

# SALT VISIT LAKE

## 2019 Annual Report



IN PARTNERSHIP WITH  
**SL**  
SALT LAKE  
COUNTY



## A dense, overlapping collage of various road signs. The signs are of different shapes and sizes, including rectangular, triangular, and octagonal. Some signs are white with black text, while others are red with white text or have red borders. The signs are arranged in a chaotic, overlapping manner, creating a complex visual puzzle. The background is a blurred indoor setting with a grid-like structure, possibly a window or a wall. The overall effect is a dense, layered composition of traffic-related symbols and text.

Photo: Sean Buckley

# 2019: YET ANOTHER RECORD BREAKING YEAR!

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Without attempting to sound like a broken record, the team at Visit Salt Lake tallied yet another record-breaking year in 2019, specifically in regard to hotel room nights booked: 819,660! That represents a 3.7% increase over the previous record set in 2018 and marks the fifth consecutive record year for hotel room nights booked. One specific highlight of 2019 was our collective successful hosting of the 68th United Nations Civil Society Conference, the first time that gathering had ever been hosted in the U.S. outside of New York City.

Not only did Visit Salt Lake surpass this critical goal, the cornerstone of VSL's efforts and its primary performance measure, it also met and surpassed the vast majority of its goals across all departments: Partner Development, Marketing, Services and, of course, Sales.

Another critical aspect to the long-term success of Salt Lake's hospitality community that occurred in 2019 was the completion of the convention center hotel contract, a project that will no doubt have a lasting impact on Salt Lake's collective hospitality industry, as it will allow the VSL team to bid on and secure more and larger meetings, conventions, and events to be held at the Salt Palace.

In this time of transition for our industry, our destination and Visit Salt Lake—not the least of which is our new president and CEO, Kaitlin Eskelson, taking the reins from Scott Beck following his 14-year tenure in that position—we would like to thank you, our valued members, for your continued support and confidence in our efforts to fulfill our mission on behalf of Salt Lake.

**Chris Erickson**



**2019 Board Chair**  
Visit Salt Lake

**Taylor Vriens**



**2020 Board Chair**  
Visit Salt Lake





Photo: andreykr

# 2019 Treasurer's Report: FUNDING SOURCES



**Jenny Wilson**  
Mayor, Salt Lake County

Salt Lake County provides approximately half of Visit Salt Lake's (VSL) total revenues through a Visitor and Promotion Management Agreement to promote conventions and tourism. Empowered by the state legislature, the County levies a 4.25% Transient Room Tax (TRT) on room rentals in Salt Lake County and a portion of the proceeds from that tax (about 45% of total TRT) is awarded by the County to fund VSL's Public Sector sales and marketing efforts. VSL's Ski City Super Pass marketing and multi-resort ticket program for the four Salt Lake County Resorts—Alta, Brighton, Snowbird, and Solitude—receives an additional \$450,000 from a one-half percent Tourism Transient Room Tax on County hotels.

Each year, VSL prepares its Comprehensive Marketing Plan (CMP) and budget for the upcoming

## PUBLIC SECTOR SUMMARY BUDGET

Program Budget	2018	2019	2020
Administration	\$1,020,393	\$1,405,655	\$1,212,088
Sales	\$1,804,950	\$2,302,837	\$2,325,865
Services	\$762,750	\$807,850	\$876,750
Marketing	\$2,184,300	\$2,846,042	\$2,897,500
<b>Total Public Sector Programs</b>	<b>\$5,772,393</b>	<b>\$7,362,384</b>	<b>\$7,312,203</b>
<b>Salaries &amp; Benefits</b>	<b>\$4,253,632</b>	<b>\$4,364,255</b>	<b>\$4,722,396</b>
<b>Total Public Sector Budget</b>	<b>\$10,026,026</b>	<b>\$11,726,639</b>	<b>\$12,034,599</b>
% change over prior year	0%	17%	3%

## IMPACT OF MEETINGS / CONVENTIONS / EVENTS REALIZED IN 2019

	Number of people	Delegate / Attendee Spending
Convention Delegates	200,989	\$187,188,723
<i>Attendees tied directly to Visit Salt Lake sales efforts</i>		
Quasi-consumer Show Attendees	221,083	\$46,838,466
<i>Include: Salt Lake Comic Con Fan X (2 events), Silicon Slopes, WHCE, and Rootstech</i>		
Hotel/Resort Meeting Attendees	43,492	\$40,578,036
<i>All non-Salt Palace Convention Center / Mountain America Exposition Center attendees from Visit Salt Lake sales efforts</i>		
Sporting / Special Event Visitors*	189,725	\$56,011,886
<b>Total Direct Spending by Delegates &amp; Attendees</b>	<b>655,289</b>	<b>\$330,617,111</b>

\*Attendee Spending figure based on findings from the DMAI Sports Event Impact Calculator.





Photo: Jon Burkholz



# 2019 Treasurer’s Report: FUNDING SOURCES (continued)

calendar year. The budget for the CMP is based on a projection of TRT collections developed by VSL in concert with the County. Generally, VSL expenditures are targeted to match anticipated collections. When TRT collections exceed expenditures, the excess is carried over into the County's Visitor Development and Promotion Fund to be available for future years. Transactional revenues from the Ski City ticketing program accounts for 25% of VSL's gross revenues, and VSL's Private Sector generates the other 25% through membership dues, convention and leisure reservation services, gift shop merchandise sales and marketing partnerships. Special grants for various projects and in-kind contributions from VSL's members enable VSL to leverage and extend its sales and marketing budget.



**Salt Lake County Council 2018-19**

BACK, FROM LEFT: Richard Snelgrove, Steve Debry, Shireen Ghorbani, Ann Granato, Jim Bradley FRONT, FROM LEFT: Max Burdick, Michael Jensen, Arlyn Bradshaw, Aimee Winder Newton

## 2019 DIRECT VISITOR SPENDING, SALT LAKE COUNTY\*

		Sales & Use Taxes Generated 2019			
Direct Visitor Spending*		State	County	Cities	Total Taxes
Hotel	\$602,374,749	\$32,897,472	\$31,707,407	\$11,853,236	\$76,458,116
Car Rental	\$242,327,677	\$18,780,395	\$18,416,903	\$2,423,277	\$39,620,575
Restaurant*	\$524,045,166	\$27,512,371	\$8,384,723	\$435,832	\$36,332,926
Retail & Attractions**	\$271,806,932	\$14,269,864	\$3,125,780	\$2,718,069	\$20,113,713
<b>TOTAL</b>	<b>\$1,640,554,525</b>	<b>\$93,460,102</b>	<b>\$61,634,813</b>	<b>\$17,430,414</b>	<b>\$172,525,330</b>

\* Estimate Based on Hotel Occupancy patterns in Salt Lake County

\*\* "Retail & Attractions" estimated applying the average ratio of convention delegate spending on Retail & Attractions to spending on hotels in Surveys by the University of Utah, Policy Institute.

## CURRENT & FUTURE IMPACT OF MEETINGS & CONVENTIONS BOOKED DURING 2019

	Booked in 2019 for 2019	Booked in 2019 for future years	Total
Attendees	341,724	392,127	733,851
Room Nights	224,739	594,921	819,660
<b>Spending</b>			<b>\$107,786,450</b>



Photo: Sean Buckley



## 2019 EXECUTIVE COMMITTEE MEMBERS

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### CHAIR

Chris Erickson  
*The Grand America Hotel*

### CHAIR-ELECT

Taylor Vriens  
*Modern Display*

### AT LARGE

Abby Murtagh  
*Hilton Salt Lake City Center*

### PAST CHAIR

Dee Brewer  
*Downtown Alliance*

### SECRETARY

Chris Redgrave  
*Zions Bank*

### AT LARGE

Brent Lange

## 2019 BOARD OF DIRECTORS

.....

Arlyn Bradshaw  
*Salt Lake County Council*

Scott George  
*Woodbury Corporation*

Jeff Olpin  
*Sequoia Hospitality*

Neil Wilkinson  
*Temple Square Hospitality*

Jim Breitinger  
*Natural History Museum of Utah*

Michael Hopkins  
*Utah Olympic Legacy Foundation*

Sarah Pearce  
*Salt Lake County Arts & Culture*

Mary Crafts  
*Mary Crafts, Inc.*

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Judy Cullen  
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Erin Litvack  
*Salt Lake County*

Adrienne Ruderman  
*Alta Chalets*

Dave Fields  
*Snowbird/Cottonwood Resorts*

Kris Mecham  
*Deseret Management Corp.*

Ric Tanner  
*Hotel Monaco*

## 2019 EX OFFICIO MEMBERS

.....

Mayor Jenny Wilson  
*Salt Lake County*

Scott Beck  
*Visit Salt Lake*

Juan Becerra  
*The Church of Jesus Christ of  
Latter-day Saints*

Reed Forrester  
*Delta Airlines*

Mayor Jackie Biskupski  
*Mayor of Salt Lake City*

Greg Summerhays  
*South Valley Chamber*

Bill Wyatt  
*Salt Lake City Department of Airports*

Erik Christiansen  
*Parsons Behle & Latimer*

Vicki Varela  
*Utah Office of Tourism, Film  
and Global Branding*

Barbara Riddle  
*ChamberWest*

Dan Hayes  
*Salt Palace Convention Center*

Theresa Foxley  
*Economic Development Corporation  
of Utah*

Kaitlin Eskelson  
*Utah Tourism Industry Association*

Michele Corigliano  
*Salt Lake Area Restaurant Association*

Kimberly Barnett  
*Salt Lake County*





Solar

Booth No: 3453



Photo: Sean Buckley



## 2019 Highlights: Performance Measures

<b>Convention Sales</b>	<i>2019 GOAL</i>	<i>2019 ACTUAL</i>	<i>% of GOAL</i>
Convention Room Nights:	<b>814,511</b>	<b>819,660</b>	<b>100.6%</b>
Prospecting Calls - Convention Sales Directors:	<b>464</b>	<b>566</b>	<b>122%</b>
Prospecting Calls - EMM / National Sales Manager:	<b>1,120</b>	<b>1,238</b>	<b>111%</b>
Personal Visits to Existing Clients:	<b>24</b>	<b>36</b>	<b>150%</b>
Outside Sales Trips:	<b>53</b>	<b>70</b>	<b>132%</b>
Site Inspections:	<b>130</b>	<b>142</b>	<b>110%</b>
Tradeshows:	<b>54</b>	<b>54</b>	<b>100%</b>

<b>Marketing</b>	<i>2019 GOAL</i>	<i>2019 ACTUAL</i>	<i>% of GOAL</i>
Generate the equivalent advertising value of \$14.7 million worth of positive earned media about Salt Lake as a convention and tourism destination (Ski City goal is \$4.95 million of total):	<b>\$14,700,000</b>	<b>\$17,77,000</b>	<b>121%</b>
Generate the equivalent advertising value of \$4.95 million worth of positive earned media about Salt Lake for Ski City:	<b>\$4,950,000</b>	<b>\$5,290,000</b>	<b>107%</b>
Increase VisitSaltLake.com by 10% to more than 2.69 million total visitors sessions on the main, mobile, and booking websites:	<b>2,690,000</b>	<b>3,120,000</b>	<b>116%</b>
Increase visitation to SkiCity.com by 10% to more than 270,000 visitor sessions:	<b>270,000</b>	<b>321,590</b>	<b>119%</b>
Generate 8 new content articles monthly across all web properties for a total of 96 new articles that can be promoted through web, email, and social media:	<b>96</b>	<b>118</b>	<b>123%</b>





Photo: Sean Buckley

# 2019 Highlights: Performance Measures

Marketing <i>(continued)</i>	2019 GOAL	2019 ACTUAL	% of GOAL
Increase active email address database (currently over 90,000 email addresses) by 10% and achieve an email open rate of 20%:	99,000	146,030	147%
Increase the number of Visit Salt Lake Connect Pass days sold via hotels, attractions, and online channels by 10% to a total of 40,000:	40,000	40,660	102%
Services	2019 GOAL	2019 ACTUAL	% of GOAL
Achieve the Stella Award (formerly <i>Meetings &amp; Conventions</i> Gold Service Award and <i>Successful Meetings'</i> Pinnacle Awards):		Top 5 Finalist	
Promote social media attendance promotion to all incoming city-wide groups, with 70% adoption rate:	20	20	100%
Maintain post convention survey score average of 4.8 or higher:	4.8	4.9	102%
Conduct quarterly outreach events to in-state repeat clients:	9	13	144%
Work with Sundance Film Festival to expand Festival presence in Salt Lake through programming and other means:		Achieved	



# 2019 Highlights: Performance Measures

Partner Development	2019 GOAL	2019 ACTUAL	% of GOAL
Increase Membership Revenue:	\$317,232	\$273,652	86%
Increase Advertising Revenue:	\$332,356	\$307,181	92%
Prospecting Calls:	252	252	100%
New Members:	50	54	108%
Increase Member Engagement via Listing Updates:	2,124	4,782	225%
Increase Member Engagement via Member Event Attendance:	2,142	2,149	100%
Produce:			
Member Connections:	5	6	120%
Member Training Meetings/Webinars:	12	12	100%
Educational Member Event:	2	2	100%
Membership Survey:	1	1	100%



Photo: Sean Buckley





**SALT VISIT LAKE**

## **VISIT SALT LAKE**

90 South West Temple, Salt Lake City, Utah 84101 • 801-534-4900

## **VISIT SALT LAKE MISSION**

To improve the area economy by attracting and providing support to conventions, leisure travelers, and visitors to Salt Lake County.

### **FOLLOW US ONLINE:**

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**VisitSaltLake.com**

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