



REGULAR MEETING TRAVEL COUNCIL ADVISORY BOARD (TCAB)

Held at the Grand County Commission Chambers
125 E Center Street
Moab, Utah 84532

[Recording](#)

MINUTES

August 8, 2023 | 3:00 PM

****Time stamps correspond to the videos****

Members in Attendance: Jenny Gleason, Mary McGann, Brian Hunnings, Sharon Kienzle, Alex Borichevsky, Laici Shumway

Members in Attendance Remotely: Lori McFarland, Rebecca Monceaux

Also Present: Bega Metzner (Moab to Monument Valley Film Commission), Austin Lehouse (Concerned Citizen), Melissa Stocks (Economic Development), Sky White (Economic Development), Mark Stevenett (Love Communications), Adam Whalen (Love Communications), Colette Cox (Governor's Office of Economic Opportunity)

Call to Order - 3:00 PM

00:01:30

Opening Items:

- **Welcome**
00:01:30
- **Introductions**
00:04:11
- **Conflicts of Interest, disclosures, ex-parte communication**
00:06:00, none at this time
- **Citizens to -be- heard**
00:06:00, none at this time
- **Presentations, if any**
00:06:00, none at this time

Discussion and Action Items:

A. Approval of May 09, 2023 and June 13, 2023 Meeting Minutes

00:01:50

Sharon Kienzle makes a motion to approve the May 9th Meeting Minutes with the correction of the spelling of Chris Baird's name.

Jenny Gleason Seconds.

No Discussion.

All in favor. Passes unanimously.

Sharon Kienzle makes a motion to approve the June 13th Meeting Minutes.

Jenny Gleason Seconds.

No Discussion.

All in favor. Passes unanimously.

B. Board Member Reports

00:06:20

Jenny Gleason - Scenic tours are down. Redtail is still flat. Charter sales are up. Rocky Mountaineer is up. Google searches are down 20% for all of Moab.

Alex Borichevsky - Sabaku down about 15-20% in July. We closed 98 in July and plan to be closed in August as well. There are a noticeable amount of international tourists in town this month. It is very quiet in the high country and recreation areas.

Sharon Kienzle - We are even with 2022 and 2019. There are a lot of international visitors so there are translation issues. We are looking for a groundskeeper.

Brian Hunnings - June was close to last year. July is down about 20%. We are seeing a lot of French, German and Scottish tourists.

Laici Shumway - I'm hearing that summer is not as bad as businesses were thinking it would be. Things are still slow for the year overall.

Lori McFarland - Trying to do analysis to make future plans. We are feeling a strong trend that sales tax revenue will be down. Businesses are stating that it is quiet downtown. Locals are stating they can enjoy their own town because it is not as busy as they are used to this time of year. I would like to discuss eliminating the EDD Director and ED Specialist roles and have Tourism operate as an independent department within Grand County. I would like to suggest we have a Special Meeting to discuss this further if the Board is open to it. I would like to discuss how our resources can serve the Community better than they are currently.

Mallory Nassau advises there will need to be 5 business days notice for a Special Meeting to be held. The individuals on the Board have the ability to submit a letter or email to the Commission independently or as a Board. If the Board wants to submit a letter a special meeting will need to be held to discuss and have an action item to approve it. Also suggests that presenting multiple options to the Commission might be a good strategy.

Mary McGann advises that when she started at the County when there was not an EDD Director, the County lost out on a lot of funding opportunities. USU advised the County to bring on an EDD Director. Since then, the County has been much more successful in acquiring Grant funding.

Market Performance - Impact

Our targeting was national based on keyword and content searches. We saw via the Impact platform, that the top hotel booking markets were Denver, Atlanta, Philadelphia and Salt Lake City. The top ten hotel booking markets had a nice spread of long-distance east coast markets to our more regional and west coast markets.

Top Hotel Origin Markets

Rank	Markets	% of Booking
1	Denver, CO, US	8.2
2	Atlanta, GA, US	5.6
3	Philadelphia, PA, US	5.1
4	Salt Lake City, UT, US	4.6
5	San Francisco Bay Area, CA, US	4.6
6	Phoenix, AZ, US	4.1
7	Boston, MA, US	3.6
8	Washington, DC, US	3.6
9	Seattle-Tacoma, WA, US	3.1
10	Dallas-Ft Worth, TX, US	3.1



Trip Advisor On Platform Performance

TA_Moab_UT_US

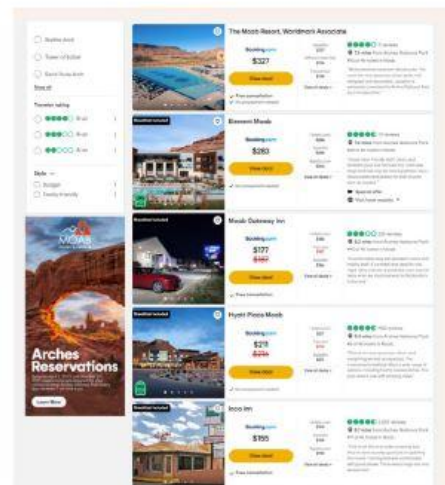
	March 2023	April 2023	May 2023	June 2023	Total
Accommodation	\$119,827	\$99,555	\$113,715	\$18,869	\$351,966
Attractions	\$123,911	\$129,241	\$154,638	\$31,929	\$439,719
Food & Beverage	\$47,808	\$41,909	\$44,286	\$7,376	\$141,378
Other	\$21,184	\$18,571	\$19,624	\$3,268	\$62,647
Retail	\$47,018	\$41,217	\$43,554	\$7,254	\$139,043
Transportation	\$142,581	\$124,989	\$132,077	\$21,997	\$421,644
Total Impact	\$502,329	\$455,482	\$507,894	\$90,683	\$1,556,398

ADR	Room nights	Bookings	Estimated travelers	Booking window
\$281	1,253	696	1,461	35

TripAdvisor users exposed to Moab ads:

- Viewed 50% more pages of Moab content
- Clicked through to 50% more pages of Moab Content
- Viewed 30% more Moab points of interest
- Booked 60% more
- Viewed about the same Moab Accommodation Content
- Viewed 50% more Moab Attraction Content
- Viewed 120% more Moab Restaurant Content

...compared to unexposed users in the same audiences



Paid Social Performance Overview

- 2,508,058 impressions
- 1,066,762 reach (2.4 frequency)
- 64,511 engagements
 - 30,145 link clicks, 587 comments, 10,199 reactions, 853 shares, 434 saves
- 1.68% engagement rate (1% benchmark)
- 23,731 landing page views (\$0.48 cost per)
- **23,238 website sessions**
- **:16 seconds on site**



Paid Search Summary



187,415

Impressions Deliv.



28.9%

Click-Through Rate

~20% prev.
campaign(s)

\$0.21

Avg. Cost per Click

~\$0.35 prev.
campaign(s)

- The Paid Search component of our campaign delivered just over 187k impressions and boasted a 28.9% click-through rate alongside a \$0.21 average cost per click, both of which are far above our normally observed benchmarks. This is reflective of the National Parks campaign (which includes ads and ad copy relevant to the reservation system which is why its included) as well as the Arches Reservation campaign.
- Our aggregate impression share (top) for the Arches Reservation campaign specifically is 99.1%, while the aggregate impression share (absolute) is 76.7%. These are extremely high numbers and indicate that whenever anyone looked for a reservation to the park, our ads almost always appeared.



Paid Search GA4 Performance Overview

- 77,509 sessions
- 58,370 users
- 50.5% engagement rate (53.7% site avg.)
- 0:59 avg. engagement time (1:00 site avg.)
- 1.40 pages per session (1.58 site avg.)



Summer Media Plan

		April	May	June	July	August	September	
		3 10 17 24	1 8 15 22	29 5 12 19	26 3 10 17 24	31 7 14 21	28 4 11 18	
Summer Campaign	Markets and Audiences							\$250,000
Sojern								
Partnering with a proven programmatic partner that has expert experience in the tourism space.	Northern Utah, Denver/Colorado Springs, Vegas, Boise/Idaho Falls, Phoenix + Chicago, San Francisco, NYC, Houston, Seattle, LA							\$82,500
Create new display focusing on arts/culture, dark skies and water based recreation.								
Storygize								
Storygize is a proven native partner. We will programmatic target our main audiences, serving native units for clickers to come to Moab to read long form content. We recommend 3-4 articles that we Love can help write that promotes a longer form story of our pillars, speaking to also the best ways to travel in the summer.								\$55,860
Viant								
Leveraging a proven Connected TV partner in the tourism space, we will use new dark sky videos to inspire and influence summer traveling audiences who are streaming video content on the large living room screen.	Denver, LA							\$100,000
We selected the two of the closer distant fly markets we were previously targeting in our Fly market to continue to penetrate markets.								
Food and Travel Magazine	SLC							\$5,000
Utah Stories (Net)	SLC							\$4,140
Ad Serving								\$2,500

Summer Executive Summary



19,102,950
Impressions Delivered



0.16%
Post Impression Rate



2,532
Enriched Hotel Bookings



\$1,109,158
Enriched Hotel Revenue

\$222.57 ADR

- The campaign has delivered just over 19M impressions, and in that time has generated \$1.1M in enriched hotel revenue alongside a \$222 average daily rate.
- Our campaign PIR is strong at .16% for an inspirational campaign.
- Current ROAS for Sojern's economic report through 7/11: **\$16.19:\$1**
- **Las Vegas, Denver, and Phoenix** continue to be our top performing markets by post impression rate, and we are waiting on more volume in Adara to report out on bookings by market.
- Storygize's main KPI we are optimizing towards is **CTR, which is at a strong .28%** (BM: .25%). We want to control the consumer journey to our specific longer form articles vs ad exposed website page views.
- We have 1.2M video completes on Connected TV, which is targeting Denver and LA.

Page 35 of 86

Market Performance - Impact

Our targeting is to specific top markets, and we are seeing that SLC, Denver make up 45% of the total hotel revenue, followed by San Fran. New York is a market we added in, and we are seeing great success from that longer fly market for summer arrivals.

Top Hotel Origin Markets ?

Rank	Markets	% of Booking
1	Salt Lake City, UT, US	26.1
2	Denver, CO, US	19.6
3	San Francisco Bay Area, CA, US	9.8
4	New York, NY, US	8.7
5	Phoenix, AZ, US	5.4
6	Chicago, IL, US	3.3
7	Grand Junction, CO, US	2.7
8	Houston, TX, US	2.7
9	Idaho Falls, ID, US	2.7
10	Seattle-Tacoma, WA, US	2.7



Connected TV

Based on a pixel on Discover Moab website, we can tie back ad exposed Connected TV spots to website traffic. Below shows that ad exposed audiences to our video spot converted an 80% website lift. So far we have track 5,000 website visits from our Connected TV advertising.



Native Articles

We've seen very strong engagement times throughout this campaign and that remained consistent in June. From last month, Three Day Moab Itinerary has remained the top performing content with the strongest CTR & Engagement Time to date.

Content	Impressions	CTR	(V) Engagement Time - Active
Best Time To Visit	1,133,622	0.27%	00:28
Colorado River Activities	1,106,017	0.27%	00:31
Dark Skies	1,125,286	0.27%	00:27
Three Day Moab Itinerary	1,600,583	0.29%	00:33
Totals	4,965,508	0.28%	00:30



Top performing image!

D. Love Communications Data Update- *[Reference Agenda Packet for supplemental information]*

00:40:53

Overview

Over the last two months, Love has been quickly onboarding the various data sources and partners that were approved as part of the data contract signed with Grand County.

SYMPHONY TOURISM ECONOMICS



Placer.ai



Data Source	Contract Status	Data Pipeline Status	Amplify Dashboard Status	Symphony Dashboard Status	Data Source Fully Onboarded
Lodging	Signed	Staging	Offline	Offline	No
Short-Term Rental's	Signed	Live	Live	Live	Live
Spend	Processing	Offline	Offline	Offline	No
Mobile Visitation / Event-Tracking	Signed	Live	N/A	N/A	Live
Website	Signed	Live	Live	Live	Live
Social Media	Signed	Live	Live	Live	Live
Marketing	Signed	Live	Live	Live	Live
Symphony Dashboard	Signed	Live	Live	Staging	No
Amplify Dashboard	Signed	Live	Live	Staging	No
Public-Facing Dashboard	Signed	Offline	Offline	Offline	No

Next Steps: Love Communications is anticipating the launch of an internal dashboard in two to three weeks. Upon launch, work will begin on providing monthly reporting to the Board and Grand County EDD. Work will then begin on laying the foundation for the data sources that will be included on the future public platform.

E. Presentation about the International Co-op:
-Germany, Austria & Switzerland

-UK and Ireland

[Reference Agenda Packet for supplemental information]

00:53:10

EDD has opted into an international marketing campaign with UOT focused on Germany, Austria, Switzerland, UK and Ireland. This will include outreach and partnership with travel agencies in these countries to encourage tourism in Moab.

F. Update on South and North Billboard

[Reference Agenda Packet for supplemental information]

00:58:16

Working in conjunction with Love Communications, EDD has come up with a new billboard design that will be put up at both the North and South ends of town. Commissioners have approved these signs for installation.

G. Update on Bandwango Platform

[Reference Agenda Packet for supplemental information]

00:59:41

Bandwango is an online and app-based Art Trails Pass that is free to use. People can sign up for free. The app allows visitors and residents to track the number of points of interest within town and grant them the opportunity to win prizes for doing so. There are also discounts for local businesses that visitors can access by checking in at certain participating locations. EDD can continue to add more restaurants and storefronts to this app in hopes of generating more revenue for local businesses. It will continue to be free for businesses to be listed.

This will go live this week.

H. Budget 2024 Priority List and Report TRT/TRCC

[Reference Agenda Packet for supplemental information]

01:04:23

Chris Baird presented last year's TRT/TRCC Prioritized List of Expenditures to give TCAB context on what will be expected of the Board as recommendations for the 2024 budget. Many line items include statutory requirements on funds that will need to be considered and included.

Chris reviewed current contribution accounts from Caselle Advantage.

The 2024 budget recommendations need to be received by the Budget Advisory Board by the end of September or early October.

Discussion included Responsible Recreation programing and how the department is analyzing their program's success.

Timed Entry and its effect on overall visitation and traffic and if it will be continuing it into 2024.

Tourism numbers are being observed on trend from 2017-2023 without taking into account the post-COVID travel surge.

County Fair and how that will be funded in 2024.

Grants and how to pay for match funds.

Grand Center, costs for running it and its value for the community.

Star Hall and past renovations.

Strategic Planning on how it was funded.

Historical airport funding needs and resources.

Adjourn

At 01:53:00, Jenny adjourned the meeting.