

**VISIT SALT LAKE**



**ANNUAL  
REPORT**

**2016**





# 2016: THE YEAR of ASAE and FUTURE ROOM NIGHTS BOOKED

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For years we planned and prepared for 2016, the Year of ASAE. As you know, hosting ASAE's Annual Meeting and Expo represented the single best business development opportunity in terms of recruiting meetings and conventions Salt Lake has ever been presented. By all accounts, our *collaborative* effort not only met but exceeded the expectations of each of the nearly 5,000 attendees. The successful hosting of ASAE will undoubtedly pay sizable dividends for years, if not decades, to come.

The experience the attendees of ASAE had while in Salt Lake could not have gone off as flawlessly as it did without the tireless efforts and endless support of so many in our community, particularly the ongoing support of Salt Lake County; the support of the Utah Office of Tourism; the special events' teams at Salt Lake City and the University of Utah; our volunteer leadership; you and your staff; and the hundreds of volunteers from throughout the hospitality industry and our community.

The hosting of ASAE was not our only success from the year of 2016. We also achieved an all-time record for future room nights booked, finishing the year with a remarkable 683,646! Other performance measures exceeded in 2016 included Connect Pass sales, Visitor Center visits, website visitor sessions, and nearly 6 million website page views.

We indeed have a lot to celebrate looking back at 2016, and we are confident we'll enjoy more future success as we move forward with such strong support from our valued members, the excellent collaboration with Mayor McAdams and his team at Salt Lake County, and the leadership of VSL's volunteer Board of Trustees.

Mary Crafts-Homer



Board Chair  
Visit Salt Lake

Scott Beck



President & CEO  
Visit Salt Lake

## 2016 Treasurer's Report: FUNDING SOURCES



**Ben McAdams**

Mayor, Salt Lake County

Salt Lake County provides approximately half of Visit Salt Lake's (VSL) total revenues through a Visitor and Promotion Management Agreement to promote conventions and tourism. Empowered by the state legislature, the County levies a 4.25% Transient Room Tax (TRT) on room rentals in Salt Lake County and a portion of the proceeds from that tax (about 45% of total TRT) is awarded by the County to fund VSL's Public Sector sales and marketing efforts. VSL's Ski 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

### PUBLIC SECTOR SUMMARY BUDGET

Program Budget	2015	2016	2017
Administration	\$659,716	\$730,981	\$696,063
Sales	\$1,967,800	\$3,305,905	\$2,604,350
Services	\$717,940	\$559,250	\$667,250
Marketing	\$1,812,633	\$1,878,922	\$2,020,737
<b>Total Public Sector Programs</b>	<b>\$5,158,089</b>	<b>\$ 6,475,058</b>	<b>\$5,988,400</b>
<i>% change over prior year</i>	<i>10%</i>	<i>26%</i>	<i>-8%</i>
<b>Salaries &amp; Benefits</b>	<b>\$3,773,828</b>	<b>\$3,960,401</b>	<b>\$ 4,043,460</b>
<i>% change over prior year</i>	<i>3%</i>	<i>5%</i>	<i>2%</i>
<b>Total Public Sector Budget</b>	<b>\$8,931,917</b>	<b>\$10,435,459</b>	<b>\$10,031,860</b>
<i>% change over prior year</i>	<i>7%</i>	<i>17%</i>	<i>-4%</i>

### 2016 DIRECT VISITOR SPENDING, SALT LAKE COUNTY\*

Direct Visitor Spending*	Sales & Use Taxes Generated 2016				
	State	County	Cities	Total Taxes	
Hotel	\$483,636,033	\$25,390,892	\$25,874,528	\$9,672,721	\$60,938,140
Car Rental	\$183,031,883	\$14,184,971	\$13,910,423	\$1,830,319	\$29,925,713
Restaurant*	\$435,831,899	\$22,881,175	\$6,973,310	\$4,358,319	\$34,212,804
Retail & Attractions**	\$220,499,963	\$11,576,248	\$1,323,000	\$2,205,000	\$15,104,247
<b>TOTAL</b>	<b>\$1,322,999,778</b>	<b>\$74,033,285</b>	<b>\$48,081,261</b>	<b>\$18,066,358</b>	<b>\$140,180,905</b>

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

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

## 2016 Treasurer's Report: FUNDING SOURCES (continued)

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 2015-16

BACK, FROM LEFT: Richard Snelgrove, Steve Debry, Jenny Wilson, Sam Granato, Jim Bradley

FRONT, FROM LEFT: Max Burdick, Michael Jensen, Arlyn Bradshaw, Aimee Winder Newton

### CURRENT & FUTURE IMPACT OF MEETINGS & CONVENTIONS BOOKED DURING 2016

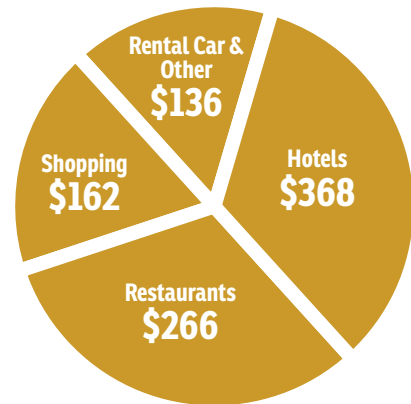
	Booked in 2016 for 2016	Booked in 2016 for future years	Total
Delegates	75,581	314,535	390,116
Room Nights	113,771	569,875	683,646
<b>Spending</b>	<b>\$70,517,073</b>	<b>\$293,461,155</b>	<b>\$363,978,228</b>

### IMPACT OF MEETINGS / CONVENTIONS / EVENTS REALIZED IN 2016

	Number of people	Delegate / Attendee Spending
Convention Delegates	232,813	\$217,447,342
<i>Attendees tied directly to Visit Salt Lake sales efforts</i>		
Hotel/Resort Meeting Attendees	22,106	\$20,647,004
<i>All non-Salt Palace Convention Center / South Towne Exposition Center delegates from Visit Salt Lake sales efforts</i>		
Sporting / Special Event Visitors*	39,387	\$36,652,126
<b>Total Spending by Delegates &amp; Attendees</b>	<b>294,306</b>	<b>\$274,746,472</b>

\*63,781 OCCUPIED SLEEPING ROOMS FOR ATHLETIC/SPORTS EVENTS with 101,239 OVERALL ATTENDANCE. Attendee spending figure based on findings from the DMAI Sports Event Impact Calculator.

## AVERAGE ATTENDEE SPENDS



**\$933**  
DURING  
their  
STAY

## 2016 EXECUTIVE COMMITTEE MEMBERS

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### CHAIR

**Scott George**  
*Woodbury Corporation\**

### PAST CHAIR

**Alan Rindlisbacher**  
*Layton Construction*

### CHAIR-ELECT

**Mary Crafts-Homer**  
*Culinary Crafts*

### SECRETARY

**Dee Brewer**  
*City Creek Center*

**Arlyn Bradshaw**  
*Salt Lake County Council*

**Kevin Bruder**  
*Maverik Center*

**Erik Christiansen**  
*Parsons Behle & Latimer*

**Chris Erickson**  
*The Grand America Hotel*

**Karen Hale**  
*Salt Lake County*

**Doug Koob**  
*Marriott Salt Lake City Center*

**Joe Lambert**  
*Gastronomics Restaurant Consulting Group*

**Erin Litvack**  
*Salt Lake County*

**Connie Marshall**  
*Alta Ski Area*

**Chris Redgrave**  
*Zions First National Bank*

**Taylor Vriens**  
*Modern Expo & Events*

**Neil Wilkinson**  
*Temple Square Hospitality*



## 2016 EX OFFICIO MEMBERS

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**Mayor Ben McAdams**  
*Mayor of Salt Lake County*

**Mayor Jackie Biskupski**  
*Mayor of Salt Lake City*

**Mayor Tom Dolan**  
*Sandy City*

**Lane Beattie**  
*Salt Lake Chamber*

**Scott Beck**  
*Visit Salt Lake*

**Nathan Rafferty**  
*Ski Utah/Utah Ski & Snowboard Association*

**Melva Sine**  
*Utah Restaurant Association*

**Duane & Margaret Cardall**  
*Visitor Activities - The Church of Jesus  
Christ of Latter-day Saints*

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

**Jeff Edwards**  
*Economic Development Corporation of Utah*

**Maureen Riley**  
*Salt Lake City Department of Airports*

**Jordan Garn**  
*Utah Hotel & Lodging Association*

**Dan Hayes**  
*Salt Palace Convention Center*

**Jason Mathis**  
*Downtown Alliance*

# 2016 BOARD OF TRUSTEES

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**William G. Gibbs**

*William G. Gibbs Attorney at Law*

**Dennis Copyak**

*Le Bus*

**Carolyn Nichols**

*Utah Attorney General's Office*

**Brent Shingleton**

*Temple Square Hospitality*

**Eva Rinaldi**

*Sundance Institute*

**Alan Anderson**

*Salt Lake County Business Alliance*

**Dave Spatafore**

*Capstone Strategies*

**Brandon Hansen**

*Solitude Mountain Resort Accommodations*

**Larry Jackstien**

*Marketing Hospitality Associates*

**Andrea Wolcott**

*Andrea Wolcott*

**Reed Forrester**

*Delta Air Lines, Inc.*

**Vanessa Hill**

*Texas de Brazil Churrascaria*

**David DeSeelhorst**

*The Inn at Solitude*

**David Hunter**

*EdgeWorks Events*

**Brad Petersen**

*Gov. Office of Economic Development*

**Fred Parker**

*Courtyard by Marriott Downtown*

**Amy Coady**

*Amy Coady*

**Tom Guinney**

*Gastronomy, Inc.*

**Wally Wright**

*Wally Wright*

**Steven Romney**

*Suburban Land Reserve, Inc.*

**Dave Jensen**

*Utah Food Services*

**Zeke Dumke III**

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**Scott Webb**

*Webb Audio Visual Communication*

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**Lawrence R Scott**

*Legacy Hospitality Group, LLC*

**Jeffrey Berke**

*GarfieldTraubSwisher Development*

**Doug Hofeling**

*Squatters Pub Brewery*

**Paul Thornton**

*Red Lion Hotel Salt Lake*

**Christina Jepson**

*Parsons Behle & Latimer*

**Robert Spendlove**

*Zions First National Bank*

**Keith Griffall**

*Keith Griffall*

**Maxine Turner**

*Cuisine Unlimited Catering & Special Events*

**Bob Springmeyer, Jr.**

*Bonneville Research*

**Robert Sullivan**

*Utah Food Services*

**T.G. Bud Mahas**

*Bud Mahas Construction, Inc.*

**Jim Olson**

*Utah Jazz*

**Reverend France Davis**

*Calvary Baptist Church*

**Adrienne Ruderman**

*Alta Chalets*

**Dr. Kelly K. Matthews**

*Kelly K. Matthews*

**Senator Wayne Niederhauser**

*Utah State Senate*

**Fred Boutwell**

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**Peter Nardelli**

*Enterprise Rent-A-Car*

**Lee Dever**

*Third Judicial District Court*

**Nathan D Thomas**

*Jones, Waldo, Holbrook, & McDonough*

**Jason Ford**

*Sheraton Salt Lake City Hotel*

**Mike Grass**

*Mike Grass*

**Jay Garrett**

*Salt Lake Marriott Downtown at City Creek*

**Douglas Smith**

*Event Lab*

**Brent Lange**

*Hale Center Theater*

**Joey Gilbert**

*Utah Society of Association Executives*

**Steve Boulay**

*Magic Space Entertainment*

**Tom Morgan**

*Zions First National Bank*

**Andy Pettingill**

*Western States Lodging & Management*

# 2016 Highlights: ASAE Annual Meeting & Exposition

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In August of 2016 Visit Salt Lake welcomed and hosted what was arguably the single best business development opportunity in terms of meetings and conventions we have ever had: ASAE's 2016 Annual Meeting & Expo.

From all accounts, our hosting of this prestigious gathering not only met but exceeded the expectations of each of the nearly 5,000 attendees.

ASAE is the essential organization for association management, representing both organizations and individual association professionals. The ASAE's organizational members are trade associations and individual membership societies that represent almost every sector of the economy and countless professions.

More than 21,000 individual members — association professionals and industry partners — lead, manage, and work in or partner with organizations in more than a dozen association management disciplines, from executive management to finance to technology. Over 5,000 ASAE Executives visited Salt Lake last year, and we look forward to hosting their future meetings and conventions.

.....  
**+5,000**  
ASSOCIATION  
**EXECS**  
.....





## 2016 Highlights: Content Marketing

Stories engage and inspire, and Salt Lake is teeming with authentic characters. Through a combination of enticing imagery,

.....  
**CONTENT**  
  
*is*  
**KING**  
.....

video, and storytelling, we aim to entice people with the tale of our destination. The Visit Salt Lake Marketing team creates, aggregates, and pontificates content that reflects and promotes our gem here in the West. Our strategy is simple—content is king, and we intend to wear the crown.



THE SALT LAKE SCENE >

### Sweet Lake Biscuits & Limeade

Salt Lake Local Success Stories

Toni Isom - February 7, 2017 at 1:41PM

Husband and wife team Hasen Cone and Teri Rosquist ran a popular limeade stand at the Downtown Salt Lake Farmers Market for 12 years before deciding to take the plunge and open their own restaurant. Hasen, also the frontman of local gypsy-rock band **Hectic Hobo**, brought his unbridled creativity and a passion for biscuits and gravy, Teri brought her business education and savvy, both tapped into their outdoorsy sense of adventure, and Sweet Lake Biscuits & Limeade was born. Located on the southern edge of the up-and-coming **Granary District**, Sweet Lake is a bright, cheerful space with flavors to match—the menu is centered on southern-style biscuits with super-fresh toppings.



VisitSaltLake.com Blog

# 2016 Highlights: There's Nothing To Do In Salt Lake Inspires Visit Salt Lake Creative Evolution

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Inspired by the look, feel, messaging, and success of the There's Nothing to Do in Salt Lake campaign, Visit Salt Lake's creative toolkit was updated to reflect Salt Lake's status as an urban and vibrant metropolitan gem in the West. Visit Salt Lake's aesthetic update matches pace with Salt Lake's thriving urban culture, as well as our strategic vision. VSL's creative evolution represents signs of the times—and signs are pointing to more interest and business in Salt Lake. VSL's look has been updated, and the transition will continue as we match the hip, urban feel that thrives in our valley. Images speaks volumes, and our creative facelift will better leverage the great image, characters, and stories of Salt Lake.

THERE'S NOTHING TO DO  
*in*  
Salt Lake

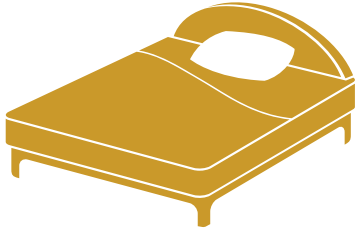


ASAE Tradeshow Booth

## 2016 Highlights: Meeting & Convention Room Nights

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# 683,646



# FUTURE ROOM NIGHTS

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The Visit Salt Lake sales team exceeded all performance measures and set new records in 2016. 1,565 New potential clients were contacted (109% of goal), 31 meetings were held with existing clients (129% of goal), 70 sales trips were conducted (125% of goal), and 177 site inspections were hosted (136% of goal). These impressive sales efforts resulted in confirmation of 683,646 room nights, which was 101% of goal and an all-time production record.



Zija Summit 2016 in the Salt Palace Convention Center

## 2016 Highlights: Ski City

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**SUPER  
PASS**  
**45%**  
**INCREASE**  
*in*  
**SALES**

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In our 3rd official year as Ski City, we can state "there is only one!" Between the Ski City Blog's fast-growing traffic and the SuperPass' 45% YOY increase in sales, Ski City is making its mark. The Ski City SuperPass is one of the industry's most unique, flexible, and cost-effective passes, allowing access to 4 of the greatest resorts in North America (if not the world). Additionally, our Blog and Editorial efforts have painted Ski City as the home of 'après redefined,' and the buzz continues to grow. On the Social end of things, the 9th Annual Ski City Shootout was a resounding success, and a great example of how Salt Lake is Ski City, replete with a burgeoning scene for pro skiers and photographers, 30-ski-day-a-year business professionals, and everything in between.



## 2016 Highlights: New Hotel Revenue High Water Mark

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We knew 2015 was going to be a record year. We could see that occupancies were reaching above 95% at peak times when conventions were in town and those circumstances always drives room rate up (occupancy drives rate), but we were uncertain if 2016 would be yet another record year for hotel revenues in Salt Lake County. And it certainly was. Hotels became much more confident about increasing rates even if occupancies settled back a little. Add it all up and while occupancies for Salt Lake County declined slightly, rates were up, and when combined with the addition of several new hotel openings all this equated to a 4% increase in hotel revenues and taxes for Salt Lake County in 2016.

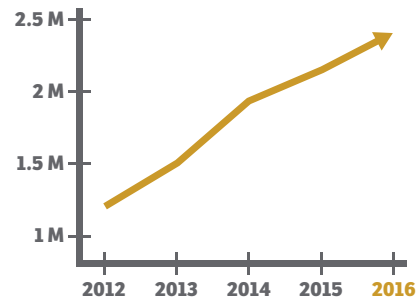
.....  
**HOTEL REVENUE**  
**\$483**  
**MILLION**  
.....



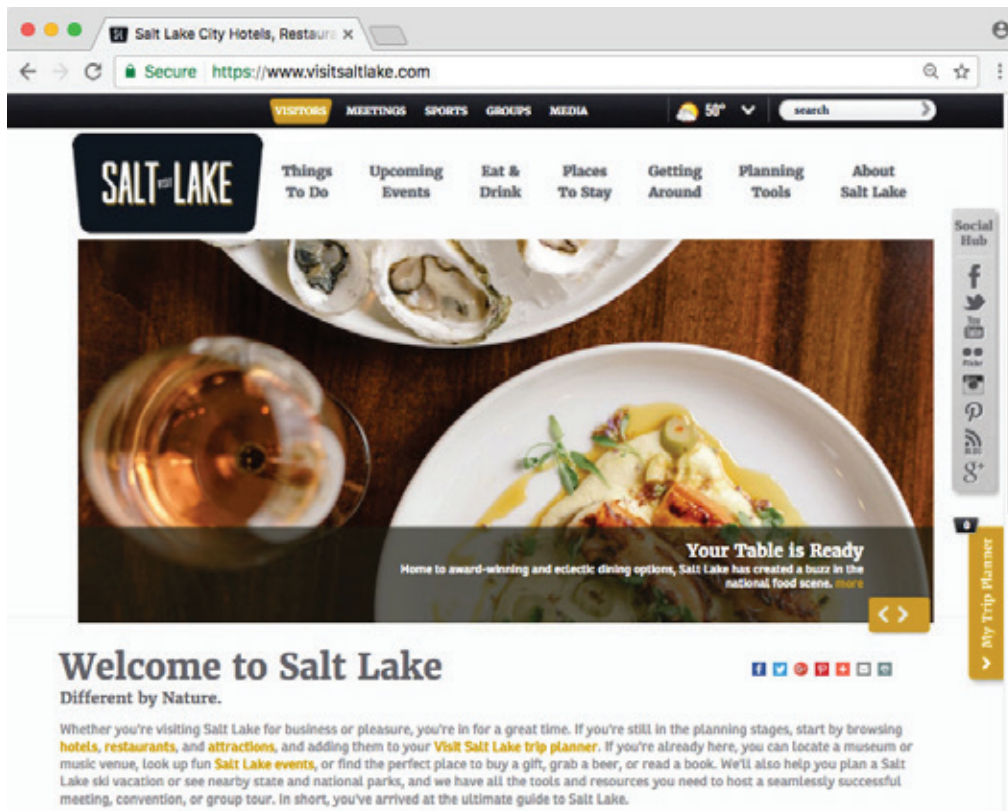
## 2016 Highlights: Web Visitation Record

Who would have imagined how important a website could be in this age of all things social? Visit Salt Lake did, that's who. Our website is working seven days a week, 365 days a year. The VSL site has seen incredible growth in visitation over the past 5 years, and we exceeded our visitation goal for 2016. With our Content Marketing plan and site re-design in 2017, we plan to further capitalize on these wins.

# 2.3 MIL



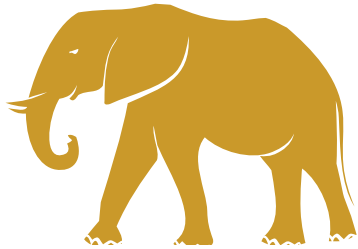
# WEB VISITORS



## 2016 Highlights: Connect Pass Sales Record

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**#1  
CONNECT  
PASS  
ATTRACTION**



**HOGLE ZOO**

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In a record-setting season, Connect Pass Sales surpassed goal by 51% in 2016 with \$392,221 in overall sales. The Connect Pass saves 50-80% on regular admission to 16 local attractions, and additional add-ons and savings per location. The list is long, but attractions like the Clark Planetarium, The Leonardo, The Natural History Museum, Red Butte Garden, and the Hogle Zoo offer options for families, familiarization tours, and everything in between. Catering to visitors and locals alike, the flexible Connect Pass can be purchase in 1, 2, and 3-day increments, or as much as a year-long increment. An average adult can expect more than \$100 in savings by using the Connect Pass.

## 2016 Highlights: Member Engagement

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Keeping our database updated is an immense task. Having our members be a part of that process ensures that relevant content is served up to our visitors and partners. Member updates hit an impressive 182% of goal in 2016, and we plan to curate, aggregate, and create the best Member information to continue to fuel the fire of this program. Representing Salt Lake as an authentic and informed source is one of our primary goal as a Destination Marketing Organization, and our relationship and partnership with our Membership is key to achieving that goal.

**2,670**



**MEMBER  
LISTING  
UPDATES**

## 2016 Highlights: Performance Measures

<b>Convention Sales</b>	<i>2016 GOAL</i>	<i>2016 ACTUAL</i>	<i>% of GOAL</i>
New Salt Palace Convention Center Room Nights:	<b>235,303</b>	<b>251,801</b>	<b>107%</b>
New Hotel Room Nights:	<b>179,517</b>	<b>99,557</b>	<b>55%</b>
Repeat Salt Palace Convention Center Room Nights:	<b>255,544</b>	<b>334,978</b>	<b>131%</b>
130 Site Inspections:	<b>130</b>	<b>177</b>	<b>137%</b>
Satellite Offices to Generate 6% Room Night Lead Increase over 2015:	<b>1,050,000</b>	<b>1,364,577</b>	<b>130%</b>
New Prospects Contacted – Convention Sales Directors:	<b>480</b>	<b>554</b>	<b>115%</b>
New Prospects Contacted – EMM/National Sales Manager:	<b>960</b>	<b>1,011</b>	<b>105%</b>
Personal Visits to Existing Clients:	<b>24</b>	<b>31</b>	<b>129%</b>
Outside Sales Trips:	<b>55</b>	<b>70</b>	<b>127%</b>
Satellite Offices' Initial Sales Appointments:	<b>112</b>	<b>117</b>	<b>104%</b>

<b>Marketing</b>	<i>2016 GOAL</i>	<i>2016 ACTUAL</i>	<i>% of GOAL</i>
Generate equivalent advertising value of \$15.8 million of positive earned media about Salt Lake as a convention and tourism destination:	<b>\$15,800,000</b>	<b>\$13,348,175</b>	<b>84%</b>
Generate equivalent advertising value total of \$4.71 million of positive earned media about Ski City:	<b>\$4,710,000</b>	<b>\$4,794,916</b>	<b>102%</b>
Increase visitation to VisitSaltLake.com to more than 2.2 million total visitor sessions on the main, mobile and booking websites:	<b>2,360,844</b>	<b>2,375,700</b>	<b>101%</b>
Increase visitation to SkiCity.com to more than 235,000 visitor sessions:	<b>235,000</b>	<b>235,456</b>	<b>100%</b>
Generate 6 new contention articles monthly across all web properties:	<b>72</b>	<b>82</b>	<b>114%</b>



## 2016 Highlights: Performance Measures

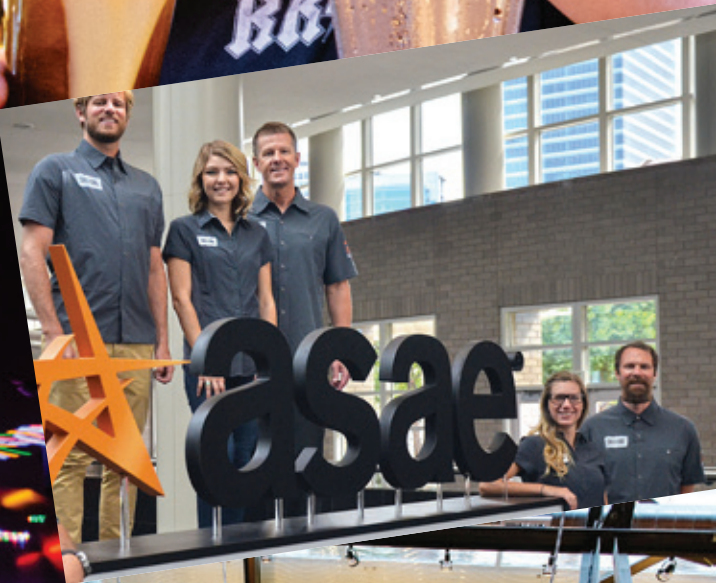
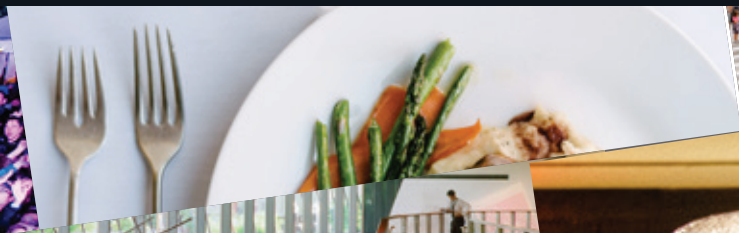
<b>Marketing</b> <i>(continued)</i>	<i>2016 GOAL</i>	<i>2016 ACTUAL</i>	<i>% of GOAL</i>
Increase active email database by 20% and achieve email open rate of 20%:	<b>74,490</b>	<b>75,239</b>	<b>101%</b>
Increase number of Visit Salt Lake Connect Pass days sold by 20%:	<b>28,800</b>	<b>41,875</b>	<b>145%</b>

<b>Services</b>	<i>2016 GOAL</i>	<i>2016 ACTUAL</i>	<i>% of GOAL</i>
Achieve the <i>Meetings &amp; Conventions</i> Gold Service Award for the 22nd consecutive year and maintain membership in the M&C Gold Award Hall of Fame:		<b>Achieved</b>	
Promote Social Media Attendance Promotion to all City-wide Groups, with 70% adoption rate:	<b>17</b>	<b>17</b>	<b>100%</b>
Produce and host 4 quarterly Info Center Awareness Events:	<b>4</b>	<b>4</b>	<b>100%</b>
Produce Visitor Info Center Concierge Events – 1 per quarter:	<b>4</b>	<b>4</b>	<b>100%</b>
Conduct Quarterly Outreach Events to In-state Repeat Clients:	<b>4</b>	<b>4</b>	<b>100%</b>
Plan, coordinate and execute a successful hosting of the ASAE Annual Meeting (to be measured by a client satisfaction score of Excellent).		<b>Completed</b>	

## 2016 Highlights: Performance Measures

<b>Partner Development</b>	<i>2016 GOAL</i>	<i>2016 ACTUAL</i>	<i>% of GOAL</i>
Increase Membership Revenue:	<b>\$295,183</b>	<b>\$311,629</b>	<b>106%</b>
Prospecting Calls:	<b>252</b>	<b>253</b>	<b>100%</b>
New Members:	<b>56</b>	<b>50</b>	<b>89%</b>
Increase Advertising Revenue:	<b>\$204,064</b>	<b>\$214,551</b>	<b>105%</b>
Increase Member Engagement via Listing Updates:	<b>1,466</b>	<b>2,670</b>	<b>182%</b>
Increase Member Engagement via Member Event Attendance:	<b>1,764</b>	<b>1,933</b>	<b>110%</b>
Produce:			
2nd and 4th Quarter Board of Trustees/ Membership Meetings:		<b>Completed</b>	
Member Connections:	<b>3</b>	<b>4</b>	<b>133%</b>
Member Training Meetings/Webinars:	<b>13</b>	<b>10</b>	<b>77%</b>
Educational Member Event:		<b>Completed</b>	
Membership Survey:		<b>Completed</b>	

<b>NowPlayingUtah.com</b>	<i>2016 GOAL</i>	<i>2016 ACTUAL</i>	<i>% of GOAL</i>
Fundraising:	<b>\$60,000</b>	<b>\$57,500</b>	<b>96%</b>
Sales Revenue:	<b>\$46,500</b>	<b>\$37,435</b>	<b>81%</b>
Increase Website Visitor Sessions:	<b>856,860</b>	<b>811,040</b>	<b>95%</b>
Increase Registered Email Contacts:	<b>6,229</b>	<b>6,947</b>	<b>112%</b>



## VISIT SALT LAKE

90 South West Temple, Salt Lake City, Utah 84101

801-534-4900

**VisitSaltLake.com**

♻️ Printed on Recycled Paper



## VISIT SALT LAKE MISSION

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

## FOLLOW US ONLINE:

[facebook.com/visitsaltlake](https://facebook.com/visitsaltlake)

[twitter.com/visitsaltlake](https://twitter.com/visitsaltlake)

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