



VISIT SALT LAKE CUSTOMER ADVISORY BOARD

APRIL 20-22, 2017 • SNOWBIRD, UTAH

SALT VISIT LAKE



TRANSFORMATIONAL IMPACT!!
WE TAKE THINGS SERIOUSLY.

OUR PURPOSE:
IMPROVE the AREA ECONOMY

THERE'S NOTHING TO DO IN SALT LAKE

...SALES SITE VISIT ON A HUGE PROPORTION!
ASAE ANNUAL MEETING
BEST FOOD AT ASAE!
BEST CLOSING EVENT!

LIVE FEEDBACK DAILY
NEW BRAND
HUGE EARNINGS

NEW WEBSITE
MORE VISUALLY "NAVIGATABLE"
MORE URBAN PHOTOGRAPHY
NEW AD CAMPAIGN

2-YEAR EVOLUTION
ORGANIC + OUTSIDE-IN!

STEREOTYPES BE DAMNED

AUTHENTIC ENERGETIC URBAN

17th LARGEST METRO AREA in the U.S.
RURAL + URBAN in UTAH

KEEPS US UP AT NIGHT

MORE MEETINGS WITH SMALLER HOTELS.
LOSING BUSINESS FOR EVENTS OVER 10,000

BOOKING GOALS 730K ROOM NIGHTS

BUREAU IS THE 401K PLAN FOR THE ECONOMY.

2017 HOTEL REV PAR UP BY 14.3% YEAR OVER YEAR

- FORBES:
- #1 STATE FOR BUSINESS
 - #4 MOST DIVERSE STATE
 - #1 MILLENNIALS
 - LOWEST UNEMPLOYMENT RATE in the U.S.

EXCEEDED RECORD YEAR in 2015
HOTEL REV
RESTAURANT REV.
RENTAL CAR REV.
CONVENTION CENTER ATTENDANCE

2016 WE BEAT 2015 REVENUES!

CC HOTEL
IN PROGRESS ANNOUNCEMENT in MAY/JUNE 2017
PRIVATE DEVELOPER (DDRM) ...CONTROLS BRAND
PASSED LEGISLATION: REBATE
DMC CONTROLS INVENTORY AFTER 27 MONTHS

SALT PALACE

- NO EXPANSION PLANS
- SOFT UPDATES
- ENVIRONMENTAL UPGRADES
- \$1.2M INVESTMENT in WI-FI
- LARGEST SOLAR PANELS on a CONVENTION CTR.

- 1000 FT FROM CONVENTION CTR.
- MINIMUM \$200 MILLION INVESTMENT
- WORKS OUT TO AROUND \$550 ROOM HOTEL.
- 2 HOTELS UNDER 1 BRAND?

GROWTH

PUBLIC INVESTMENT TRANSPORTATION PERFORMING ARTS CENTER with 2800 SEATS

MEETING INDUSTRY TRENDS
KEY ISSUES and PROBLEM SOLVING

D I S R U P T I O N

CC HOTEL
 ENTIRE CITIES HAVE LOST DUE TO HQ HOTEL
 LAST 17 HOTELS WERE LIMITED SERVICE
 WE CAN'T SUPPORT A RITZ-CARLTON/JW MARRIOTT BRAND
 IN SALT LAKE, THE HQ HOTEL SERVES THE CONVENTION CENTER!
 DMOs HAVE NO CONTROL IN OTHER CITIES

CHANGES the PMO ROLE
 BRING MARKETING to the ATTENDEES - DMOs MARKET TO ATTENDEES
 WE WON'T GIVE YOU OUR DATA
 FIND OTHER WAYS TO REACH OUR ATTENDEES ONEFLIX ON 4 TIMES AD
 CHANNEL THEIR TIME INTO SOMETHING of VALUE
 HEAVY MEMBER INVOLVEMENT
 I CAN PLAN a USER CONF
 BRING MEMBERS INTO PROCESS
 EDUCATE PROACTIVELY!
 ENGAGE CO-CREATE WHILE MAINTAINING FUNCTIONAL LEADERSHIP
 WANT to FOCUS on the FUN STUFF ... not ACTIONIST
 WITH AM I NOT ATTRACTIVE to the HOTELS?
 "I EXPERT"
 ... can not burn d.

MULTI GENERATIONAL
 TEAMS STAFF ATTENDEES
 EVENINGS ARE NINE
 DOESN'T NETWORK in the SAME WAY
 COMMUNICATE DIFFERENTLY
 PROVE that YOU'RE the REAL DEAL

TECHNOLOGY
 VIRTUAL/AUGMENTED REALITY/AI
 IT'S COMING!
 INNOVATION FUND \$1000
 OWNERSHIP ENGAGED
 CAN HELP YOU PLAN YOUR TRIP
 VR SITE VISITS
 WITH QUOTES/DETAIL FROM CLIENTS
 ENTRY LEVEL

CONTRACT HB 140
 WE CAN PULL OUR OWN CONTRACTS IF WE WRITE PROPER LAWS.
 HB 140 CLAUSES? NOT LOCALLY YET!
 MORE EXTENSIVE FORCE MAJEURE CLAUSES
 REFLECTS the BOARD'S POSITION
 OUR COUNTRY (MEMBERSHIP + ORG) IS DIVIDED
 No! YES!

ALUMNI GROUP
 A LOT HAS CHANGED BUT YOU HAVEN'T
 I DON'T FEEL IMPORTANT ANYMORE ..
 YOU'RE LEADERSHIP IS INVALUABLE ... but you're irrelevant
 ...but 10 YEARS AGO
 CONNECT THEM TO the REAL WORLD
 WHAT are THESE THINGS...
 PAST PRESIDENTS
 SHARE INFO ABOUT BIG EVENTS/ POLICIES

WE NEED MORE INVOLVEMENT
 TRUSTEES RUN OUR MEETINGS
 SOCIAL MEDIA PERSON
 REACH OTHERS TO BE COMFORTABLE
 EDUCATE THROUGH MEETINGS.

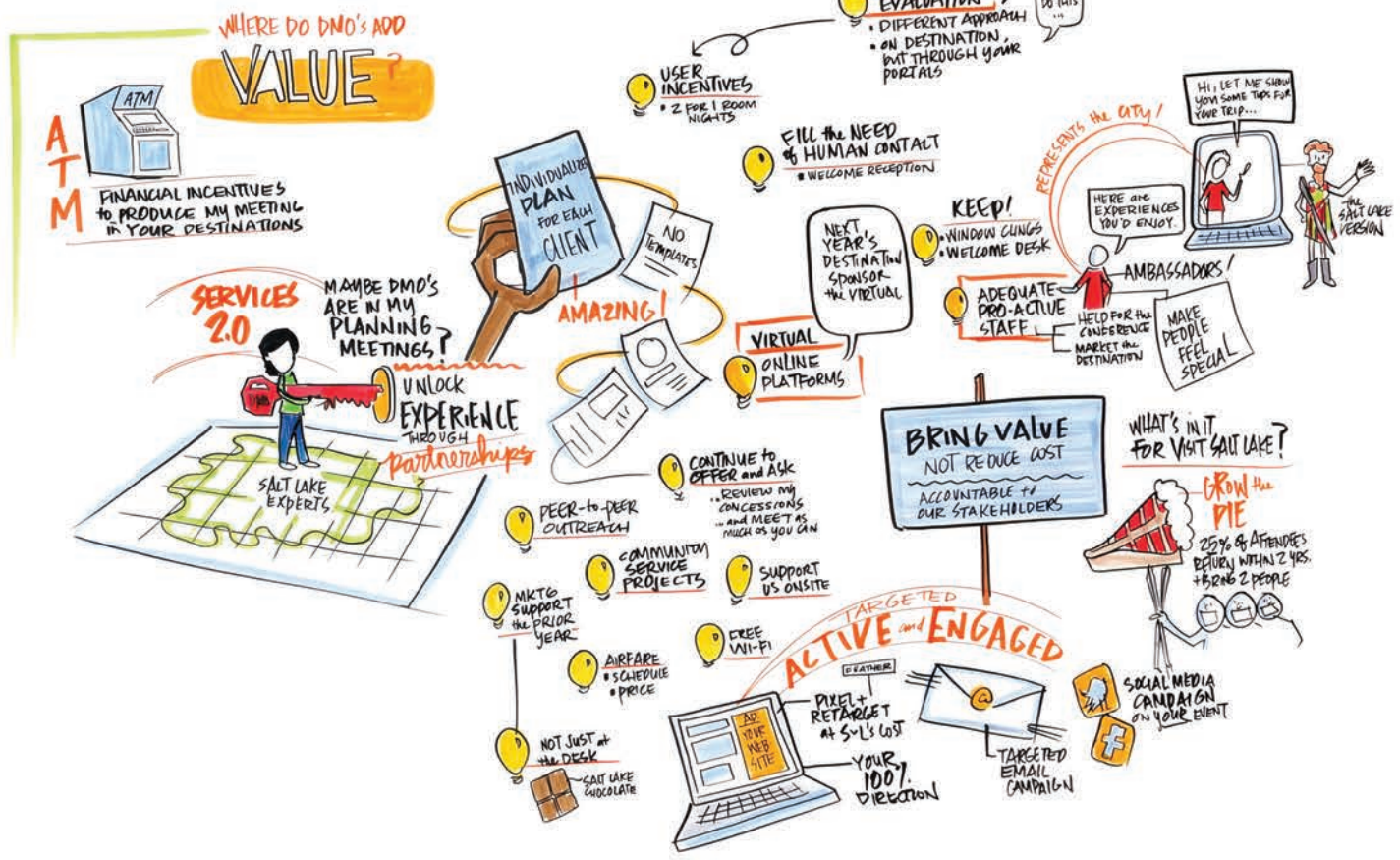
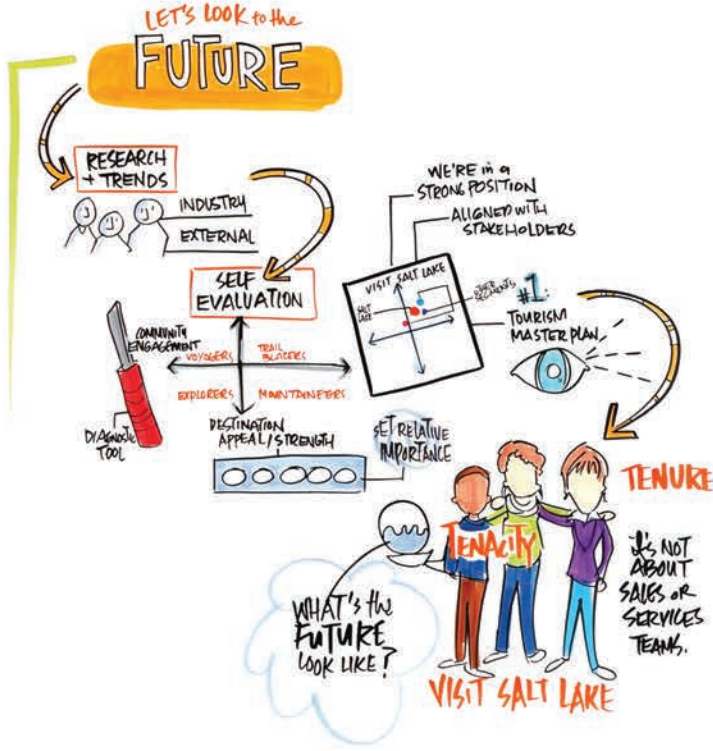
HOTELS
 TELL US HOW TO BE MORE ATTRACTIVE
 YOU DO NOT MEET the CRITERIA
 MAKE IT a DIALOGUE
 WHO IS THIS EVENTIVE MANAGER?
 DO NOT ENTER

evolution of the models
 MANAGING TRANSITIONS and MANAGEMENT

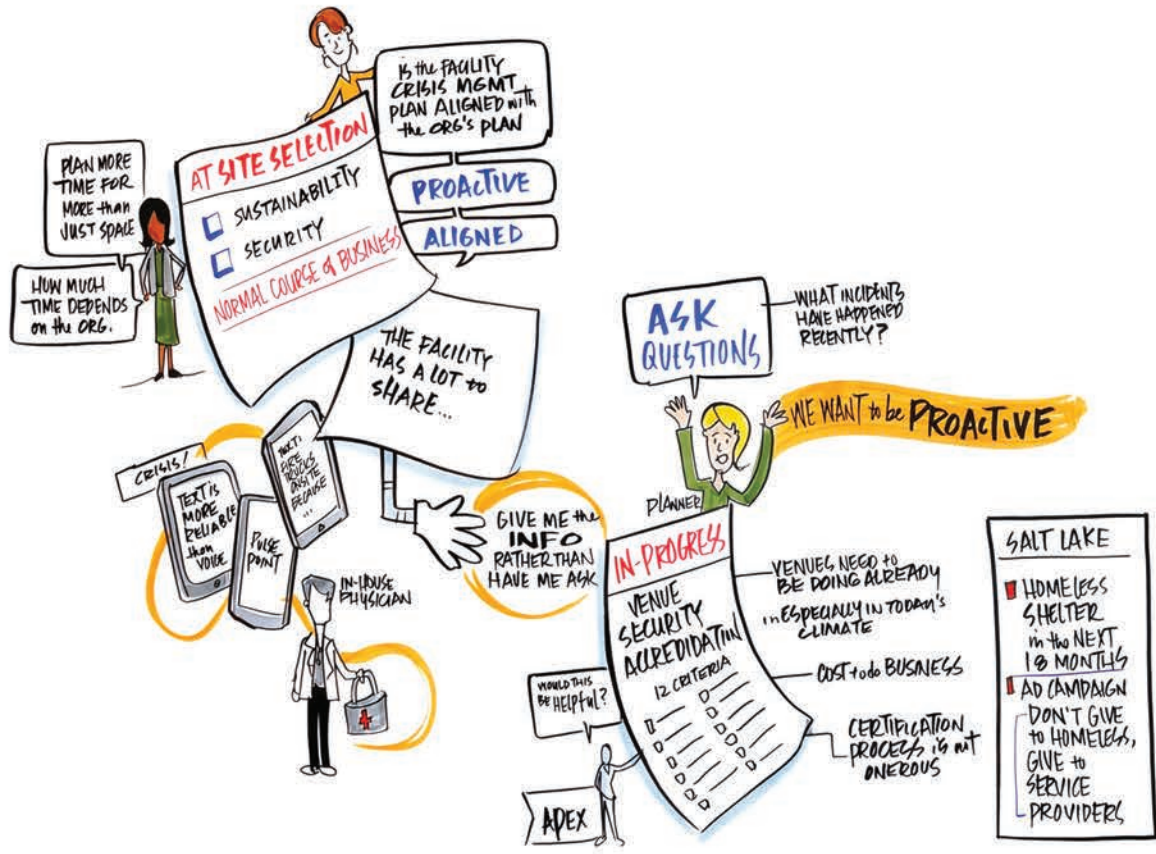
ULTIMATE GUIDE to EVENT INTERNET SUCCESS



VISIT SALT LAKE 2020
DESTINATION NEXT



RISK MANAGEMENT



DELTA AIR LINES

SAFETY, SPEED, and COMFORT
INNOVATIVE, THOUGHTFUL, and RELIABLE



thank you!



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We're all about helping people have better conversations. Remember the last time you pulled out a piece of paper and pen to draw a diagram to illustrate your point? That's what we do with our clients every day—listening, focusing, and synthesizing ideas into bite-size chunks to enable more productive and engaged collaboration.

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