



Visit Salt Lake
2018 Comprehensive Marketing Plan

INTRODUCTION

Specific initiatives within each of the Visit Salt Lake's seven programs (in the following pages) will be developed for the 2018 calendar year to meet program objectives and the long-term strategies of our ongoing 5-year Strategic Marketing Plan. The initiatives will be outlined in our detailed annual work plan that will be continuously tracked, measured and updated each month.

The purpose of the annual work plan is to develop, implement, measure and amend marketing programs to meet demands in consumer behavior and travel trends to increase market share and visitor spending in Salt Lake County. All programs and initiatives in the annual work plan correlate directly to budget line items in the annual Budget.

The logo for Visit Salt Lake, featuring the words "SALT" and "LAKE" in a large, bold, white, sans-serif font with a yellow outline. The word "VISIT" is in a smaller, white, sans-serif font and is positioned between "SALT" and "LAKE". The entire logo is set against a dark blue, rounded rectangular background.

SALT VISIT LAKE

ABOUT US

We're marketing Salt Lake as a vibrant, modern city filled with limitless dining, lodging, nightlife, and entertainment options. Consequently, we want all of our marketing materials to reflect those two descriptors – vibrant and modern. For example, our photography is progressive, not posed. Our layouts are clean and contemporary, not cluttered. And our voice – headlines, body copy, and otherwise – is charismatic, to-the-point, and most importantly, human.

The logo for Salt Lake Visit is centered within a dark blue rounded rectangle. It features the words "SALT" and "LAKE" in a large, bold, white, sans-serif font. Between them, the word "VISIT" is written in a smaller, white, sans-serif font, oriented vertically.

SALT VISIT LAKE

WORK PROGRAM INVENTORY

CONVENTIONS

Community Relations	Community Awareness	Web Based RFP	Local Community Outreach			
Convention Development	Client Services	Web Site Traffic Development-SEO/SEM	National Media			
Trade Shows / Industry Events	Attendance Promotion	Web Site Development & Design	Social Media		Bid Presentation	
Sales Missions	Client Development	Mobile Applications	Industry E-letters		Convention District Map	
Sales Deployment	Surveys / Market Research	Listing Integration	Media Relations	ASAE	Meeting Planner Guide	Conventions / Meetings
1 SALES	2 SERVICES	3 WEB SITE	4 COMMUNICATIONS	5 COOPERATIVE PROMOTIONS	6 PUBLICATIONS & COLLATERAL	7 BRAND ADVERTISING
Community Relations	Visitors	Web Site Traffic Development-SEO/SEM	National Media	Ski City	Visitors Guide	Ski City
Travel Trade Development	Partner Integration	Web Site Development & Design	Social Media	Connect Pass & Attractions Hub	Connect Pass Brochure	Visit Salt Lake
Trade Shows / Industry Events	Community Relations	Content Development	Industry E-letters	NowPlayingUtah.com	Ski City Planner	Group Tour
Sales Missions		Mobile Website	Visit Salt Lake Media Relations			
Sales Deployment		Listing Integration	Ski City Media Relations			
		On-line Travel	Local Community Outreach			

TOURISM

Visit Salt Lake's 2018 Initiatives

Launch of new websites for VisitSaltLake.com and SkiCity.com

Travelers have an unlimited number of online resources they can use to plan and book their trips. Our websites remain relevant for the seasoned visitor who has always used them, and because they rank high in Google search results.

At the foundation of our successful search results is our ongoing commitment to highlighting the scope and scale of the events in the greater Salt Lake area. Visitors are naturally drawn to discovering what there is to do in a potential destination. We are integrating ground breaking mapping and geo-location technology into our new sites, ensuring their continued relevance in search, and their ability to showcase all there is to do in Salt Lake.

Our new websites will emphasize user-generated content from platforms like Instagram and we will be doubling down on video content to share the truly authentic elements of our destination. But we will also focus on retaining our voice on the new sites through content that we produce and control. Our goal will be to strike the right balance with the stories of our destination that we want to tell and the personal and persuasive stories told through user-generated content.

Much of the most strategic change and innovation with our new websites is happening on the back end. Data mining from our site visitors is a practice that we are integrating into our new sites. Our customer relationship management (CRM) platform is capable of generating endless amounts of data analytics for us to use to target visitors with relevant content, learn which partners provide the best return on investment, and leverage the site as a testbed for larger marketing initiatives.

The logo for Visit Salt Lake, featuring the words "SALT" and "LAKE" in a large, bold, white, sans-serif font with a yellow outline. The word "VISIT" is in a smaller, white, sans-serif font and is positioned between "SALT" and "LAKE". The entire logo is set against a dark blue rounded rectangular background, which is centered on a larger blue background.

Visit Salt Lake's 2018 Initiatives *(Continued)*

Replacing the loss of the Outdoor Retailer Trade Shows

2017 has been defined as the year Salt Lake lost the two Outdoor Retailer tradeshow. So in 2018 we will focus our sales and marketing efforts in the city wide convention markets to securing new business to fill the immense holes left by the early departure of these two significant events.

Tradeshows are enormously impactful to an area economy because of the broad impact these events have in our city.

Tradeshows include enormous labor demands to build and supply the exhibit floor, the exhibitors entertain and meeting with their clients out in the community and via private events and parties, and the overall impact of these highly focused attendees makes the economic footprint of tradeshows the largest in the industry.

Through a new partnership with the Society of Independent Show Organizers (SISO) Visit Salt Lake and SMG are strategically pursuing several specific tradeshow producers to consider Salt Lake as the future location of their tradeshow.

The logo for Visit Salt Lake, featuring the words "SALT" and "LAKE" in a large, bold, white, sans-serif font. Between them, the word "VISIT" is written in a smaller, white, sans-serif font. The entire logo is set against a dark blue rectangular background with rounded corners.

SALT VISIT LAKE

Visit Salt Lake's 2018 Initiatives *(Continued)*

Blueprint Salt Lake

Today a significant opportunity exists for leaders from Salt Lake's visitor economy, business, economic development, social and government sectors to collaboratively develop and activate a *"blueprint for the visitor economy"* that aligns community stakeholders and their respective enterprises around a compelling vision and narrative for the future of the destination.

By aligning key community and state enterprise resources around one core destination vision and story narrative, Salt Lake's visitor economy, business, economic development, social and government sectors can realize huge performance and quality of life benefits.

Leadership is required to get this done.

Visit Salt Lake can be the leadership catalyst to develop a collaborative *"blueprint"* that defines how Salt Lake's destination appeal and experience can be enhanced to become a crucible for innovation, economic growth and quality of life for the State of Utah.

The logo for Visit Salt Lake, featuring the words "SALT" and "LAKE" in a large, bold, white, sans-serif font. Between them, the word "VISIT" is written in a smaller, white, sans-serif font. The entire logo is set against a dark blue, rounded rectangular background.

SALT VISIT LAKE

Visit Salt Lake's 2018 County Priorities

Room Nights:

By December 31, 2018, book the greater of 701,000 room nights or 3% more room nights than we book by year end 2017.

Earned Media:

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

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.

Direct Visitor Spending Convention and Meeting Delegates:

Direct Delegate spending of \$215,000,000 generated (as determined from survey data collected by University of Utah's Kem Gardner Policy Institute) by December 31, 2018.

Hospitality Industry Jobs:

Maintain and support over 4,945 jobs in the conventions and meetings industry in Salt Lake County by December 31, 2018.

Meetings Mean Business.

The logo for Visit Salt Lake, featuring the words "SALT" and "LAKE" in a large, bold, white, sans-serif font. Between them, the word "VISIT" is written in a smaller, white, sans-serif font. The entire logo is set against a dark blue, rounded rectangular background.

SALT VISIT LAKE

SALES: Community Relations

CONVENTIONS

PROGRAM DESCRIPTION

Convention Committee meetings and Convention Sales meetings are held on a regular basis to ensure maximum communication and synergies exist between Visit Salt Lake and our community stakeholders.

PROGRAM ELEMENTS

- The Convention Committee is comprised of:
 - Major hotel general managers
 - Salt Palace general manager
 - Visit Salt Lake Executive Committee members
 - Visit Salt Lake leadership team
 - Key stakeholders such as the Downtown Alliance, Salt Lake City, and Salt Lake County.

This committee meets quarterly to discuss current issues, explore new creative and re-designed sales tools, and provide direction for the Visit Salt Lake sales and marketing initiatives. General managers from all Salt Lake County hotels are invited to attend every other meeting to ensure maximum stakeholder engagement.

- Convention Sales meetings are attended by the Director of Sales and/or Marketing from each of the major hotels. These meetings take place every other month and provide a forum to discuss key accounts, hospitality issues and the specifics of Visit Salt Lake's sales and marketing efforts. Exploring synergistic ways to capitalize on Salt Lake's hosting of the Connect Marketplace will be a central theme in 2018.

PROGRAM BUDGET

\$4,000

PERFORMANCE MEASURES

- Four Convention Committee meetings will be held in 2018.
- Six Convention Sales meetings will be held in 2018.

IMPLEMENTATION RESPONSIBILITY

Vice President of Sales

SALES: Convention Development

CONVENTIONS

PROGRAM DESCRIPTION

The convention sales department utilizes a number of tools to book meetings, conventions and athletic events into Salt Lake:

- Conducting site inspections for prospective clients is the most effective way to demonstrate Salt Lake's ability to host successful meetings, conventions and events. Site inspections also give the Visit Salt Lake sales team members, select hospitality partners and relevant stakeholders one-on-one time with the prospective clients.
- The Connect Marketplace will be held in Salt Lake in August, 2018. This prestigious industry event will attract 4,000 attendees, 1,300 of which are meeting, convention and athletic event planners. The VSL sales staff will conduct over 100 one-on-one appointments with those planners, and host pre- and post-site inspections for select prospective clients.
- To maximize the benefits of hosting the American Society of Association Executives (ASAE) 2016 annual meeting, the top 80 attending target accounts will be contacted by the respective VSL sales team member at least three times during 2018.
- Additionally, VSL will continue its strategic partnership with ASAE to maximize our connectivity to their association executive members. A component of that partnership will be Salt Lake's hosting of ASAE's inaugural Innovation Lab.
- With the possible announcement of a new convention center hotel in 2018, a launch campaign will be developed to maximize pre-bookings.
- The Event Opportunity Committee evaluates Salt Palace and South Towne rent waiver/rent reduction requests in an effort to increase the probability of booking conventions with the greatest economic impact upon Salt Lake County. The Committee is comprised of representatives from:

- Salt Lake County:
- Salt Palace Convention Center
- Visit Salt Lake senior staff
- Visit Salt Lake Executive Committee

- Highly customized, comprehensive Bid Presentations enable Visit Salt Lake to communicate Salt Lake's citywide bids in a compelling, professional manner.
- Annually repeating conventions comprise a significant portion of Salt Lake's total convention business. Personal visits to these repeat citywide clients demonstrate Salt Lake's commitment to their organization, convey gratitude for the business, and help to ensure re-booking of their future conventions.
- Providing (financial) cooperative marketing contributions to large, select citywide clients is an effective method to secure highly desirable business in an ultra-competitive market place. When appropriate, the pre-approved funds are provided to citywide conventions and athletic events upon the selection of Salt Lake. These funds are intended to be used by clients for expenses related to attendance promotion and general convention marketing.

PROGRAM ELEMENTS

- Visit Salt Lake hosts highly customized site inspections for targeted clients. Site inspections include tours of hotels as specified by the clients, the Salt Palace Convention Center or South Towne Expo Center, select restaurants, pertinent off-site venues and visitor attractions.
- Salt Lake's hosting of the Connect Marketplace in 2018 will be touted in all sales presentations, bids, newsletters, and other client communications.
- Strategic interaction with ASAE will continue through 2018 to extend VSL's comprehensive outreach to the

association market. VSL will partner with ASAE to host the inaugural Innovation Lab in Salt Lake, which will attract 18 senior staff of the three most progressive national associations to explore cutting edge aspects of association management.

- The sales team will further refine its Target Account list of city wide conventions; identifying those that require a large headquarter hotel, and those that do not. This will enable the sales team to focus on high-probability accounts whether a convention hotel is announced, or not.
- The Event Opportunity Committee convenes on an as-needed basis to evaluate rent reduction or rent waiver requests for select groups. Consideration is given to large groups that create a significant amount of economic impact and convene during 'need' times.
- The Visit Salt Lake sales staff utilizes a unique presentation 'package' for meeting and convention bids. The bid package will be updated and enhanced in 2018 to effectively convey the urban and energetic nature of Salt Lake.
- In addition to further conveying the urban and energetic brand message of Salt Lake, this customizable, high-tech bid presentation is hand-delivered by a Visit Salt Lake sales person whenever possible.
- Members of the Visit Salt Lake sales team, with involvement from the Services staff and key hospitality partners, when appropriate, personally visit all repeat citywide clients on an ongoing basis throughout the year.
- Financial incentives to select citywide clients are based on the competitive environment and evaluated on a case-by-case basis. Consideration is given to conventions that attract a large number of out-of-area attendees, and convene during 'need' times. As competition for citywide conventions continues to

SALES: Convention Development

C O N V E N T I O N S

grow, and other cities offer incentives, this sales tool has become increasingly important.

- Interaction with ASAE will continue to provide a comprehensive outreach to the important association market and will leverage Salt Lake's successful hosting of their 2016 annual meeting.
- Visit Salt Lake will host a Customer Advisory Board meeting to provide direction, ideas and insight to enhance VSL's sales and marketing efforts.

PROGRAM BUDGET

\$ 1,375,000

PERFORMANCE MEASURES

- The Convention Sales team will host one Customer Advisory Board meeting.
- The team will collectively host 130 site inspections.
- Each Salt Lake-based convention sales director, and sports sales director will complete a minimum of 104 outgoing prospecting calls and/ or e-mail contacts to new potential convention clients.
- Each executive meeting manager and national sales manager will complete a minimum of 240 outgoing prospecting calls and/or e-mail contacts to new potential meeting clients.
- Three satellite directors will collectively make a minimum of 125 initial sales appointments.

IMPLEMENTATION RESPONSIBILITY

Vice President of Sales

SALES: Trade Shows / Industry Events

CONVENTIONS

PROGRAM DESCRIPTION

The sales team attends select trade shows and industry events to meet with and generate leads from targeted clients. Attending these trade shows and events also enables the sales team to interact with existing clients, and enhances their awareness of industry trends and issues.

The campaign will include a heightened presence at the various events associated with ASAE and Connect in 2018.

PROGRAM ELEMENTS

- The convention sales team will attend the following trade shows and industry events in 2018:

TRADE SHOWS

- ASAE Annual Meeting
- ASAE Experience Design Project
- ASAE Great Ideas Conference
- ASAE Summit Awards Dinner
- Connect Marketplace
- Connect New York, Connect Chicago, Connect Texas, Connect DC, Connect Diversity, and Connect GLBT.
- IMEX Americas
- IMEX Frankfurt
- Destinations Showcase
- MPI World Education Conference
- MPI Tradeshow in Northern California, and Southern California, and Atlanta
- Nursing Organizations Alliance
- TEAMS - the athletic event conference
- National Association of Sports Commissions
- Holiday Showcase Chicago
- Meeting Industry Council of Colorado
- IGLTA Global Convention
- Plan Your Meetings tradeshow in Dallas, San Diego, and Denver.
- Smart Meetings tradeshow in Dallas, New York, Southern California, and Northern California.

INDUSTRY CLIENT EVENTS

- Professional Convention Management Association

(PCMA) Convening Leaders

- PCMA Education Conference
- Council for Engineering & Scientific Society Executives' Annual Meeting
- Council for Engineering & Scientific Society Executives' CEO Summit
- Simpleview (CRM) Summit
- ConferenceDirect's annual partner meeting
- Experient's Envision
- The Visit Salt Lake satellite sales directors participate in dozens of regional industry events and chapter meetings of MPI, PCMA, ASAE and other organizations within their respective geographical areas.

PROGRAM BUDGET

\$240,000

PERFORMANCE MEASURES

- The Convention Sales staff will attend 38 select national convention industry trade shows and events that are focused on generating citywide convention, athletic event, and single hotel/resort leads.

IMPLEMENTATION RESPONSIBILITY

Vice President of Sales

Convention Sales Directors

National Sales Managers

Sports Sales Directors

Executive Meeting Managers

SALES: Sales Missions

CONVENTIONS

PROGRAM DESCRIPTION

Conducting highly customized, face-to-face sales presentations is an effective way to sell Salt Lake. Visiting prospective clients in their hometown further demonstrates Salt Lake’s desire to host their meetings or conventions. Extra focus will be made to visit all 80 of the top potential clients who attended the 2016 ASAE annual meeting.

PROGRAM ELEMENTS

- Sales team members will collectively conduct 50 sales missions to make personalized presentations to targeted clients. We encourage stakeholders, hospitality partners from hotels, resorts and the Salt Palace to join these sales missions. Whenever possible, sales missions are combined with travel to targeted trade shows/industry events in order to maximize Visit Salt Lake’s budget and staff time.

PROGRAM BUDGET

\$80,000

PERFORMANCE MEASURES

- The Convention Sales team will conduct 50 personal targeted sales trips.

IMPLEMENTATION RESPONSIBILITY

Directors of Convention Sales

Director of Sports Sales

National Sales Managers

SALES: Sales Deployment

PROGRAM DESCRIPTION

Each member of the sales team is deployed against specific vertical and/or geographical markets.

PROGRAM ELEMENTS

- Four sales people focus exclusively on securing citywide conventions into Salt Lake. These are groups that utilize the Salt Palace Convention Center and a minimum of 1500 attendees. Specific market assignments for the four directors include: Health/Medical, Key Accounts, Corporate/B2B Trade Shows, Education, Social Welfare and Scientific/Technical/Engineering. These sales people focus on large groups that can be accommodated with Salt Lake's current hotel inventory. They will shift their focus to larger, higher-spend groups if and when a convention hotel is announced.
- Five sales people book meetings into single hotels and resorts. Two Executive Meeting Managers are responsible for groups from all market segments that attract up to 200 attendees. Three National Sales Managers pursue meetings that attract between 201 and 1,499 attendees. The national sales managers are deployed against geographical regions of the country.
- One sales director focuses on booking athletic events and meetings that produce room nights in Salt Lake County. Efforts are made to work synergistically with the Utah Sports Commission.
- Three satellite sales directors are located in the geographical markets with the nation's highest concentration of meeting and convention clients; one in Washington DC, one in Chicago, and one in the Northeast. These sales team members work from home offices, and are responsible for generating sales leads within their respective areas.
- Two administrative assistants support the efforts of the sales team.

CONVENTIONS

- One database administrator is responsible for the on-going maintenance of the Visit Salt Lake's Client Relationship Manager (CRM) software program that is used in all aspects of the sales process.

PROGRAM BUDGET

Salaries and Benefits

PERFORMANCE MEASURES

- The 2018 total meeting and convention room night goal is the greater of a 3% increase over the 2017 actual production, or 701,000 room nights.

IMPLEMENTATION RESPONSIBILITY

Vice President of Sales

SERVICES: Community Awareness

CONVENTIONS

PROGRAM DESCRIPTION

Community Awareness campaigns conducted during conventions in Salt Lake, assure a welcoming environment for convention attendees. In addition to extending hospitality to our clients, this service also heightens awareness of the convention within the hospitality community and gives Visit Salt Lake partners and opportunity to participate in convention-related business activities, including a sponsorship role if available.

PROGRAM ELEMENTS

- Community Awareness Campaigns include the following promotions, based on peak room night attendance and client preferences:
 - Customized electronic greeting at Salt Lake City International Airport
 - Window Clings placed in area businesses
 - Salt Palace Welcome Flags
 - Downtown Street Banner program coordination
 - Monthly newsletter to restaurants to provide update on all sizes of meeting and convention.

PROGRAM BUDGET

\$50,000

PERFORMANCE MEASURES

- Receive the Meetings & Conventions Gold Service Award and maintain membership in the M&C Gold Award Hall of Fame.

IMPLEMENTATION RESPONSIBILITY

Vice President of Services

SERVICES: Client Services

CONVENTIONS

PROGRAM DESCRIPTION

Through implementation of programs such as traditional attendance promotion, social media outreach, site inspections and other client interaction, Services maintains a high level of customer satisfaction, thereby making it easier to retain current clients and to increase the positive perception about Salt Lake as a destination.

PROGRAM ELEMENTS

- The Services Department will actively manage meeting content profile on member area of VisitSaltLake.com. All Citywide meeting data will be available 6-12 months prior to convention meeting dates.
- The Services Department continues to host meeting planners in Salt Lake for their pre-convention planning trips and will provide any necessary information and services that will assist in planning a successful convention.
- The Services Department will highlight past successful venues, for example those used during ASAE events in 2016 to demonstrate the capacity, variety and usefulness of venue options.
- The Services team will offer convention specific microsites to groups to allow them to better showcase Salt Lake destination content along with meeting content. Services will audit convention microsite and regular meeting site content to make sure that the Visit Salt Lake brand message is best displayed to meeting attendees. Services will offer quotes from Meeting Planners we have previously hosted for future promotional purposes (eg. ASAE).
- The Services Department will create sustainable meeting guidelines and policies and provide meeting planners with information about Corporate Social Responsibility programs that convention groups can easily access.
- Services will also offer pre purchase opportunities for UTA airport to Salt Lake and return trips as well as pre purchase offers for Visit Salt Lake Connect Pass.

PROGRAM BUDGET

\$50,000

PERFORMANCE MEASURES

- Receive the Meetings & Conventions Gold Service Award and maintain membership in the M&C Gold Award Hall of Fame.
- Maintain post-convention survey satisfaction average of 4.8 or higher.

IMPLEMENTATION RESPONSIBILITY

Vice President of Services

SERVICES: Attendance Promotion

CONVENTIONS

PROGRAM DESCRIPTION

Convention attendance continues to be one of the major concerns of meeting planners as they select a destination to host their meeting. Visit Salt Lake has been active in this process but as the meeting industry changes we will reposition the way we approach attendance promotion that will engage the meetings planners as a sales tool but ultimately drive more attendance and awareness of larger conventions before, during and after they are hosted in Salt Lake.

Visit Salt Lake will work with the Utah Office of Tourism and third party packagers to promote pre and post visitation to this group, highlighting the state's natural beauty and National Parks.

PROGRAM ELEMENTS

- The Services Department is attending as many as 9 conventions in 2018 for conventions to be held in Salt Lake in 2019 in order to promote Salt Lake the ideal convention and tourism destination to help increase future convention attendance.
- The Services department will work with Marketing to create content for attendance promotion to showcase there really are Things To Do in Salt Lake.
- The Services Department will now utilize Social Media Tools and will offer large groups a customized approach to attendance promotion campaigns. Social Networks Hub will be used to bring together and optimize current group social network sites as well as engage association members, exhibitors, thought leaders and Visit Salt Lake member businesses to increase attendance numbers.
- Meeting specific microsites will be offered to groups who are looking for Salt Lake information that can be accessed from their own websites. These microsites will feature a welcome to each group and highlight top items such as things to do, where to eat, events and Hot Deals but will be sensitive to room blocks when looking for places to stay. Microsites will include, when applicable, an endorsement from the group's executive officer that attended ASAE or another past meeting in Salt Lake.
- Convention profiles and booking links will be offered on regular site and can be accessed through member areas and on the booking widget.
- Conventions Services will actively work with the Marketing liaison that will be assigned to aid in the implementation of marketing tools for each convention.

PROGRAM BUDGET

\$36,000

PERFORMANCE MEASURES

- Receive the Meetings & Conventions Gold Service Award and maintain membership in the M&C Gold Award Hall of Fame.
- Maintain post-convention survey satisfaction average of 4.8 or higher.
- Promote Social Media Attendance promotion with a 70% adoption rate.

IMPLEMENTATION RESPONSIBILITY

Vice President of Services

Graphic Designer

SERVICES: Client Development

CONVENTIONS

PROGRAM DESCRIPTION

The Services Department engages with meeting planners of booked conventions to conduct site inspections of hotels, the convention center and off-site venues to ensure maximum use of the most appropriate facilities and businesses available to assist in producing the most successful meeting possible. The Services Department personally visits various repeat in-state clients to maintain rapport, to cater to developing needs and to demonstrate that return business is not taken for granted.

PROGRAM ELEMENTS

- Services Department conducts quarterly sales contacts to various repeat in-state clients.
- The Services Department will continue to host meeting planners for site inspections to showcase Salt Lake, meet the area's key hospitality partners and to inspect Salt Lake's meeting and hotel inventory.
- The Services Department continues to maintain an inventory of unique amenities for use in the sales process and for post-booking gifts to meeting planners, VIPs and other guests visiting Salt Lake.
- Using Visit Salt Lake's Customer Relationship Manager (CRM), Services will create new programs which will enable customized and personalized client contact and outreach. This will help to further distinguish Visit Salt Lake as one of the leaders in the convention services industry.
- Group assignments are distributed among the Vice President of Services, Director of Services & Events and Convention Services Manager, based on factors which include: the size of the group, staff calendars, repeat or returning clients and other ongoing assignments and relationships.

PROGRAM BUDGET

\$50,000

Salaries and Benefits

PERFORMANCE MEASURES

- Quarterly visits to various in-state repeat clients
- Maintain customer satisfaction survey average of 4.8 or higher.

IMPLEMENTATION RESPONSIBILITY

Vice President of Services

SERVICES: Surveys / Market Research

CONVENTIONS

PROGRAM DESCRIPTION

Customer satisfaction is the cornerstone of the Services department. Providing great service increases the probability conventions will return, encourages meeting planners to spread the word, and also helps in selling future conventions. The Services Department conducts its own customer surveys after each convention to measure client satisfaction.

Conventions and meetings booked by Visit Salt Lake generate over \$260 million in direct spending in Salt Lake County. Knowing the economic impact patterns of specific market segments enables the Visit Salt Lake sales staff to evaluate potential business and identify markets that have the best return on investment. It also enables the Visit Salt Lake to demonstrate the enormous economic impact meetings and conventions bring to the community. Shared with the convention's meeting planner, this information is invaluable to groups in proving their respective value to future destinations. Visit Salt Lake contracts with the University of Utah's Kem Gardner Policy Institute to conduct surveys and calculate economic impact, thereby providing a credible source for this information.

Taken together, these two measurement methods demonstrate in a verifiable and visceral way, the economic impact of the meeting and convention industry in Salt Lake.

PROGRAM ELEMENTS

- The Services Department conducts its own customer satisfaction survey for larger groups booked by Visit Salt Lake to measure client satisfaction with the city, hotels, Convention Center, Utah Food Services and Visit Salt Lake.

Topics covered on these surveys include statistical information on the meeting, Salt Lake as a convention city, hotel and convention center information, and Visit Salt Lake sales and services. This information is shared with all entities that were involved with the convention.

- The University of Utah's Kem Gardner Policy Institute conducts in-person surveys during selected conventions. Survey results will show the impact of conventions on the Salt Lake community specifically in the following areas:
 - Average convention delegate spending
 - Transportation patterns of convention attendees
 - Average length of stay

PROGRAM BUDGET

\$36,000

PERFORMANCE MEASURES

- Maintain a post-convention survey satisfaction average of 4.8 or higher (with 5 representing "Excellent").

IMPLEMENTATION RESPONSIBILITY

Vice President of Services

WEB SITE: Web Based RFP

CONVENTIONS

PROGRAM DESCRIPTION

Visit Salt Lake' Web-based Request For Proposal (RFP) provides meeting planners easy-to-use way and streamlined format that will be easily and quickly distributed to the appropriate Convention Sales staff member and to potential lead candidates. The RFP form will be globally featured on the meetings microsite.

PROGRAM ELEMENTS

- Submit RFP will be one of the main navigation items featured on the Meetings section of the VisitSaltLake.com website.
- The easy-to-use RFP form encourages submission and generates greater follow-up from Convention Sales staff.
- The RFP form integrates with the Visit Salt Lake CRM tool to generate quicker transferal of information to Convention Sales and other partners.
- This Simpleview RFP is also leveraged with EmpowerMINT. This is the industry's most comprehensive meetings database. It is a web portal that connects planners to CVBs to create a one-stop-shop for the growing online meeting and convention marketplace.
- Visit Salt Lake will continue its relationships with CVent. CVent is an online software tool for Event Management, Web Surveys and well as a global event directory with over 150,000 venues. RFP and leads are generated directly to Visit Salt Lake as well as our partners.

PROGRAM BUDGET

\$5,000

PERFORMANCE MEASURES

- Increase visitor sessions by 5% to the VisitSaltLake.com, resulting in 2.49 million visits in 2018.
- The 2018 total meeting and convention room night goal is the greater of a 3% increase over the 2017 actual production, or 701,000 room nights.

IMPLEMENTATION RESPONSIBILITY

Vice President of Sales

Vice President of Marketing

Graphic Designer

WEB SITE: Web Site Traffic Development SEO / SEM

CONVENTIONS

PROGRAM DESCRIPTION

Visit Salt Lake's web team will run key search engine optimization (SEO) strategies and targeted paid search engine marketing (SEM) campaigns to optimize and develop greater search results and traffic to the meetings microsite of VisitSaltLake.com. These strategies will be targeted specifically at meeting professionals and the potential group and meetings they represent.

Specific SEO/SEM Strategies will be added to existing SEO/SEM programs as the new VisitSaltLake.com website is launched in early 2018.

VisitSaltLake.com will also look to create convention and meetings content that can not only help better showcase Salt Lake as a premier meetings destination but also utilize the search aspects and traffic generation of that content.

PROGRAM ELEMENTS

- Visit Salt Lake will work with the SEO team at Simpleview to optimize all meeting web pages and target key words and phrases that will increase our search rankings.
- Visit Salt Lake will continue a monthly paid search campaign with Simpleview to drive traffic on the Meetings area of VisitSaltLake.com.
- Visit Salt Lake staff will increase content pages in relevant areas to allow better search performance in key areas.
- Press releases will feature new and relevant content about Salt Lake and will aid in search results for meeting information.
- Visit Salt Lake will work with Simpleview SEO/SEM team to develop paid search program with You Tube video content.
- Visit Salt Lake will work with Simpleview's SEO/SEM team to craft more enhanced analytics that will help display various meeting focused web results, including e-mail delivery success, visitors analytics and most used pages.

PROGRAM BUDGET

\$175,000

PERFORMANCE MEASURES

- Increase visitor sessions by 5% to the VisitSaltLake.com, resulting in 2.49 million visits in 2018.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Content Strategy

Simpleview SEO/SEM Analyst

Webmaster

PROGRAM DESCRIPTION

Visit Salt Lake will continue to enhance the Meetings area of the VisitSaltLake.com website that will be easier to navigate and feature content most relevant to the perspective meeting planner. The Meetings site will feature Why Salt Lake, Convention Facilities, Meeting Facilities, Services, Convention Calendar and Submit RFP. Third party endorsement of Salt Lake's Meeting product will be weaved throughout each section of the site, showcasing the viability and desirability to host meetings of all kinds.

Visit Salt Lake will also continue to manage, edit and update the websites for the Salt Palace Convention Center, the South Towne Exposition Center and the Salt Lake Equestrian Center.

Visit Salt Lake will be launching a new mobile first website built on the Simpleview CRM 3.0 in early 2018. New versions of Convention Facility sites will be incorporated within VisitSaltLake.com.

PROGRAM ELEMENTS

- The Meetings area of our site will focus directly on our largest Salt Lake County owned convention Facilities: The Calvin L. Rampton Salt Palace Convention Center, the South Towne Exhibition Center in Sandy and the Salt Lake Equestrian Center in South Jordan. Highlighting maps, booking information, virtual tours, and facility calendars.
- Meeting section of VisitSaltLake.com will include Why Salt Lake pages that will feature positive aspect of hosting meetings and convention in our area. Including, access, value, service level, destination appeal, etc.
- Meetings area of our site will highlight other Salt Lake County venues including the Salt Palace Convention Center, The South Towne Exposition Center, and the

Salt Lake Equestrian Park. Visit Salt Lake will manage the websites for all three facilities.

- Visit Salt Lake will develop web content following the announcement of a possible new Convention Hotel. This area will include continual updates of the progress.
- Meetings tab will feature convention calendar and basic content for all meetings booked in the future. Information will be pulled dynamically from the Visit Salt Lake CRM.
- Meetings tab will feature meeting and business support and Convention Service provider members. We will enhance the ability to search business categories and display additional content regarding specific area of expertise.
- Meetings tab will also focus on the Convention Services that Visit Salt Lake can provide to incoming meetings and Conventions.
- Attendance promotion toolkit will be upgraded to include tools with downloadable logos, images, and videos that can be utilized and customized for each meetings planner as they see fit to promote their convention.
- Sports Event Planning is also a feature area of the website. This area will include sorting venue information as well as valuable links to/ from Utah Sports Commission website that allow planners to access lodging and room block information as well and our online RFP.
- Meetings tab will continue to integrate "Green Meetings" as an important selling feature of our destination. The Salt Palace solar panels and commitment to sustainability will be a common message throughout our website We will continue to all "green" initiatives of the Salt Palace, Visit Salt Lake, Salt Lake City, Salt Lake County, and if relevant, the state of Utah.

PROGRAM BUDGET

\$175,000

PERFORMANCE MEASURES

- Increase visitor sessions by 5% to the VisitSaltLake.com, resulting in 2.49 million visits in 2018.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Content Strategy

Simpleview Account Manager

Webmaster

PROGRAM DESCRIPTION

VisitSaltLake.com will be transformed into a mobile first responsive website that will no longer require a separate mobile site for handheld devices.

This response design will allow content in the meetings segment to be represented on all device platforms including mobile devices.

Visit Salt Lake will utilize its meetings campaign website, theresnothingtodoinsaltlake.com across all device promotion and it has been optimized for mobile as well as tablet devices.

PROGRAM ELEMENTS

- Visit Salt Lake will launch new mobile website in early 2018 and will continue to target the visitor and convention attendee when viewed with a mobile device.
- Visit Salt Lake will build microsites for incoming conventions that will also be designed with mobile first design, therefore eliminating the need for a separate mobile site solution.
- Visit Salt Lake will utilize convention calendar feed to display content for upcoming conventions as well and all events held in the Salt Palace Convention. Visit Salt Lake will use the same SMG feed to power facility calendars for STEC and Equestrian Center.
- Visit Salt Lake can now display the Salt Palace Convention Center interactive map across all device platforms, allowing sales to showcase the facility on site inspections while out in the building.
- The STEC will be using a new interactive display map utilizing Google Maps to showcase the facility and area around the facility.
- Visit Salt Lake responsive sites will utilize what's nearby functionality to establish businesses in closest proximity to mobile device.
- Visit Salt Lake will incorporate Trip Advisor reviews on any hotels or attraction listing. Open Table booking functionality is now available with participating restaurants.

PROGRAM BUDGET

\$200,000

PERFORMANCE MEASURES

- Increase visitor sessions by 5% to the VisitSaltLake.com, resulting in 2.49 million visits in 2018.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Content Strategy

Webmaster

WEB SITE: Listing Integration

CONVENTIONS

PROGRAM DESCRIPTION

Partner Integration in all member listings on VisitSaltLake.com is designed to create greater presence and functionality to all member businesses with specific content that targets the meeting and event planner. Destination listings are also generated to provide a more inclusive, representative and relevant search for businesses and attractions in the Greater Salt Lake area.

PROGRAM ELEMENTS

- Member listings include enhanced hotel, venue and restaurant page listings and provide links to meeting room specifics and details.
- Additional mapping features are utilized in member page listings, including Google Maps street view, directions and “What’s Nearby” functionality that allows for easier search of nearby members.
- Each member page includes images pulled from the YELP API, TripAdvisor and YELP reviews if available, as well as Allmenu.com, and an Open Table feeds for all participating restaurants.
- Paid content creation opportunities will be offered to Members. Full length featured content will be created and featured by Visit Salt Lake.
- Visit Salt Lake’s CRM integration with the YELP API allows member content to be pulled directly from feed on a real-time basis.
- Improve content in member area of the site to provide complete and better information for the members
- Visit Salt Lake will continue to integrate destination and non-member listings from businesses and attractions that include restaurants, shopping, attractions, golf courses, hiking and biking trails.

PROGRAM BUDGET

\$200,000

PERFORMANCE MEASURES

- Increase visitor sessions by 5% to the VisitSaltLake.com, resulting in 2.49 million visits in 2018.
- Increase advertising sales on Visit Sat Lake Web Properties by 3% over 2016.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Content Strategy

Vice President of Partner Development

Webmaster

COMMUNICATIONS: Local Community Outreach

CONVENTIONS

PROGRAM DESCRIPTION

Visit Salt Lake will continue to contract with a local PR agency (Boe Marketing) to offer a Local Media Outreach program to incoming meetings, conventions and events, a unique and incredibly successful program within the meetings and conventions industry. The PR agency works in conjunction with Visit Salt Lake's in-house media relations' staff to provide exceptional service to VSL's meeting, convention and event clients, helping promote the groups' key messages to the local community. In addition, the program creates community awareness of incoming conventions and events, and the importance of presenting exceptional service levels to these impactful groups.

PROGRAM ELEMENTS

- Visit Salt Lake's Local Media Outreach program will include extensive programming for incoming conventions and events, and distribution of key messages.
- The Local Media outreach program calculates and distributes the local and statewide economic impact information produced by Visit Salt Lake's sales efforts to targeted local media outlets.
- Convention key messages are disseminated to targeted media outlets throughout the local market.
- Local media outreach program distributes key Visit Salt Lake messages, particularly economic impact and event information.

PROGRAM BUDGET

\$48,000

PERFORMANCE MEASURES

- Generate the equivalent advertising value of \$14.7 million worth of positive earned media for Salt Lake (of which, 20% will be from Utah-based media coverage).
- Maintain customer satisfaction survey average of 4.8 or higher.

IMPLEMENTATION RESPONSIBILITY

Director of Communications

Local PR Firm

PROGRAM DESCRIPTION

Visit Salt Lake will continue to contract with a national PR firm (Conran Communications) to complement the in-house media relations' efforts and programs, and provide additional resources in order to execute an extensive national media relations' plan. In addition, the firm works in conjunction with the Visit Salt Lake Communications team to develop a targeted, national strategy with key messages to specific markets and audience while strengthening the overall brand messaging and promise of Salt Lake's unique urban offerings and setting.

In addition, Visit Salt Lake contracts with a social media firm (Sparkloft) to develop and implement a targeted and proactive meeting and convention program via LinkedIn, the social media platform most utilized by meeting professionals. This program is designed to produce lead generation and keep Salt Lake, and VSL's sales team, front of mind to capitalize on the successful hosting of ASAE.

PROGRAM ELEMENTS

- Visit Salt Lake and its National PR firm (Conran Communications) will implement an in-depth media plan to attract and produce relevant information by way of news releases and story pitches to the meetings and conventions media outlets (print and electronic magazines, and newsletters).
- The National PR firm will handle the coordination of a targeted media blitz with meeting/convention media outlets in two key target markets.
- National PR firm's outreach program will distribute key Visit Salt Lake messages monthly.
- The contracted social media firm (Sparkloft) will develop and implement, in partnership with the sales team, a targeted proactive program to highlight Salt Lake's strengths and the individual expertise of each sales director and manager.
- The social media firm will develop targeted content to post to VSL's LinkedIn page as well as grow the membership of the 'Meet in Salt Lake' group page.
- The social media firm will develop varied yet targeted content from which sales team members will post to their individual accounts, according to their specific target market and audience.

PROGRAM BUDGET

\$54,000

PERFORMANCE MEASURES

- Generate the equivalent advertising value of \$14.7 million worth of positive earned media for Salt Lake.

IMPLEMENTATION RESPONSIBILITY

Director of Communications

National PR Firm

Social Media Firm

PROGRAM DESCRIPTION

Visit Salt Lake's Social Media program will continue to play an important role for VSL to reach, influence and share messages about Salt Lake as a destination as an ideal meeting and convention destination. Since bringing the majority of social media efforts and responsibilities in-house, the proactive use of social media to address the meeting and convention market has fallen primarily on the LinkedIn platform, which meeting professionals are most active on and which the most relevant information can be shared and viewed. All other platforms (Facebook, Twitter, Pinterest, YouTube, etc.) continue to play a critical role in the branding of Salt Lake, highlighting its urban appeal, while LinkedIn is better set up to target the meeting and convention industry and its decision makers.

PROGRAM ELEMENTS

- Visit Salt Lake's social media and communications manager will strategize, manage and program the VSL Facebook page. Monthly editorial posting calendars will be reviewed as a team and may target specific groups or events that may be in town during that time. Daily posts will encourage engagement and all questions and inquiries will be answered in a timely manner.
- Visit Salt Lake will also continue to be active in the growth of its Twitter account and followers. It will engage and respond to all @followers during meetings or events while in town. The social media manager will also post and engage while listening to key words and phrases that may be particular to a certain group or event.
- The Visit Salt Lake YouTube Channel will feature videos produced in-house or shared that will be of particular interest to the meeting planner as well as attendees.
- For LinkedIn, the contracted social media firm (Sparkloft) will develop and implement, in partnership with the sales team, a targeted proactive program to highlight Salt Lake's strengths, particularly its urban offerings, and the individual expertise of each sales director and manager.
- Sparkloft will develop targeted content and post to VSL's LinkedIn page as well as grow the membership of the 'Meet in Salt Lake' group page.
- Sparkloft will develop varied yet targeted content from which sales team members will post to their individual accounts, according to their specific target market and audience.

PROGRAM BUDGET

\$105,000

PERFORMANCE MEASURES

- Increase visitor sessions by 5% to the VisitSaltLake.com, resulting in 2.49 million visits in 2018.
- Increase Facebook likes to 320,000 and Twitter followers to 32,000.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Communications

Director of Content Strategy

Social Media & Communications Manager

Social Media Firm

PROGRAM DESCRIPTION

Visit Salt Lake will continue to produce a “Meeting News” electronic newsletter targeting its top meeting planners and VSL clients, currently being distributed to more than 5,000 people. These e-letters provide pertinent and updated information regarding new developments, projects, and upcoming events for meeting planners with currently booked business and select industry colleagues.

PROGRAM ELEMENTS

- Visit Salt Lake Meeting News is produced monthly and includes new and fresh information pertinent to meeting planners and their attendees that may include:
 - updates regarding new Visit Salt Lake programs
 - city/convention district developments
 - upcoming events and activities
 - Salt Lake hospitality community news
- Each issue of “Meeting News” will promote all upcoming conventions and large meetings. We will continue to make mention of the legacy of hosting particular past events such as the 2002 Winter Olympic Games, Outdoor Retailer, 2009 MPI and 2016 ASAE Annual Meeting.
- Meeting News will announce and follow the progress of a new Convention Center Hotel from site selection, through construction and any other pertinent information.

PROGRAM BUDGET

\$10,000 E-mail Delivery Costs

PERFORMANCE MEASURES

- Distribute monthly Meetings e-letter to our targeted database of meeting planners with a 25%+ open rate.

IMPLEMENTATION RESPONSIBILITY

Vice President of Sales

Director of Content Strategy

Director of Communications

PROGRAM DESCRIPTION

To assist print and electronic media with producing Salt Lake meeting and convention-oriented editorial content, Visit Salt Lake will proactively reach out to trade publications, its editors and writers as well as react accordingly to their requests for information. VSL will also continue to provide a full menu of media materials for both print and electronic media outlets. These materials will provide all media outlets, regardless of format, the most current and up-to-date information and materials necessary to promote or enhance media coverage of Salt Lake as a year-round, world-class meeting destination.

Visit Salt Lake conducts media blitzes throughout the year, targeting trade publications in key media markets, tailoring media messages and pitches to the publications' specific audience and keeping Salt Lake front-of-mind as a meeting destination. In addition, Visit Salt Lake hosts trade publication editors and writers throughout the year, emphasizing Salt Lake's meeting and convention attributes and qualities while at the same time giving ample opportunity to sample Salt Lake's urban offerings and tourism-related experiences.

PROGRAM ELEMENTS

- Visit Salt Lake's Communications team will conduct a minimum of five trade-specific media blitz appointments with a focus on the unique urban offerings that complement Salt Lake's meeting and convention product. We will also leverage the hosting of the ASAE Annual Meeting as a draw for future convention and meeting business.
- Blitz messaging will include Salt Lake as a world-class, year-round meeting destination, Salt Lake's unique urban product, its ongoing "green" initiatives and the ongoing timeline of the convention hotel (when appropriate).
- Visit Salt Lake will continue to host meeting-specific media visits to promote Salt Lake as a meeting and convention destination, including experiencing Salt Lake's meeting/convention infrastructure as well as its multitude of urban-oriented assets: cultural arts, dining and nightlife.
- Visit Salt Lake's media materials are updated on a regular basis, and include Salt Lake-specific news releases, an extensive online image library and high-resolution b-roll video footage.
- Visit Salt Lake's Communications team will continue to tailor topic-specific responses in response to media requests in addition to updating its "What's New" website page that lists VSL news releases and information from Members pertinent to the media. The news releases and Member information reside in the media section of VisitSaltLake.com, while photography and video resides on a hosted site (Barberstock.com).

PROGRAM BUDGET

\$18,000

PERFORMANCE MEASURES

- Generate the equivalent advertising value of \$14.7 million worth of positive earned media for Salt Lake.

IMPLEMENTATION RESPONSIBILITY

Director of Communications

National PR Firm

COOPERATIVE PROMOTIONS: ASAE

CONVENTIONS

PROGRAM DESCRIPTION

Visit Salt Lake will continue its cooperative program that has been developed with the American Society of Association Executives (ASAE). This Corporate Partnership creates value and awareness with association executives to leverage Salt Lake's successful hosting of ASAE's 2016 annual meeting.

PROGRAM ELEMENTS

The ASAE Corporate Partnership provides numerous marketing opportunities with meaningful ASAE programs that enhance the overall value of the VSL-ASAE partnership:

- Access to ASAE proprietary research and survey results, membership database, and show attendee lists.
- Year-round corporate partner recognition on web site, marketing collateral, press releases, all subscription publications, preliminary/on-site program books for ASAE shows, and ASAE signature programs.
- Exhibit benefits include Annual Meeting registrations and a 10 x 20 booth at the ASAE Expo, as well as registrations to the ASAE Experience Design program: XDP
- Event registrations for ASAE signature programs throughout the year, including participation in the ASAE VIP client events: Five Star Weekend and the Board of Directors Leadership Retreat, as well as other opportunities that may arise.
- Five ASAE memberships
- Advertising barter for ASAE's print and digital advertising products
- Opportunity to host the ASAE Innovation Lab pilot program that will position Salt Lake as an innovation center and showcase the destination's innovation assets to a small group of association executives.

PROGRAM BUDGET

\$144,000

PERFORMANCE MEASURES

- The 2018 total meeting and convention room night goal is the greater of a 3% increase over the 2017 actual production, or 701,000 room nights.

IMPLEMENTATION RESPONSIBILITY

Vice President of Convention Sales

Vice President of Partner Development

Vice President of Marketing

PROGRAM DESCRIPTION

Visit Salt Lake will continue to embrace greater and more efficient technology that will aid in the creation, delivery on meeting and convention bid presentations. Visit Salt Lake will publish customized bid presentations that will be viewable via, print, downloadable and online version that will allow multiple options to view depending on how group will want to review presentations.

PROGRAM ELEMENTS

- Visit Salt Lake will work with Simpleview Inc. to build an custom Bid Presentation Template.
- Bid Presentation will allow bid to be produced in a variety of formats (Print, digital, online) in an attractive and professional format.
- Bid Presentation tool will be highly customizable based on the groups needs. It will also easily integrate hotel room blocks and convention center contracts into one document.
- Bid Presentation will be able to work with both large and small groups.

PROGRAM BUDGET

\$10,000

PERFORMANCE MEASURES

- The 2018 total meeting and convention room night goal is the greater of a 3% increase over the 2017 actual production, or 701,000 room nights.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Vice President of Sales

Graphic Designer

Convention Assistants

PROGRAM DESCRIPTION

A new 6 panel Convention District Map will be developed that will serve as the promotional collateral piece that will be included in with convention packets as well as the main informational piece that can be used to guide visitors from the Visitors Information Center in and around the Downtown area of Salt Lake.

This new convention district map will also serve as a valuable online resource that will be downloadable from VisitSaltLake.com. It can be customized to highlight areas of interest or need for specific groups or hospitality partners.

PROGRAM ELEMENTS

- Visit Salt Lake will update the Convention District Map and print between 75,000 – 100,000 for future use.
- Distribution of the Convention District Map is to convention attendees through the attendance promotion program, meeting planners via sales kits and sales calls, and hospitality partners using this brochure for Salt Lake promotional purposes.
- Content of the Convention District map includes:
 - Top Points of interests
 - Salt Palace Convention Center Location
 - All Convention District Hotels
 - Attractions
 - Green Bike locations
 - Trax Light Rail lines and stops
 - URL to mobile interface for Things to Do, Events, Dining and Nightlife.

PROGRAM BUDGET

\$20,000

PERFORMANCE MEASURES

- The 2018 total meeting and convention room night goal is the greater of a 3% increase over the 2017 actual production, or 701,000 room nights.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Visitor Services

Director of Creative Services

Graphic Designer

Services Manager

PROGRAM DESCRIPTION

The Visit Salt Lake will continue to print limited quantities facilitated by new digital print on demand processes, the Meeting Planner Guide that will continue focus on the key factors of Salt Lake as a Convention Destination and a new Convention Hotel that could be announced in 2018. This piece also focuses on detailed information about the SPCC and STEC. Air access to Salt Lake, proximity of our convention district to both the airport and downtown amenities and Salt Lake's nearby outdoor opportunities will highlight this piece.

PROGRAM ELEMENTS

- Visit Salt Lake will publish and print this guide on demand and will include information about a possible new Convention Center hotel announcement in 2018.
- Hotel one-sheet information pieces can be included with Meeting Planner Guide as needed based on the request of the particular meeting or convention planner request.
- Convention Sales Team will still utilize Meeting Planner Guide as sales tool for in-office visits and trade show opportunities.
- Meeting Planner Guide will highlight Salt Lake as the past host of the 2016 ASAE annual conference.

PROGRAM BUDGET

\$10,000

PERFORMANCE MEASURES

- The 2018 total meeting and convention room night goal is the greater of a 3% increase over the 2017 actual production, or 701,000 room nights.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Vice President of Sales

Director of Creative Services

PROGRAM DESCRIPTION

Visit Salt Lake branding for conventions and meetings will support the promotional campaign called “Stereotypes Be Damned”.

This campaign was created to highlight some of the surprising elements of the Salt Lake area including fine dining, cultural arts, state-of-the-art convention center, LGBTQ community and overall appeal as a convention destination.

PROGRAM ELEMENTS

Advertising for the Visit Salt Lake Meetings brand will be based around the “Stereotypes Be Damned” campaign. Advertising will be placed with top meeting publishers as well as social media outlets that targets meeting planners and association executives.

This campaign will have a call-to-action to entice planners to visit our website to enter-to-win a VIP trip to Salt Lake. The entry of this contest will utilize a Jebbit survey that will collect valuable data about each planner, the market they work, the size of the groups they plan, and what region of the country the group they represent reside. This survey tool will connect them with one of our sales staff and being an opt-in e-mail communication with Visit Salt Lake.

The campaign has been developed to standout in the meetings vertical and will be utilized through the following means:

Print

Ads will be placed in major convention industry publications and through their online channels that target the professional meeting planner. Inserts, belly-bands and full-page ads will draw attention and request visitors to go to theresnothingtodoinSaltLake.com. Publication will include:

- Associations Now - official publication of the American Society of Association Executives (ASAE).
- Convene - official publication of the Professional Convention Management Association (PCMA).
- Successful Meetings
- Collision Media – all 4 Connect Publications (Association, Corporate, Sports, Religious)
- Additional Publishers will be considered through an RFP process that will go out in October of 2017 that will consider add placement for 2018.

Digital

Media will be placed with many publishers that can serve up rich media and video advertising. High- energy video has been produced that will showcase the actual nightlife, dining and fun in Salt Lake.

E-mail campaigns will be served up thought not only our own databases but through various meeting publisher as a part of the overall Print/Digital/E-mail media buys.

A new Jebbit tool will be applied to our existing Meetings Database as well and the meeting website to assign attributes to potential clients and allow for Sales Director follow-up.

Visit Salt Lake attendance promotion at future conventions will utilize the “Stereotypes Be Damned” branding to attract attention and offer enter-to-win future convention registration opportunities through the meetings site that will be featured add units on upcoming conventions for 2018.

PROGRAM BUDGET

\$270,000

PERFORMANCE MEASURES

- Increase visitor sessions by 5% to the VisitSaltLake.com, resulting in 2.49 million visits in 2018.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Vice President of Sales

Director of Content Strategy

Media Buyer

PROGRAM DESCRIPTION

The Marketing/Tourism Committee will convene throughout the year to provide guidance and direction to Visit Salt Lake's Marketing & Tourism teams to ensure that maximum synergies exist between the Visit Salt Lake and key Tourism partners.

PROGRAM ELEMENTS

- The Tourism Committee is made up of Executive Committee Members and key tourism partners throughout Salt Lake County. This group will meet four times throughout the year to discuss Marketing idea, plans and goals and to set the agenda for the following Tourism Consortium Meetings.
- A ~~New~~ Tourism Consortium Meeting will be held four times a year. This meeting will invite Leisure Sales focused contacts from hotel and lodging partners in Salt Lake County. These meetings will be held off-site in tourism attractions and will focus on the research and programs built to promote leisure tourism in Salt Lake County.
- This committee will aid in the formulation of the performance measures for the Marketing and Tourism Sales departments

PROGRAM BUDGET

\$6,000

PERFORMANCE MEASURES

- Four (4) Tourism Committee meetings will be held.
- Four (4) Tourism Consortium Meetings will be held

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Tourism Sales Manager

PROGRAM DESCRIPTION

Tourism Sales implements a dual strategy working with attracting group business; focusing on Salt Lake County as a 'destination,' and as a 'gateway' to the surrounding region. Tourism sales efforts include travel to targeted trade shows, sales trips, sales presentations, partner training, and hosting site inspections and FAM tours.

PROGRAM ELEMENTS

- Creation of new group/FIT tour packages for domestic and international tour operators. Focus will be on the internet wholesalers who can extensively promote and sell the Visit Salt Lake Connect Pass, and the Ski City Super Pass.
- A continued focus on face-to-face meetings with Salt Lake County hotel and lodging properties to enhance their business growth by educating them on the Ski City Super Pass and the Visit Salt Lake Connect Pass as valuable tools for hotel package development.
- The Ski City "Ski More. Do More. Save More." campaign will promote a Lodging + Super Pass package with 20+ participating Salt Lake County hotels and resorts.
- The Tourism Sales Manager will host site inspections and familiarization trips for pre-qualified individuals and groups to educate them about Salt Lake's tourism offerings.
- The Tourism Sales Manager continually refers the services provided by Visit Salt Lake member organizations to tour operators.
- The Tourism Sales Manager continually and aggressively prospects each and every month for new business over the telephone and email.
- To sell Salt Lake as a gateway, Visit Salt Lake will partner with the Utah Office of Tourism and other Utah DMOs to leverage Salt Lake's proximity to area attractions, particularly the area national parks.

PROGRAM BUDGET

\$18,000

PERFORMANCE MEASURES

- Establish a baseline of Total Leisure Room night production for each quarter in Salt Lake County for 2018. Visit Salt Lake will establish baseline of visitation with research conducted by Kem Gardner Policy Institute.
- Tourism Sales will host 24 media and trade familiarization tours.
- Refer and record 250 tour planner services to Visit Salt Lake Members and stakeholders.
- The Tourism Sales Director will complete 100 prospecting activities.
- 140 sales interaction with Salt Lake County Hotel Partners.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing
Tourism Sales Manager

PROGRAM DESCRIPTION

The Tourism Sales Manager attends targeted domestic and international trade shows to meet with potential and existing clients. Our proactive tradeshow efforts also present the opportunity to uncover and/or educate potential new clients on Salt Lake as a year-round, world-class tourism destination and/or gateway.

PROGRAM ELEMENTS

- Trade shows that focus so on the 'Destination' visitor include: Mountain Travel Symposium and The Snow Travel Expo in Sydney & Brisbane Australia.
- Trade shows that focus on both the 'destination' and 'gateway' visitor include: Go West Summit International IPW.
- Visit Salt Lake will be the host of the annual Go West Summit in February of 2018. Go West will host over 500 attendees and over 200 receptive tour operator partners, exposing them to Salt Lake. Pre and Post FAM opportunities will be available through the Salt Lake and overall Utah area.

PROGRAM BUDGET

\$102,000

PERFORMANCE MEASURES

- Attend a minimum of 9 trade shows and additional industry events.
- Establish a baseline of Total Leisure Room night production for each quarter in Salt Lake County for 2018. Visit Salt Lake will achieve 50% response rate from Salt Lake County Hotels.

IMPLEMENTATION RESPONSIBILITY

Tourism Sales Manager

PROGRAM DESCRIPTION

Tourism Sales Manager will call upon its top clients and prospective clients throughout the year, primarily domestic and international tour operators/receptive tour operators/wholesalers, in face-to-face meetings or presentations. These meetings give the Tourism Sales team the opportunity to promote Salt Lake as a leisure travel destination to group and top travel producers within the ski, motor coach, genealogy, LGBTQ, and student/youth markets.

PROGRAM ELEMENTS

- Tourism Sales Manager will conduct three sales missions to make personalized presentations to targeted clients. Hospitality partners are encouraged to participate in these sales trips whenever possible.
- Tourism Sales Manager will also attend new sales missions in collaboration with the Utah Office of Tourism, including, Australia and Canada.
- Tourism Sales Manager will conduct a ski.com agent training session and implement an incentive program for these agents.
- Salt Lake area hotels and resort partners will be invited to participate on most sales missions.

PROGRAM BUDGET

\$102,000

PERFORMANCE MEASURES

- Three (3) sales trips will be conducted to meet with existing and prospective clients.

IMPLEMENTATION RESPONSIBILITY

Tourism Sales Manager

PROGRAM DESCRIPTION

The Tourism Sales Manager will oversee a new role as and will have duties that will include additional research and will support the Marketing & Communication needs of the department.

The new role of the Tourism Sales Manager will be to work with hotel and tour operator partners to find the mix of leisure destination business that is in Salt Lake County. This research will allow Visit Salt Lake to better understand the role of the Leisure Visitor Market as well as how we can effect its growth.

PROGRAM ELEMENTS

- The Tourism Sales Manager is responsible promotion and sales to attract leisure room night business into Salt Lake County, taking a dual strategy into account; recognizing Salt Lake County as a 'destination', and as a 'gateway' to the surrounding area.
- The international sales efforts focus on visitors who utilize Salt Lake as a 'gateway' to nearby attractions, and on visitors such as skiers who view Salt Lake as their primary 'destination'.
- Direct Sales efforts will take place with Domestic and International tour operators that sell Ski packages.
- The Ski City product and overall programs will be sold by the Tourism Sales Manager to Tour Operators, Online Travel agencies and groups.
- The Tourism Sales Manager will be the liaison with the Utah Office of Tourism and will work with them on their domestic and international programs.
- Tourism Sales Manager will work with the Director of Communications to fulfill and host media who will be promoting Salt Lake County.
- Tourism Sales Manager will work with services to coordinate events where Ski City is represented by the Mobile Visitors Airstream trailer at regional and out-of-state events.

PROGRAM BUDGET

Salaries and Benefits

PERFORMANCE MEASURES

- Establish a baseline of Total Leisure Room night production for each quarter in Salt Lake County for 2018. Visit Salt Lake will achieve 50% response rate from Salt Lake County Hotels.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

PROGRAM DESCRIPTION

Visitor Services encourage leisure and convention travelers to extend their visit in the state by maintaining a full-service Visitor Center, as well as an In Market Mobile Visitor Center. Services offered at the Visitor Centers include tours, with special emphasis on The VisitSaltLake.com, the Visit Salt Lake Connect Pass, Ski City Super Pass, State and National Parks information, hotel reservation assistance, restaurant recommendations and reservation assistance, transportation assistance and promotion of attractions, in addition to providing general information on Salt Lake and statewide attractions as tourism destination options.

PROGRAM ELEMENTS

- Employment of (2) Information Specialists and 20 Volunteer Information Specialists to assist visitors to Salt Lake.
- Promotion of Salt Lake County and statewide attractions.
- Offering of assistance with Salt Lake hotel reservations.
- Visitor Services continue its interaction with Salt Lake hotel front-line staff.
- The Visitor Services Manager will continue to implement a Citywide Concierge Service, promoting the Salt Lake Visitor Information Center to the hotel front line staff as the most complete source for all Salt Lake information.
- The Visitor Information Specialists continue to promote and sell the Connect Pass, and Ski City Super Pass programs.
- The Visitor Information Specialists continue to interface with NowPlayingUtah.com and promote it as Salt Lake's exclusive events calendar, as well as that of the entire state.
- Visitor Services will fulfill all e-mail and request for information. They will maintain e-mail databases and report monthly on progress.
- Mobile Visitor Center will engage in Market at various sporting events, festivals, movie openings and other special events.

PROGRAM BUDGET

\$10,000

PERFORMANCE MEASURES

- Maintain a customer satisfaction survey average of 4.8 or higher (with 5 representing "Excellent").

IMPLEMENTATION RESPONSIBILITY

Vice President of Service

Director of Visitor Services

PROGRAM DESCRIPTION

Partnership Development will partner with the Visit Salt Lake members to assist them in marketing their products and services to those planning visits and to those interested in visiting Salt Lake.

PROGRAM ELEMENTS

- The following member events will take place:
 - 1st Quarter: Annual Meeting/Board of Trustees & Membership Meeting and the Social Media Seminar
 - 2nd Quarter: 2Q Board of Trustees/Membership Meeting (Tourism Achievement Award) and a Member Connection
 - 3rd Quarter: 3Q Board of Trustees/Membership Meeting (President's Forum) and two Member Connections
 - 4th Quarter: 4Q Board of Trustees/Membership Meeting, one educational event, and the Ski Biz Expo
- Twelve member training workshops One membership survey is scheduled.
- Membership works in conjunction with the marketing department to maintain and update CRM integration and further create greater presence on the Web site for each member business.
- Membership continues to encourage members to meet with the Services department in order to educate them about products and services so this department may be knowledgeable in making referrals.
- Visit Salt Lake member partnerships have been developed and will be actively marketed to help members increase their marketing exposure through: VisitSaltLake.com, NowPlayingUtah.com, the *Salt Lake Official Visitors Guide*, e-letters, and backlit signage at the Salt Lake Visitor Information Center, the South Towne Exposition Center, and the Salt Palace Convention Center.
- .

PROGRAM BUDGET

\$22,500

PERFORMANCE MEASURES

- 252 prospecting actions per year
- Increase members by 5% over 2017
- Increase membership revenue by 3% over 2017
- Increase attendance to member events, trainings and educational opportunities by 6% over 2017
- Increase the number of CRM updates via members by 7% over 2017
- Maintain a member retention rate of 91%
- Increase advertising revenue by 7% over 2017

IMPLEMENTATION RESPONSIBILITY

Vice President of Partner Development

Director of Partner Relations

Partner Development Coordinator

Partner Development Administrator

PROGRAM DESCRIPTION

Membership Committee convenes throughout the year to provide guidance and direction to the Partner/ Membership staff to assure that Visit Salt Lake is addressing member needs and providing the marketing tools to keep membership relevant and of value.

PROGRAM ELEMENTS

- The Membership Committee is made up of Visit Salt Lake members, representing the major member categories of Accommodations, Dining & Nightlife, Attractions, Services and Transportation. This group meets quarterly to review membership activities and discuss member needs.
- One new roundtable training is scheduled, hosted by a member of the membership committee.

PROGRAM BUDGET

\$1,000

PERFORMANCE MEASURES

- Four (4) Membership Committee meetings will take place.

IMPLEMENTATION RESPONSIBILITY

Vice President of Partner Development

PROGRAM DESCRIPTION

Visit Salt Lake will continue to invest in consistent, monthly campaigns to both optimize (SEO) all areas of the VisitSaltLake.com website to gain greater search results in organic rankings as well as invest in paid search (SEM) opportunities to grow search results of key words and phrases to drive traffic to targeted areas of the website.

Ski City will utilize a distinct SEO/SEM strategy design to increase search results to relevant areas of SkiCity.com. SEO efforts will be focused on the content created for the site while SEM will focus on content syndication and Google PPC buys to promote greater visitation and interaction.

Upon launch of the new VisitSaltLake.com and SkiCity.com websites, additional SEM will be used to gain visitation on those new sites. It will be important to make sure that pages are redirected properly and crawl errors identified prior to launch.

PROGRAM ELEMENTS

- Visit Salt Lake will work directly with the Simpleview SEO team to properly tag and rank all pages on the VisitSaltLake.com website. Monthly budget will be used to optimize all content and monthly report will be delivered to show all results.
- Visit Salt Lake will also work with the Simpleview SEM team to buy key words and phrases based around targeted promotions and top incoming events.
- Visit Salt Lake will work to grow traffic through the content creation and distribution that is published on our blog, The Salt Lake Scene. Blog content will be promoted through e-mail and social channels assisting in site traffic and blog page rankings.
- Visit Salt Lake will utilize additional SEM advertising budget to promote the new SkiCity.com website.
- Visit Salt Lake will execute a content strategy that will re-write existing pages through Visit Salt Lake's Website as well as write and curate feature articles from area businesses and visitor relevant information.
- Visit Salt Lake will be dedicating significant resources to the Social Media networks, Facebook, Twitter, YouTube, Instagram to increase rankings with relevant social media searches.
- Visit Salt Lake's Web team is integrating all member content with its new CRM tool allowing for easier content creation and revisions.
- Visit Salt Lake will promote reciprocal links from all member businesses, and provide banners and text from which to link.
- Visit Salt Lake will utilize content from state-wide event calendar product, NowPlayingUtah.com but parse data to only display content relevant to Salt Lake County.
- Visit Salt Lake will utilize enhance analytic services from Simpleview Inc. that will newly include monthly reports on e-mail delivery performance, online commerce, database analysis, deeper website analytics, and advertising referrals.
- SkiCity.com while living as a subdomain of

VisitSaltLake.com will exist as a separate focus the SEO/SEM team. Great care will be taken to not list duplicate content and listing content will be modified to avoid any duplicate content issues.

- Additional SEM budget will be put into place to augment any existing SEM/SEO budget dedicated to VisitSaltLake.com.

PROGRAM BUDGET

\$184,400

PERFORMANCE MEASURES

- Increase visitor sessions by 5% to the VisitSaltLake.com, resulting in 2.49 million visits in 2018.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Content Strategy

Webmaster

Simpleview SEO/SEM Analyst

PROGRAM DESCRIPTION

VisitSaltLake.com, the official website of Visit Salt Lake will continue evolve while leveraging the new look, feel and brand that was established in early 2013. Deliberate strategy will be implemented that will separate the Ski brand messaging from VisitSaltLake.com in order to align and better target each market segment.

SkiCity.com will continue as our stand-alone winter website that will better focus on the regional approach of the Salt Lake County Neighborhoods and resorts, as a viable winter vacation destination. The website will be re-launched in the first quarter of 2018 and developed in a mobile first design that will allow for better site optimization across all devices from Desktop, Laptop, Tablet, and Mobile.

VisitSaltLake.com will undergo and complete redesign and re-build utilizing the new mobile first 3.0 CMS that has been developed by Simpleview. This process will take into account our existing site but leverage many of the new tools to give a more robust, visual and contextual look for each visitor.

PROGRAM ELEMENTS

- VisitSaltLake.com will utilize Simpleview's new dynamic content module that has the ability to serve up contextual content on the home and other pages based on geo-location, referral source and advertising targeting. This "smart" content and also can be developed based on a previous visit to the website, again to display based on the visitor's preferences.
- VisitSaltLake.com will continue to use Simpleview's New 3.0 CMS web technology that will allow multiple users to create, edit and post content. Other new features include, dynamic content, related content, customized blog platforms and microsites, and interactive neighborhood maps.
- All member listings on site will be created to display concise content that will integrate content feeds from Yelp, Trip Advisors, Allmenu.com, Open Table among others. This will allow is to consume up-to-date information, hours of operation, and user generated reviews and images to create more robust and relevant information to the end user.
- Visit Salt Lake will continue to build content for the Blog called "The Salt Lake Scene" and will be the location for new content and stories written about the destination.
- VisitSaltLake.com will continue to feature Green initiatives leveraging and building a stronger message of sustainability.
- Events area of site will utilize feed from NowPlayingUtah.com to allow users to search and find events located in Salt Lake County and Wasatch Front & Back locations within 50 miles of the city center.
- VisitSaltLake.com will prominently feature social media channels: Facebook, Twitter, You Tube, Pinterest, And Instagram as well as our own Blog.
- Visit Salt Lake will integrate the ability to save favorite listings and content across entire sites. This will allow quick access to pages and listing for use while in market.

- SkiCity.com will continue to lead the way with how we will create and feature content across all of our web properties. Both curated and paid opportunities will allow us to better showcase area businesses and traveler ideas both via through written and photographic content.
- SkiCity.com will consume various feeds that will supply information about snow conditions, mountain cams, and upcoming events.
- SkiCity.com will feature regions across Salt Lake County in a Neighborhood format. These neighborhoods will be highlighted and tagged with related content that reside within or about that neighborhood.
- Visit Salt Lake will also manage the websites for the Salt Lake County facilities; Salt Palace Convention Center, South Towne Exposition Center and the Salt Lake Equestrian Center.

PROGRAM BUDGET

\$200,000

PERFORMANCE MEASURES

- Increase visitor sessions by 5% to the VisitSaltLake.com, resulting in 2.49 million visits in 2018.
- Create 96 Content Stories in 2018 for all Visit Salt Lake web properties.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Content Strategy

Webmaster

PROGRAM DESCRIPTION

Visit Salt Lake will reformat existing content and utilize the idea of content and feature article creation to create greater awareness of Salt Lake as a viable destination for all visitor segments. Video content creation will also take great importance as we push out new content and stories about our destination.

Visit Salt Lake will promote their content through digital extension programs, native content publishers, e-mail distribution and social media platforms.

PROGRAM ELEMENTS

- The Director of Content Strategy will manage all content creation and aggregation for all new content featured on Visit Salt Lake's web properties, e-mail and Social Media Communication.
- Visit Salt Lake will employ the related content module throughout content placement on VisitSaltLake.com. Content will be tagged and cross-promoted based on type of content, most engaged and even based on the visitor's attributes.
- Visit Salt Lake will create Voice, Tone, and Persona documents for each of our areas of focus, including Visit Salt Lake, Ski City, and Meeting & Convention Messaging.
- Long Version Content articles will be created around Salt Lake destination ideas as well as feature businesses and personalities. Feature articles will be a minimum of 500 words and will be accompanied by 5-10 hi-res images.
- Content will be promoted through Visit Salt Lake's, Ski City's e-mail communication as well as through its various Social Media Channels.
- Director of Content will use a Content Calendar through Basecamp to schedule and manage content creation across all websites and social media channels.
- Director of Content will work with various, writers, bloggers, photographers and videographers to supply and create content for Visit Salt Lake.
- Content stories and articles will continue to live on Visit Salt Lake's web properties with the most recent and the most popular content sorting to top.
- Visit Salt Lake and Ski City will also utilize tagging and related articles as a way to serve up relevant content through their website categories.
- Visit Salt Lake and Ski City will dedicate SEM budget to push content articles through national publishers in efforts to grow organic traffic and awareness as well.

PROGRAM BUDGET

\$100,000

PERFORMANCE MEASURES

- Increase visitor sessions by 5% to the VisitSaltLake.com, resulting in 2.49 million visits in 2018.
- Create 96 Content Stories in 2018 for all Visit Salt Lake web properties.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Content Strategy

Director of Communications

PROGRAM DESCRIPTION

Visit Salt Lake will no longer have mobile only websites but all our new sites and microsites will have a Mobile first technology that allow for our sites to rank higher for search and organic reach.

SkiCity.com will now be created on its own domain also using mobile first technology allowing for better search rankings.

PROGRAM ELEMENTS

- Visit Salt Lake will continue with its mobile site only until the creation and launch of a mobile first website that is schedule in Q1 of 2018
- Mobile first technology will use the location of the device to determine how content and listings are fed to the user.
- Visit Salt Lake website will be built on the Simpleview CMS that will allow for us to now build microsites for incoming conventions that are also mobile first. Allowing us to not only create content inspire people to come but also have a tool while they are in destination for their convention or meeting.
- The Visit Salt Lake Blog "The Salt Lake Scene" offers a responsive mobile first experience. All new content that will be developed for VisitSaltLake.com will live on the blog and can easily be featured on e-mail and social platforms that are read mostly through mobile.
- Visit Salt Lake uses mobile technology for its Connect Pass and attractions hub through a local SaSS provider called Bandwango.
- Visit Salt Lake will also explore other attraction and transportation based applications that can utilize the Bandwango platform to develop customized experiences for meeting attendees and leisure visitors.

PROGRAM BUDGET

\$200,000

PERFORMANCE MEASURES

- Increase visitor sessions by 5% to the VisitSaltLake.com, resulting in 2.49 million visits in 2018.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Content Strategy

Webmaster

PROGRAM DESCRIPTION

Partner Integration in all member listings on VisitSaltLake.com is designed to create greater presence for each member business. Additional content and functionality is being added to each member listing to increase end-user experience, including feeds from relevant APIs that are real time and streamline how we gather business information.

Visit Salt Lake will continue to integrate non-member Destination Listings in order to better represent the destination as a whole. We will continue to add in the categories that need a more complete representation. The Categories of Dining & Nightlife, Things to Do, (inclusive of Golf, Hiking & Biking, Shopping) and area attractions will be targets for these destination listings and will show, name, address website URL and mapping location.

PROGRAM ELEMENTS

- Member listings include enhanced hotel, venue and restaurant page listings and provide links to meeting room specifics and details, booking online and website links.
- Additional mapping features are added to member pages including Google Maps street view, directions and “What’s Nearby” functionality.
- Content stories, banner advertising and featured listing opportunities are now offered throughout pages on VisitSaltLake.com. Visit Salt Lake partner development team will manage all advertising contracting and placement on VisitSaltLake.com and NowPlayingUtah.com.
- Online hotel bookings are offered through a booking engine powered by the ARES, Inc. Network. Revenues are created based on volume booked through this online tool. Booking widget has prominence on home page and Hotels, Things To Do and Special Package Offers pages.
- Open Table, Yelp and AllMenu feeds will be integrated to all participating restaurants.
- Top hiking and biking trail listings will be created by Outdoor Project, these will include images maps and descriptions of the top trails in the Salt Lake County area.

PROGRAM BUDGET

\$25,000

PERFORMANCE MEASURES

- Increase visitor sessions by 5% to the VisitSaltLake.com, resulting in 2.49 million visits in 2018.
- Increase total advertising sales, which includes Visit Salt Lake Web Properties by 7% over 2017.
- Increase the number of listing updates via members by 7% over 2017

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Content Strategy

Webmaster

Vice President of Partner Development

Director of Partner Relations

Partner Development Coordinator

PROGRAM DESCRIPTION

The Visit Salt Lake Website features the booking engine technology that is powered by ARES, Inc. This booking technology includes Lodging, rental car, activities and dynamic and opaque packaging models.

Visit Salt Lake will continue to explore the best options that will be available to them and our partners through the development rebuild of the VisitSaltLake.com.

PROGRAM ELEMENTS

- The booking widget will be featured on home page as well as all Hotel pages. Available to all visitors of website, convention housing services will also utilize as room blocks fill-up in Salt Lake area.
- ARES will supply call center back-up based in San Diego, CA that can either service existing reservations or book entire new reservations.
- Commissions will be offered for all bookings that take place through ARES booking platform or via call center. Revenues from bookings will further enhance SEO/SEM strategies for website.
- Hotel member pages are featuring online booking link that will go directly the booking engine that is powered by ARES Inc. on our site. A secondary link will be offered on each member page that will go to their own site that may offer online booking ability of their own.
- Special Package Offer links will be made available on booking engine.
- Special Package Offer links will feature promotions throughout the year highlighting Ski City, Connect Pass, Holiday Shopping timeframes as well as larger events that may draw room night attendance but do not have contracted hotel room blocks.

PROGRAM BUDGET

\$20,000

PERFORMANCE MEASURES

- Increase visitor sessions by 5% to the VisitSaltLake.com, resulting in 2.49 million visits in 2018.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Ticket Systems Manager

Webmaster

PROGRAM DESCRIPTION

Visit Salt Lake will continue to contract with a national PR firm (Conran Communications) to complement the in-house media relations' efforts and programs, and provide additional resources in order to execute an extensive national media relations' plan.

In addition, the firm works in conjunction with the Visit Salt Lake Communications team to develop a targeted, national strategy with key messages to specific markets and audience while strengthening the overall brand messaging and promise of Salt Lake's unique urban offerings and setting.

For VSL's winter brand campaign, Ski City, the communications team will work with the national PR firm to target the most influential ski/snowboard publications and editors, proactively pitching the campaign elements and hosting key media to experience Ski City, focusing on the extensive urban amenities of a Salt Lake winter vacation.

PROGRAM ELEMENTS

- Visit Salt Lake will target the following print and electronic travel segments in key media markets:
 - leisure travel
 - active outdoor
 - adventure
 - health
 - gender-specific
 - financial
 - ski/snowboard
- Regional publications, as well as daily newspapers throughout the nation, will also be targeted to promote Salt Lake as a year-round, world-class tourism destination with unique urban offerings. In addition, as part of the Ski City program, ski and snowboard media outlets will be targeted.
- Visit Salt Lake and its national PR firm executes an in-depth media plan regarding Salt Lake as an urban, year-round tourism destination, including the production and dissemination of relevant information via news releases and story pitches to an extensive list of both print and electronic media outlets.
- As part of the national PR strategy, the Visit Salt Lake Communications team hosts 10 media visits, coordinates and participates in four (4) media blitzes in media-rich cities, and updates and utilizes a comprehensive array of media materials.
- Following all media blitzes and visits, the national PR firm will handle the coordination of required follow-up with each media outlet and continue targeted media pitching efforts pertinent to the outlet and its audience.
- The national PR Firm will continue to distribute Visit Salt Lake's key messages including Salt Lake's urban messaging, new developments and sustainability initiatives (and resort updates, when appropriate).

PROGRAM BUDGET

\$54,000

PERFORMANCE MEASURES

- Generate the equivalent advertising value of \$14.7 million worth of positive earned media about Salt Lake.

IMPLEMENTATION RESPONSIBILITY

Director of Communications

National PR Firm

Social Media & Communications Manager

PROGRAM DESCRIPTION

Visit Salt Lake's Social Media program will continue to be a critical tool for us to reach, influence and share messages about Salt Lake as an ideal leisure travel destination offering a unique urban product. VSL's in-house social media & communications manager allows for a more authentic voice across all channels to convey the many aspects that make up the Salt Lake community. (The one social platform still contracted is LinkedIn, which better targets the meeting and convention audience, particularly meeting professionals.)

The distinctly unique Social Media strategy developed for Ski City will continue with a robust effort to increase numbers and fan base, sharing relevant content to this engaged audience.

PROGRAM ELEMENTS

- Visit Salt Lake's Social Media networks will aggregate and publish new and relevant content about Salt Lake throughout all of VSL's Social Media channels (Facebook, Blog, Twitter, YouTube, Pinterest, Instagram and LinkedIn), while engaging individual travelers and driving additional traffic to VisitSaltLake.com.
- Visit Salt Lake's Social Media networks include posting blog content created in-house and shared; Twitter, Facebook and LinkedIn posts; photo uploads to Instagram and Flickr; and video uploads to VSL's dedicated YouTube channel.
- Visit Salt Lake will contract with Sparkloft Media to strategize and maintain the editorial content on VSL's LinkedIn page and Meet In Salt Lake group page.
- Visit Salt Lake's social media manager will continue to develop monthly social media editorial calendar for posting as well as listening/engagement methods to address all inquiries and interactions.
- VSL's social media manager will design and implement four (4) social media campaigns designed to increase followers/fans, engagement and drive traffic to VisitSaltLake.com.
- Visit Salt Lake will actively seek blog contributors to enhance the collection of blog content. Blog content will be featured on website, e-letters and social media posts.
- Ski City will implement a social media hub with social media icons that will link directly to specific Ski City content, social media channels and areas on each network.
- Ski City will utilize #TheSkiCity to tag its content to Ski City social media channels: Facebook, Twitter, Instagram, YouTube and Tumblr.
- SkiCity.com will have its own Facebook page but can be linked to from the Visit Salt Lake Facebook page. Facebook posts will mostly refer to Ski City.

- Ski City will engage in a mid-season influencer campaign where top social media influencers will be brought to Ski City to experience and celebrate the unique aspects of Salt Lake. This influencer campaign will highlight many of the elements that make Ski City unique from any other ski and winter destination, particularly its urban offerings.

PROGRAM BUDGET

\$105,000

PERFORMANCE MEASURES

- Increase visitor sessions by 5% to the VisitSaltLake.com, resulting in 2.49 million visits in 2018.
- Increase Facebook fans to 320,000 and Twitter followers to 32,000.
- Generate the equivalent advertising value of \$14.7 million worth of positive earned media about Salt Lake.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Communications

Director of Content Strategy

Social Media & Communications Manager

PROGRAM DESCRIPTION

Visit Salt Lake will produce e-letter communications in market segments that include, Travel News (overall visitor), Ski City News (winter visitor), Meet In Salt Lake (meeting planners & clients) and Destination News (Members).

Visit Salt Lake will work with e-mail platform provider, What Counts, to build existing databases while maintain high levels of engagement and interaction.

Visit Salt Lake will create e-mail strategies around the databases of consumers they collect from Online Hotel Reservations as well as online Connect Pass and Super Pass sales.

PROGRAM ELEMENTS

- Visit Salt Lake Travel News is the largest e-mail database (65,000+) and will employ a monthly opt-in to receive. This e-letter showcases featured content that is added to VisitSaltLake.com and will highlight Salt Lake's urban product and upcoming events and promotions.
- Ski City News is a weekly newsletter throughout the ski season (November 15 – April 15) and monthly in the off-season. Current e-mail database (15,000+) will be added to from Warren Miller and website contest promotions.
- Produced and distributed monthly to Visit Salt Lake members and targeted industry members, "Destination News" provides updates on the local convention and tourism industry, hotel occupancy figures and trends, member updates and industry topics. Currently sent to 2,200+, the focus of this e-letter is to showcase the efforts of Visit Salt Lake while keeping them aware of industry trends and ideas.
- Meetings News is sent monthly to a meeting clients database of over 5,000. VSL's "Stereotypes Be Damned" campaign will continue to be used throughout the year as well as updates on convention hotel progress.
- Visit Salt Lake will be utilizing a new email service provider called Act-On. This new tool will allow better e-mail delivery in more customized and personalized method. Act-On automation technology will also allow for custom content to be generated based on how leads are generated and placed into our CRM.
- Visit Salt Lake will employ re-engagement strategies to all users who have not opened e-mails from Visit Salt Lake for the previous 12 months.
- Visit Salt Lake will also interact with promotional messaging with all consumers who purchase products on any of Visit Salt Lake's web properties.
- Visit Salt Lake will use Jebbit quiz tool to append attributes to existing e-mail databases. This will allow us to customize content and messaging based on their

responses.

PROGRAM BUDGET

\$20,000

PERFORMANCE MEASURES

- Increase visitor sessions by 5% to the VisitSaltLake.com, resulting in 2.49 million visits in 2018.
- Goal will be to increase active e-mail database by 10% in 2018 and achieve an average of a 25% open rate for all e-mail communication.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Content Strategy

Director of Communications

PROGRAM DESCRIPTION

Visit Salt Lake conducts various media blitzes throughout the year targeting travel-specific publications, online publications and newspapers in key media markets, tailoring media messages and pitches to the publications' various audiences while strengthening VSL's overall brand messaging and Salt Lake's unique urban product.

In addition, Visit Salt Lake hosts domestic and international editors and writers throughout the year, emphasizing Salt Lake as a year-round tourism destination, giving ample opportunity to sample Salt Lake's varied and extensive tourism-related attractions and experiences.

To assist print and electronic media with producing Salt Lake stories and articles, Visit Salt Lake continues to develop and update a full menu of media materials for both print and electronic media outlets. Visit Salt Lake's media materials provide all media outlets, regardless of format, the most current and up-to-date information and materials necessary to promote or enhance media coverage of Salt Lake as a year-round, world-class tourism destination.

PROGRAM ELEMENTS

- Visit Salt Lake's Communications team organizes and attends two (2) media blitzes to media-rich and targeted locations (New York City and Southern California), conducting a minimum of 25 one-on-one desk-side appointments with editors and/or writers of targeted publications.
- The PR team, in partnership with the Utah Office of Tourism and other hospitality partners, hosts a minimum of 10 domestic media visits to promote Salt Lake as a world-class tourism destination, highlighting Salt Lake's pertinent tourism product—specifically the urban aspect—as it relates to the journalists' outlet and audience. Media outlets targeted include leisure travel, active outdoor, adventure, health and gender-specific publications.
- Internationally, Visit Salt Lake works in partnership with the Utah Office of Tourism to host a minimum of 10 international media visits by journalists from targeted international markets to promote Salt Lake as an international tourism destination and/or a gateway destination. The international media outlets targeted include leisure travel (particularly ski), and focus on lodging in Salt Lake valley to take advantage of the unique product mix and resort accessibility.
- Visit Salt Lake media materials continue to be regularly produced and updated, and include Salt Lake-specific news releases, an extensive image library and high-resolution b-roll video footage.

PROGRAM BUDGET

\$18,000

PERFORMANCE MEASURES

- Generate the equivalent advertising value of \$14.7 million worth of positive earned media about Salt Lake.

IMPLEMENTATION RESPONSIBILITY

Director of Communications

Social Media & Communications Manager

Tourism Marketing & Communications Manager

National PR Firm

PROGRAM DESCRIPTION

To promote Salt Lake as the ideal urban ski and snowboard destination featuring one of the most flexible and convenient lift ticket programs in the industry—the Ski City Super Pass—Visit Salt Lake cooperatively conducts media blitzes and events with its four resort partners promoting the Ski City brand to ski/snowboard, leisure, active and outdoor travel media outlets. In addition, the Ski City PR program hosts ski and snowboard editors and writers throughout the winter, highlighting Salt Lake’s urban experience, its four world-class resorts and the Super Pass, giving ample opportunity to sample Ski City’s varied skiing options and Salt Lake’s non-ski urban attractions and attributes.

To assist ski-specific print and electronic media with producing Ski City stories and articles, VSL continues to develop and update a full menu of media materials for both print and electronic media outlets. Ski City’s media materials provide all media outlets, regardless of format, the most current and up-to-date information and materials necessary to promote or enhance media coverage of Salt Lake the ultimate urban ski/snowboard destination.

PROGRAM ELEMENTS

- The Ski City PR team and its four resort partners organize and attend two (2) Ski City-specific media blitzes and participate in at least three (3) Ski Utah cooperative blitzes to media-rich and targeted locations (possible markets: New York City, Southern California, Texas, Florida, Denver, Boston, Washington D.C., Chicago).
- The Ski City PR team and its four resort partners host a minimum of 30 media visits to promote Salt Lake as a world-class tourism destination, highlighting Salt Lake’s pertinent tourism product—specifically the urban aspect—as it relates to the journalists’ outlet and audience.
- Based on the success of the annual Ski City Shootout, a competition among top photographers that again produced exceptional exposure to Salt Lake and its resort partners in 2017, the Communications team will produce and manage the 11th Annual Shootout in 2018 however it will be based on video content instead of just photography.
- Specific Ski City media materials continue to be produced and updated regularly, and include Ski City-specific news releases, an extensive image library, high-resolution b-roll video footage, and a targeted ski/snowboard electronic media kit.

PROGRAM BUDGET

\$18,000

PERFORMANCE MEASURES

- Generate the equivalent advertising value of \$4.95 million worth of positive earned media about Salt Lake’s ski/snowboard product (as part of the overall \$14.7 million performance measure).

IMPLEMENTATION RESPONSIBILITY

Director of Communications

Social Media & Communications Manager

National PR Firm

PROGRAM DESCRIPTION

Visit Salt Lake continues to contract with a local PR agency (Boe Marketing) to assist the Marketing and Communications staff disseminate information regarding Visit Salt Lake programs targeting the local community, including the Visit Salt Lake Connect Pass and Salt Lake's sustainability message, via targeted local media outlets. The local PR agency also assists with the dissemination of large-scale events happening in Salt Lake (film festivals, sporting events, etc.).

PROGRAM ELEMENTS

- The local PR agency disseminates Visit Salt Lake-produced program information to targeted local and regional media outlets.
- The Local Media Outreach program reinforces the Visit Salt Lake's economic impact on Salt Lake and its sustainability message level via media exposure for Visit Salt Lake programs in local and regional news outlets.
- The local PR agency disseminates event program information to target local and regional media outlets when appropriate as directed by VSL.

PROGRAM BUDGET

\$40,000

PERFORMANCE MEASURES

- Generate the equivalent advertising value of \$14.7 million worth of positive earned media about Salt Lake.

IMPLEMENTATION RESPONSIBILITY

Director of Communications

Social Media & Communications Manager

Local PR Firm

PROGRAM DESCRIPTION

The Ski City cooperative promotion is a joint marketing, sales, PR and ticketing program funded by Salt Lake County, Visit Salt Lake and the four Salt Lake ski resorts (Alta, Brighton, Snowbird and Solitude) as well as participating hotel and lodging partners. The Ski City program creates greater awareness of the unique Super Pass product and allows our local area hotels the ability to promote and package Salt Lake as a winter vacation destination with one easy-to-use product.

PROGRAM ELEMENTS

- Salt Lake County is legislated to allocate \$450,000 toward the Ski City USA Program.
- Visit Salt Lake is allocating over \$500,000 from its public sector budget for Ski City, along with staff resources to execute its associated programs.
- Alta, Brighton, Snowbird and Solitude help to fund Super Pass promotions for the 2017-2018 Ski Season for the “Ski More. Do More. Save More.” Campaign.
- The Utah Office of Tourism has approved \$227,500 of matching grant funds for the Ski City Awareness and Promotional Co-op for the 2017-2018 Season.
- The Ski City Co-operative program will include 20+ hotel partners and each partner will offer ski packages for direct targeting and options throughout our Utrip Planner.
- Ski City direct-to-lift Super Pass product will continue to be a core product for Ski City. This central database that includes all four resorts of Alta, Brighton, Snowbird & Solitude will capture all ride sales and ride data that will enable us to re-market to our past clients.
- Ski City will be promoting the Super Pass through various tour operator programs in the 2017-2018 Season.
- 150-plus Salt Lake hotels and domestic and international tour operator partners are established as sales outlets for the Super Pass.
- Ski City will continue to urge participating hotels to feature products through top online travel agencies including, Expedia, Ski.com, and Southwest Vacations.

PROGRAM BUDGET

\$550,000

PERFORMANCE MEASURES

- Increase traffic to the SkiCity.com Website by 5% or 247,522 visitor sessions for the 2017-2018 Season.
- Increase Ski City positive earned media value to \$4.95 million.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Tourism Sales Manager

Social Media Manager

Ticketing Systems Manager

PROGRAM DESCRIPTION

The Visit Salt Lake Connect Pass is a cooperative program that includes 13 top attractions in the Salt Lake City area in one comprehensive ticketing program. This pass utilizes the Bandwango mobile technology that allows the pass to be sold, managed, shared and redeemed all from a smart phone device. While paper options still exist the focus to move forward with a digital solution.

This digital product now open-up the possibilities for individual products to be sold that may not be limited to just Connect Pass attractions. Visit Salt Lake will specifically look to build a Bar Sampler pass and a Unique shopping pass that will be marketed to convention groups and leisure travelers.

PROGRAM ELEMENTS

- The Visit Salt Lake Connect Pass continues is a self-guided pass that includes admission to 13 attractions around the Salt Lake area.
- Products will be offered in a 1-3 day as well as a 365 quantity. The Visit Salt Lake Summer Advertising Program will refocus on the awareness and sales of the Connect Pass for the 2017 Season.
- Visit Salt Lake will work with flash sale website to increase sales. Sites include, Groupon Living Social, and Costco.
- 150-plus hotel and tour operator partners are established as sales outlets for the Connect Pass programs.
- Convention attraction passes will be offered to specific groups and customized to their needs.
- TRAX Light Rail Passes will be developed that can pre-sell one-way, one-day or possibly convention duration passes that can be redeemed right from you mobile device.
- Other individual attractions will have the opportunity to sell their products through an attraction hub that will exist on VisitSaltLake.com
- Connect Pass will venues will be able to offer additional perks to visitors after admission has been redeemed at their location. Perks may include discounts to gift shops, food & beverage of bounce back opportunities.
- Complete data will be captured for future marketing opportunities for all products sold online.

PROGRAM BUDGET

\$100,000

PERFORMANCE MEASURES

- Increase Salt Lake Connect Pass sales 10% via hotels attractions and online channels to 40,000 days in 2018.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Ticket Systems Manager

PROGRAM DESCRIPTION

NowPlayingUtah.com (NPU) is an initiative of the Utah Arts & Cultural Coalition (UACC). The development of NPU is guided by the UACC Board of Directors, Visit Salt Lake staff and the greater Utah arts and cultural community. Partners include constituents, recipients and members of the Utah Division of Arts and Museums, Salt Lake County Zoo Arts & Parks program, and Visit Salt Lake.

The mission of NowPlayingUtah is to increase awareness about arts and cultural opportunities statewide through NowPlayingUtah.com, a comprehensive events resource.

PROGRAM ELEMENTS

- Software for NowPlayingUtah.com is licensed from Artsopolis.
- Content management is subcontracted to BeDynamic; web master, website administrator services and grant writing are also subcontracted.
- NowPlayingUtah.com sells and supplies data feeds of the content in an effort to increase the reach of events, reduce duplication of effort for partners statewide, and generate revenue.
- Weekly e-mail blasts are sent to registered subscribers seeking events information in Utah.
- NowPlayingUtah.com actively seeks revenue-generating opportunities by:
 - selling/supplying data feeds
 - selling website and email advertising opportunities
 - pursuing foundation grants and corporate financial support

PROGRAM BUDGET

\$41,000

PERFORMANCE MEASURES

- \$6,500 Fund-raising
- Increase website advertising sales by 3% over 2017
- Increase website visitor sessions by 4% over 2017
- Increase registered e-mail contacts by 5% over 2017

IMPLEMENTATION RESPONSIBILITY

Vice President of Partner Development

Director of Partner Relations

Partner Development Administrator

Webmaster

PROGRAM DESCRIPTION

Produced twice a year (Fall/Winter and Spring/Summer), the *Salt Lake Official Visitors Guide* is the recognized visitor publication for the entire Salt Lake Valley. The *Salt Lake Official Visitors Guide* is an indispensable resource for visitors that helps them make the most of their stay, and is a primary response piece for requests for information about Salt Lake received via telephone, mail, web site and e-mail. Visit Salt Lake will utilize a publishing partner Salt Lake Magazine to produce the guide. They will sell advertising, produce content with the oversight of Visit Salt Lake and handle distribution to all key channels both in and outside of the Salt Lake market.

PROGRAM ELEMENTS

- Visit Salt Lake, through its partnership with *Salt Lake Magazine*, will produce two issues totaling 260,000 Visitors Guides. 130,000 for both issues.
- The *Salt Lake Official Visitors Guide* will focus more as an in-destination publication. Greater emphasis will be placed on things to do and maps.
- The distribution of the *Salt Lake Official Visitors Guide* is the responsibility of *Salt Lake Magazine*. Distribution points include:
 - individuals who request the Guide via phone, mail, the Visit Salt Lake web site or email
 - convention attendees and individual visitors
 - members, including hotels, restaurants, and attractions
 - state and regional visitor centers.
- Content of the Visitors Guide includes information relating to:
 - Neighborhoods and communities of Salt Lake County
 - transportation
 - recreation
 - arts & culture
 - hotels & lodging
 - restaurants & bars
 - shopping
 - ski
- Visitors Guide advertising is outsourced to *Salt Lake Magazine* and in-house sales also contracts and sells advertising through membership packages. More than 40 Visit Salt Lake members advertise in each issue of the *Salt Lake Official Visitors Guide*.
- The *Salt Lake Official Visitors Guide* will be produced in a digest size allowing for easier distribution. The digest size, being easier to carry, will also aid in increasing the usage as a guide for visitors while in Salt Lake.
- The Fall/Winter edition of the *Salt Lake Official Visitors Guide* will feature a flip book design showcasing the regular visitor guide information while the Ski City

visitors information will be accommodated beginning from the back cover. This will allow for more advertising opportunities as well as being able to better target each market with specific messaging.

PROGRAM BUDGET

Outsourced to Custom Publisher, Salt Lake Magazine

PERFORMANCE MEASURES

Increase total advertising sales, which includes the Visitors Guide, by 7% over 2017.

IMPLEMENTATION RESPONSIBILITY

President/CEO

Vice President of Marketing

Vice President of Partner Development

Director of Partner Relations

PROGRAM DESCRIPTION

The Visit Salt Lake Connect Pass brochure is an easy-to-use rack brochure explaining in detail the Visit Salt Lake Connect Pass including each of the program's 13 attractions, unique offerings and pricing.

PROGRAM ELEMENTS

- The Connect Pass brochure will be produced in-house by the Creative Services of Visit Salt Lake
- Visit Salt Lake is producing 50,000 Connect Pass brochures.
- Distribution of the Connect Pass brochure is from the Visitor Center and local hotel properties, as well as to all interested individuals and groups upon request. Visit Salt Lake will utilize Certified display racks across the Wasatch Front with over 300 locations of distribution.
- Content of the Connect Pass brochure highlights each program's attractions, times and rates.
- Connect Pass Venues will distribute brochures at individual point-of purchase locations.
- Connect Pass brochure will also highlight new 365-day pass allowing one visit at each participating attraction over an entire year after the first redemption.
- Visit Salt Lake will develop new products expanding on the mobile Bandwango technology that has been developed for the Connect Pass. This will allow other products to be merchandised and sold through VisitSaltLake.com.

PROGRAM BUDGET

\$10,000

PERFORMANCE MEASURES

- Increase Salt Lake Connect Pass sales 10% via hotels attractions and online channels to 40,000 days in 2018.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Director of Creative Services

Graphic Designer

PROGRAM DESCRIPTION

The Ski City Planner is 24-page print publication that will be utilized as a quick guide to Ski City, including the 4 resorts, city and transportation options, as well as the co-op offerings of our 20+ partners.

PROGRAM ELEMENTS

- Ski City Planner will tell the story of Salt Lake as America's Ski City. It will highlight the unique assets of a capitol city of its size but with the lifestyle and ethos that contain winter sport. It will feature Salt Lake as an Olympic city, a hub for winter economic center and an ultimate vacation destination.
- Ski City Planner will highlight the 4 Ski City Resorts (Alta, Brighton, Snowbird, Solitude)
- The Ski City Planner will include valley map that will highlight major UTA bus routes that access all four of the Ski City resorts.
- 60,000 Super Pass Brochures will be printed for the 2016-2017 season.
- The Ski City Planner will be the main sales printed collateral piece for Ski City Sale efforts. It will also be used as a direct mail piece for the Warren Miller database ((20,000) and Skiing Magazine Database (15,000). It will also be inserted with Skier News through their consumer show efforts.
- Ski City Planner will highlight 20+ Co-op Partner packages in the back spread of the piece.
- Ski City Planner will highlight the Ski City Super Pass, including value and ease-of-use.

PROGRAM BUDGET

\$15,000

PERFORMANCE MEASURES

- Increase traffic to the SkiCity.com Website by 5% to 247,522 visitor sessions for the 2017-2018 Season.
- Increase Ski City positive earned media value to \$4.95 million in 2018.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing
Director of Creative Services
Graphic Designer

PROGRAM DESCRIPTION

Ski City is a regional brand initiative that focuses on Salt Lake as a viable winter destination for skiers and snowboarders across all neighborhoods of Salt Lake County. Ski City is place, both a tangible and intangible, where skiers and snowboarders never have to settle or compromise and can find both and economical benefits by being part of the Ski City community. Ski City is built on 4 main ideas:

1. Salt Lake has a past and potentially future Winter Olympic host. An idea that reaches a worldwide audience for all winter sport activity.
2. Salt Lake as a hub for Ski/Winter business and economic development. As the annual host for Outdoor Retailer and as the home for many outdoor businesses, Ski City can offer opportunity that most smaller ski destinations cannot.
3. Salt Lake as an educational hub for winter enthusiasts. Both the University of Utah as well as Westminster have developed winter targeted approaches to potential students.
4. Salt Lake as the ideal place to take your next Ski/Winter vacation.

PROGRAM ELEMENTS

- A responsive website has been designed and implemented called SkiCity.com that showcases the urban aspect and advantages Salt Lake.
- The Ski City advertising campaign will be broken into two main areas: Awareness of the Ski City Brand and the promotion of “Ski More. Do More. Save More.” campaign.
- Awareness will be actively promoted through content programs including Video content stories from the publishers of Outdoor TV and The Onion. These pieces will each help tell the story of Salt Lake as America’s “Ski City”.
- Awareness will also be featured with our ~~New~~ Ski City Mobile Visitors Center. This SUV/Airstream trailer combination is fully wrapped with the Ski City brand and will be on display at (6) Consumer Ski Shows, (12) Warren Miller film Tour events, (2) Teton Gravity Research Films events, Regional Ski Shop promotions, and local events, resorts and neighborhoods.
- Ski City Promotional Advertising of the “Ski More. Do More. Save More.” campaign will feature participating hotel, transportation and Ski Rental Companies.
- Ski City will utilize UTrip Trip Planning Tool. This tool will help visitors plan, build, utilize and share customized experiences based on their attributes.
- Ski City will implement Jebbit tool on banner advertising, social Media and website Win category. This quiz tool will ask questions and assign attribute for further e-mail follow-up.
- The print & digital advertising for this campaign include:
 - Ski magazine verticals
 - Outdoor and travel digital website
 - Online travel deal websites
 - Airline and regional travel publications
 - Native Content Programs

- A comprehensive Web banner campaign utilizing mostly 15 and 30 seconds clips to entice visitation on SkiCity.com.
- The Ski City campaign will utilize paid search programs on Google targeting key words and phrases highlighting Salt Lake and the four area resorts.
- Ski City collateral including the Super Pass Brochure will have a messaging that will highlight the urban aspect of Salt Lake as the hero.
- Ski City will leverage promotions with top tour operator partners; Expedia, Southwest Vacations, Delta Vacations, Voyages Gendron and a few other International Ski Partners. Each company will promote Ski City within their product mix in exchange for marketing and sales support.

PROGRAM BUDGET

\$550,000

PERFORMANCE MEASURES

- Increase traffic to the SkiCity.com Website by 5% to 247,522 visitor sessions for the 2017-2018 Season.
- Increase Ski City positive earned media value to \$4.95 million.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing
 Tourism Sales Manager
 Director of Creative Services
 Advertising Media Buyer
 Advertising Agency

PROGRAM DESCRIPTION

Visit Salt Lake will continue to develop the brand of Visit Salt Lake as a top leisure destination while focusing on its urban and cultural assets and the capital city of Utah.

A mobile strategy will target visitors that will be shown and intent to travel to Salt Lake and will most likely be using a mobile device to search and looks for Things to Do, Place to Eat and Upcoming events.

We will also utilize technology that will be geo-targeted to those who are already in-market and will have different needs than those who are out-of-market.

PROGRAM ELEMENTS

- Visit Salt Lake campaign will feature top events and attractions that Salt Lake has to offer.
- The Visit Salt Lake Connect Pass will continue to be our main attraction's product that features 13 attractions. 1,2,3 and 365 day passes will be available for sale through Hotels, Attractions, Tour Operator Partner and Online Flash Sale websites.
- Flash sale opportunities will be offered via, Living Social, Groupon, and Costco and possibly others for the 365 Product to increase visitor as well as local traffic to participating attractions.
- Visit Salt Lake will again highlight the top events and festivals that take place in the Memorial Day to Labor Day Summer time frame.
- Visit Salt Lake will utilize Newspaper, Radio, Online and Mobile advertising to promote summer in Salt Lake Campaign.
- Visit Salt Lake will also utilize its Social Media Networks and Event Calendars powered by NowPlayingUtah.com to feature these top events Regionally as well as locally.

PROGRAM BUDGET

\$100,000

PERFORMANCE MEASURES

- Increase Salt Lake Connect Pass sales 10% via hotels attractions and online channels to 40,000 days in 2018.
- Increase visitor sessions by 5% to the VisitSaltLake.com, resulting in 2.49 million visits in 2018.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Tourism Sales Manager

Ticket Systems Manager

PROGRAM DESCRIPTION

The branding for the Travel Trade market focuses on Salt Lake as the gateway to the numerous natural wonders Utah and the surrounding states have to offer. We are truly located at the Crossroads of the West “The Gateway” the perfect place to begin or end your travel western US itinerary with additional days in Salt Lake.

Visit Salt Lake will also work with Tour operator partners to develop more individual based tourism that has longer visitation and greater spending than group-based travel.

PROGRAM ELEMENTS

- To promote Salt Lake as the “The Gateway”, ads focus on the proximity of all the National Parks located both North and South and promote Salt Lake as the best access point for all of these parks.
- Because campaign development is on a parallel path with development of the 2018 Marketing Plan, a detailed media plan will be provided as an addendum to this plan. In broad terms, the campaign includes, but is not necessarily limited to:

PRINT

Ads may be placed in some top tour operator’s publications to help grow awareness of their tour series.

INTERNET

Electronic advertising is increasing with ads placed on major travel trade industry Web sites to complement the above print advertising.

- The Yellowstone Journal co-op advertising is continuing that includes print advertising, e-mail name retrieval and Web banner advertising.

PROGRAM BUDGET

\$20,000

PERFORMANCE MEASURES

- Establish a baseline of Total Leisure Room night production for each quarter in Salt Lake County for 2018. Visit Salt Lake will achieve 50% response rate from Salt Lake County Hotels.

IMPLEMENTATION RESPONSIBILITY

Vice President of Marketing

Tourism Sales Manager