



VISIT SALT LAKE
*annual
report*
2010

the art of
- DESTINATION -
SALES & MARKETING



Different by Nature.

VISIT SALT LAKE MISSION

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



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Dear Visit Salt Lake Patron:

The works contained in this collection are an overview of Visit Salt Lake's 2010 opus. Many individual recitals, concertos and performances went in to creating this piece; we invite you to sit back and enjoy the presentation. (Please note our homage and recognition of Salt Lake's vast, varied and deeply rich cultural arts community, which plays an integral role in the marketing and sales product mix we have the pleasure of orchestrating.)



Different by Nature.

To paint the picture in broad strokes, Visit Salt Lake's symphony of 2010 was exceptional, as Salt Lake proved resilient and, indeed, poised for a strong rebound from the economic downturn as financial experts had predicted. We met, and often exceeded, the lofty performance measures put before us, including our primary benchmark: that of convention room nights. This bodes well for both the short- and long-term vitality of our organization, our community and our state in general. With continued optimism and strong leadership, Visit Salt Lake and its partners will create additional works of art to awe those that revel in all our community has to offer.

Moving forward, we ensure you, our valued patrons and partners, that we will emulate the vitality, energy, depth and sheer quality of Salt Lake's cultural arts in all that we, as Visit Salt Lake, undertake. Just as Salt Lake's cultural arts are a primary factor in setting our community apart from many of our competitors, we strive to be a contemporary leader in the world of destination sales and marketing.

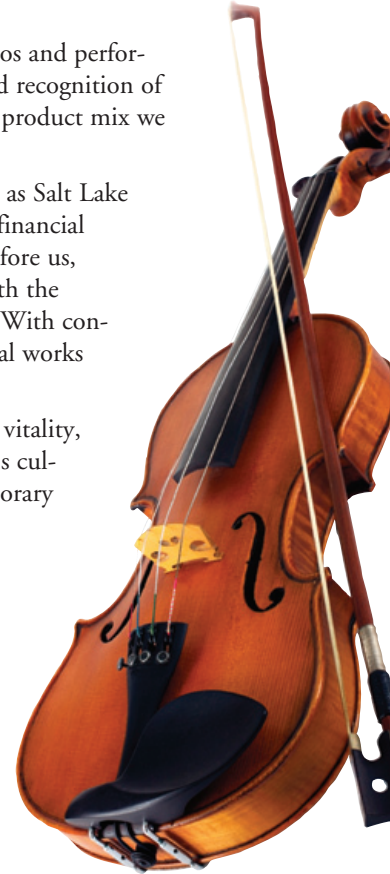
Bravo!

A handwritten signature in black ink, appearing to read "Guy Woodbury".

Guy Woodbury
Chair

A handwritten signature in black ink, appearing to read "Scott Beck".

Scott Beck
President & CEO





2010 EXECUTIVE COMMITTEE MEMBERS

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Guy Woodbury
WOODBURY CORPORATION

PAST CHAIR

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SALT LAKE CITY
MARRIOTT DOWNTOWN

CHAIR-ELECT

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MAVERIK CENTER

Erik Christiansen
PARSONS BEHLE & LATIMER

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Connie Marshall
ALTA SKI AREA

Kelly Olson
METROPOLITAN

Taylor Vriens
MODERN EXPOSITION
SERVICES

Jim M. Wall
DESERET NEWS
PUBLISHING CO.

2010 EX OFFICIO MEMBERS

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MAYOR, SALT LAKE COUNTY

Mayor Ralph Becker
MAYOR, SALT LAKE CITY

Mayor Tom Dolan
MAYOR, SANDY CITY

Lane Beattie
SALT LAKE CHAMBER

Scott Beck
VISIT SALT LAKE

Jeff Edwards
ECONOMIC DEVELOPMENT CORP. OF UTAH

Barbara Gann
SALT LAKE CITY DEPT. OF AIRPORTS

Allyson Jackson
SALT PALACE CONVENTION CENTER
SOUTH TOWNE EXPOSITION CENTER

Michael Johnson
UTAH HOTEL & LODGING
ASSOCIATION

Jason Mathis
DOWNTOWN ALLIANCE

Nathan Rafferty
UTAH SKI & SNOWBOARD
ASSOCIATION

Melva Sine
UTAH RESTAURANT ASSOCIATION

Gerald "Chip" G. Smith, Jr.
LDS CHURCH VISITOR ACTIVITIES

Leigh von der Esch
UTAH OFFICE OF TOURISM

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ZIONS FIRST NATIONAL BANK

Alan Anderson
CHAMBER WEST

Deborah S. Bayle
UNITED WAY OF SALT LAKE

Dr. Cynthia Bioteau
SALT LAKE COMMUNITY COLLEGE

Karen Boe
BOE MARKETING

Fred Boutwell
GASTRONOMY (COTTONWOOD)

Dr. Rodney H. Brady
DESERET MANAGEMENT
CORPORATION

Debbie Brown
HOSPITALITY WEST

Dennis Copyak
LE BUS

Christopher L. Corroon
WASATCH MARKETING ASSOCIATES

Reverend France Davis
CALVARY BAPTIST CHURCH

David DeSeelhorst
SOLITUDE MOUNTAIN RESORT

Gary DeSeelhorst
SOLITUDE MOUNTAIN RESORT

Zeke Dumke, III
WESTERN STATES MANAGEMENT
CORPORATION

Spencer Eccles
GOVERNOR'S OFFICE ON
ECONOMIC DEVELOPMENT

Robert H. Garff
GARFF ENTERPRISES, INC.

Scott George
WOODBURY CORPORATION

William G. Gibbs
ATTORNEY AT LAW

Devon Glenn
THE BOYER COMPANY

Natalie Gochnour
SALT LAKE CHAMBER

Senator Brent Goodfellow
UTAH STATE SENATE

Mike Grass
INTREPID GROUP

Robert Grow
GROW & BRUENING

Tom Guinney
GASTRONOMY, INC.

John Hiskey
SANDY CITY

Meghan Holbrook
ZIONS FIRST NATIONAL BANK

Carol Hunter
ROCKY MOUNTAIN POWER

John M. English
UTAH TRANSIT AUTHORITY

Larry Jackstien
MARKETING HOSPITALITY ASSOCIATES

P. David Jensen
INNOVISION PROPERTY GROUP

Frank W. Jones
AVIS RENT A CAR SYSTEM, INC.

Jeff Justice
BRINGHURST GROUP

Bill Kerig
EDGE OF NEVER PRODUCTIONS

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SALT LAKE MARRIOTT CITY CENTER

Steve Lewis
LEWIS STAGES

T.G. Bud Mahas
BUD MAHAS CONSTRUCTION

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ECONOMIC CONSULTANT

Cynthia Mitchell
GEP UTAH DMC

Bill Morrison
CONSULTANT

Mark Mundel
RED LION HOTEL SALT LAKE

Carolyn Nichols
UTAH ATTORNEY GENERAL'S OFFICE

Senator Wayne Niederhauser
UTAH STATE SENATE

Rich Nordlund
COMMERCE REAL ESTATE SOLUTIONS
CUSHMAN & WAKEFIELD ALLIANCE

Randy Okland
OKLAND CONSTRUCTION COMPANY

Greg Poulsen
INTERMOUNTAIN HEALTHCARE

Alan Rindlisbacher
THE LAYTON COMPANIES

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REDIRECT RELATIONSHIP MARKETING

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DELTA AIR LINES

Lawrence R. Scott
THE STARFISH TELEVISION NETWORK

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TEMPLE SQUARE HOSPITALITY

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MARRIOTT UNIVERSITY PARK

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BONNEVILLE RESEARCH

Robert Sullivan
UTAH FOOD SERVICES, INC.

W. Paul Thompson
ATTORNEY AT LAW

Mikel Trapp
TRIO RESTAURANT GROUP

Don Whyte
KENNECOTT LAND

Mark Wiest
BONNEVILLE INTERNATIONAL
CORPORATION

Andrea Wolcott
COMMUNITY ADVOCATE

Wally Wright
CONSULTANT



TREASURER'S REPORT

FUNDING SOURCES

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

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



SALT LAKE COUNTY COUNCIL

BACK, FROM LEFT:

Richard Snelgrove, Steve DeBry, David Wilde, Jani Iwamoto, Jim Bradley

FRONT, FROM LEFT:

Max Burdick, Jenny Wilson, Michael Jensen, Randy Horiuchi

Not pictured: Arlyn Bradshaw



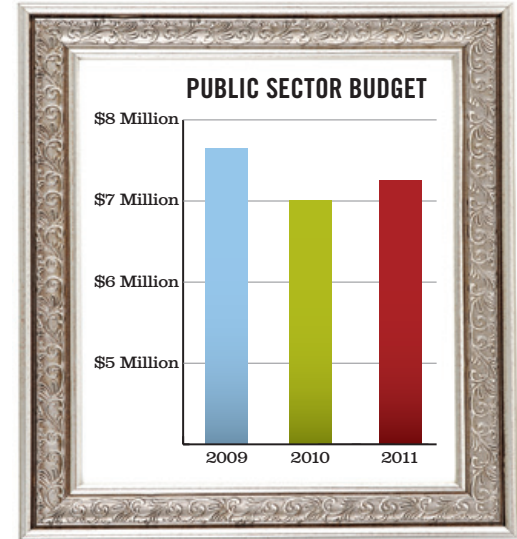
PETER CORROON

MAYOR, SALT LAKE COUNTY

TREASURER'S REPORT

PUBLIC SECTOR SUMMARY BUDGET

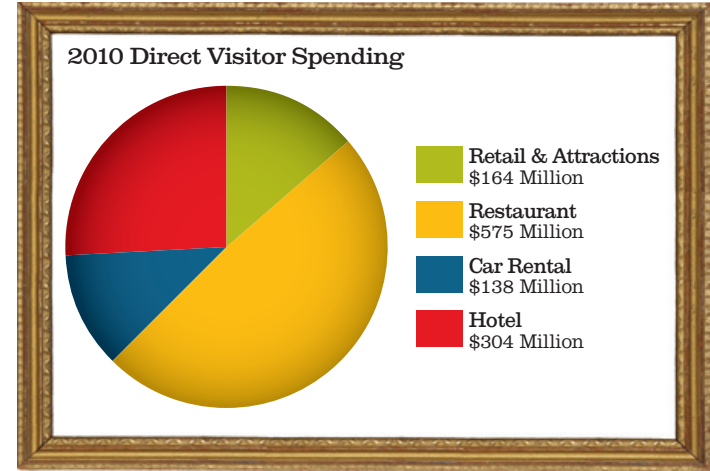
Program Budget	2009	2010	2011
Administration	565,901	455,000	409,551
Sales	614,961	550,000	946,775
Services	205,500	160,000	350,725
Marketing	2,528,900	1,809,770	1,571,408
Total Public Sector Programs	3,915,262	2,974,770	3,278,459
<i>% change over prior year</i>	<i>-17%</i>	<i>-24%</i>	<i>10%</i>
Salaries & Benefits	3,387,834	3,027,283	3,239,197
<i>% change over prior year</i>	<i>-13%</i>	<i>-11%</i>	<i>7%</i>
Total Public Sector Budget	7,303,096	6,002,053	6,517,656
<i>% change over prior year</i>	<i>-15%</i>	<i>-18%</i>	<i>9%</i>



TREASURER'S REPORT

CURRENT & FUTURE IMPACT OF MEETINGS & CONVENTIONS BOOKED DURING 2010

	Booked in 2010 for 2010	Booked in 2010 for future years	Total
Delegates	56,508	229,118	285,626
Room Nights	32,494	431,728	464,222
Spending	\$52,156,884	\$211,475,914	\$263,632,798



2010 DIRECT VISITOR SPENDING, SALT LAKE COUNTY*

	Sales & Use Taxes Generated 2010				
	State	County	Cities	Total Taxes	
Hotel	\$304,465,729	\$15,832,218	\$16,288,916	\$6,089,315	\$38,210,449
Car Rental	\$138,116,023	\$10,634,934	\$10,496,818	\$1,381,160	\$22,512,912
Restaurant*	\$576,060,214	\$29,955,131	\$9,216,963	\$5,760,602	\$44,932,697
Retail & Attractions**	\$164,411,493	\$8,549,398	\$986,469	\$1,381,160	\$10,917,027
TOTAL	\$1,183,053,459	\$64,971,680	\$36,989,167	\$14,612,237	\$116,573,084

*Based on Wickstrom Economic & Planning Consultants, Inc., "Visitor Spending in Utah Restaurants" 2008.

**"Retail & Attractions" estimated applying the average ratio of convention delegate spending on Retail & Attractions to spending on hotels in Surveys by the University of Utah, Bureau of Economic & Business Research.

TREASURER'S REPORT

IMPACT OF MEETINGS / CONVENTIONS / EVENTS REALIZED IN 2010

	Number of people	Delegate / Attendee Spending
Convention Delegates	129,545	\$119,570,035
<i>Attendees tied directly to Visit Salt Lake sales efforts</i>		
Hotel/Resort Meeting Attendees	25,515	\$23,550,345
<i>All non-Salt Palace Convention Center / South Towne Exposition Center delegates from Visit Salt Lake sales efforts</i>		
Sporting / Special Event Visitors*	27,594	\$15,248,100
Total Economic Impact	182,654	\$158,368,480

**Per Utah Sports Commission Grant application, formula is: # of event days (69) * room attendees (27,594) * \$175*

Sales & Use Taxes—

State	\$8,591,490
County	\$5,158,853
Cities in S.L. Co.	\$2,042,953
Total Sales & Use Taxes	\$15,793,297





CONVENTION SALES CURATORS

CONVENTION SALES DESIGN:

Our team of enterprising Curators in our Sales office exhibited extraordinary efforts to pursue and engage in finding new exhibitions and acquisitions to Salt Lake's space and light, as well as preserve our current patrons through a visionary retention program, thusly creating a masterful financial impact from direct partisan philanthropy.

Total convention room night goal for 2010 was 458,860.

RESULTS: 464,222 = 101%

NEW CLIENT SALES DEVELOPMENT:

ROOM NIGHTS BOOKED:

- New SPCC Room Nights – 146,683

RESULTS: 199,169 = 136%

- New Hotel/Resort Room Nights – 84,200

RESULTS: 68,562 = 81%

OUTSIDE SALES TRIPS:

- Salt Lake based sales directors will make 40 personal targeted sales trips per year.

RESULTS: 32 SALES TRIPS = 80%

SITE INSPECTIONS:

- Conduct 130 site inspections.

RESULTS: 105 SITE INSPECTIONS = 81%

CONVENTION SALES CURATORS

PROSPECTING SALES CALLS:

- Each convention sales director will make a minimum of 104 outgoing prospecting calls to new potential convention clients.
RESULTS: 572 PROSPECTING CALLS BY SALES DIRECTORS = 97%
- Each EMM and national sales manager will make a minimum of 240 outgoing prospecting calls to new potential meeting clients.
RESULTS: 589 PROSPECTING CALLS BY EMM = 86%

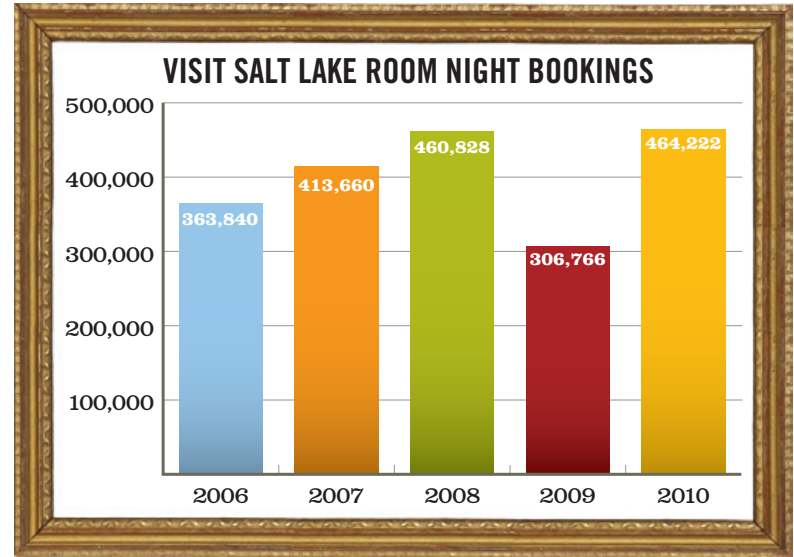
EXISTING CLIENT SALES DEVELOPMENT:

ROOM NIGHTS BOOKED:

- Repeat SPCC Room Nights – 227,977
RESULTS: 196,491 = 86%

OUTSIDE SALES TRIPS:

- Make 2 personal visits to an existing client each month.
RESULTS: 47 OUTSIDE SALES CALLS = 196%



2010 EXHIBITIONS

Exhibits are the heart and soul of the Salt Palace Convention Center. The following is a list of the conventions and meetings held in the Salt Palace Convention Center in 2010. We hope you will recognize a lot of the events as repeats, and that this list will remind you of some of the new friends we hosted this year.

MICHE BAG

2010 Annual Convention January 700 attendees

OUTDOOR RETAILER

2010 Winter Market January 14,250 attendees

Outdoor Retailer is the trade show venue of choice for the Outdoor Specialty Industry. Brands big and small have a focused and targeted forum to contribute and conduct the business of the Outdoors, with key market exposure in the most comprehensive showcase of Outdoor Companies.

EFUSJON, INC.

efusjon Energy Club January 2,500 attendees

WESTERN HUNTING & CONSERVATION EXPO

2010 Expo February 8,166 attendees

The 4th Annual Western Hunting & Conservation Expo will combine the very best in hunting expositions with a joint national convention between two major North American wildlife conservation organizations – the Mule Deer Foundation (MDF), and Sportsmen for Fish & Wildlife (SFW).

UTAH DENTAL ASSOCIATION

2010 Annual Meeting February 1,000 attendees

LUMBERMENS MERCHANDISING CORPORATION

2010 Annual Meeting February 1,600 attendees

LMC's mission is to be the preferred source to which stockholders can entrust the majority of their purchases of forest products, building materials and related services for the construction markets throughout North America.

SOCIETY OF TOXICOLOGY

2010 Annual Meeting February 5,000 attendees

The Society of Toxicology (SOT) is a professional and scholarly organization of scientists from academic institutions, government and industry representing the great variety of scientists who practice toxicology in the US and abroad. The SOT Annual Meeting is the largest toxicology meeting in the world. Attendees are 80% domestic and 20% foreign.



NOVELL, INC.

2010 BrainShare March 5,985 attendees

BrainShare is the industry's premier technical conference, and an experience like no other. Bringing information, social networking and community features together like never before. This technical conference has earned the reputation of being one of the best in the industry.

2010 EXHIBITIONS

AMERICAN FISHERIES SOCIETY

2010 Western Division Annual Meeting April 1,000 attendees

SYSTEMS & SOFTWARE TECHNOLOGY CONFERENCE

2010 SSTC Annual Conference April 1,000 attendees

Attendees range from the armed services and other government entities as well as academia, industry and foreign delegates.

NATIONAL GENEALOGICAL SOCIETY

2010 Annual Conference April 1,200 attendees

The mission of the National Genealogical Society is to serve and grow the genealogical community by providing education and training, fostering increased quality and standards, and promoting access to and preservation of genealogical records.

SHINGO PRIZE

2010 Annual Conference May 200 attendees

AMERICAN SOCIETY FOR MASS SPECTROMETRY

2010 Annual Meeting May 5,700 attendees

The American Society for Mass Spectrometry (ASMS) was formed in 1969 to promote and disseminate knowledge of mass spectrometry and allied topics. Membership includes over 7,500 scientists involved in research and development.

SOCIETY OF NUCLEAR MEDICINE

2010 Annual Meeting May 6,500 attendees

The SNM's 57th Annual Meeting is the world's largest event focused exclusively on meeting the educational and networking needs of the nuclear medicine and molecular imaging community. The meeting is an international forum to showcase scientific and innovative investigations in the field of nuclear medicine and molecular imaging and therapy.

YOUNG LIVING ESSENTIAL OILS

2010 Annual Convention June 4,000 attendees

Young Living Essential Oils champions nature's living energy—essential oils—by fostering a community of healing and discovery while inspiring individuals to wellness, purpose, and abundance.

ASSOCIATED FOOD STORES

2010 Annual Meeting & Tradeshow June 6,000 attendees

MONAVIE

2010 Annual Convention June 6,000 attendees

Introduced in January 2005, MonaVie develops and markets scientifically formulated, premium quality nutritional products, specifically for person-to-person distribution.



2010 EXHIBITIONS

HEALTH PHYSICS SOCIETY

2010 Annual Meeting June 1,400 attendees

The Health Physics Society, formed in 1956, is a scientific organization of professionals who specialize in radiation safety. Today its nearly 6,000 members represent all scientific and technical areas related to radiation safety including academia, government, medicine, research and development, analytical services, consulting, and industry in all 50 states and the District of Columbia.

WORLDLINK MEDICAL

2010 Meeting June 200 attendees

SOCIETY OF WETLAND SCIENTISTS

2010 Annual Conference June 700 attendees

YOUNG MEN'S CHRISTIAN ASSOCIATION (YMCA)

2010 General Assembly of the YMCA July 6,000 attendees

YMCA stands for Young Men's Christian Association. YMCAs work for social justice for all people, irrespective of religion, race, gender or cultural background. The World Alliance was established in 1855 with its first World Conference in Paris.

STAMPIN' UP!

2010 Annual Convention July 10,000 attendees

Since 1988 Stampin' Up! has designed and manufactured an exclusive line of decorative rubber stamp sets and offers accessories for home décor, greeting cards, craft projects, and scrapbooking.

OUTDOOR RETAILER

2010 Summer Market
July 28,000 attendees

The world's largest outdoor sports industry gathering in the world, bringing retailers and media together with over 1000 brands in the business of producing and selling the active outdoor lifestyle.



MELALEUCA THE WELLNESS COMPANY

2010 National Convention August 8,000 attendees

Melaleuca has become the world's leader in referral marketing and is helping hundreds of thousands of families across North America get ahead in life. Melaleuca has developed and manufactures and sells 350 of the worlds leading wellness products.

USANA HEALTH SCIENCES

2010 Annual Convention August 9,000 attendees

Develops and provides the highest quality, science-based health products, distributed internationally through network marketing.

FAMILY HISTORY EXPOS

2010 Northern Utah Family History Expo August 60 attendees

4LIFE RESEARCH USA, LLC

2010 International Convention September 5,000 attendees

2010 EXHIBITIONS

JUS INTERNATIONAL

2010 Convention September 800 attendees

PINNACLE MARTIAL ARTS

2010 Avalanche Nationals September 800 attendees

SPILLMAN TECHNOLOGIES, INC.

2010 Technical Conference September 500 attendees

SUN PRODUCTS CORPORATIONS

2010 Sun Products Corp Meeting September 50 attendees

SENDOUTCARDS

2010 National Convention September 2,500 attendees

NU SKIN INTL, INC.

2010 North America Leadership Conference October 5,000 attendees

Nu Skin is committed to providing customers with highly effective anti-aging skin, body and hair care products. The products are created specifically for person-to-person distribution through more than 750,000 active independent distributors and preferred customers in more than 48 markets worldwide.

SAMPE – SOCIETY FOR THE ADVANCEMENT OF MATERIAL & PROCESS ENGINEERING

2010 Technical Conference October 300 attendees

MAX INTERNATIONAL

2010 Annual Meeting October 4,000 attendees

US FOOD SERVICE

October 2010 Meeting October 140 attendees

AMERICAN INSTITUTE OF CHEMICAL ENGINEERS

2010 Annual Fall National Convention November 6,000 attendees

The global professional community for over 40,000 chemical engineers in 93 countries. AIChE provides members with technical resources as well as tools to manage their careers and lives.

EMS ASSOCIATES

2010 Annual Conference November 1,500 attendees

EMS Associates is committed to providing continuing medical education to all levels of emergency medical providers to include: Firefighters, First Responders, EMTs, Paramedics, Nurses, Dispatchers and Emergency Rescue personnel.

SOCIETY FOR RISK ANALYSIS

Annual Meeting December 700 attendees

AMERICA OUTDOORS

2010 International Marketing & Management Conference December 710 attendees

The international trade association for the world's finest adventure travel outfitters, tour companies and outdoor educators and their suppliers.

2010 ACQUISITIONS

Highlighted in this section of our Annual Report you will find a list of many of the new and repeating conventions that were booked in 2010 by Visit Salt Lake. These new acquisitions represent years of research, hosting, and strategic selling by our highly successful Convention Sales team.

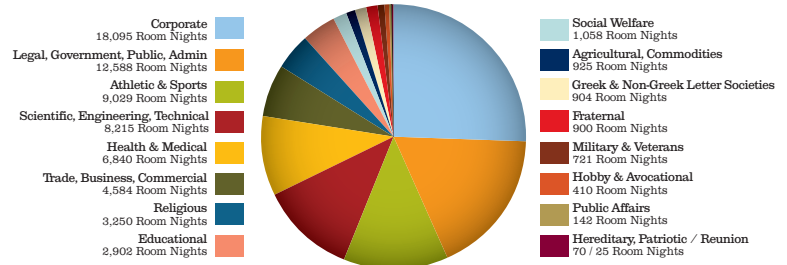
Outdoor Retailer – 2011 Summer Market	17,100 attendees
Outdoor Retailer – 2012 Winter Market	16,089 attendees
Outdoor Retailer – 2011 Winter Market	21,641 attendees
True Value Company – 2012 Fall Market	9,000 attendees
Hearth Patio & Barbecue Association – 2014 Home & Hearth Expo	11,000 attendees
Outdoor Retailer – 2012 Summer Market	18,472 attendees
Barbershop Harmony Society – 2019 International Convention	9,000 attendees
Nu Skin Intl, Inc. – 2011 Global Convention	11,400 attendees
Educational Testing Service – 2012 Advanced Placement Program	2,800 attendees
USANA Health Sciences – 2012 Annual Convention	6,100 attendees
ASAE – 2016 Annual Summer Meeting & Exposition	6,000 attendees
Western Hunting & Conservation Expo – 2012 Western Hunting & Conservation Expo	10,000 attendees

USA Volleyball – 2012 U.S. Open Championships	5,000 attendees
International Union of Forest Research Organizations - IUFRO – 2014 World Congress	3,000 attendees
American Society for Bone & Mineral Research – 2018 Annual Meeting	5,000 attendees
NACE International – 2012 Annual Conference & Exposition	5,000 attendees
National Title I Association – National Title I Conference	4,000 attendees
Stampin’ Up! – 2012 Annual Convention	2,500 attendees
USA Fencing Association – 2014 Summer National Championships	5,000 attendees
American Physical Therapy Association – 2013 Annual Meeting	3,000 attendees
America’s Health Insurance Plans – 2012 Annual Institute & Display Forum	3,500 attendees
Young Living Essential Oils – 2012 Annual Convention	3,500 attendees
Land Trust Alliance – 2012 Rally	2,100 attendees
MonaVie – 2011 Annual Convention	6,000 attendees
USA Fencing Association – 2012 Junior Olympic Championships	1,500 attendees
SendOutCards – 2010 National Convention	2,500 attendees

2010 ACQUISITIONS

Church of Jesus Christ of Latter-day Saints – 2011 Rootstech Conference	1,200 attendees
Dew Tour – 2010 AST Dew Tour	7,500 attendees
EMS Associates – 2010 Annual Conference	1,500 attendees
Associated Food Stores – 2011 Annual Meeting & Tradeshow	6,000 attendees
Spillman Technologies, Inc. – 2011 Technical Conference	450 attendees
Systems & Software Technology Conference – 2011 SSTC Annual Conference	1,000 attendees
Utah Dental Association – 2011 Annual Meeting	1,000 attendees
Southwest Liturgical Conference – Annual Study Week	900 attendees
General Electric Company – 2011 Annual Shareholders Meeting	300 attendees
American Physical Society – 2011 Gaseous Electronics Conference	150 attendees
American Championships – 2011 American Celebration	2,000 attendees
Devine Racing of Salt Lake City – 2010 Salt Lake Marathon, 5K, & Bicycle Race	11,000 attendees
US Food Service – October 2010 Meeting	140 attendees

Pinnacle Martial Arts – 2010 Avalanche Nationals	800 attendees
Sun Products Corporations – 2010 Sun Products Corp Meeting	50 attendees
Adrenaline Dance – 2011 Regional Event-April	600 attendees
Jus International – 2011 Corporate Meeting	1,000 attendees
Family History Expos – 2010 Northern Utah Family History Expo	60 attendees



Hotel Resort Bookings in 2010
By Market Segment
(Room Nights)



TOURISM SALES ENSEMBLE

TOURISM SALES DESIGN:

The Tourism Sales ensemble showcased Salt Lake's creations and invoked programs to tour conductors and travel aficionados in order to enhance their sojourn and encourage additional patronage, while masterfully engaging in new platforms on which to augment the tourism palette.

TOURISM SALES DEVELOPMENT:

SALES CALLS:

- Make 6 outside sales trips to new and existing customers.

RESULTS: 6 SALES TRIPS =100%

SITE INSPECTIONS:

- Conduct 22 targeted site inspections with new potential group tour or package tour clients.

RESULTS: 22 SITE INSPECTIONS = 100%

FAM TRIPS:

- Host 3 FAM trips, plus one Super FAM co-hosted with the Utah Office of Tourism.

RESULTS: 4 FAM TRIPS, INCLUDING SUPER FAM = 100%

SKI SALT LAKE SUPER PASS SALES:

- Sell 62,255 Ski Salt Lake Super Passes as follows:

- Tour Operator Sales = 25,800 skier days, a 5% increase over 2008-2009 season-end actuals

Results: 26,623 = 103%

- Salt Lake Hotel Sales = 36,455 skier days, a 5% increase over 2008-2009 season-end actuals

Results: 39,715 = 109%

TOTAL RESULTS: 66,338=107%

TOURISM SALES ENSEMBLE

SOLICITATION CALLS:

- Make a minimum of 150 solicitation calls.

RESULTS: 151 SOLICITATION CALLS = 101%

REFERRALS:

- Record and refer 40 Tour Planner Services Partners/Members per month (480 per year) to include: attractions, transportation, tour guide services, DMCS, restaurants, shopping, etc.

RESULTS: 492 REFERRALS = 103%

LEADS:

- Generate 100 leads per year.

RESULTS: 121 LEADS = 121%

NEW ROOM NIGHTS GENERATED:

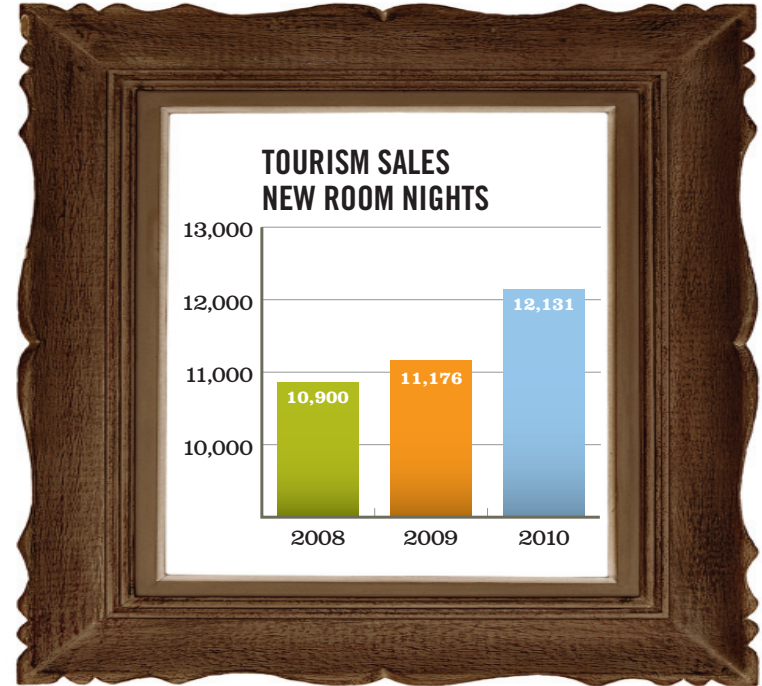
- 12,000 new room nights in 2010

RESULTS: 12,131 ROOM NIGHTS = 101%

CONTINUED ANALYSIS OF THE “BENCHMARK” HOTEL SURVEY:

- Continue analysis of 6 hotels that are active in and rely on the Group Tour/FIT Market and survey year-over-year business to further define a percentage of business change in this vertical market.

RESULTS: COMPLETED



MARKETING TROUPE

MARKETING DESIGN:

The Marketing troupe continued their award winning run as a pedestal to the sales curators so that their finished works could become the master exhibits benefiting the Salt Lake community. This was accomplished by amplifying the acute awareness of Salt Lake as a plausible canvas on which to present an exhibition, as well as attract the casual observer/spectator. Marketing also strove to display innovative techniques to promote Salt Lake through a gallery of proactive communiqué, playbills and the creation of encore-inducing programs.

MARKETING DEPARTMENT DEVELOPMENT:

ADVERTISING VALUE:

- Generate the equivalent advertising value of \$7.0 million worth of positive earned media about Salt Lake as a convention and tourism destination, representing a 2% increase over the estimated earned media generated in 2009.

RESULTS: \$9.66 MILLION = 138% OF GOAL.

WEBSITE TRAFFIC:

- Increase VisitSaltLake.com unique visitor sessions to 750,000 or a 32% increase over the projections for 2009. Visitor sessions represent every time a person visits the web site each month.

RESULTS: 767,417 = 102% OF GOAL



MARKETING TROUPE

E-MAIL CONTACT DATABASE:

- Increase the current registered e-mail contacts in Visit Salt Lake's tourism database by 20% over 2009 year end for a total of 96,000 addresses in our collective databases.

RESULTS: 99,226 = 103% OF GOAL.



SKI SALT LAKE SUPER PASS SALES:

- Increase Ski Salt Lake Super Pass revenue by 5% over the 2008-2009 season for a total of \$3.3 million.

RESULTS: \$3,450,330 = 105% OF GOAL.

VISIT SALT LAKE CONNECT PASS SALES:

- Increase the Salt Lake Connect Pass revenue sold via hotels, attractions and online channels by 20% for a total of \$172,903 revenue sold.

RESULTS: \$166,659 = 96% OF GOAL.



SERVICES ENSEMBLE

SERVICES DESIGN:

The Services ensemble under the direction of one of the finest maestros in the business maintained a critically-acclaimed level of patron satisfaction and exhibitor interaction, thereby benefiting the exhibition attendee, the audience and our collaborative partners to simplify the retention of our top exhibitions and elevate the award-winning acumen of Salt Lake as center stage for premieres, exhibitions and casual observers.

SERVICES DEPARTMENT DEVELOPMENT:

POST-CONVENTION SURVEY RESULTS:

- Maintain post-convention survey satisfaction average of 4.6 or higher.
RESULTS: 4.7 = 102% OF GOAL

MEETINGS & CONVENTIONS' GOLD SERVICE AWARD:

- Achieve the Meetings & Conventions' Gold Service Award for the 16th consecutive year and maintain membership in the M&C Gold Award Hall of Fame.
RESULTS: COMPLETED

SALES CALLS:

- Conduct twice-monthly Personalized Sales Calls to our current Utah-based repeat clients.
RESULTS: 27 SALES CALLS = 113% OF GOAL

VISIT SALT LAKE INFORMATION CENTER VISITATION:

- Increase visitation to the Visit Salt Lake Information Center by 7%.
RESULTS: 254,131 INFO CENTER VISITORS = 113% OF GOAL



SERVICES ENSEMBLE

INFORMATION CENTER EVENTS:

- Produce and host quarterly events to increase local awareness of the Visit Salt Lake Info Center.

RESULTS: COMPLETED

ATTENDANCE PROMOTION:

- Attend 5 specifically targeted future Citywide conventions in 2010, to contribute to positive perception of Salt Lake and to promote increased attendance at upcoming Salt Lake conventions.

RESULTS: 8 CITYWIDE CONVENTIONS ATTENDED = 160% OF GOAL

MPI LEGACY PROJECT:

- Develop and implement the MPI Legacy Project to capitalize on Salt Lake's 2009 hosting of MPI World Education Congress.

RESULTS: COMPLETED

CITYWIDE CONCIERGE PROGRAM:

- Convention Services/Events, in collaboration with Membership, will produce a quarterly Citywide Concierge Program, thereby increasing service levels of the hospitality community and the reputation of Salt Lake as a strong, service-oriented convention destination.

RESULTS: COMPLETED





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Ashley England
Linda Kemmer
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Tara Jones



PARTNER DEVELOPMENT CAST

PARTNER DEVELOPMENT DESIGN:

The cast of Partner Development performed excellently and amplified the connectivity of Visit Salt Lake, thereby benefiting the exhibition professional, the premiere attendee, the patron and our benefactors, making it easier to preserve modern-day vendee and display the award-winning perception of Salt Lake as a grand theater for premieres, run-of-the-house exhibitions and casual patrons.

PARTNER DEVELOPMENT EFFORTS:

MEMBERSHIP:

- Maintain an 85% retention rate for Visit Salt Lake member companies.
RESULTS: 96% RETENTION = 113% OF GOAL
- Membership Revenue Goal: \$310,000
RESULTS: \$292,497 = 94% OF GOAL
- 200 prospecting calls per year
RESULTS: 146 PROSPECTING CALLS = 73% OF GOAL
- 2 personal calls per year to new members and less active members
RESULTS: 78 PERSONAL CALLS = 100% OF GOAL

NOWPLAYINGUTAH.COM:

- \$50,000 Fundraising
RESULTS: \$37,000 = 74% OF GOAL
- \$20,000 sales revenue
RESULTS: \$10,438 = 52% OF GOAL
- 10 presentations to new organizations
RESULTS: 10 PRESENTATIONS = 100% OF GOAL
- Increase Website visitor sessions by 10% over 2009
RESULTS: 367,644 VISITOR SESSIONS = 100% OF GOAL
- Increase registered e-mail contacts by 25% over 2009
RESULTS: 3,954 REGISTERED E-MAIL CONTACTS = 120% OF GOAL

EVENTS:

- 2nd and 4th Quarter Board of Trustees/Membership meetings
RESULTS: COMPLETED
- 3 Member Connections
RESULTS: COMPLETED
- 2 new-member orientations
RESULTS: NOT COMPLETED
- 2 educational member events
RESULTS: NOT COMPLETED
- 2 membership surveys
RESULTS: NOT COMPLETED



LEGACY MEMBERS

We would like to extend our sincere appreciation to the following members who have partnered with Visit Salt Lake for 25 years or more:

Embassy Suites Hotel

Visitor Activities - The Church of Jesus Christ of Latter-day Saints

Wasatch Front Ski Accommodations

Le Bus

Davis Audio Visual, LLC.

Market Street Grill - Downtown

U.S. Ski and Snowboard Association

Utah Trailways

Econo Lodge

Stein Eriksen Lodge

Salt Lake City Department of Airports

Dollar Rent a Car

Moki Mac River Expeditions

Utah Hotel & Lodging Association

Shilo Inn Hotel -

Downtown Salt Lake City

Deer Valley Resort

Alta Lodge

Comfort Inn, Sandy

FedEx Office

The Lion House Pantry Restaurant

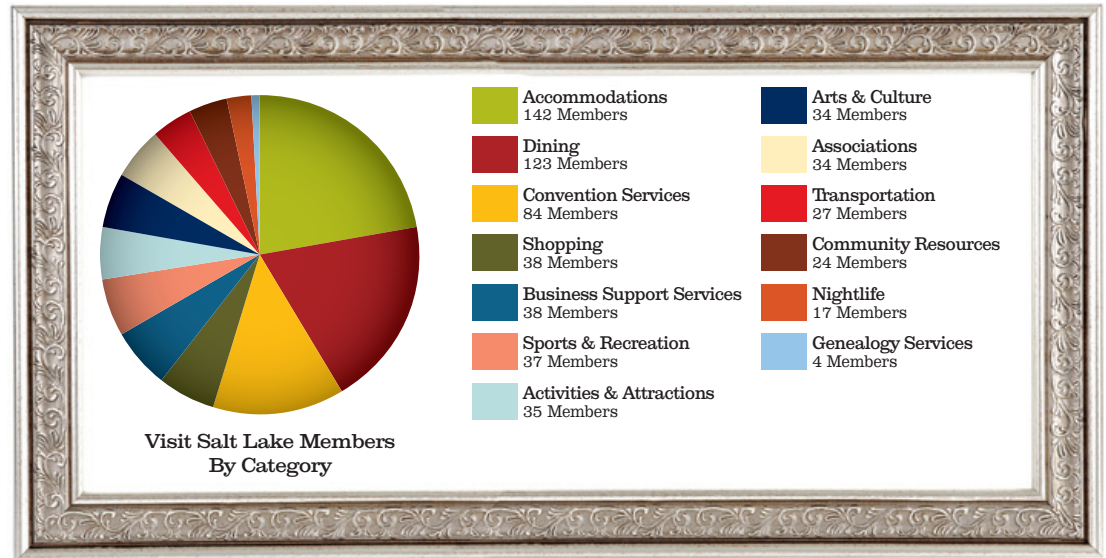
Utah Office of Tourism

Bureau of Economic & Business Research, U of U

Red Butte Garden and Arboretum

William G. Gibbs Attorney at Law

Little America Hotel



LEGACY MEMBERS – CONTINUED

The Salt Lake Tribune, Kearns Tribune Corporation

Utah Food Services

Modern Exposition Services

Metropolitan Inn

Snowbird Ski & Summer Resort

Avis Rent A Car

Alta Peruvian Lodge

Historic Trolley Square

The Salt Lake Plaza Hotel at Temple Square

Downtown Merchants Association

Salt Lake Chamber

Sheraton Salt Lake City Hotel

Zions First National Bank

Lagoon Amusement Park

Quality Inn Airport Salt Lake

Lewis Stages & Tours

Benihana

Riester Mountain LLC

Royal Garden Inn

The New Yorker

Salt Palace Convention Center

Adcentives West, Inc.

La Caille

Lamb's Grill Cafe

Holiday Inn Express, SLC

The Church of Jesus Christ of Latter-day Saints

Best Western Executive Inn

Park City Area CVB/Chamber

Marriott Salt Lake City Downtown

Yarrow Resort Hotel and Conference Center

Clark Planetarium

Huddart Floral

The Utah Jazz

Bonneville International Corporation

Rocky Mountain Power

Zions Securities Corporation

Manpower, Inc.

Salt Lake City KOA

University of Utah Conference Services

Ski Utah/Utah Ski & Snowboard Association

Delta Air Lines, Inc.

Western Leisure

Yellow Cab Company

Utah Woolen Mills Clothiers

Solitude Mountain Resort

Sundance Resort

Hilton Salt Lake City Airport

Intermountain Healthcare

Utah Restaurant Association



DIANNE NELSON BINGER

SCHOLARSHIP & ENDOWMENT

At the 2006 Annual Meeting, the Dianne Nelson Binger Scholarship was established with the Parks, Recreation, and Tourism Department in the University of Utah's College of Health. Dianne served Visit Salt Lake and Salt Lake for 18 years, becoming President and CEO of Visit Salt Lake in 2001. She was a great mentor for many of us and a good friend to all of us. Sadly, her fifth battle with cancer ended her life in March of 2005. We hope you will join us in remembering Dianne by making a donation to her scholarship.

If you would like to contribute to the Dianne Nelson Binger Scholarship & Endowment, please submit your donation by going to visitsaltlake.com/dnbscholarship.

Thank you for your support, and thanks to all of those donors listed on the following pages for making the Dianne Nelson Binger Scholarship & Endowment a reality.



THANK YOU TO THE DIANNE NELSON BINGER SCHOLARSHIP DONORS

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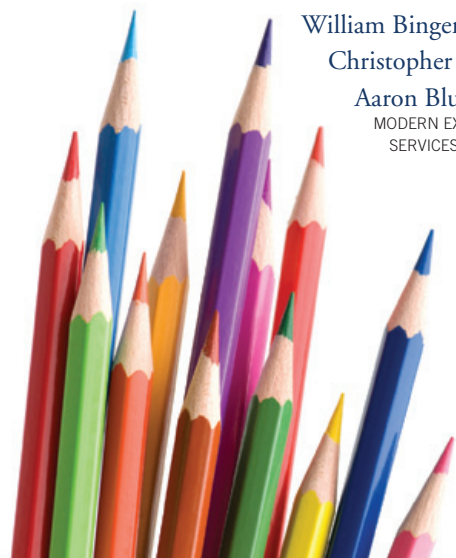
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Different by Nature.



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