

RED EMERALD RESILIENCE TRAINING PROGRAM



UTAH OFFICE OF TOURISM | INSTITUTE OF OUTDOOR RECREATION AND TOURISM

TAKEAWAYS AND RESOURCES

SESSION 5: TOOLS AND RESOURCES TO UNDERSTAND TOURISM IN YOUR COMMUNITY

PANELISTS

- Denise Jordan, Marketing Analytics & Research Manager, [Utah Office of Tourism](#)
- Jennifer Leaver, Senior Research Analyst, [Kem C. Gardner Policy Institute](#)
- Jonathan Smithgall, Vice President, Digital Marketing & Media, [Love Communications](#)

WATCH THE FULL SESSION

HIGHLIGHT REEL (COMING SOON)

THE UTAH OFFICE OF TOURISM (UOT) - A MEASUREMENT-DRIVEN ORGANIZATION

The [Utah Office of Tourism \(UOT\)](#) employs extensive monitoring efforts on industry and marketing trends as well as research on Utah's destination communities and their visitors. A primary role of UOT's Marketing Analytics & Research Team is to track the implementation of the [Red Emerald Strategic Plan](#) and its impacts.

WHAT DOES QUALITY VISITATION LOOK LIKE IN UTAH?

Imperatives of the Red Emerald Strategy:

- Prioritize Quality Visitation - promote longer visits and better engagement with communities (i.e. maintain traditional & identify emerging "niche" audiences/experiences).
- Enable Community-led Visitor Readiness - communities decide the type of visitor economy they want to have; UOT's Destination Development & Management Team can help communities identify and address potential gaps in visitor readiness.
- Distribute Visitation - across seasons, day of the week, & time of day with effective messaging campaigns.
- Promote Responsible Visitation - UOT's [Forever Mighty®](#) Initiative helps visitors understand how to interact in the community and be respectful and responsible to the people and local assets while visiting.

UNDERSTANDING UTAH'S VISITORS, RESIDENTS, & STAKEHOLDERS

The UOT and its partners use many data sources to generate a range of state and local-level tourism-based information. On UOT's Industry Site, <https://travel.utah.gov/>, click on Research to find the [Utah Tourism Industry Metrics](#) page for:

- Utah Visitor Profile Report - the "Who, What, Where, When, Why Report" on visitor demographics and origin information, activities & trip characteristics while in Utah, travel intent, trip satisfaction, & tourism-generating revenue.
- Public Data Dashboards - to see visitor profiles and spending habits, international visitation, airport passenger data, hotel bookings, location data, National & State Park visitation, tax information.
- Advertising Effectiveness and Economic Impacts

HOW DO RESIDENTS FEEL TOWARDS TOURISM IN THE STATE?

According to results from UOT's [Statewide Utah Resident Sentiment Survey](#) (Feb 2022):

- 59% of residents feel positive effects of tourism outweigh the negative in their communities (range was 20% to 80% depending on which community)
- 69% agree natural resources protection & tourism can be compatible
- 81% say UOT should be supportive in locally-led efforts



KEM C. GARDNER POLICY INSTITUTE - UOT RESEARCH PARTNER

Researchers in the [Kem C. Gardner Policy Institute](#) (the Institute) provide the UOT with a range of [Economics and Public Policy Resources](#) including county and statewide [Travel and Tourism](#) data and reports.

[County Tourism Dashboard](#)

- [County Profile Reports](#) - county tourism trends including visitor spending, jobs created, hotel data, tax data, & more
- Interactive Database for County Tourism Dashboard - (available soon) county maps at statewide scale, e.g.:
 - Year-over-change in transient room tax (TRT) revenue
 - Annual # of short-term rentals (STR) versus total # of housing units
- [Statewide Tourism Report](#) - statewide tourism trends
- Tourism Blogs and other recent publications by the Institute

LOVE COMMUNICATIONS - UOT PARTNER & MEDIA AGENCY

[Love Communications](#) provides a media agency's perspective offering campaign reporting, travel trends, custom research, and helps direct visitors and Utah residents to UOT's public-facing site [VisitUtah.com](#).

Campaign Reporting

- Traveler type & party size (i.e. families, couples, individuals)
- # of hotel searches by month & year
- Average daily rates (ADR)s by month & year (i.e. how much a traveler spends per night on hotel rooms)
- Which markets are visiting, where in Utah & for how long
- Top hotel destinations by campaign & time of year

Travel Trends (as of July 2022)

- # of travelers continue to increase - at near pre-pandemic levels (~9 M travelers) over July 4th weekend (TSA data)
- With recent inflation and recent gas spikes:
 - 70% of travelers planned to stay "closer to home"
 - 48% of travel searches are for last minute trips (Trip Advisor, survey data)
- Travelers want to enjoy nature & visit new places
- 89% of Americans still had travel plans in next 6 months

Forecasting Tools

- UOT and Love Communication work with forecasting data experts: Josh Morrison ([Expedia](#)) & Todd Skelton ([Tripadvisor](#))
 - Future bookings (i.e. "US Points-of-Sale") are approaching but not yet back to pre-pandemic levels
 - Expedia can provide forecast data like these for counties

WHAT SHOULD COMMUNITIES BE AWARE OF WHEN OBSERVING TOURISM TRENDS

- Questions to ask: How are residents feeling? What are visitors experiencing?
- Understand the economic benefits of tourism in your community
 - In Utah, more than 80% of revenue comes from out-of-state or non-local visitors creating local jobs and tax revenues for Utah residents.

WHAT IS SUSTAINABLE TRAVEL?

- Leaving our assets so future generations can enjoy them
- Learning & traveling in ways that are respectful to cultures, places & people
- In practice, this may include encouraging guests to:
 - Stay more nights
 - Shop locally
 - Reduce the use of less disposal single-use items causing plastic waste
 - Use personal water bottles when traveling & recreating outdoors
- Watching water usage & carbon footprints may become more important over time
- See UOT's [Forever Mighty®](#) Inspiration page

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