



VISIT SALT LAKE
annual report
2014

SALT PALACE
SMITH RAMPTON CONVENTION CENTER

IN
PARTNERSHIP
WITH



ANNUAL REPORT 2014

“Business is the salt of life.”

– Voltaire

Letter from the Chair and President:

As Voltaire once said, “Business is the salt of life.” And simply put, the Salt Palace Convention Center is the life of our business. Just as salt is required for sustaining life, the Salt Palace is paramount to Visit Salt Lake’s ability to fulfill our mission of improving the area economy by attracting and providing support to conventions, leisure travelers and visitors to Salt Lake County.



Make no mistake about it: Utah’s convention industry is larger than the state’s ski industry, and conventions (and meetings) are the number one focus of the programs and efforts Visit Salt Lake undertakes. Yes, we also promote, package and sell other important attributes and attractions to our community that help make Salt Lake the incredibly diverse and attractive destination it is, including ski as well as cultural arts, dining and nightlife, genealogy, outdoor recreation, et cetera. But attracting and hosting meetings and conventions is our primary objective, as they are what brings the vast majority of business to our community in regard to the programs for which we are responsible.

Without a doubt, 2014 was a landmark year for the meeting and convention industry, and it was a banner year for Visit Salt Lake and our efforts in this area, highlighted by the booking of more than 467,000 room nights, including 161 percent of goal for New Salt Palace Room Nights. In addition, our website traffic surged, nearly hitting the 2 million visitor session mark, while our Services Department was presented the Meetings & Conventions’ Gold Service Award for the 20th time. 2014 was also the year that our community, led by Salt Lake County Mayor Ben McAdams, ensured the future success of our convention center by passing groundbreaking legislation creating a public partnership to encourage private development of a convention center hotel.

This all bodes well as we enter the critical years ahead as our hospitality community continues to undergo a sizable and exciting transformation, and one that is receiving increased attention by some of our most strategic clients, the meeting professionals.

Kevin Bruder
Chair

Scott Beck
President & CEO

2014 EXECUTIVE COMMITTEE

2014 EXECUTIVE COMMITTEE MEMBERS

CHAIR

Kevin Bruder
MAVERIK CENTER & UTAH GRIZZLIES

PAST CHAIR

Erik Christiansen
PARSONS BEHLE & LATIMER

CHAIR-ELECT

Alan Rindlisbacher
THE LAYTON COMPANIES

SECRETARY

Scott George
WOODBURY CORPORATION

Arlyn Bradshaw
SALT LAKE COUNTY COUNCIL

Dee Brewer
CITY CREEK CENTER

Mary Crafts-Homer
CULINARY CRAFTS / THE TASTING ROOM

Karen Hale
SALT LAKE CITY CORPORATION

Doug Koob
SALT LAKE MARRIOTT CITY CENTER

Joe Lambert
SQUATTERS PUB BREWERY

Erin Litvack
SALT LAKE COUNTY
COMMUNITY SERVICES

Steve Lundgren
SALT LAKE CITY MARRIOTT DOWNTOWN AT
CITY CREEK

Connie Marshall
ALTA SKI AREA

Taylor Vriens
MODERN EXPOSITION SERVICES

Carlene Walker
COMMUNITY ADVOCATE

Neil Wilkinson
TEMPLE SQUARE HOSPITALITY

2014 EX OFFICIO MEMBERS

Mayor

Ben McAdams
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

Vicki Varela
UTAH OFFICE OF TOURISM
FILM AND GLOBAL BRANDING

Jeff Edwards
ECONOMIC DEVELOPMENT CORP. OF UTAH

Maureen Riley
SALT LAKE CITY DEPARTMENT OF AIRPORTS

Jordan Garn
UTAH HOTEL & LODGING ASSOCIATION

Dan Hayes
SALT PALACE CONVENTION CENTER
SOUTH TOWNE EXPO CENTER

Jason Mathis
DOWNTOWN ALLIANCE

2014 BOARD OF TRUSTEES

A. Scott Anderson
ZIONS FIRST NATIONAL BANK

Alan Anderson
CHAMBER WEST

Jeffrey Berke
GARFIELD/TRAUBSWISHER DEVELOPMENT

Karen Boe
BOE MARKETING

Bryan Borreson
THE HOTEL BAR & NIGHTCLUB

Fred Boutwell
GASTRONOMY (COTTONWOOD)

David DeSeelhorst
SOLITUDE MOUNTAIN RESORT

Judge Lee Dever
THIRD JUDICIAL DISTRICT COURT

Zeke Dumke, III
WESTERN STATES MANAGEMENT
CORPORATION

Donald K. Dunn
FUEL FREEDOM FOUNDATION

Spencer Eccles
GOV. OFFICE ON ECONOMIC DEVELOPMENT

Bruce Fery
GRAND AMERICA HOTELS & RESORTS

Sharon Hayes
SHILO INN

Vanessa Hill
TEXAS DE BRAZIL CHURRASCARIA

David Hunter
EDGEWORKS EVENTS

Larry Jackstien
MARKETING HOSPITALITY ASSOCIATES

P. David Jensen
INNOVISION PROPERTY GROUP

Steve Lewis
LEWIS STAGES & TOURS

Jim Olson
THE UTAH JAZZ

Brad Petersen
UTAH OFFICE OF OUTDOOR RECREATION

Jeff Protzman
HILTON SALT LAKE CITY CENTER

Chris Redgrave
ZIONS BANK

Eva Rinaldi
SUNDANCE INSTITUTE

James Roberts
REDIRECT RELATIONSHIP MARKETING

Dave Spatafore
CAPSTONE STRATEGIES

Bob Springmeyer, Jr.
BONNEVILLE RESEARCH

Jan Stambro
U OF U BUREAU OF ECONOMIC AND BUSINESS
RESEARCH

Michael Steele
UTAH STATE FAIR

Robert Sullivan
UTAH FOOD SERVICES, INC.

Nathan D. Thomas
JONES, WALDO, HOLBROOK & MCDONOUGH

Ed Box
LITTLE AMERICA HOTEL

Debbie Brown
HOSPITALITY WEST

Amy Coady
SQUATTERS PUB BREWERY

Dennis Copyak
LE BUS

Christopher L. Corroon
WASATCH MARKETING ASSOCIATES

The Reverend France Davis
CALVARY BAPTIST CHURCH

Rochelle Fraser
THE GATEWAY

William G. Gibbs
ATTORNEY AT LAW

Mike Grass
GRASSROOTS COMMUNICATIONS

Keith Griffall
WESTERN LEISURE, INC.

Tom Guinney
GASTRONOMY, INC.

Brandon Hansen
SOLITUDE MOUNTAIN RESORT ACCOMMODATIONS

T.G. Bud Mahas
BUD MAHAS CONSTRUCTION

Chris Matthews
HISTORIC TROLLEY SQUARE

Dr. Kelly K. Matthews
ECONOMIC CONSULTANT

Peter Nardelli
ENTERPRISE RENT-A-CAR

Carolyn Nichols
UTAH ATTORNEY GENERAL'S OFFICE

Senator

Wayne Niederhauser
UTAH STATE SENATE

Steve Romney
CITY CREEK CENTER

Brett Rydaldch
DELTA AIR LINES

Lawrence R. Scott
LEGACY HOSPITALITY GROUP, LLC

Brent Shingleton
TEMPLE SQUARE HOSPITALITY

Joe Snarr
MARRIOTT UNIVERSITY PARK HOTEL

Scott Somerville
EMBASSY SUITES SALT LAKE/WEST VALLEY CITY

Mikel Trapp
TRIO RESTAURANT GROUP

Maxine Turner
CUISINE UNLIMITED CATERING & SPECIAL EVENTS

Laura Winkler
RED LION HOTEL SALT LAKE

Andrea Wolcott
COMMUNITY ADVOCATE

Guy Woodbury
WOODBURY CORPORATION

Wally Wright
CONSULTANT

TREASURER'S REPORT

Salt Lake County is, by far,
Visit Salt Lake's
GREATEST PARTNER.

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.



Ben McAdams
Mayor, Salt Lake County



Salt Lake County Council 2013-14

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

TREASURER'S REPORT

Without Salt Lake County's continued support and state-legislated funding, Visit Salt Lake would not be able to fulfill its mission or its goals and objectives.

Public Sector Summary Budget

Program Budget	2013	2014	2015
Administration	\$664,324	\$665,084	\$659,716
Sales	\$1,858,000	\$1,686,300	\$1,967,800
Services	\$311,350	\$561,150	\$717,940
Marketing	\$1,729,445	\$1,771,900	\$1,812,633
Total Public Sector Programs	\$4,563,119	\$4,684,434	\$5,158,089
<i>% change over prior year</i>	<i>18%</i>	<i>3%</i>	<i>10%</i>
Salaries & Benefits	\$3,603,983	\$3,675,509	\$3,773,828
<i>% change over prior year</i>	<i>5%</i>	<i>2%</i>	<i>3%</i>
Total Public Sector Budget	\$8,167,102	\$8,359,943	\$8,931,917
<i>% change over prior year</i>	<i>12%</i>	<i>2%</i>	<i>7%</i>

Current & Future Impact Of Meetings & Conventions Booked During 2014

	Booked in 2014 for 2014	Booked in 2014 for future years	Total
Delegates	97,211	229,903	327,114
Room Nights	95,261	372,349	467,610
Spending	\$90,406,230	\$213,809,790	\$304,216,020

2014 Direct Visitor Spending, Salt Lake County*

Direct Visitor Spending*	Sales & Use Taxes Generated 2014				
	State	County	Cities	Total Taxes	
Hotel	\$411,140,207	\$21,379,291	\$21,996,001	\$8,222,804	\$51,598,096
Car Rental	\$164,328,309	\$12,653,280	\$12,488,951	\$1,643,283	\$26,785,514
Restaurant*	\$390,873,876	\$20,325,442	\$6,253,982	\$3,908,739	\$30,488,162
Retail & Attractions**	\$202,931,902	\$10,552,459	\$1,217,591	\$2,029,319	\$13,799,369
TOTAL	\$1,169,274,295	\$64,910,471	\$41,956,526	\$15,804,145	\$122,671,142

* 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, Bureau of Economic & Business Research

Impact of Meetings / Conventions / Events Realized in 2014

	Number of people	Delegate / Attendee Spending
Convention Delegates	224,930	\$209,184,900
<i>Attendees tied directly to Visit Salt Lake sales efforts</i>		
Hotel/Resort Meeting Attendees	39,688	\$36,909,840
<i>All non-Salt Palace Convention Center / South Towne Exposition Center delegates from Visit Salt Lake sales efforts</i>		
Sporting / Special Event Visitors*	5,259	\$3,662,400
Total Spending by Delegates & Attendees	269,877	\$249,757,140

* 5,259 attendees stayed in hotels an average of four days spending approximately \$175/day

Sales & Use Taxes—

State	\$13,923,960
County	\$9,472,040
Cities in S.L. Co.	\$3,471,624
Total Sales & Use Taxes	\$26,867,624

SALES

Throughout Visit Salt Lake's 30 years, the benchmark for the Sales Department has remained constant: **ROOM NIGHTS**. In 2014, the aggressive sales goal for room nights was not only met but surpassed, as was the majority of the department's performance measures.

In the Good Graces of Existing Clients



Repeat business is critical to remaining successful in a competitive market. Visit Salt Lake's ability to sustain its existing clients was proven by booking 103 percent of its existing client room night goal.

First-time Groups Meet in Salt Lake

Equally crucial to the success of a product or destination is new business. Of the 467,610 total convention room nights booked, 193,210 were for new Salt Palace business, representing an impressive 161 percent of goal.

467,610
Convention Room Nights
BOOKED



Prospecting Pays Dividends



To be in consideration to host a meeting professional's event, you must first be on their radar, and the time-tested method of prospecting remains an essential tool of Visit Salt Lake's sales force. In

2014, more than 1,800 such actions were taken by convention sales directors and Visit Salt Lake's tourism sales manager to achieve 116 percent of our prospecting goal.

MARKETING

Staying on top of the latest **TRENDS and TOOLS to COMMUNICATE** Salt Lake's advantages as a travel destination is as critical as the communication itself. Remaining relevant in a competitive landscape requires new methods as well as tried-and-true efforts.

Visit Salt Lake's Site is the "Go To" Source

As Visit Salt Lake's hardest working 'employee,' VisitSaltLake.com is Visit Salt Lake's "call to action" for meeting planners, leisure travelers, and visitors looking for information throughout 2014, our site had more than 1.9 million visitor sessions, or 127 percent of goal.



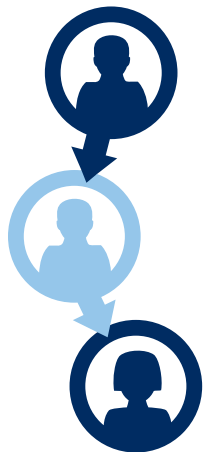
1.9 MILLION
Visitor Sessions

13 Attractions, One Simple Pass

When visiting, people are interested in experiencing the unique attractions that help make up the fabric of a community, and the Connect Pass allows for visitors and locals alike to explore Salt Lake's top attractions. And explore Salt Lake they did! In 2014, more than 44,500 Connect Pass days were sold, equating to 223 percent of goal!

The Believability of Third Party Sources

Still critical to the awareness and branding of a destination or product is editorial coverage, proven to be one of the most trusted sources of information among consumers. By garnering more than \$13 million in positive editorial coverage, Salt Lake remained top-of-mind in critical market segments in 2014.



SERVICES

By continually surpassing the expectations of Salt Lake's top convention clients, Visit Salt Lake's Services team continued its industry reputation as **ONE of the BEST in the BUSINESS**, earning *Meetings & Conventions'* Gold Service Award for the 20th year.

The Cornerstone of Visit Salt Lake



What better way to know where you stand, both in terms of strengths and weaknesses, than to ask your clients. That's exactly what Visit Salt Lake does throughout the year, basing the input from post-convention surveys on a five-point scale. Visit

Salt Lake's Services team again achieved 4.8, maintaining its status as one of the best in the business.

4.8 *out of 5*
Post-convention
SURVEY RESULTS

Information Specialists

In addition to meeting and convention attendees, Visit Salt Lake's Services team and its Information Specialists are responsible for the Visitor Information Center while also hosting various frontline hospitality training seminars and concierge events, all produced and hosted with aplomb.



PARTNER DEVELOPMENT

The continued success of Salt Lake's tourism growth and success is dependent on one critical attribute: its partners. It is the tangible, and often intangible, attributes of our members and partners that **TRULY SETS our COMMUNITY APART.**

Strength in Numbers

An important factor to having a strong and supportive membership is by retaining existing member businesses while attracting new ones as well. The Partner Development team achieved both in 2014, exceeding its annual Membership Revenue by 105 percent of goal.



105%

Membership Revenue
GOAL

Face-to-Face Meetings Remain Critical

Another critical component of a strong, supportive and engaged membership is the ability to bring the collective together to meet one another, discuss mutually beneficial opportunities and assist in developing programs to better reach success for Visit Salt



Lake's sales and marketing efforts. Partner Development produced and hosted no fewer than 13 Membership-focused events in 2014.

2014 *milestones*

JANUARY

FEBRUARY

MARCH

Salt Lake City Fire Chief Kurt Cook and Division Chief Martha Ellis instrumental in helping Visit Salt Lake land the 2018 and 2023 International Association of Fire Chiefs annual conventions, each bringing 10,000 delegates.



Record single month TRT Revenue \$835,000! (Non-Olympic Month)

Most room nights booked in one month in 2014: 72,776



2014 *milestones*

APRIL



MAY

Visit Salt Lake Connect Pass largest sales month with 9,976 Connect Pass days

Record for Restaurant Sales in Salt Lake County \$2,186,000 (Non-Olympic Month)

Biggest month for Rental Car revenue: \$756,000

Most site inspections hosted in one month in 2014: 18

JUNE

Most new prospective clients contacted in one month in 2014: 182

Young Living Essential Oils attendance up 260%



2014 milestones

JULY

All-time record for VisitSaltLake.com Total Site Visits 207,272 with 625,488 page views.

All-time record for Facebook growth 9,050 new likes of our Visit Salt Lake Facebook Page!



AUGUST

Single biggest month for conventions in a Non-Olympic Year 39,278 delegates ORSM, Usana, ACA. Also hosted our largest convention ever the 2014 ORSM over 27,00 attendees.

Record for earned media efforts \$2,001,071 (Non-Olympic Month).

SEPTEMBER

Single biggest month for overall attendance as the SPCC with 126,807 attendees. ComicCon, doTerra, Spillman and Zija.

YOY RevPar Growth 19%.



2014 milestones

OCTOBER



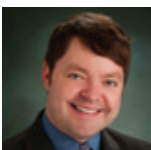
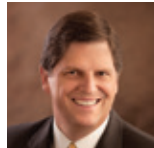
NOVEMBER

Ski City campaign launched—website visitation 39,495 visitor sessions and 67,644 page views.

E-mail newsletter campaign records highest number of emails in database at end of year: 127,259.

DECEMBER

Two Salt Lake locals—Kent Gibson, Chairman-Elect, BOMA International and Shelli L. Menegos, Executive Director, BOMA Utah—helped book the Building Owners and Managers Association International (BOMA) Conference and Expo in June 2019, bringing 2,200 attendees.



Arlyn Bradshaw, Salt Lake County Commissioner, is the Executive Director for Best Friends Animal Society. He was instrumental in helping book the 2016 Annual Conference with 1,250 delegates.

VISIT SALT LAKE

90 South West Temple
Salt Lake City, Utah 84101
801-534-4900

VisitSaltLake.com



VISIT SALT LAKE *Mission*

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

SALT PALACE
GEOFF L. RAMPTON CONVENTION CENTER

IN
PARTNERSHIP
WITH

