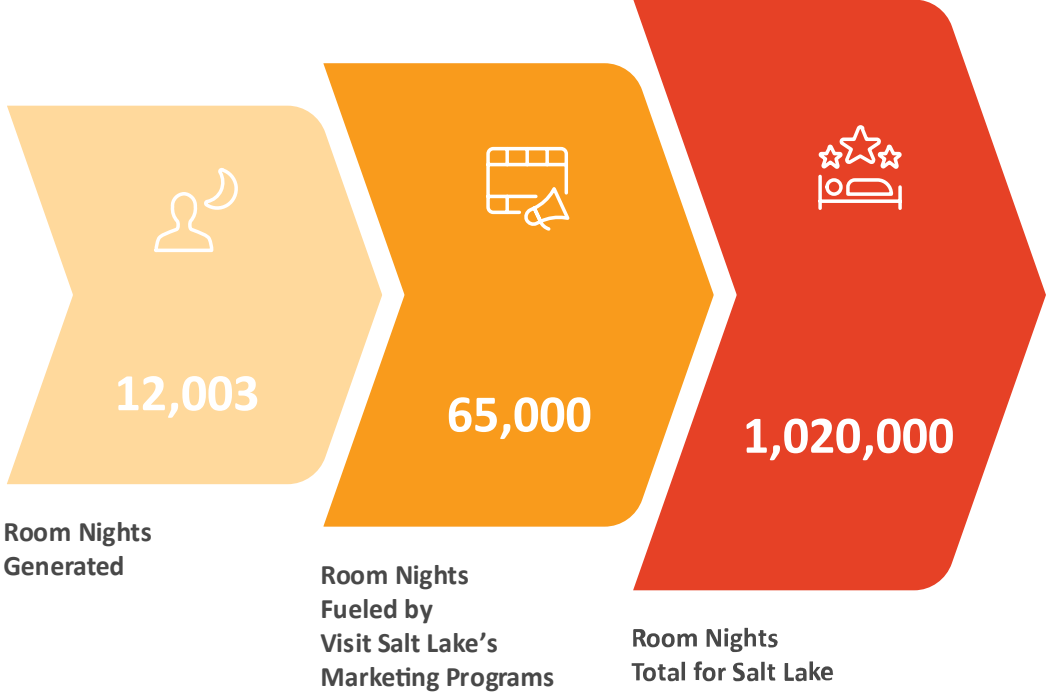
Global Tourism & Travel Trade

International Representation

2025 marked the first year of international representation for Visit Salt Lake, establishing a scalable global strategy across five priority markets focused on product development, trade education, airline alignment, and measurable room night production. Multi-market OTA and tour operator co-op campaigns with partners including Expedia, Booking.com, PriceTravel, CRD Touristik, and Voyageurs contributed to room night goals.

Strategic airline partnerships with Delta, Aero México, and Air Canada, combined with trade webinars and in-market training programs helped certified Salt Lake Specialists, expanding the destination’s global sales network.

Together, these efforts positioned Salt Lake as a year-round gateway to the American West, building measurable pipelines for long-lead international room night production and setting the stage for continued global growth in FY26.



Product Development

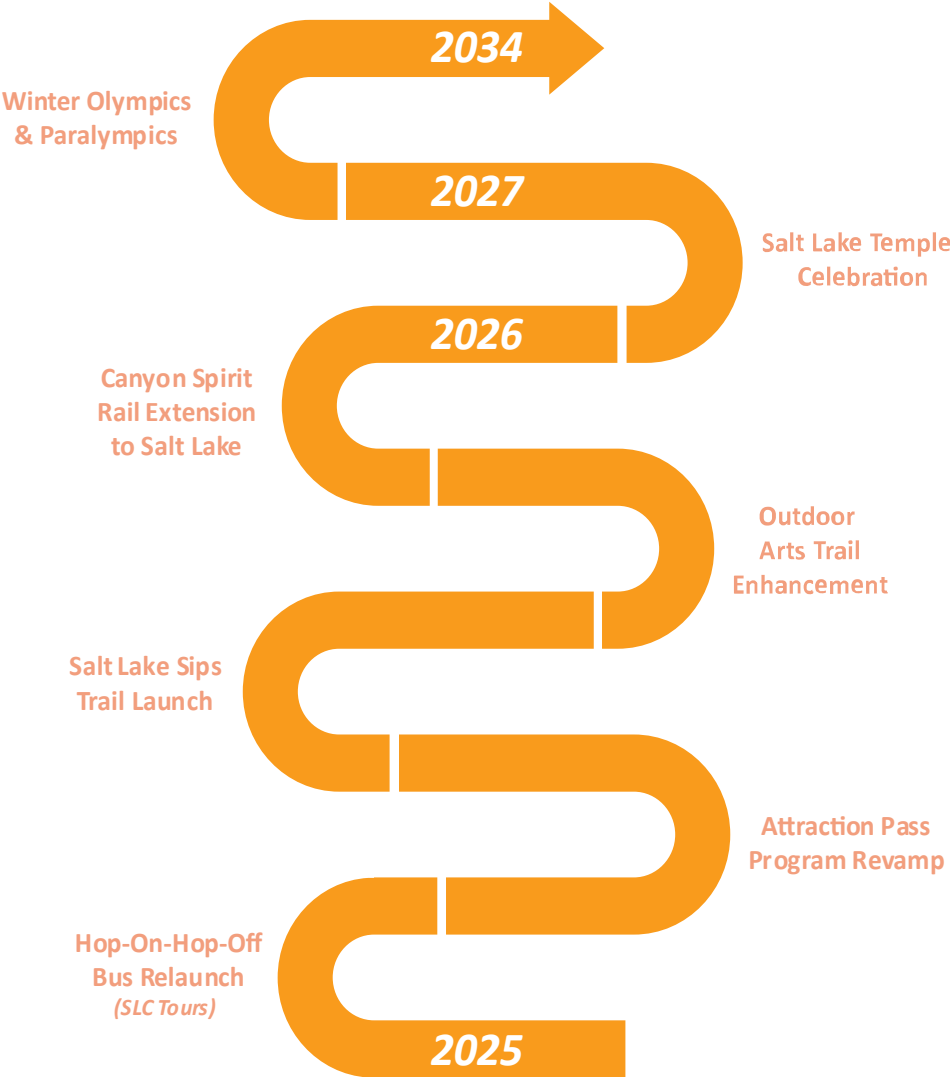
Travel trade product development operates on a longer lead time than traditional marketing, often requiring several years for new experiences to gain traction in packaged itineraries.

In 2025, VSL prioritized several emerging tourism products that strengthen the city’s role as both a gateway and multi-night destination in itineraries. Key initiatives include early promotion of the Temple Open House Celebration which is expected to generate 3-5 million in visitation in 2027, and Canyon Spirit, the Rocky Mountaineer rail experience extending its Denver to Moab route to Salt Lake City beginning April 2026. VSL also supported the return of a Hop-On Hop-Off sightseeing bus through SLC Tours, restoring an important visitor mobility product that had been absent since the pandemic.

VSL refined its visitor pass portfolio to better align with partner feedback, visitor interests, and program and sustainability. In 2025, the attraction passes transitioned to a pick-three model featuring Downtown Discovery, Family Faves, and Uniquely Salt Lake experiences, alongside a new Arts & Culture Pass designed to increase exposure for art museums. The updated structure improves profitability while giving visitors greater flexibility. Partner feedback also led to the launch of the free Salt Lake Sips Trail, highlighting local breweries, distilleries, and cideries across the county. The Salt Lake Outdoor Arts Trail was also enhanced, showcasing murals, sculptures, and architectural landmarks to encourage self-guided exploration of the city’s creative landscape.



Product Development Pipeline



Communications

In 2025, Visit Salt Lake’s communications efforts elevated the destination’s awareness and reinforced its reputation as America’s Mountain City through media hosting, pitching efforts and storytelling.

These efforts resulted in national visibility across top-tier media outlets, helping position Salt Lake as one of the most compelling destinations in the country. Throughout the year, Visit Salt Lake secured features and accolades including recognition in Travel + Leisure’s 50 Best Places to Travel for 2026, being named America’s Best Mountain City by Fodor’s Travel, and earning a 2025 Good Housekeeping Family Travel Award.

In addition to national media placements, Visit Salt Lake welcomed the Michelin Guide to market, marking a significant milestone for the destination’s growing food and beverage scene. Winners will be announced in Q2 of 2026.

Hosting media remained a key priority, with individual and group press trips designed to showcase the full offerings of our destination and inspire future storytelling opportunities.

\$58.9 M

Total Earned Media

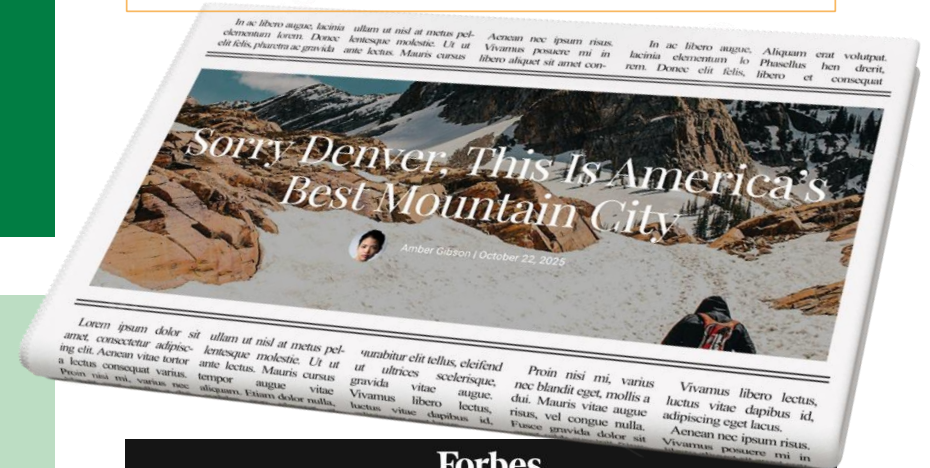
6.1 B

Total Media Impressions

65

Total Media Hosted
Individual & Group

THE 50 BEST PLACES TO TRAVEL IN 2026



Forbes

Discover Salt Lake City, Utah— Where Urban Culture Meets Outdoor Adventure

Whether you love city experiences or easy access to nature and the outdoors, Salt Lake City is a perfect home base—especially in the winter season.

Salt Lake City’s Cool Factor Is Rising—and It Starts in These 3 Neighborhoods

TRAVEL+
LEISURE

STAFF AUTHOR, CARLEY THORNELL

May 11, 2025

In-Market Media Events

In 2025, Visit Salt Lake hosted two immersive out-of-market activations in New York City and Los Angeles, bringing the spirit of Salt Lake directly to key media, influencers, travel trade partners, and meeting planners. Designed as a multi-sensory experience, these events immersed attendees with the destination's culture, outdoor lifestyle, culinary identity, and Olympic legacy.

Together, these events created meaningful face time with influential storytellers and decision-makers, generating new media opportunities, influencer partnerships, and long-term travel trade relationships that will continue to drive visitation and awareness in the years ahead.



NYC + LA
Activations



70+
Media & Influencers Engaged



25
Meeting Planner
+ Travel Trade Attendees



Partnership

Visit Salt Lake's Partnership Program is rooted in the belief that a thriving visitor economy is built through connection, collaboration, and shared purpose. We are passionate about activating the power of Salt Lake's dynamic business and tourism community, creating a unified network of ambassadors who champion our destination and help shape its future. Through strategic partnerships, meaningful engagement opportunities, and innovative programming, we empower our members to grow their visibility, strengthen relationships, and contribute to the region's continued success. 2025 marked a pivotal year of growth.

Retention and New Membership Successes

Building on the success of our three-tier membership structure, we expanded our reach, strengthened member engagement, and reinforced the collective impact of partnership across our community. 2025 was a record-breaking year for partnership with a 118% year-over-year growth in new membership and an 18% increase in retention revenue YOY compared to 2024. Demand for our top-tier SALT+ Premiere Membership exceeded expectations, prompting us to expand availability from 15 to 20 partners, all of which were fully secured, adding \$100,000 of additional revenue and highlighting the growing value and momentum of our partnership program.

Event Growth & Revenue Generation

In 2025, we hosted 15 member events, 8 educational webinars, and 12 member trainings creating meaningful opportunities for connection, learning, and engagement across our partnership community. Introducing ticket pricing for networking and signature events not only generated additional revenue, but also significantly reduced no-show rates and strengthened overall event commitment. As a result, we saw increased attendance and stronger participation across all programs.

20th Anniversary Ski Biz Expo

Visit Salt Lake's biggest member party of the year returned in full-force, We welcomed 300 partners and celebrated two decades of connecting our tourism and ski industry partners. A tradition originally created by CEO Kaitlin Eskelson. With 14 partner vendors, networking, dueling pianos, shotski's and epic giveaways from our partners including Dynastar skis, Delta flight vouchers, and ski passes, it truly was a worthy anniversary celebration.

**"If we were told we could only
be part of one organization,
Visit Salt Lake would be the
one hands down."**

Rick Seven
Brand Manager,
Squatters SLC



SALT Summit + Awards

One of VSL's signature events, the SALT Summit + Awards, was held on June 24, 2025, bringing together more than 500 hospitality professionals and business leaders for a day of professional development and celebration.

The Summit featured breakout sessions for frontline teams and industry leaders, covering topics such as emotional intelligence, AI in hospitality, leadership, and building authentic guest connections. Attendees heard from Olympic Gold Medalist Picabo Street, World Champion bobsledder Kaysha Love, and nationally recognized speaker and mentalist Sean Bott, whose closing keynote highlighted the power of connection in exceptional service.

The day concluded with the fourth annual SALT Awards at the Capitol Theatre, where Visit Salt Lake honored the individuals who power our region's visitor economy. Selected from more than 210 nominations across 8 categories, recipients were recognized for their service and leadership, each receiving a crystal SALT Award and a \$2,000 prize.

As the region's only awards program dedicated to hospitality professionals, the SALT Summit + Awards continues to invest in workforce development while celebrating the people who are the backbone of Salt Lake's visitor economy.



People & Culture

In 2025, Visit Salt Lake continued investing in the people who drive our organization's success. The addition of 12 new team members brought fresh perspectives and strengthened our ability to support the evolving needs of our destination.



Growth & Collaboration

The organization continued to use the CliftonStrengths 34 framework to support employee growth and collaboration and ran its second annual Employee Engagement Survey to better understand staff priorities and the workplace experience.

Shaping Our Culture

In November, employees gathered for Visit Salt Lake's second annual Companywide Summit, focused on open dialogue and identifying key priorities. These conversations helped shape how the organization can best support its workforce while continuing to deliver meaningful results for the community and visitor economy.

Accreditations & Awards



Destination Marketing Accreditation Program (DMAP) of Destinations International



2025 Travel Weekly Magellan Awards Gold Medal in Destination Activation for the second Winter Roundup

**TRAVEL+
LEISURE**



2025 South Valley Chamber

Tourism Award

Sports Salt Lake

Salt Lake is #36

Cvent's 2025 list of Top Meeting Destinations in the U.S.

cvent

Utah Business Award

Utah Business Executive Excellence

Clay Partain

**THE 50 BEST PLACES TO
TRAVEL IN 2026**

Utah
Business
Award

**Most
Influential
Women
2025**

Kaitlin Eskelson

2025 Board of Directors



Tessa Arneson



Lisa Bennion Rasmussen



Erin Cosmano



Scott George



Suzanne Harrison



Brent Lange



Sarah Lehman



Erin Litvack



Chris McCandless



Mark Mundel



Hoang Nguyen



Clint Okerlund



Garrett Parker



Josh Pepper



Pina Purpero



Ryan Ritchie



Sidni L. Shorter



Levi Thorn



Erin Treanbeath-Murray



Taylor Vriens

Salt Palace Convention Center & Mountain America Expo Center

CALVIN L. RAMPTON
SALT PALACE
CONVENTION CENTER
A SALT LAKE COUNTY FACILITY

 **MOUNTAIN
AMERICA**
EXPOSITION CENTER
A SALT LAKE COUNTY FACILITY

PROUDLY MANAGED BY **LEGENDS GLOBAL**



OUR VISION

As the world's premier convention and exposition destination, we set the benchmark for excellence through unreasonable hospitality.

As dream weavers, we craft unforgettable experiences that inspire and captivate, ensuring the Salt Palace Convention Center and Mountain America Exposition Center shine as leading global destinations for events and conventions.

OUR VALUES

Our core values are sustainability, safety, and the promotion of a strong, diverse community.

OUR MISSION

We drive economic growth by hosting world-class conventions and events that attract visitors from around the globe and provide access to enriching experiences for local community.

We are committed to delivering exceptional service, promoting sustainability, and offering quality amenities, ensuring Salt Lake City remains a top destination for major events.

Through our efforts, we create job opportunities and support local businesses within the vibrant visitor economy.

Economic Impact & Facility Investment

The Salt Palace Convention Center and Mountain America Expo Center continue to serve as key drivers of Salt Lake County’s visitor economy. In 2025, the venues hosted 299 events, generating \$334.8M in economic impact and continued revenue growth. Capital funds supported targeted facility improvements to maintain and enhance venue operations.



Salt
Palace
Capital
Funds

\$30 Million

Mountain
America
Capital
Funds

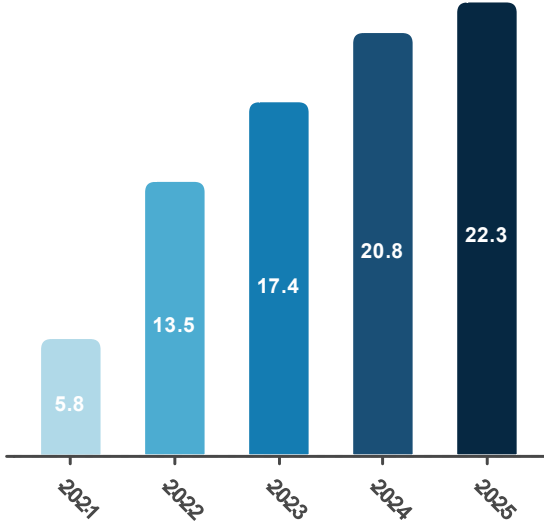
\$2.1 Million



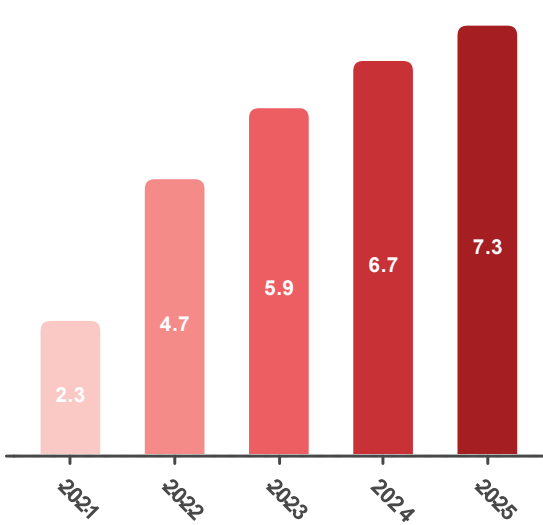
Five Years of Revenue Growth

Over the past five years, both venues have experienced steady revenue growth, reflecting strong event demand and continued operational performance.

Salt Palace Convention Center Revenue (in Millions)



Mountain America Expo Center Revenue (in Millions)



Sustainability Report

The Salt Palace Convention Center and Mountain America Expo Center proudly support Legends Global ACTS, the corporate social responsibility and sustainability platform of Legends Global, focused on three pillars: protecting the environment, investing in people, and strengthening communities.

Legends Global Venue

2025 Landfill Diversion Rate (by weight)

SALT PALACE CONVENTION CENTER	34.16%
MOUNTAIN AMERICA EXPOSITION CENTER	31.98%

Event Donations: Community Impact Highlights

SALT PALACE CONVENTION CENTER

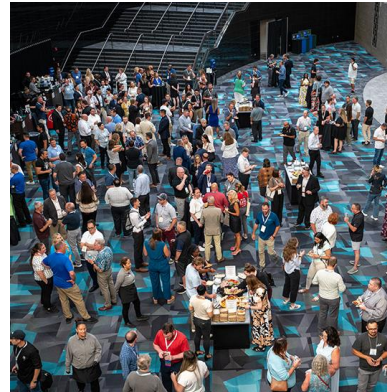
Dragonsteel Ballroom Build

91,191 pounds of wood and set pieces were donated from the ballroom build, giving materials a second life in our community instead of going to landfill.



National Association of College Food Services (NACUFS) Food Donation

11,360 pounds of surplus food were donated straight from the expo floor to local partners, helping reduce waste while supporting those who need it most.



MOUNTAIN AMERICA EXPO CENTER



Pinners Donations

1,127 pounds of décor, furniture, carpet, and event materials were donated for reuse after the show.



Festival of Trees Giving Back

1,031 pounds of holiday decorations and supplies were donated back into the community following the event.

An Award-Winning Year

AWARDS



Daniel Johnston
SALT Award in Facility Operations

Known for his exceptional customer service, leadership, and integrity, Daniel embodies the spirit of excellence we strive for every day.



Green Business Leadership
(The Green Team)
2025 Green Business Award

The Green Team Committee was recognized with the 2025 Green Business Leadership Award from Utah Business, highlighting the team's efforts in partnerships, community engagement, staff education, and landfill diversion.



Mountain American Expo Center
Stella Silver Award

Mountain America Expo Center received their first Stella Award! Awarded Silver for Best Convention Center in the Southwest for the 2025 Stella Awards. Presented by Northstar Meetings Group, the Stella Awards celebrate excellence in the meetings and events industry, being recognized among the top-tier venues across the nation. With over 10,000 votes and 1,009 nominations, this award reflects the team's dedication to quality service, innovation, sustainability, and creating unforgettable experiences for our guests.



Salt Palace Convention Center
Passion & Innovation Award

Awarded from Momentus Technologies for transitioning from Elite to Enterprise; embracing change and opportunities.



Salt Palace Convention Center
Recycler of the Year

During RCU's (Recycling Coalition of Utah) America Recycles Day Annual Conference in 2025, the Salt Palace Convention Center was awarded Utah Recycler of the Year, highlighting our strong recycling efforts and landfill diversion programs.



Salt Palace Convention Center
Achievement in Waste and Recycling

Salt Lake County launched its Green Vision, encouraging businesses to prioritize sustainability and energy conservation. County Mayor Jenny Wilson recognized 10 county departments, including the Salt Palace Convention Center, for our landfill diversion programs.



Mountain American Expo Center
Achievement in Land

Mountain America Expo Center is one of six Salt Lake County agencies recognized with the Salt Lake County Achievement in Land Award for our work on the Flip the Strip program, replacing 160,930 square feet of unused lawn with waterwise landscaping across five cities, saving an estimated 3.9 million gallons of water every year.

Mountain America Expo Center also contributed to creating two essential resources for future projects:

- Flipped Equipped Maintenance Instruction Guide
- Flip the Strip Agency Guidelines

ACCOLADES



Salt Palace Convention Center
LEED Gold®

Awarded by the U.S. Green Building Council, this certification reinforces our commitment to lowering carbon emissions, conserving resources, and providing a healthier, more energy-efficient environment for guests and staff. LEED-certified buildings save money, improve indoor air quality, and reduce environmental impact.



Salt Palace Convention Center & Mountain American Expo Center
GBAC Star Certification

The Salt Palace Convention Center has earned the GBAC STAR™ Facility Accreditation for the fifth consecutive year, demonstrating the venue's commitment to sustainability by creating a safe and healthy environment and prioritizing the well-being of guests, clients, and staff. GBAC STAR facilities also align with environmental, social, and governance (ESG) priorities and align with the United Nations Sustainable Development Goals by helping organizations meet their environmental and social responsibility objectives.



Salt Palace Convention Center
WELL Health-Safety Rating

The Salt Palace Convention Center received the WELL Health-Safety Rating through the International WELL Building Institute (IWBI), becoming the second convention center in the world to do so, and the only one with an active rating today. This rating was achieved through proactive measures such as assessments and maintenance of air treatment systems, prevention and control protocols for moisture and mold, and health-safety initiatives like GBAC STAR Certification, along with many other ongoing efforts.

Convention Facilities Advisory Board

Guided by community leadership and strategic partnership, the Convention Facilities Advisory Board (CFAB) helps shape the future direction of our venues.

Brandon Beckstead

Chair of the Board/Facility Stakeholder

Taylor Vriens

Vice Chair of the Board/Facility Stakeholder

Scott Phillips

Facility Stakeholder

Scott George

Hospitality Representative

Pina Purpero

Hospitality Representative

Brittani Forbush

Community Representative

Steve Fukumitsu

Community Representative

Cyndi Sharkey

Sandy City Representative

Garrett Parker

Executive Board Member, Visit Salt Lake

Kaitlin Eskelson

President & CEO, Visit Salt Lake

Jeff Gwilliam

Arts and Culture Representative, Salt Lake County

Laurie Stringham

Council Representative, Salt Lake County

Craig Wangsgard

Senior Deputy District Attorney, Salt Lake County

Erin Litvack

Deputy Mayor, Salt Lake County

Katherine Fife

Associate Deputy Mayor, Salt Lake County

Dan Hayes

SPCC/MAEC - General Manager, Legends Global





Visit Salt Lake

2025

ANNUAL
REPORT