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
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

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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