

THE
**COMPLEAT
BOX SET**
2012

VISIT SALT LAKE

Visit Salt Lake's
2012 ANNUAL REPORT:

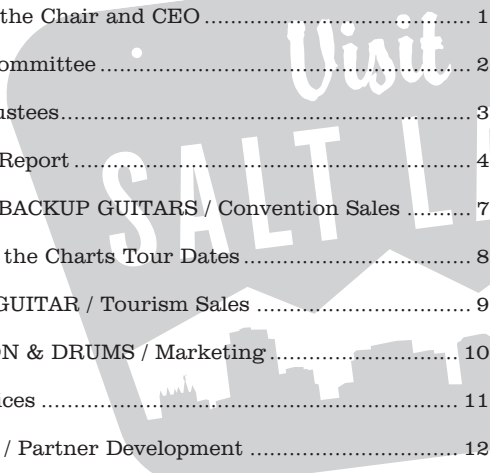
All The Greatest Hits, B-Sides, & Rarities



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 Roadies and Groupies,

With a nod to Salt Lake's excellent and diverse music scene, welcome to Visit Salt Lake's "Reunion Tour," a look back at our 2012 album and a celebration of some of our greatest hits. A lot of time went into the writing and re-writing of these lyrics, along with seemingly endless hours rehearsing this particular set for your listening enjoyment. We encourage you to sit back and take in our latest compilation.

We're proud of our 2012 album, "Rebound," understanding its success relied on the creativity and timing of everything and everyone involved—every lyric, riff, beat and instrument played a critical role, as did that of every one of you, our fans.

In short, Salt Lake's 2012 greatest hits were just that: GREAT! The hit songs included the chart-topper, "A 9% Increase in Hotel Revenue," the fast-paced and exciting "OR Announcement of Two Additional Years and \$160 Million to Our Community," and the melodic fusion of "Unprecedented Partnerships," combining the talents of the state, the county, the city and our hospitality members to ensure the album's success. This album includes the album's additional greatest hits, performance measures that were not only met but exceeded by our talented band members.

We assure you, our valued fans and members, this is merely a reunion tour and in no way our final album. We fully intend to keep making music and bringing sold-out concerts to our community benefiting all of Salt Lake County for generations to come.



Carlene Walker
Producer/Chair



Scott Beck
Lead Vocals/
President & CEO



2012 EXECUTIVE COMMITTEE MEMBERS

CHAIRMAN OF THE BOARD

Carlene Walker
COMMUNITY ADVOCATE

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Keith Griffall
WESTERN LEISURE

CHAIR-ELECT

Erik Christiansen
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SECRETARY

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SALT LAKE MARRIOTT CITY CENTER

Arlyn Bradshaw
SALT LAKE COUNTY COUNCIL

Joe Lambert
SQUATTERS PUB BREWERY

Erin Litvack
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Connie Marshall
ALTA SKI AREA

Alan Rindlisbacher
THE LAYTON COMPANIES

Taylor Vriens
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Kevin Bruder
MAVERIK CENTER & UTAH GRIZZLIES

Mary Crafts-Homer
CULINARY CRAFTS / THE TASTING ROOM

Bruce Fery
GRAND AMERICA HOTELS & RESORTS

Karen Hale
SALT LAKE CITY CORPORATION

Guy Woodbury
WOODBURY CORPORATION

2012 EX OFFICIO MEMBERS

Mayor Peter Corroon
MAYOR OF SALT LAKE COUNTY

Mayor Ralph Becker
MAYOR OF SALT LAKE CITY

Mayor Tom Dolan
MAYOR OF SANDY CITY

Lane Beattie
SALT LAKE CHAMBER

Scott Beck
VISIT SALT LAKE

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

Jeff Edwards
ECONOMIC DEVELOPMENT CORP. OF UTAH

Barbara Gann
SALT LAKE CITY DEPT. OF AIRPORTS

Dan Hayes
SALT PALACE CONVENTION CENTER
SOUTH TOWNE EXPO CENTER

Jordan Garn
UTAH HOTEL & LODGING ASSOCIATION

Jason Mathis
DOWNTOWN ALLIANCE

2012 BOARD OF TRUSTEES

A. Scott Anderson ZIONS FIRST NATIONAL BANK	John M. Inghish UTAH TRANSIT AUTHORITY	Bryan Borreson THE HOTEL BAR & NIGHTCLUB	T.G. Bud Mahas BUD MAHAS CONSTRUCTION
Alan Anderson CHAMBER WEST	Larry Jackstien MARKETING HOSPITALITY ASSOCIATES	Fred Boutwell GASTRONOMY (COTTONWOOD)	Dr. Kelly K. Matthews ECONOMIC CONSULTANT
Jeffrey Berke CORPORATE STAGING RESOURCES	P. David Jensen INNOVISION PROPERTY GROUP	Ed Box LITTLE AMERICA HOTEL	Cynthia Mitchell GEP UTAH DMC
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Karen Boe BOE MARKETING	Steve Lewis LEWIS STAGES & TOURS	Amy Coady SQUATTERS PUB BREWERY	Steve Romney CITY CREEK CENTER
Dennis Copyak LE BUS	Senator Wayne Niederhauser UTAH STATE SENATE	Craig Dinsmore UTAH'S HOGLE ZOO	Mary Runolfson LA CAILLE
Christopher L. Corroon WASATCH MARKETING ASSOCIATES	Rich Nordlund COMMERCE REAL ESTATE SOLUTIONS/CUSHMAN & WAKEFIELD ALLIANCE	Nick Duerksen SANDY CITY	Brett Rydalch DELTA AIR LINES
The Reverend France Davis CALVARY BAPTIST CHURCH	Jeff Protzman HILTON SALT LAKE CITY CENTER	Zeke Dumke, III WESTERN STATES MANAGEMENT CORPORATION	Lawrence R. Scott THE STARFISH TELEVISION NETWORK
Alan Dayton INTERMOUNTAIN HEALTHCARE	Chris Redgrave ZIONS BANK	Donald K. Dunn UNIVERSITY OF UTAH SCHOOL OF MEDICINE	Brent Shingleton TEMPLE SQUARE HOSPITALITY
David DeSeelhorst SOLITUDE MOUNTAIN RESORT	James Roberts REDIRECT RELATIONSHIP MARKETING	Spencer Eccles GOVERNOR'S OFFICE ON ECONOMIC DEVELOPMENT	Richard Swapp THE INN AT THE ALTA CLUB
Robert H. Garff GARFF ENTERPRISES, INC.	Joe Snarr MARRIOTT UNIVERSITY PARK	Mike Grass INTREPID GROUP	Mikel Trapp TRIO RESTAURANT GROUP
Scott George WOODBURY CORPORATION	Bob Springmeyer, Jr. BONNEVILLE RESEARCH	Robert Grow GROW & BRUENING	Laura Winkler RED LION HOTEL SALT LAKE
William G. Gibbs ATTORNEY AT LAW	Dave Spatafore CAPSTONE STRATEGIES	Tom Guinney GASTRONOMY, INC.	Andrea Wolcott COMMUNITY ADVOCATE
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Brent Goodfellow FORMER UTAH STATE SENATOR	Jan Stambro UNIVERSITY OF UTAH BUREAU OF ECONOMIC AND BUSINESS RESEARCH	Meghan Holbrook ZIONS FIRST NATIONAL BANK	
	Robert Sullivan UTAH FOOD SERVICES, INC.	Steve Lundgren SALT LAKE CITY MARRIOTT DOWNTOWN AT CITY CREEK	

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

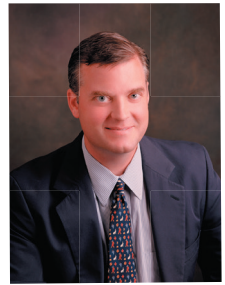
BACK, FROM LEFT:

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

FRONT, FROM LEFT:

Max Burdick, Michael Jensen, Arlyn Bradshaw, Randy Horiuchi

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.



PETER CORROON
MAYOR, SALT LAKE COUNTY

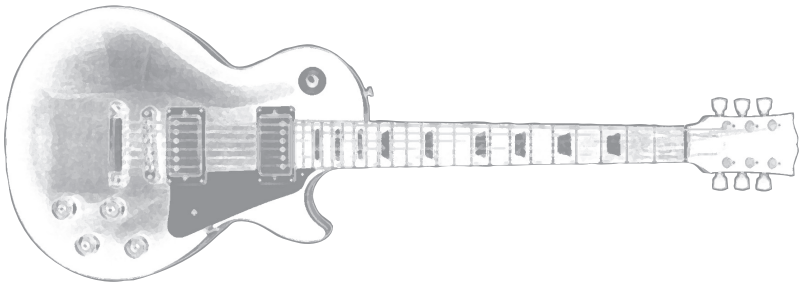
TREASURER'S REPORT

PUBLIC SECTOR SUMMARY BUDGET

Program Budget	2011	2012	2013
Administration	409,551	532,579	664,324
Sales	946,775	1,376,195	1,858,000
Services	350,725	292,500	311,350
Marketing	1,571,408	1,671,409	1,729,445
Total Public Sector Programs	3,278,459	3,872,683	4,563,119
<i>% change over prior year</i>	<i>10%</i>	<i>18%</i>	<i>18%</i>
Salaries & Benefits	3,239,197	3,445,301	3,603,983
<i>% change over prior year</i>	<i>7%</i>	<i>6%</i>	<i>5%</i>
Total Public Sector Budget	6,517,656	7,317,984	8,167,102
<i>% change over prior year</i>	<i>9%</i>	<i>12%</i>	<i>12%</i>

CURRENT & FUTURE IMPACT OF MEETINGS & CONVENTIONS BOOKED DURING 2012

	Booked in 2012 for 2012	Booked in 2012 for future years	Total
Delegates	37,295	179,610	216,905
Room Nights	47,810	313,119	360,929
Spending	\$34,423,285	\$165,780,030	\$200,203,315



TREASURER'S REPORT

2012 DIRECT VISITOR SPENDING, SALT LAKE COUNTY*

Direct Visitor Spending	Sales & Use Taxes Generated 2012				
	State	County	Cities	Total Taxes	
Hotel	\$351,639,000	\$18,285,228	\$18,812,687	\$7,032,780	\$44,130,695
Car Rental	\$150,298,086	\$11,572,953	\$11,422,655	\$1,502,981	\$24,498,588
Restaurant*	\$647,269,601	\$33,658,019	\$10,356,314	\$6,472,696	\$50,487,029
Retail & Attractions**	\$287,301,672	\$14,939,687	\$1,723,810	\$2,873,017	\$19,536,514
TOTAL	\$1,436,508,358	\$78,455,887	\$42,315,465	\$17,881,474	\$138,652,825

* 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.

IMPACT OF MEETINGS / CONVENTIONS / EVENTS REALIZED IN 2012

	Number of people	Delegate / Attendee Spending
Convention Delegates	189,407	\$174,822,661
<i>Attendees tied directly to Visit Salt Lake sales efforts</i>		
Hotel/Resort Meeting Attendees	30,686	\$28,323,178
<i>All non-Salt Palace Convention Center / South Towne Exposition Center delegates from Visit Salt Lake sales efforts</i>		
Sporting / Special Event Visitors*	21,592	\$12,469,380
Total Economic Impact	241,685	\$215,615,219

*Per Utah Sports Commission, 21,592 attendees stayed in hotels an average of 3.3 days spending \$175/day

Sales & Use Taxes—

State	\$11,697,126
County	\$7,023,665
Cities in S.L. Co.	\$2,781,436
Total Sales & Use Taxes	\$21,502,227

LEAD AND BACKUP GUITARS

CONVENTION SALES:

Visit Salt Lake's guitarists are driven and hard charging, bringing the music to a crescendo with riffs that result in a direct economic sound in our community.

2012 GREATEST HITS

NEW CLIENT SALES EFFORTS:

ROOM NIGHTS BOOKED:

- Booked **360,929** new client room nights, **87%** of goal
- **116,919** new SPCC room nights booked, **72%** of goal
- **89,961** new hotel room nights booked, **77%** of goal

OUTSIDE SALES TRIPS:

- Conducted **36** outside sales trips, **90%** of goal

SITE INSPECTIONS:

- Conducted **167** site inspections, **128%** of goal

PROSPECTING SALES CALLS:

- Produced **104** prospecting calls per sales director, **100%** of goal
- Each executive meeting manager and national sales manager made **240** outgoing prospecting actions, **100%** of goal

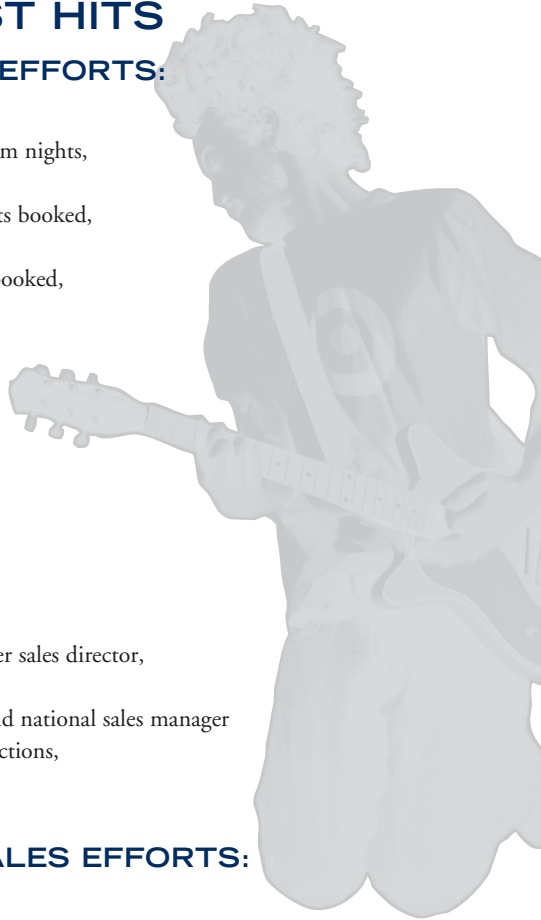
EXISTING CLIENT SALES EFFORTS:

ROOM NIGHTS BOOKED:

- Booked **154,089** Repeat SPCC Room Nights, **112%** of goal

OUTSIDE SALES TRIPS:

- Made **45** total sales trips to existing clients, **90%** of goal



2012 TOP OF THE CHARTS TOUR DATES

The following is a list of a few of the chart-busting citywide conventions and meetings held in Salt Lake in 2012. We hope you will recognize a lot of these as repeats, and that this list will remind you of some of the new visitors we hosted this year.

OUTDOOR RETAILER

2012 Winter Market	1/12	21,697
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WESTERN HUNTING & CONSERVATION EXPO 2012

Western Hunting & Conservation Expo	2/12	13,043
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THE OCEANOGRAPHY SOCIETY 2012 OCEAN

Sciences Meeting	2/12	3,978
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NATIONAL ASSOCIATION OF COLLEGE STORES

2012 CAMEX Campus Market Expo	2/12	6,824
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NACE INTERNATIONAL

2012 Annual Conference & Exposition	3/12	5,500
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ADOBE

2012 Users Summit	3/12	4,256
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TAHITIAN NONI INTERNATIONAL

2012 Annual Convention	4/12	5,000
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DECA (DISTRIBUTIVE EDUCATION CLUBS OF AMERICA)

2012 High School Career Development Conference	4/12	14,000
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MELALEUCA THE WELLNESS COMPANY

2012 National Convention	5/12	7,200
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USA VOLLEYBALL

2012 U.S. Open Championships	5/12	11,000
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EDUCATIONAL TESTING SERVICE

2012 Advanced Placement Program	6/12	2,100
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AMERICA'S HEALTH INSURANCE PLANS

2012 Annual Institute & Display Forum	6/12	3,328
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YOUNG LIVING ESSENTIAL OILS

2012 Annual Convention	6/12	3,056
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STAMPIN' UP!

2012 Annual Convention	7/12	3,550
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OUTDOOR RETAILER

2012 Summer Market	8/12	26,727
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USANA HEALTH SCIENCES

2012 Annual Convention	8/12	9,200
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TRUE VALUE COMPANY

2012 Fall Market	9/12	9,500
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ASSOCIATION FOR COMPUTING MACHINERY

2012 ACM/IEEE SC Conference	11/12	8,000
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ACOUSTIC GUITAR

TOURISM SALES:

The acoustic guitar often works alone and has a sound all its own, adding yet more to the rich sound that is Salt Lake.

2012 GREATEST HITS

TOURISM SALES EFFORTS:

ROOM NIGHTS BOOKED:

- Booked **12,335** New Room Nights,
101% of goal

SITE INSPECTIONS:

- Hosted **23** targeted site inspections with new potential group tour and package tour clients, **105%** of goal

FAMILIARIZATION TRIPS:

- Hosted **three (3)** FAM trips,
100% of goal

PROSPECTING ACTIONS:

- Made **180** prospecting actions to new potential clients,
100% of goal

SALES TRIPS:

- Conducted **three (3)** outside sales trips to new and existing customers,
100% of goal

TRADE SHOWS:

- Attended **six (6)** targeted trade shows/industry events to uncover new business and strengthen existing client relationships,
86% of goal

REFERRALS:

- Produced **599** referrals to VSL partners,
125% of goal

SKI SALT LAKE SUPERPASS SALES:

- Sold **43,074** Ski Salt Lake Super Passes via tour operator and hotel sales,
67% of goal

PERCUSSION/DRUMS

MARKETING:

The rhythmic beat resonating from VSL's percussion section brings attention of the Salt Lake concert to those in attendance and those we want in attendance.

2012 GREATEST HITS

MARKETING EFFORTS:

EARNED MEDIA:

- Produced **\$10,593,688** worth of positive earned media,
118% of goal

WEBSITE TRAFFIC:

- Increased visits to VisitSaltLake.com to **1,202,909** on web and mobile,
120% of goal

E-MAIL CONTACT DATABASE:

- Added **102,396** opt-in e-mail contacts to the VSL database,
97% of goal

SKI SALT LAKE SUPER PASS SALES:

- Generated **\$2.54 million** in Ski Salt Lake Super Pass sales,
81% of goal

VISIT SALT LAKE CONNECT PASS SALES:

- Sold **8,875** VSL Connect Passes,
51% of goal



BASS

SERVICES:

Sometimes overlooked, it's the bassist that keeps the band on rhythm and in tune, serving to keep the music enjoyable for everyone in the crowd.

2012 GREATEST HITS

SERVICES EFFORTS:

POST-CONVENTION SURVEY RESULTS:

- Achieved an average post-convention survey score of **4.9**, **104%** of goal

MEETINGS & CONVENTIONS GOLD SERVICE AWARD:

- Received Meetings & Conventions' Gold Service Award for the **18th** consecutive year

SOCIAL MEDIA ATTENDANCE PROMOTION:

- Secured a **60%** adoption rate of social media attendance promotion among citywide groups, **100%** of goal

VISITOR CENTER VISITATION:

- Welcomed **321,854** visitors to the Visitor Center, **110%** of goal

VISITOR CENTER EVENTS:

- Produced **four (4)** quarterly Visitor Center awareness events, **100%** of goal

CONCIERGE EVENTS:

- Hosted **four (4)** quarterly concierge events, **100%** of goal

VISITOR CENTER ADVISORY COMMITTEE:

- Assembled a Visitor Center Advisory Committee

KEYBOARD

PARTNER DEVELOPMENT:

Today's keyboard player brings a critical component to the band, creating any sound needed to ensure a unique and harmonious sound to Salt Lake.

2012 GREATEST HITS

PARTNER DEVELOPMENT EFFORTS:

MEMBERSHIP:

- Produced **\$294,253** in Membership revenue, **93%** of goal
- Secured **56** new members, **75%** of goal
- Made **178** prospecting call, **71%** of goal
- Generated **\$22,895** of website advertising revenue, **114%** of goal
- Produced **\$44,874** in Visitors Guide advertising revenue, **75%** of goal
- Sold **six (6)** Membership packages, **55%** of goal

EVENTS:

- Produced:
 - 2nd and 4th quarter BOT/Membership meetings, **100%** of goal
 - Four (4) Member connections, **133%** of goal
 - One (1) new Member refresher/orientation meetings, **50%** of goal
 - One (1) educational Member events, **50%** of goal
 - One (1) Membership survey, **100%** of goal

NOWPLAYINGUTAH.COM:

- Raised **\$66,620** for NowPlayingUtah.com, **167%** of goal
- Generated **\$22,871** in NowPlayingUtah.com sales revenue, **114%** of goal
- Increased NowPlayingUtah.com Website visitor sessions to **430,630**, **104%** of goal
- Registered **6,003** email contacts for NowPlayingUtah.com, **117%** of goal

LIFETIME HONORARY FAN CLUB 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:

Canyon Sports	Little America Hotel
Homestead Golf Resort & Conference Center	William G. Gibbs Attorney at Law
Best Western Ruby's Inn	Red Butte Garden and Arboretum
Kennecott Utah Copper Corporation	Bureau of Economic & Business Research, U of U
I.A.T.S.E., Local 99	Utah Office of Tourism, Film and Global Branding
Discovery Gateway	The Lion House Pantry Restaurant
Brighton Resort	Comfort Inn, Sandy
Natural History Museum of Utah	Alta Lodge
Utah's Hogle Zoo	Deer Valley Resort
Park City Marriott	Shilo Inn Hotel - Downtown Salt Lake City
Lone Peak Productions, Inc.	Dollar Rent a Car
Utah Symphony & Opera	Salt Lake City Department of Airports
Rio Grande Cafe	Econo Lodge
Xanterra Parks & Resorts	Stein Eriksen Lodge
Chapman-Richards & Associates, Inc.	Utah Trailways
Marriott University Park	Market Street Grill - Downtown
Le Bus	Davis Audio Visual, LLC.
Wasatch Front Ski Accommodations	Utah Restaurant Association
Visitor Activities - The Church of Jesus Christ of Latter-day Saints	Intermountain Healthcare
DoubleTree Suites by Hilton Salt Lake City	Hilton Salt Lake City Airport

LIFETIME HONORARY FAN CLUB MEMBERS

Sundance Resort

Solitude Mountain Resort

Utah Woolen Mills Clothiers

Yellow Cab Company

Western Leisure

Delta Air Lines, Inc.

Ski Utah/Utah Ski & Snowboard
Association

University of Utah Conference
Services

Salt Lake City KOA

Manpower, Inc.

Rocky Mountain Power

Bonneville International Corporation

The Utah Jazz

Huddart Floral

Clark Planetarium

Yarrow Resort Hotel and Conference
Center

Salt Lake Marriott Downtown at City
Creek

Park City Area CVB/Chamber

Holiday Inn Express, SLC

Lamb's Grill

La Caille

Adcentives West, Inc.

Salt Palace Convention Center

The New Yorker

Riester Mountain LLC

Benihana

Lewis Stages & Tours

Lagoon Amusement Park

Zions First National Bank

Sheraton Salt Lake City Hotel

Salt Lake Chamber

Downtown Merchants Association

The Salt Lake Plaza Hotel at Temple
Square

Historic Trolley Square

Alta Peruvian Lodge

Avis Rent A Car

Snowbird Ski & Summer Resort

The Cliff Lodge

The Inn at Snowbird

The Iron Blossam

The Lodge at Snowbird

Metropolitan Inn

Modern Exposition Services

Utah Food Services

The Salt Lake Tribune, Kearns
Tribune Corporation

Utah Hotel & Lodging 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

VISITSALT LAKE.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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Different by Nature.

