



VISIT SALT LAKE  
*annual*  
*report*  
2011

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*A Look to the Past*

# VISIT SALT LAKE MISSION

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

## VISIT SALT LAKE 2011 ANNUAL REPORT A LOOK AT THE PAST CONTENTS

|  |    |
|--|----|
| Letter from the Chair and CEO .....                | 1  |
| Executive Committee .....                          | 2  |
| Board of Trustees .....                            | 3  |
| Treasurer's Report .....                           | 4  |
| TRT Growth.....                                    | 8  |
| October REVPAR.....                                | 9  |
| Earned Media .....                                 | 10 |
| Web Visits/Visitor Sessions .....                  | 11 |
| Social Media Growth.....                           | 12 |
| Convention Sales Paleontologists .....             | 13 |
| 2011 SPCC Exhibits .....                           | 14 |
| 2011 New/Repeat Exhibits Booked.....               | 17 |
| Tourism Sales Archaeologists .....                 | 20 |
| Marketing Curators .....                           | 21 |
| Services Conservators .....                        | 22 |
| Partner Development Collaborators .....            | 23 |
| Charter Members .....                              | 24 |
| Dianne Nelson Binger Scholarship & Endowment ..... | 26 |

## Dear Visit Salt Lake Benefactor,

Thank you for joining us as we embark on an adventure to take “A Look to the Past,” the past of 2011. A great deal of research, exploration and excavation went into creating this annual archive of information; we encourage you to examine the following collection of artifacts at your leisure. Please note our effort at giving Salt Lake’s vast, varied and colorful history its due respect and recognition, all of which shaped in one degree or another the community in which we now live and that which we promote as the world-class destination it has evolved into.

As history has shown, 2011 was a year our ‘civilization’ rebounded from a difficult historical period. In fact, many sectors of the economy actually thrived, something that cannot be said of all destinations. From the Visit Salt Lake perspective, we met, and often exceeded, the ambitious performance measures put before us, all of which bodes well for the short- and long-term vitality of our organization, our community and all of our valuable partners. With continued optimism and strong leadership, Visit Salt Lake and its partners will undoubtedly continue to identify, discover and unearth commodities in the form of exhibitions (conventions) and museum visitors (leisure travelers) that will prove to bring long-lasting benefits to Salt Lake and its environs.

Though we celebrate the past, we ensure you, our valued benefactors and partners, that we will not rest on our historical discoveries, but remain focused in our exploratory efforts to keep Salt Lake front-of-mind to all of our target audiences. This will prove particularly true in 2012, as downtown Salt Lake experiences and undergoes a true ‘renaissance,’ bringing untold opportunities to us all that will, no doubt, create additional historical milestones future generations will celebrate.



*Visit Salt Lake 2011:  
A Look at the Past*

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**Scott Beck**  
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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.



### *Salt Lake County Council*

**BACK, FROM LEFT:**  
Richard Snelgrove, Steve DeBry, David Wilde, Jani Iwamoto, Jim Bradley  
**FRONT, FROM LEFT:**  
Max Burdick, Michael Jensen, Arlyn Bradshaw, Randy Horiuchi



*Peter Corroon*  
MAYOR, SALT LAKE COUNTY

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.

# TREASURER'S REPORT

## PUBLIC SECTOR SUMMARY BUDGET

| <b>Program Budget</b>               | <b>2010</b>      | <b>2011</b>      | <b>2012</b>      |
|-------------------------------------|------------------|------------------|------------------|
| Administration                      | 455,000          | 409,551          | 532,579          |
| Sales                               | 550,000          | 946,775          | 1,276,195        |
| Services                            | 160,000          | 350,725          | 292,500          |
| Marketing                           | 1,809,770        | 1,571,408        | 1,571,806        |
| <b>Total Public Sector Programs</b> | <b>2,974,770</b> | <b>3,278,459</b> | <b>3,673,080</b> |
| <i>% change over prior year</i>     | <i>-24%</i>      | <i>10%</i>       | <i>12%</i>       |
| <b>Salaries &amp; Benefits</b>      | <b>3,027,283</b> | <b>3,239,197</b> | <b>3,445,301</b> |
| <i>% change over prior year</i>     | <i>-11%</i>      | <i>7%</i>        | <i>6%</i>        |
| <b>Total Public Sector Budget</b>   | <b>6,002,053</b> | <b>6,517,656</b> | <b>7,118,381</b> |
| <i>% change over prior year</i>     | <i>-18%</i>      | <i>9%</i>        | <i>9%</i>        |



# TREASURER'S REPORT

## CURRENT & FUTURE IMPACT OF MEETINGS & CONVENTIONS BOOKED DURING 2011

|                 | <b>Booked<br/>in 2011<br/>for 2011</b> | <b>Booked<br/>in 2011 for<br/>future years</b> | <b>Total</b>         |
|-----------------|--|--|----------------------|
| Delegates       | 51,447                                 | 207,050  | 258,497              |
| Room Nights     | 51,692                                 | 336,259  | 387,951              |
| <b>Spending</b> | <b>\$47,485,581</b>                    | <b>\$191,107,150</b>                           | <b>\$238,592,731</b> |

## 2011 DIRECT VISITOR SPENDING, SALT LAKE COUNTY\*

| <b>Direct Visitor Spending</b> | <b>Sales &amp; Use Taxes Generated 2011</b> |                     |                     |                     |                      |
|--------------------------------|---|---------------------|---------------------|---------------------|----------------------|
|                                | <b>State</b>                                | <b>County</b>       | <b>Cities</b>       | <b>Total Taxes</b>  |                      |
| Hotel                          | \$329,427,242                               | \$17,130,217        | \$17,624,357        | \$6,588,545         | \$41,343,119         |
| Car Rental                     | \$149,585,743                               | \$11,518,102        | \$11,368,516        | \$1,495,857         | \$24,382,476         |
| Restaurant*                    | \$610,874,292                               | \$31,765,463        | \$9,773,989         | \$6,108,743         | \$47,648,195         |
| Retail & Attractions**         | \$272,471,819                               | \$14,168,535        | \$1,634,831         | \$2,724,718         | \$18,528,084         |
| <b>TOTAL</b>                   | <b>\$1,362,359,096</b>                      | <b>\$74,582,317</b> | <b>\$40,401,694</b> | <b>\$16,917,863</b> | <b>\$131,901,873</b> |

\* 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 2011

|   | Number of people | Delegate / Attendee<br>Spending |
|---|------------------|---------------------------------|
| Convention Delegates  | 144,817          | \$133,666,091                   |
| <i>Attendees tied directly to Visit Salt Lake sales efforts</i>   |                  |                                 |
| Hotel/Resort Meeting Attendees  | 29,553           | \$27,277,419                    |
| <i>All non-Salt Palace Convention Center / South Towne<br/>Exposition Center delegates from Visit Salt Lake sales efforts</i> |                  |                                 |
| Sporting / Special Event Visitors*  | 14,660           | \$8,535,975                     |
| <b>Total Economic Impact</b>  | <b>189,030</b>   | <b>\$169,479,485</b>            |
| <i>*Per Utah Sports Commission, 14,660 attendees stayed hotels an average of 3.3 days spending \$175/day</i>                  |                  |                                 |
| <b>Sales &amp; Use Taxes—</b>   |                  |                                 |
| State   |                  | \$9,194,262                     |
| County  |                  | \$5,520,794                     |
| Cities in S.L. Co.  |                  | \$2,186,285                     |
| <b>Total Sales &amp; Use Taxes</b>  |                  | <b>\$16,901,341</b>             |

# TRT GROWTH

## YEAR OVER YEAR:

Exploration and in-depth research has shown significant evidence of a burgeoning hotel civilization, resilient through a difficult period of time, and one that thrived in 2011.

**TRT Growth** (Transient Room Tax; *noun*): *the sum of money required and collected by the government, levied upon a hotel guest(s) as a percentage of the cost of the hotel room rental for each night of their stay. TRT collections are in direct proportion to the hotels' total room revenues. A "transient" guest is one who stays 30 or fewer nights.*

A ten percent increase in TRT collections indicates that Salt Lake hotels were able to fill more hotel rooms and charge higher rates for those hotel rooms, a positive sign for the tourism community in general. Greater demand not only supports higher room rates, it also translates into more people visiting Salt Lake and spending additional dollars in restaurants, retail stores, attractions, on transportation, etc.

*Evidence of a burgeoning hotel civilization*

# OCTOBER REVPAR

## YEAR-OVER-YEAR:

Analyzing a year-over-year sampling of RevPAR revealed a stunning discovery: the monthly sampling of RevPAR in October 2010 compared to that of October 2011 identified Salt Lake County hotels evolving 31% from \$47.38 to \$62.22 per night (Convention District hotels evolved from \$59.43 to \$83.70, 41%), offering a snapshot of our civilization's ability to adapt and thrive when given opportunity and the proper environment.

**RevPar** (*noun*): short for 'Revenue Per Available Room,' RevPar is a ratio commonly used to measure financial performance in the hotel industry. The metric, which is a function of both room rates and occupancy, is one of the most important gauges of health among hotel operators. To calculate a month's RevPAR, divide a hotel's total room revenue by the number of rooms the hotel offers and divide that figure by the number of days in the month.



A substantial increase from one month to another one year later shows a substantial amount of hotel business booked, as was the case in October 2011, which, in turn, generated greater business for many Salt Lake businesses during what has typically been a slower month of the year. The key factor in this year-over-year increase is the hosting of a number of citywide conventions, including of AHIMA (American Health Information Management Association), Novell and NuSkin International.

## EARNED MEDIA

The collection of 2011 editorial content revealed a true advocacy for Salt Lake as a meeting, convention and tourism destination, whose artifacts revealed more than \$9.47 million in editorial value to our community. Unearthing such finds offers proven commodities by unbiased and well-respected researchers through their reports and documents.

**Earned Media (noun):** refers to favorable publicity gained through editorial influence via media exposure. The media may include any mass media outlets, such as newspaper, television, radio and the Internet. Typically, the amount of earned media is measured by the amount an equal amount of paid media, or advertising, would have cost. Earned media also carries with greater credibility due to its unbiased, third-party endorsement.

Substantial earned media, as was the case for Salt Lake in 2011, shows the growing validation of our community as a legitimate and ever-popular destination for meetings, conventions and leisure travel. The media produce editorial content based on what their audience—and our potential visitors—is most interested in. Greater editorial coverage has benefits to the Salt Lake hospitality community in the possibility of greater visitation at a fraction of the cost of paid advertising.

*Artifacts that revealed  
more than \$9.47 million  
in editorial value*



# WEB VISITS/VISITOR SESSIONS

Evidence shows hundreds of thousands of peoples, far and wide, discovered for themselves the virtues of Visit Salt Lake's electronic petroglyphs and pictograms ([www.VisitSaltLake.com](http://www.VisitSaltLake.com)), proving the existence and importance of online marketing, and the ability to gather and present pertinent information from a geographic location in one, easy-to-use location.

**Visitor Session** (*noun*): a visitor interaction with a website for which the visitor can be tracked and declared with a high degree of confidence as being unique for the time period being analyzed.

Growth in annual visitor sessions support Visit Salt Lake's effort to become the source for information important to our visitors, potential visitors and our members, all of whom are represented on [VisitSaltLake.com](http://VisitSaltLake.com) with a unique page of their own. Each member page, or listing, showcases the benefits of that particular member and is easily edited and updated by the member organization.

*Electronic petroglyphs ([VisitSaltLake.com](http://VisitSaltLake.com))  
prove the importance of online marketing*

# SOCIAL MEDIA GROWTH

The Visit Salt Lake social media curators excavated cavernous depths throughout the year, targeting various project sites (Facebook, Twitter, YouTube and Flickr), allowing them to unearth huge finds in the number of Salt Lake advocates. In 2011 alone, Visit Salt Lake's Facebook "Likes," or fans, jumped from 3,500 to 87,000 (a 2,486 percent growth), while its Twitter followers went from 1,800 to 9,500 (a 528 percent growth), numbers proved nothing less than a seismic shift of colossal proportions.

**Social Media** (*noun*): a group of Internet-based and mobile technology applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. Enabled by simple accessibility and basic communication techniques, social media has substantially changed the way organizations, communities and individuals communicate. Savvy social media users have engaged with their target audience, a unique feature to social media and unavailable in other marketing platforms.

Meteoric growth in Visit Salt Lake's social media numbers (Facebook fans or "Likes," Twitter followers, and YouTube and Flickr subscribers) allow it to promote all aspects of Salt Lake's tourism product mix to a much larger audience in a timely manner, often immediately, while at the same time 'listening' and responding to what our fans and followers are saying about Salt Lake (engagement).

Visit Salt  
Lake  
Facebook  
Fans 2010



Visit Salt Lake Facebook Fans 2011

# CONVENTION SALES PALEONTOLOGISTS

## CONVENTION SALES DESIGN:

The team of paleontologists in Visit Salt Lake's sales office exhibited extraordinary efforts to discover and locate new citywide finds and collections to exhibit at Salt Lake's Museum (a.k.a. Salt Palace Convention Center), as well as preserve our modern exhibitions through painstaking research, creating a mammoth/behemoth/colossus financial impact from direct visitor appropriation/endowment/benefaction.

**Total convention room night goal for 2011 was 417,000. RESULTS: 387,951 = 93%**

## NEW CLIENT SALES EFFORTS:

### ROOM NIGHTS BOOKED:

- New SPCC Room Nights – 152,000.

**RESULT: 129,539 (85% OF GOAL)**

- New Hotel Room Nights – 110,000.

**RESULT: 70,305 (64% OF GOAL)**

### OUTSIDE SALES TRIPS:

- The sales staff will make 40 personal targeted sales trips (a 12% increase over 2010 forecast).

**RESULT: 40 (100% OF GOAL)**

### SITE INSPECTIONS:

- Conduct 130 site inspections (a 58% increase over 2010 forecast).

**RESULT: 149 (115% OF GOAL)**

### PROSPECTING SALES CALLS:

- Each convention sales director will make a minimum of 104 outgoing prospecting actions to new potential convention clients.

**RESULT: 1,375 (104% OF GOAL)**

*- Convention Sales Directors: 649 (107% of goal)*

*- EMM / National Sales Managers: 726 (101% of goal)*

## EXISTING CLIENT SALES EFFORTS:

### ROOM NIGHTS BOOKED:

- Repeat SPCC Room Nights—138,000

**RESULT: 188,107 (136% OF GOAL)**

### OUTSIDE SALES TRIPS:

- Make 24 personal visits to existing clients each month

**RESULT: 25 (104% OF GOAL)**



# 2011 SPCC EXHIBITS

Exhibits and collections are the reason museums exist, and the Salt Palace Convention Center is no different. The following is a list of the conventions and meetings held in the Salt Palace Convention Center in 2011. We hope you will recognize a lot of the exhibitions as repeats, and that this list will remind you of some of the new visitors we hosted this year.

## **SOCIETY FOR INTEGRATIVE & COMPARATIVE BIOLOGY**

|                |         |                 |
|----------------|---------|-----------------|
| Annual Meeting | January | 1,400 attendees |
|----------------|---------|-----------------|

## **OUTDOOR RETAILER**

|                    |         |                  |
|--------------------|---------|------------------|
| 2011 Winter Market | January | 20,002 attendees |
|--------------------|---------|------------------|

## **WESTERN HUNTING & CONSERVATION EXPO**

|  |         |                  |
|--|---------|------------------|
| 2011 Western Hunting & Conservation Expo | January | 27,000 attendees |
|--|---------|------------------|

## **SOUTHWEST LITURGICAL CONFERENCE**

|                   |          |                 |
|-------------------|----------|-----------------|
| Annual Study Week | February | 1,513 attendees |
|-------------------|----------|-----------------|

## **CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS**

|                           |          |                 |
|---------------------------|----------|-----------------|
| 2011 Rootstech Conference | February | 3,200 attendees |
|---------------------------|----------|-----------------|

## **JUS INTERNATIONAL**

|                        |          |               |
|------------------------|----------|---------------|
| 2011 Corporate Meeting | February | 450 attendees |
|------------------------|----------|---------------|

## **HEARTH PATIO & BARBECUE ASSOCIATION**

|              |          |                 |
|--------------|----------|-----------------|
| 2011 HPBExpo | February | 5,915 attendees |
|--------------|----------|-----------------|

## **UTAH DENTAL ASSOCIATION**

|                     |       |                 |
|---------------------|-------|-----------------|
| 2011 Annual Meeting | March | 6,321 attendees |
|---------------------|-------|-----------------|

## **AMERICAN CHAMPIONSHIPS**

|                           |       |                 |
|---------------------------|-------|-----------------|
| 2011 American Celebration | March | 4,653 attendees |
|---------------------------|-------|-----------------|

## **OVERSTOCK.COM**

|                 |       |               |
|-----------------|-------|---------------|
| 2011 Conference | March | 625 attendees |
|-----------------|-------|---------------|

## **NATIONAL STUDENT NURSES ASSOCIATION**

|                     |       |                 |
|---------------------|-------|-----------------|
| 2011 Annual Meeting | April | 2,881 attendees |
|---------------------|-------|-----------------|

## **DEVINE RACING OF SALT LAKE CITY**

|   |       |                  |
|---|-------|------------------|
| 2011 Salt Lake Marathon, 5K, & Bicycle Race | April | 10,793 attendees |
|---|-------|------------------|

## **LIFEVANTAGE**

|                        |       |                 |
|------------------------|-------|-----------------|
| 2011 Annual Conference | April | 1,800 attendees |
|------------------------|-------|-----------------|

## **GENERAL ELECTRIC COMPANY**

|                                  |       |               |
|----------------------------------|-------|---------------|
| 2011 Annual Shareholders Meeting | April | 300 attendees |
|----------------------------------|-------|---------------|

## **NATIONAL ASSOCIATION OF HOME BUILDERS**

|   |       |               |
|---|-------|---------------|
| 2011 National Green Building Conference | April | 580 attendees |
|---|-------|---------------|



# 2011 SPCC EXHIBITS

## ADRENALINE DANCE

2011 Regional Event-April April 600 attendees

## QUILTS, INC.

2011 International Quilt Market May 6,509 attendees

## USA TEAM HANDBALL

2011 USA Team Handball National Championships May 1,500 attendees

## SYSTEMS & SOFTWARE TECHNOLOGY CONFERENCE

2011 SSTC Annual Conference May 500 attendees

## IMMERSED IN INK

Immersed In Ink May 2,000 attendees

## AMERICAN PAYROLL ASSOCIATION

2011 Annual Congress May 2,200 attendees

## CHILD RESCUE OF NORTH AMERICA

Annual Training on Human Trafficking May 295 attendees

## MONAVIE

2011 Annual Convention June 5,300 attendees

## AMERICAN OPTOMETRIC ASSOCIATION

Annual Meeting June 4,533 attendees

## ASSOCIATED FOOD STORES

2011 Annual Meeting & Tradeshow June 2,700 attendees

## STAMPIN' UP!

2011 Annual Convention July 3,304 attendees

## SAP AMERICA, INC.

SAP Info Days 2011 July 1,737 attendees

## OUTDOOR RETAILER

2011 Summer Market July 25,097 attendees

## FRATERNAL ORDER OF POLICE GRAND LODGE (FOP)

2011 Biennial National Conference August 4,100 attendees

## DECA (DISTRIBUTIVE EDUCATION CLUBS OF AMERICA)

2011 SAM - State Advisors Conference August 125 attendees

## HERITAGE MAKERS

2011 Heritage Reunion August 375 attendees

## USANA HEALTH SCIENCES

2011 Annual Convention August 6,300 attendees

# 2011 SPCC EXHIBITS

## AGEL ENTERPRISES, LLC

2011 Agel World Conference

August 5,000 attendees

## XANGO, LLC

2011 Convention

September 4,982 attendees

## SPILLMAN TECHNOLOGIES, INC.

2011 Technical Conference

September 600 attendees

## SOLUTION TREE

2011 Professional Learning Communities (PLC)

September 1,325 attendees

## AMERICAN HEALTH INFORMATION MANAGEMENT ASSOC.

2011 Annual Meeting

September 3,000 attendees

## NOVELL, INC.

2011 BrainShare

October 2,062 attendees

## DOTERRA

2011 Annual Meeting

October 3,076 attendees

## PRECAST/PRESTRESSED CONCRETE INSTITUTE

2011 Annual Convention/Exhibition

October 1,100 attendees

## NU SKIN

## INTERNATIONAL, INC.

2011 Global Convention

October 13,300 attendees

## ONCOLOGY

## NURSING SOCIETY

2011 Annual Institutes of Learning

October 1,140 attendees

## FIDELITY

## INVESTMENTS GROUP

Manager Forum 2011

November 150 attendees

## EMS ASSOCIATES

2011 Annual Conference

November 1,083 attendees

## AMERICAN PHYSICAL SOCIETY

2011 Division of Plasma Physics (DPP) Meeting

November 1,747 attendees

## AMERICAN PHYSICAL SOCIETY

2011 Gaseous Electronics Conference

November 68 attendees



# 2011 NEW/REPEAT EXHIBITS BOOKED

Highlighted in this section of our annual report you will find a list of many of the new and repeating collections and exhibitions that were booked in 2011 by the Visit Salt Lake team. These new acquisitions represent years of research, exploration and strategic selling by our highly successful convention sales “scientists.”

|   |                 |
|---|-----------------|
| Overstock.com – 2011 Conference . . . . .   | 700 attendees   |
| Devine Racing of Salt Lake City – 2011 Salt Lake Marathon, 5K, & Bicycle Race . . .                                       | 1,403 attendees |
| LifeVantage – 2011 Annual Conference . . . . .  | 2,000 attendees |
| National Assoc. of Home Builders – 2011 National Green Building Conference. . .   | 1,000 attendees |
| USA Team Handball – 2011 USA Team Handball National Championships . . . . .   | 500 attendees   |
| Rockwell Automation, Inc. – 2011 RAOTM . . . . .  | 200 attendees   |
| American Assoc. for Marriage & Family Therapy –<br>Utah Assoc. for Marriage & Family Therapy Annual Conference 2011 . . . | 350 attendees   |
| Immersed In Ink – 2011 . . . . .  | 64 attendees    |
| Child Rescue of North America – Annual Training on Human Trafficking 2011 .<br>. . . . .                                  | 300 attendees   |
| Big Mountain Jam – 2011 Big Mountain Jam. . . . .   | 750 attendees   |
| SAP America, Inc. – SAP Info Days 2011 . . . . .  | 2,000 attendees |
| DECA (Distributive Education Clubs of America) –<br>2011 SAM - State Advisors Conference . . . . .                        | 125 attendees   |
| Heritage Makers – 2011 Heritage Reunion . . . . .   | 600 attendees   |
| Agel Enterprises, LLC – 2011 Agel World Conference . . . . .  | 5,000 attendees |
| Solution Tree – 2011 Professional Learning Communities (PLC)<br>. . . . .   | 1,000 attendees |
| doTERRA – 2011 Annual Meeting. . . . .  | 275 attendees   |
| Nu Skin Intl, Inc. – 2011 Cresent Travel Network . . . . .  | 600 attendees   |
| Nu Skin Intl, Inc. – 2011 Mountain West Travel . . . . .  | 280 attendees   |
| Nu Skin Intl, Inc. – 2011 Metro Tour Service . . . . .  | 200 attendees   |

# 2011 NEW/REPEAT EXHIBITS BOOKED

|  |                  |
|--|------------------|
| Nu Skin Intl, Inc. – 2011 Pacific Connection . . . . .                               | 400 attendees    |
| Nu Skin Intl, Inc. – 2011 Tour World c/o Nuskin Global Convention . . . . .          | 400 attendees    |
| Fidelity Investments Group – Manager Forum 2011 . . . . .                            | 150 attendees    |
| EMS Associates – 2011 Annual Conference . . . . .                                    | 1,500 attendees  |
| SendOutCards – 2012 Western Regional Recruiting Mastery . . . . .                    | 3,200 attendees  |
| Miche – 2012 Annual Convention . . . . .   | 500 attendees    |
| Church of Jesus Christ of Latter-day Saints – 2012 Rootstech Conference . . . . .    | 1,200 attendees  |
| Miche – 2012 Annual Convention-Sub Block . . . . .                                   | 500 attendees    |
| Adrenaline Dance – 2012 Regional Event - February . . . . .                          | 150 attendees    |
| Scentsy, Inc – Spring Sprint 2012 . . . . .  | 900 attendees    |
| Utah Dental Association – 2012 Annual Meeting . . . . .                              | 6,400 attendees  |
| American Championships – 2012 American Celebration . . . . .                         | 2,000 attendees  |
| Adobe – 2012 Users Summit . . . . .  | 3,200 attendees  |
| Onstage New York – March - Onstage New York Dance Convention . . . . .               | 30 attendees     |
| Max International – 2012 Annual Meeting . . . . .                                    | 4,200 attendees  |
| Shelf Reliance – April 2012 Meeting . . . . .  | 300 attendees    |
| Tahitian Noni International – 2012 Annual Convention . . . . .                       | 5,000 attendees  |
| National Assoc. of Intercollegiate Gymnastics Clubs – 2012 NAIGC Nationals . . . . . | 350 attendees    |
| Utah Library Association – ULA 2012 . . . . .  | 450 attendees    |
| Ex Libris/ELUNA – 2012 Ex Libris Technical Seminar and ELUNA Meeting . . . . .       | 600 attendees    |
| University of Utah Conference Services – 2012 Neural Interfaces Conference . . . . . | 500 attendees    |
| Associated Food Stores – 2012 Annual Meeting & Tradeshow . . . . .                   | 6,000 attendees  |
| Uppercase Living – 2012 Convention . . . . .   | 500 attendees    |
| American Association for State and Local History – Annual Meeting . . . . .          | 500 attendees    |
| EMS Associates – 2012 Annual Conference . . . . .                                    | 1,500 attendees  |
| Outdoor Retailer – 2013 Winter Market . . . . .                                      | 19,000 attendees |

# 2011 NEW/REPEAT EXHIBITS BOOKED

|  |                  |
|--|------------------|
| Novell, Inc. – 2013 BrainShare . . . . .   | 2,500 attendees  |
| Western Hunting & Conservation Expo – 2013 . . . . .   | 9,583 attendees  |
| Nature's Sunshine Products – 2013 National Convention . . . . .  | 2,500 attendees  |
| Golden Gloves of America – 2013 National Tournament of Champions. . . . .                                | 600 attendees    |
| Educational Testing Service – 2013 Advanced Placement Program. . . . .                                   | 2,800 attendees  |
| Young Living Essential Oils – 2013 Annual Convention . . . . .   | 4,500 attendees  |
| Outdoor Retailer – 2013 Summer Market . . . . .  | 23,842 attendees |
| USANA Health Sciences – 2013 Annual Convention. . . . .  | 5,985 attendees  |
| XanGo, LLC – 2013 Convention . . . . .   | 4,918 attendees  |
| Cystic Fibrosis Foundation – 2013 Annual Meeting. . . . .  | 3,800 attendees  |
| Nu Skin Intl, Inc. – 2013 Global Convention . . . . .  | 12,992 attendees |
| Family, Career and Community Leaders of America, Inc (FCCLA) –<br>2014 National Cluster Meeting. . . . . | 2,000 attendees  |
| American Choral Directors Association – 2015 National Conference. . . . .                                | 10,000 attendees |
| Association of Clinical Research Professionals –<br>2015 Global Conference & Exhibition . . . . .        | 2,500 attendees  |
| Episcopal Church – 2015 General Convention . . . . .   | 10,000 attendees |
| Association of Zoos & Aquariums – 2015 Annual Conference . . . . .                                       | 1,600 attendees  |
| Quilts, Inc. – 2016 International Quilt Market . . . . .   | 6,189 attendees  |
| Hearth Patio & Barbecue Association – 2019 HPBExpo . . . . .   | 11,000 attendees |



# TOURISM SALES ARCHAEOLOGISTS

## TOURISM SALES DESIGN:

The Tourism Sales Archaeologists unearthed Salt Lake's artifacts and commodities to tour directors and travel aficionados in order to enhance their journeys and promote greater visitation, while scientifically researching and exposing new dig sites on which to increase the tourism offering.

## WTOURISM SALES EFFORTS:

### SALES TRIPS:

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

**RESULT: 8 (133% OF GOAL)**

### SITE INSPECTIONS:

- Host 22 targeted site inspections with new potential group tour and package tour clients.

**RESULT: 33 (150% OF GOAL)**

### FAMILIARIZATION TRIPS:

- Host 3 FAM Trips. **RESULT: 3 (100% OF GOAL)**

### SKI SALT LAKE SUPERPASS SALES:

- Sell 64,345 passes, a 2% increase over 2009-10 season actuals. (Tour Operator sales = 23,835 skier days, Salt Lake Hotel sales = 40,510 skier days.)

**RESULT (INCLUDE TOUR OP AND HOTEL SALES): 52,889 (82% OF GOAL)**

### SOLICITATION CALLS:

- Make 15 solicitation calls per month (45 per quarter/180 per year).

**RESULT: 180 (100% OF GOAL)**

### REFERRALS:

- Refer and record 40 Tour Planner Services Partners/Members per month (480 per year) to include: attractions, transportation, tour guide services, DMCs, restaurants, shopping, and other Bureau members. **RESULT: 521 (109% OF GOAL)**

### LEADS:

- Generate 100 leads to hotel/accommodations members.

**RESULT: 108 (108% OF GOAL)**

### NEW ROOM NIGHTS GENERATED:

- 12,250 new room nights per year (a 3% increase over 2010, or a minimum 12,250).

**RESULT: 12,313 (101% OF GOAL)**

### CONTINUED ANALYSIS OF THE "BENCHMARK" HOTEL SURVEY:

- This survey is created with information provided by six hotels that are active in the Group Tour/FIT market. The survey indicates year-over-year trends in this vertical market.

**RESULT: COMPLETED**

# MARKETING CURATORS

## MARKETING DESIGN:

The Marketing Curators continued proving their scientific theories to assist the sales paleontologists and archaeologists so that their discoveries could become the unique exhibits showcased throughout the Salt Lake community, including the Salt Palace Museum. This was accomplished by unearthing the awareness of Salt Lake as a valid exploration location in which to present a find or exhibition, as well as attract the casual museum visitor. The Marketing Curators also strove to analyze and use innovative analytical techniques to exhibit Salt Lake through a gallery of proactive thesis, papers and the excavation of artifacts and commodities to benefit Salt Lake advocates.

## MARKETING DEPARTMENT DEVELOPMENT:

### ADVERTISING VALUE:

- Generate the equivalent advertising value of \$8.25 million worth of positive earned media about Salt Lake as a convention and tourism destination. Representing a 10% increase over the estimated earned media generated in 2010.

**RESULT: \$9,469,226 (115% OF GOAL)**

### WEBSITE TRAFFIC:

- Increase VisitSaltLake.com visitor sessions to 840,000 or a 17% increase over year-end projections for 2010. Visitor sessions represent every time a person visits the web site each month.

**RESULT: 931,146 (111% OF GOAL)**

### E-MAIL CONTACT DATABASE:

- Increase the current registered e-mail contacts in the SLCVB's tourism databases by 20% over 2010 year end for a total of 120,000 addresses in our collective databases.

**RESULT: 94,747 (79% OF GOAL)**

### SKI SALT LAKE SUPER PASS SALES:

- Increase Ski Salt Lake Super Pass revenue by 10% over the 2009-2010 season for a total of \$3.85 million.

**RESULT: \$2,839,850 (74% OF GOAL)**

### VISIT SALT LAKE CONNECT PASS SALES:

- Increase the number of Salt Lake Connect Passes sold via hotels, attractions and online channels by 20% for a total of 14,884 days sold.

**RESULT: 15,081 (101% OF GOAL)**

# SERVICES CONSERVATORS

## SERVICES DESIGN:

The Services Caretakers/Conservators maintained a proven level of visitor satisfaction and patron interaction, thereby benefiting the exhibition curator, the exhibit's audience and Visit Salt Lake's collaborative philanthropists to simplify the retention of our top collections and artifacts, while showcasing the evidence of Salt Lake as a world-class repository for discoveries, acquisitions, exhibitions and casual observers.

## SERVICES DEPARTMENT DEVELOPMENT:

### POST-CONVENTION SURVEY RESULTS:

- Maintain Post Convention Survey average score of 4.6 or higher.

**RESULT: 4.7 (102% OF GOAL)**

### MEETINGS & CONVENTIONS GOLD SERVICE AWARD:

- Achieve the Meetings and Conventions Gold Service Award for the 17th consecutive year and maintain membership in the M&C Gold Award Hall of Fame.

**RESULT: COMPLETED**

### SALES CALLS:

- Conduct twice-monthly Personalized Sales Calls to our current Utah-based repeat clients.

**RESULT: 24 CALLS (100% OF GOAL)**

### INFORMATION CENTER EVENTS:

- Produce at least 4 Quarterly Info Center Awareness Events.

**RESULT: COMPLETED 4 (100% OF GOAL)**

### ATTENDANCE PROMOTION:

- Conduct 7 Citywide Attendance Promotions for 2012 Groups.

**RESULT: COMPLETED 8 (114% OF GOAL)**

### SOCIAL MEDIA OUTREACH ATTENDANCE PROMOTION:

- Produce Enhanced Social Media Outreach Attendance Promotion Program.

**RESULT: COMPLETED**

### VISIT SALT LAKE INFORMATION CENTER VISITATION:

- Increase visitation to the Visitor Center by 10%.

**RESULT: INCREASED BY 16%**



# PARTNER DEVELOPMENT COLLABORATORS

## PARTNER DEVELOPMENT DESIGN:

The Partner Development Collaborators analyzed and ascertained the alliance of Visit Salt Lake, thereby benefiting the exhibition curator, the exhibit's audience, the visitor and our charter members, allowing for the preservation of current collections and display the scientifically-proven reality that Salt Lake is a world-class museum worthy of showcasing rare discoveries, exhibitions and artifacts, while welcoming visitors from around the world.

## PARTNER DEVELOPMENT EFFORTS:

### MEMBERSHIP:

- Membership Revenue: 7% increase over 2010. **RESULT: 96% OF GOAL**
- Retention: Maintain a 90% retention rate for bureau member companies. **RESULT: 111% OF GOAL**
- New member goal: 65. **RESULT: 67 (103% OF GOAL)**
- 200 prospecting calls per year. **RESULT: 217 (109% OF GOAL)**

### EVENTS:

- 2nd and 4th Quarter Board of Trustees/Membership meetings. **RESULT: COMPLETED**
- 3 Member Connections. **RESULT: COMPLETED**
- 2 new-member refresher/orientation meetings. **RESULT: COMPLETED**
- 2 educational member events. **RESULT: COMPLETED**
- 2 membership surveys. **RESULT: COMPLETED**

### NOWPLAYINGUTAH.COM:

- \$40,000 fundraising. **RESULT: \$34,695 (87% OF GOAL)**
- \$25,000 sales revenue. **RESULT: \$20,995 (84% OF GOAL)**
- 10 presentations to new organizations. **RESULT: 10 (100% OF GOAL)**
- Increase Web site visitor sessions by 10% over 2010. **RESULT: 103% OF GOAL**
- Increase registered e-mail contacts by 25% over 2010. **RESULT: 87% OF GOAL**

# CHARTER 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:

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|   |  |
|---|--|
| Le Bus  | Salt Lake City Department of Airports        |
| Wasatch Front Ski Accommodations  | Shilo Inn Hotel - Downtown<br>Salt Lake City |
| Bureau of Economic & Business<br>Research, U of U                       | Stein Eriksen Lodge                          |
| Embassy Suites Hotel  | Market Street Grill - Downtown               |
| Little America Hotel  | Utah Trailways                               |
| Red Butte Garden and Arboretum  | Davis Audio Visual, LLC.                     |
| Visitor Activities - The Church of<br>Jesus Christ of Latter-day Saints | Hilton Salt Lake City Airport                |
| William G. Gibbs Attorney at Law  | Intermountain Healthcare                     |
| Alta Lodge  | Sundance Resort                              |
| Comfort Inn, Sandy  | Utah Restaurant Association                  |
| The Lion House Pantry Restaurant  | Bonneville International Corporation         |
| Utah Office of Tourism  | Delta Air Lines, Inc.                        |
| Deer Valley Resort  | Manpower, Inc.                               |
| Dollar Rent a Car   | Rocky Mountain Power                         |
| Econo Lodge   | Salt Lake City KOA                           |
| Moki Mac River Expeditions  | Ski Utah/Utah Ski & Snowboard<br>Association |

# CHARTER MEMBERS

Solitude Mountain Resort

University of Utah Conference  
Services

Utah Woolen Mills Clothiers

Western Leisure

Yellow Cab Company

Clark Planetarium

Huddart Floral

Park City Area CVB/Chamber

Salt Lake Marriott Downtown at City  
Creek

The Church of Jesus Christ of Latter-  
day Saints

The Utah Jazz

Yarrow Resort Hotel and Conference  
Center

Adcentives West, Inc.

Holiday Inn Express, SLC

La Caille

Lamb's Grill

Salt Palace Convention Center

Benihana

Lewis Stages & Tours

Riester Mountain LLC

Royal Garden Inn

The New Yorker

Quality Inn Airport Salt Lake

Lagoon Amusement Park

Sheraton Salt Lake City Hotel

Zions First National Bank

Downtown Merchants Association

Salt Lake Chamber

The Salt Lake Plaza Hotel at Temple  
Square

Historic Trolley Square

Alta Peruvian Lodge

Avis Rent A Car

Snowbird Ski & Summer Resort

Metropolitan Inn

Modern Exposition Services

Utah Food Services

The Salt Lake Tribune, Kearns  
Tribune Corporation

# 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.



# DIANNE NELSON BINGER

## SCHOLARSHIP & ENDOWMENT

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

*Visit [SaltLake.com/dnbscholarship](http://SaltLake.com/dnbscholarship).*

Thank you for your support, and thanks to all of those donors who have made the Dianne Nelson Binger Scholarship & Endowment a reality.



# VISIT SALT LAKE

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801-534-4900

**VisitSaltLake.com**

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