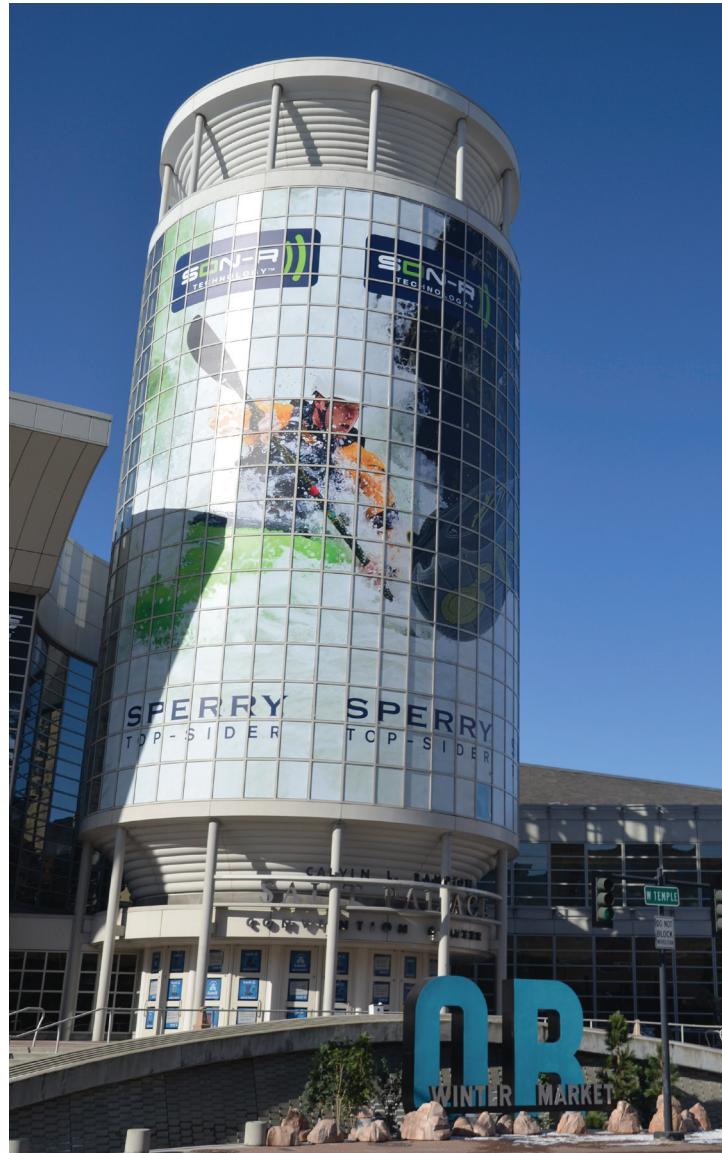


SALT VISIT LAKE

Annual Report 2018

At the end of 2017 everyone asked
**What will you do without
Outdoor Retailer?**



In 2018 Visit Salt Lake answered

**We'll have our
BEST YEAR EVER.**

An aerial photograph of Salt Lake City, Utah, showing a dense urban skyline with various skyscrapers and buildings. In the background, snow-capped mountains are visible under a clear blue sky. The city's architecture is a mix of modern glass-fronted towers and older, more traditional structures. A prominent cylindrical building with a glass facade is visible in the lower foreground. The overall scene is bright and clear, suggesting a sunny day.

SALT VISIT LAKE

Annual Report 2018

2018 Goal: Book 759,000 Room Nights.

2018 RESULTS:

790,787

Room Nights Booked!

Simply stated, Room Nights Booked in the meetings and convention market is the cornerstone of Visit Salt Lake's sales and marketing efforts.

By achieving and exceeding this critical annual performance measure, we ensure the future success of the visitor economy. Booking future events equates to greater spending in restaurants and retail outlets, on transportation and activities, as well as other businesses indirectly affiliated with the visitor economy.



2018 Goal: Earned Media of \$14.72 million

2018 RESULTS:

\$17.52 million

in Earned Media

Earned Media remains a crucial component to a successful marketing plan and its programs, generating unbiased, third-party endorsement of our destination and the greater Salt Lake area.

This content builds awareness and affinity for Salt Lake and keeps our diverse offerings top-of-mind across the multitude of markets we target.

The Boston Globe


Metro Sports Business & Tech Opinion Politics Lifestyle Marijuana Arts Cars Real Estate Events

CHRISTOPHER MUTHER

For real: Salt Lake City is America's super gay, super cool hipster haven

✉️ f t p in

📄 99



AUSTIN DIAMOND

The nightlife scene in Salt Lake City is fun for all.

By Christopher Muther | GLOBE STAFF

SALT LAKE CITY — Here are three short paragraphs I never thought I would write. Ever.

Paragraph one: I was nursing a rum and Diet Coke at a gay bar in Salt Lake City when a thunderbolt of excitement hit the room. I was told that Michael Sanders, the reigning Mr. Leather Slut of Utah, had arrived!

Paragraph two: I walked into a tiny Salt Lake bar called [Bodega](#) — this one is not a gay bar — and a man in a tailored vest who looks like a refugee from Brooklyn escorted me downstairs to an expansive speakeasy and restaurant where diners were enjoying beer can chicken and beignets in a room that looked like a haunted museum of natural history.

via

Via magazine - Your AAA Magazine

City Guide: Urban Fun Meets Outdoor Oasis in Salt Lake City, UT

The temple is breathtaking, the lake is vast, and the downtown scene is surprising.

By Eric Peterson | November 2018

f t p




PHOTO: DAN CAMPBELL

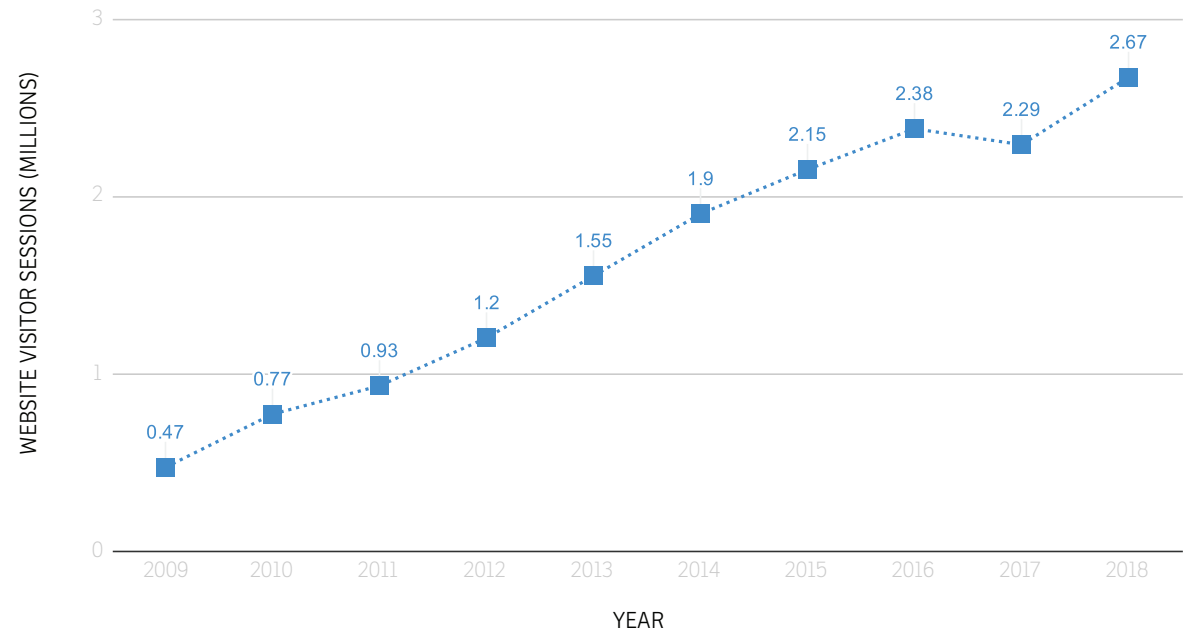
Come December, skiers flock to Snowbird to enjoy corduroy-soft groomers in Mineral Basin.

Last year was an extremely successful year for our primary website.

In leveraging an aesthetic re-brand and a strategic implementation of responsive web design to capture more mobile users, VisitSaltLake.com saw a 25% year-over-year increase in traffic in 2018. In addition, our organic traffic was up over 20% and blog traffic grew and astonishing 62%. VSL's content marketing efforts are paying off and we continue to build SEO value in regard to all things Salt Lake.

VisitSaltLake.com is our hardest working employee, representing our brand 24-7, and we are dominating our space online.

Website Visitor Sessions 2009-2018



2018 Goal: 2.49 million Website Visitor Sessions

2018 RESULTS:

2.67 million

Website Visitor Sessions

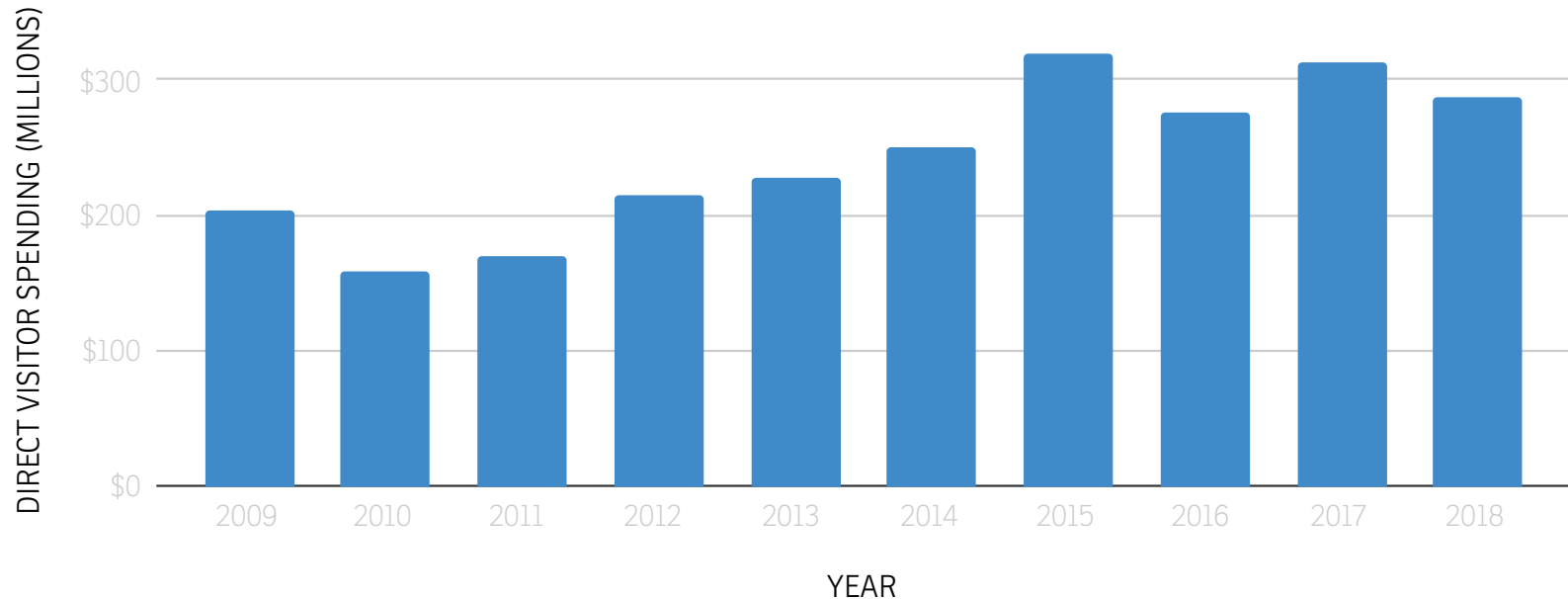
2018 Goal: \$215 million in Direct Visitor Spending

2018 RESULTS:

\$287 million

in Direct Visitor Spending by Convention & Meeting Delegates

Direct Visitor Spending 2009-2018



Meeting and exceeding the Direct Visitor Spending priority is the unequivocal result of successful efforts in the marketing and sales of meetings and conventions, generating hundreds of millions of dollars directly benefiting the businesses associated with the Salt Lake hospitality industry and indirectly benefiting the residents of our community.

2018 Goal: 4,945 Salt Lake County jobs

2018 RESULTS:

4,996

Salt Lake County Hospitality Industry Jobs



A growing and successful hospitality industry job market directly tied to Salt Lake's meetings and convention business speaks to the overall strength and vitality of Salt Lake's economy and its well-being, while creating employment opportunities for those throughout our community.

2018 RESULTS:

There was no stopping us.

Since 1984, Visit Salt Lake has had the honor and privilege of marketing, promoting and selling all aspects of Salt Lake County that fuels the visitor economy, most notably meetings, conventions and leisure travel. Without a doubt, the largest impact we have on the visitor economy is through conventions held at the Salt Palace Convention Center. Following Outdoor Retailer's hasty decision to leave Utah's capital city after 22 growth-filled years, many believed we would struggle for years to fill the void it left, particularly the first full year we did not host both the Winter and Summer OR Markets: 2018.

Through creative planning, programs, hard work, persistence and tenacity, we are thrilled to announce that Visit Salt Lake not only met its lofty goal of 759,000 room nights booked, but exceeded it and tallied a total of 790,787 in 2018!

Not only did we surpass Room Night's Booked, one of Salt Lake County's five priorities for Visit Salt Lake, but we also met and exceeded the other four County priorities: Direct Visitor Spending by Convention & Meeting Delegates (+33%), Earned Media (+19%), Website Visitor Sessions (+7%) and Hospitality Industry Jobs (+1%).

The success of 2018 was a remarkable effort and we appreciate all the Salt Lake hospitality community does in support of Visit Salt Lake's ongoing efforts to fulfill its mission of improving the area economy by attracting and providing support to conventions, leisure travelers and visitors to Salt Lake County.

Chris Erickson



Board Chair
Visit Salt Lake

Scott Beck



President & CEO
Visit Salt Lake

2018 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

Public Sector Summary Budget

Program Budget	2017	2018	2019
Administration	\$696,063	\$1,020,393	\$1,405,655
Sales	\$2,604,350	\$1,804,950	\$2,302,837
Services	\$667,250	\$762,750	\$807,850
Marketing	\$2,020,737	\$2,184,300	\$2,846,042
Total Public Sector Programs / % change over prior year	\$5,988,400 / -8%	\$5,772,393 / -4%	\$7,362,384 / 28%
Salaries & Benefits / % change over prior year	\$4,043,460 / 2%	\$4,253,632 / 5%	\$4,364,255 / 3%
Total Public Sector Budget / % change over prior year	\$10,031,860 / -4%	\$ 10,026,026 / 0%	\$11,726,639 / 17%

Impact of Meetings / Conventions / Events Realized in 2018

	Number of people	Delegate / Attendee Spending
Convention Delegates / Attendees tied directly to Visit Salt Lake sales efforts	202,506	\$179,449,488
Quasi-consumer Show Attendees / Include: Salt Lake Comic Con Fan X (1 event) and Silicon Slopes	145,700	\$26,249,022
Hotel/Resort Meeting Attendees / All non-SPCC / MAEC attendees from Visit Salt Lake sales efforts	31,444	\$29,337,252
Sporting / Special Event Visitors*	188,599	\$78,663,827
Total Spending by Delegates & Attendees	568,249	\$313,699,589

*Attendee Spending figure based on findings from the DMAI Sports Event Impact Calculator.

2018 Treasurer's Report: Funding Sources *(continued)*

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.



Salt Lake County Council 2017-18

BACK, FROM LEFT: Richard Snelgrove, Steve Debry, Jenny Wilson, Ann Granato, Jim Bradley FRONT, FROM LEFT: Max Burdick, Michael Jensen, Arlyn Bradshaw, Aimee Winder Newton

2018 Direct Visitor Spending, Salt Lake County*

Direct Visitor Spending*		Sales & Use Taxes Generated 2018			
		State	County	Cities	Total Taxes
Hotel	\$586,838,770	\$31,457,063	\$30,319,105	\$11,334,245	\$73,110,413
Car Rental	\$201,629,761	\$15,626,307	\$15,323,862	\$2,016,298	\$32,966,466
Restaurant*	\$481,111,764	\$25,258,368	\$7,697,788	\$435,832	\$33,391,988
Retail & Attractions**	\$249,890,754	\$13,119,265	\$2,873,744	\$2,498,908	\$18,491,916
TOTAL	\$1,519,471,050	\$85,461,002	\$56,214,499	\$16,285,282	\$157,960,783

* 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.

Current & Future Impact Of Meetings & Conventions Booked During 2018

	Booked in 2018 for 2018	Booked in 2018 for future years	Total
Attendance	267,409	332,607	600,016
Room Nights	178,697	612,090	790,787
Spending	\$103,534,038	\$259,286,778	\$362,820,816

2018 Executive Committee Members

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Downtown Alliance

Arlyn Bradshaw

Salt Lake County Council

Karen Hale

Salt Lake County

Abby Murtaugh

Hilton Salt Lake City Center

PAST CHAIR

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Erin Litvack

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Temple Square Hospitality

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Modern Expo & Events

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2018 Highlights: Performance Measures

Convention Sales	<i>2018 GOAL</i>	<i>2018 ACTUAL</i>	<i>% of GOAL</i>
Convention Room Nights:	758,289	790,787	104%
Prospecting Calls - Convention Sales Directors:	480	559	116%
Prospecting Calls - EMM / National Sales Manager:	920	982	107%
Personal Visits to Existing Clients:	24	43	179%
Outside Sales Trips:	50	58	116%
Site Inspections:	126	126	100%
ASAE Client Follow-Up:	77	71	92%

Marketing	<i>2018 GOAL</i>	<i>2018 ACTUAL</i>	<i>% of GOAL</i>
Generate the equivalent advertising value of \$14.7 million worth of positive earned media about Salt Lake as a convention and tourism destination (Ski City goal is \$4.95 million of total):	\$14,716,363	\$17,518,858	119%
Generate the equivalent advertising value of \$4.95 million worth of positive earned media about Salt Lake for Ski City:	\$4,950,000	\$5,955,756	120%
Increase VisitSaltLake.com by 5% to more than 2.494 million total visitors sessions on the main, mobile and booking websites:	2,494,481	2,674,064	107%
Increase visitation to SkiCity.com by 10% to more than 247,522 visitor sessions:	247,522	263,793	107%
Generate 8 new content articles monthly across all web properties for a total of 96 new articles that can be promoted through web, email and social media:	96	113	118%

2018 Highlights: Performance Measures

Marketing <i>(continued)</i>	<i>2018 GOAL</i>	<i>2018 ACTUAL</i>	<i>% of GOAL</i>
Increase active email address database (currently over 90,000 email addresses) by 20% in 2018 and achieve an email open rate of 20%:	108,000	122,205	113%
Increase the number of Visit Salt Lake Connect Pass days sold via hotels, attractions, and online channels by 10% to a total of 40,000:	40,000	29,608	74%
Services	<i>2018 GOAL</i>	<i>2018 ACTUAL</i>	<i>% of GOAL</i>
Achieve the <i>Meetings & Conventions</i> Gold Service Award for the 24th consecutive year and maintain membership in the M&C Gold Award Hall of Fame:		Achieved	
Promote social media attendance promotion to all incoming city-wide groups, with 70% adoption rate:	20	21	103%
Maintain post convention survey score average of 4.8 or higher:	4.8	4.8	100%
Conduct quarterly outreach events to in-state repeat clients:	4	8	200%
Expand Sundance Film Festival presence in Salt Lake through programming and other means:		Achieved	

2018 Highlights: Performance Measures

Partner Development	<i>2018 GOAL</i>	<i>2018 ACTUAL</i>	<i>% of GOAL</i>
Increase Membership Revenue:	\$320,986	\$307,992	96%
Increase Advertising Revenue:	\$328,893	\$319,573	97%
Prospecting Calls:	252	255	101%
New Members:	58	48	83%
Increase Member Engagement via Listing Updates:	2,916	2,082	71%
Increase Member Engagement via Member Event Attendance:	2,060	1,777	116%
Maintain Member Retention Rate of 91%:			91%
Produce:			
Member Connections:	4	9	225%
Member Training Events:	12	12	100%
Educational Member Event:	2	2	100%
Membership Survey:	1	3	300%

2018 Highlights: Performance Measures

Visitor Services	<i>2018 GOAL</i>	<i>2018 ACTUAL</i>	<i>% of GOAL</i>
Visitor Center Awareness Events:	4	4	100%
Visitor Center Concierge Events:	4	4	100%
Ski City Mobile Visitor Center In-State Events:	10	15	150%

NowPlayingUtah.com	<i>2018 GOAL</i>	<i>2018 ACTUAL</i>	<i>% of GOAL</i>
Fundraising:	\$60,500	\$67,500	112%
Sales Revenue:	\$45,155	\$46,895	104%
Increase Website Visitor Sessions:	828,651	1,295,514	156%
Increase Registered Email Contacts:	7,123	7,961	112%

In 2018, we overhauled the governance structure of Visit Salt Lake to ensure our future success.

**To all of our past Board of Trustees and
Executive Committee members, for all
of your hard work and commitment to
Visit Salt Lake's success:**

THANK YOU!



Visit Salt Lake

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

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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