

Salt Lake County Council Presentation
Tuesday November 6th, 2018

Why we do what we do

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



2019 County Priorities

SALT VISIT **LAKE**

Room Nights:

By December 31, 2019, book the greater of 781,000 room nights or 3% more room nights than we book by year end 2018.

Earned Media:

Increase “earned media” generated for Salt Lake as a travel and tourism destination from \$13.37 million to \$14.72 million by December 31, 2019.

Website Visitor Sessions:

Increase total visitor sessions on both the main and the mobile websites from 2.34 million to more than 2.49 million visitors by December 31, 2019.

Direct Visitor Spending Convention and Meeting Delegates:

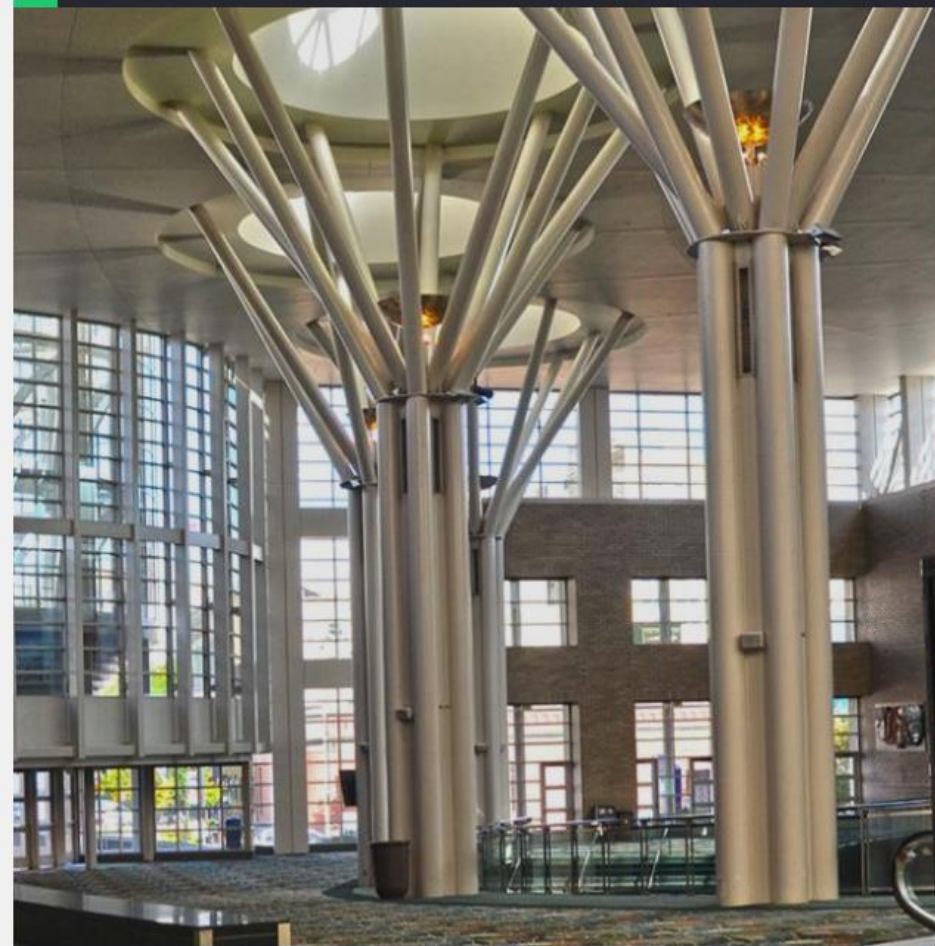
Direct Delegate spending of \$400,000,000 generated (as determined from survey data collected by University of Utah’s Kem Gardner Policy Institute) by December 31, 2019.

Hospitality Industry Jobs:

Maintain and support over 6,000 jobs in the conventions and meetings industry in Salt Lake County by December 31, 2019. *Meetings Mean Business.*



Convention Centers



**Salt Palace
Convention Center**



**Mountain America
Expo Center**

**781,038
room nights
in the
Convention
and Meetings
Market**

 / TRAVEL

Weekend Planner: Uncovering Salt Lake City's Secret Foodie Scene

December 14, 2017 By Abigail Abesamis

Bean to bar chocolate, artisanal ciders, an underground speakeasy and more

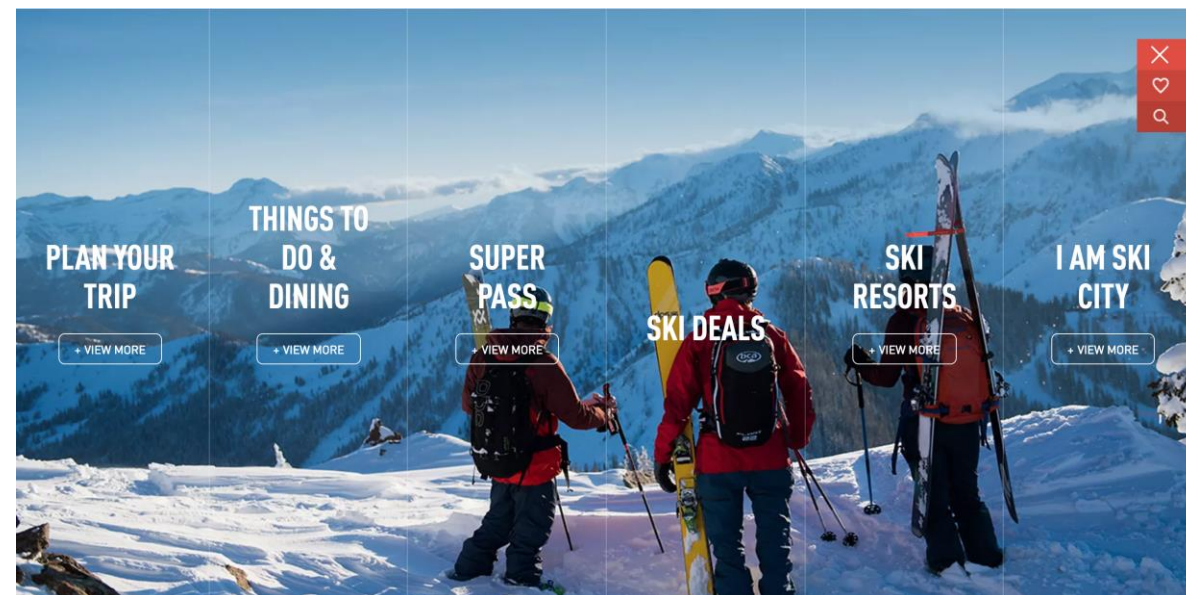
City Home Collective, Abigail Abesamis, Ray Bloxham

Increase “earned media” generated for Salt Lake as a travel and tourism destination from \$13.37 million to \$14.72 million.

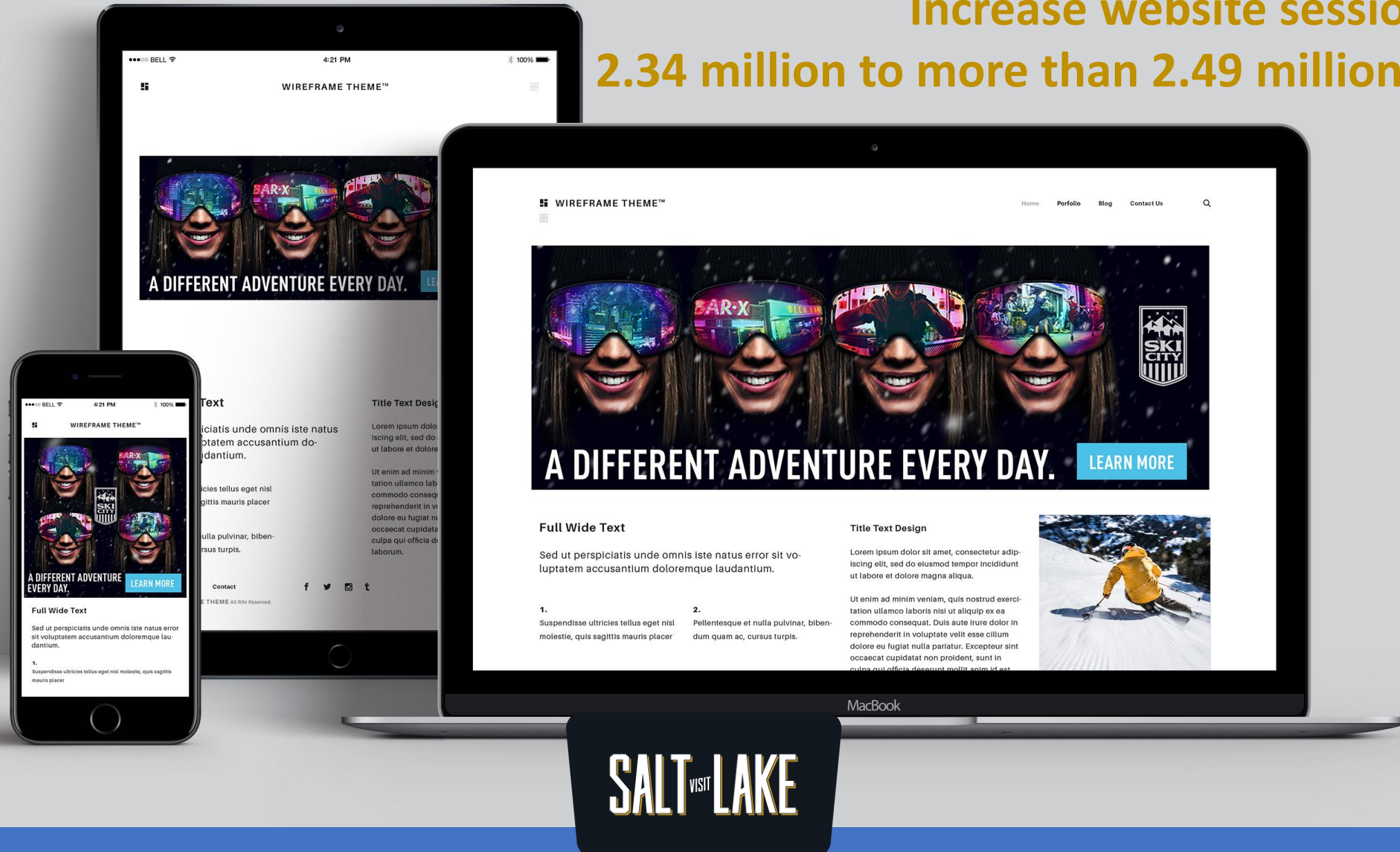


VisitSaltLake.com

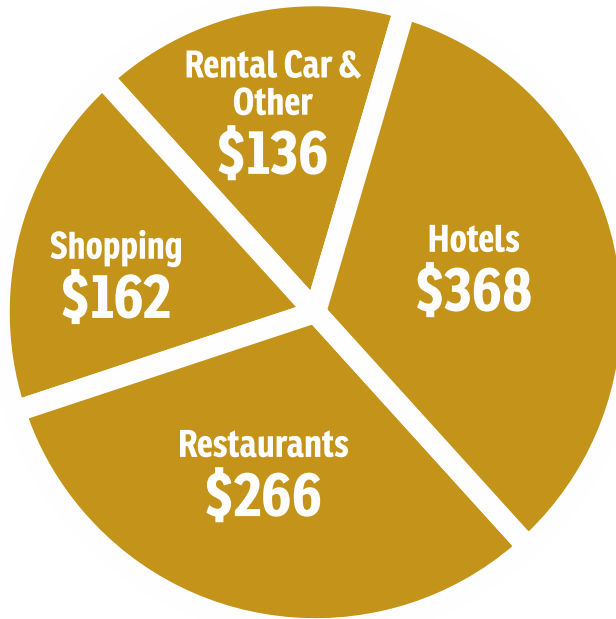
SkiCity.com



Increase website sessions from
2.34 million to more than 2.49 million visitors.



**AVERAGE
ATTENDEE
SPENDS**
\$933
DURING
their
STAY



Direct Delegate* spending of
\$400,000,000

Maintain and support over 6,000
jobs in the conventions and
meetings industry



*Convention, Meeting and
Event Attendees booked by
Visit Salt Lake Sales Efforts

Post Outdoor Retailer

Four Main Reasons for the Un–Expected but not Un-Explained Outcome

- 1- Actualized attendance growth by several conventions hosted in 2018 and faster than projected organic growth of smaller single hotel events
- 2-Strong pipeline development, leveraged knowledge and opportunity
- 3-Creative Marketing programs leveraged with additional resources
- 4-Growth of the Sports Market



Increased Convention and Meetings Attendance

Visit Salt Lake Convention Attendance Promotional Programs

- Custom Social Media and Email Campaigns
- Microsites
- Strong National Economy, Travel Sector is Strong

Annual Repeating Groups

dōTERRA

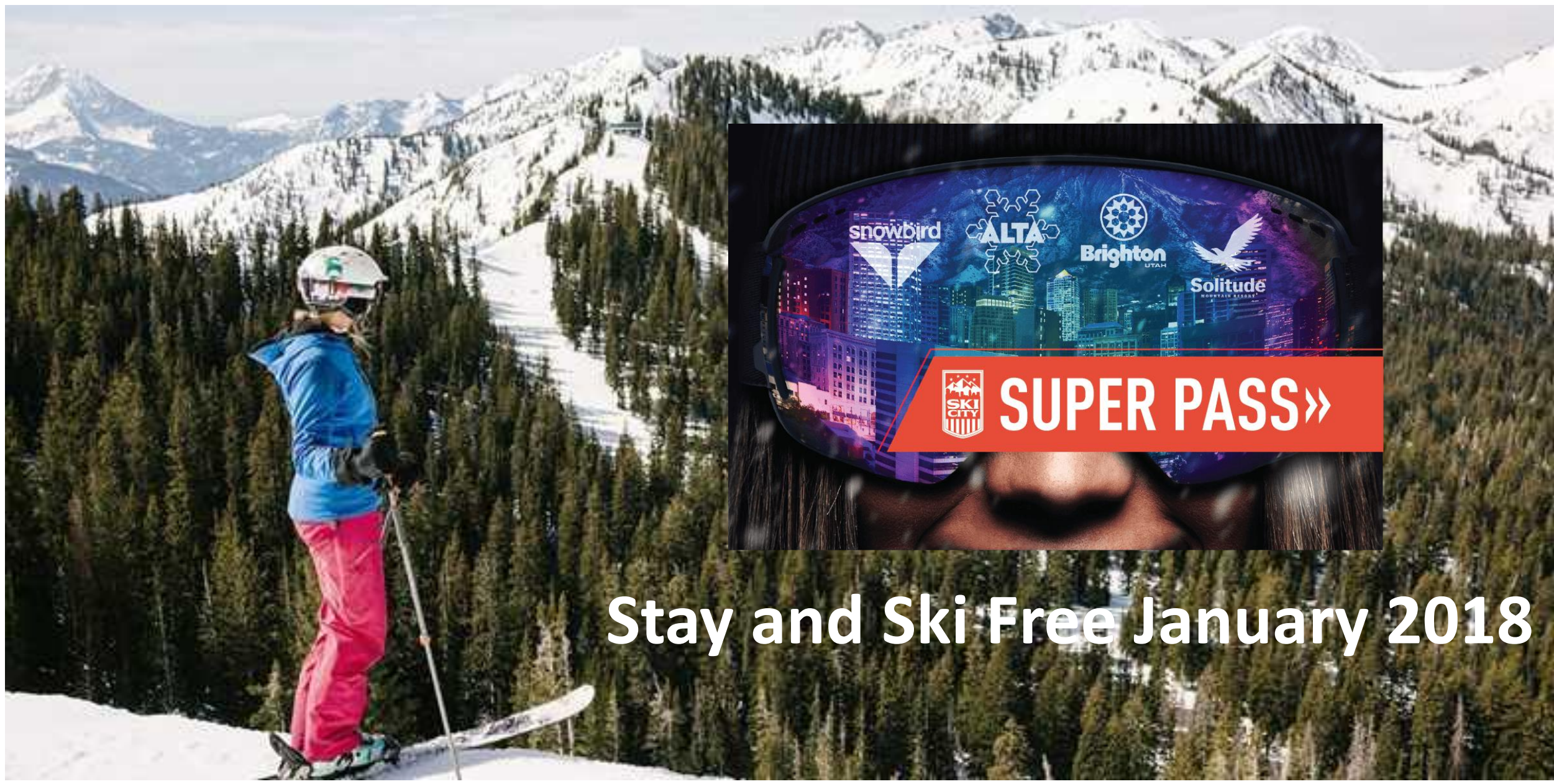
DOMO



YOUNG LIVING™
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SALT VISIT LAKE





Stay and Ski Free January 2018



Regional Athletic Complex

The impact of this facility has been well beyond our wildest projections

Since 2016 we have seen a nearly 200% increase in attendance for destination sporting events.

2018 we saw a 114% increase over 2017.





Larry H. Miller

TOUR OF
UTAH



Career Pathways Program for the Hospitality Industry

\$350,000 in funding from Salt
Lake County TRT Funds

Program Advisory Committee
Hotel Industry Leaders

SALT VISIT **LAKE**

Questions?

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