

# visit Ogden



## OUR MISSION

Visit Ogden works with the people and places of our community to sustainably curate, cultivate and promote meaningful experiences for residents and visitors.

### GUIDED BY 5 PILLARS



COMMUNITY



DESTINATION  
DEVELOPMENT



ECONOMIC  
IMPACT



ADVOCACY



TEAM DEVELOPMENT  
& RETENTION

# MESSAGE FROM THE PRESIDENT



The COVID 19 pandemic put a spike in the heart of the global visitor economy. No other sector cratered like ours, from years of exponential growth to a collective shutdown of business. The pandemic, and the temporary disappearance of tourism and group business travel, exposed the positive impacts of the visitor economy in Weber County and provided a window of opportunity for Visit Ogden and its stakeholders to have a more prominent place at the table in terms of overall community and destination development advocacy.

Our abundance of safe outdoor recreation assets, combined with marketing efforts targeting western road trippers, helped our destination fare better than many others. Our venues were innovative and thoughtful, able to produce events as conditions permitted. While some destinations are waiting for a return to the status quo, we have been looking to the future and have invested considerable time and effort in crafting a robust 10-year destination development plan and have been aggressively pursuing its implementation.

COVID has dramatically accelerated our efforts to make definitive advances in sustainable tourism. Our destination has been “discovered” by many and while we still need to implement destination awareness initiatives, we now have the opportunity to put our community values at the forefront of future planning and use those values as a primary destination driver along with our abundant assets.

These pages share our roadmap for 2022 to address opportunities to align with greater industry, community and government collaboration to support initiatives designed to improve local quality of life, fuel destination development, attract outside investment and high-value talent, and elevate the overall destination.

The road stretches ahead of us, but we are confident that this roadmap will lead to a stronger community, sustainably linked to a vibrant visitor economy.

Sara Toliver, CDME  
President & CEO, Visit Ogden



Lindsey Ketcham  
Director of Sales



Colt Jarvis  
Marketing/Comms. Director



Shane Osguthorpe  
Content/Creative Director



Tiffani Dille, CGMP  
Services Manager



Caren Werner, CGMP  
Community Partnerships Manager



Hannah Baird  
Marketing Assistant



*Special thanks to members of our volunteer Board of Trustees for their continued support and service. For a list of board trustee members and more detailed reporting, scan the QR code.*

# VISITOR ECONOMY OVERVIEW

2019

2020

2021

## TOURISM TAX COLLECTION

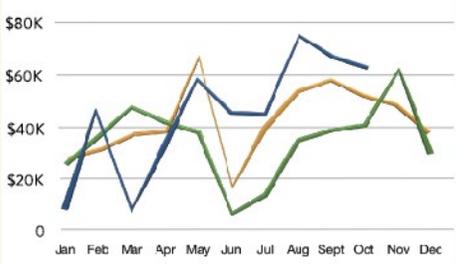
Tourism Tax collections have made a strong rebound in 2021, exceeding 2020 and 2019 collections.

The months reflected in the Tourism Tax graphs represent the month in which the taxes were collected, two months following the actual consumption activity.

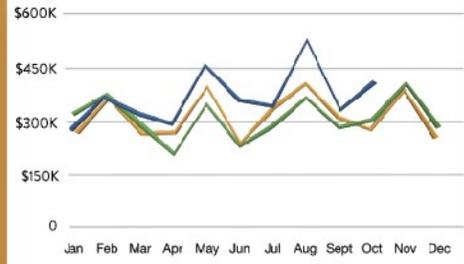
## TRANSIENT ROOM TAX



## LEASED VEHICLE TAX



## RESTAURANT TAX

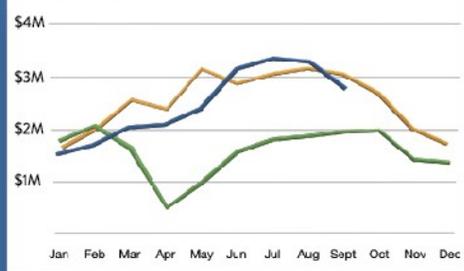


## HOTELS

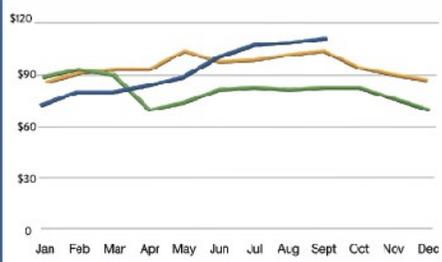
Business and convention travel remain the two most impacted markets. Weber County hotels have done an incredible job refocusing and serving the leisure traveler. We will work to continue the impact of this market, while welcoming the return of group and business travelers.

Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

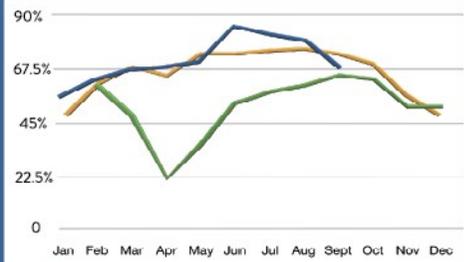
## REVENUE



## AVERAGE DAILY RATE



## OCCUPANCY

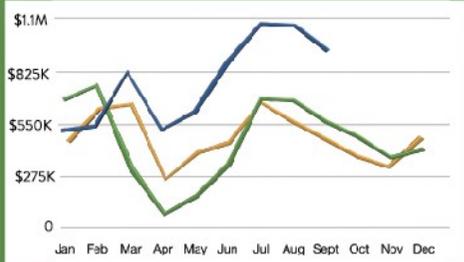


## VACATION RENTALS

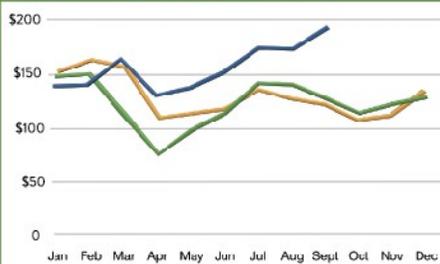
Broadly speaking, vacation rental demand has fared the pandemic better than traditional hotel lodging. The numbers shown here represent AirBNB only, not all short-term rental platforms. We will continue to monitor the impacts of short-term rentals and advocate for the most appropriate ordinances for governance.

Data provided by All The Rooms.

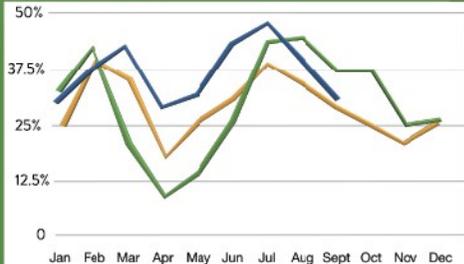
## REVENUE



## AVERAGE DAILY RATE



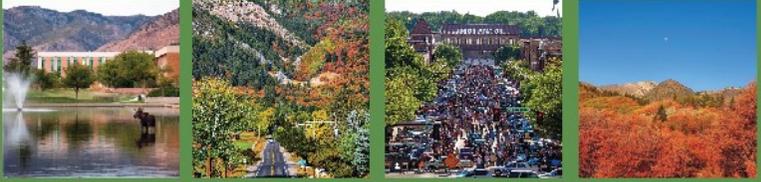
## OCCUPANCY



# visit Ogden

## 2021 DESTINATION BRANDING HIGHLIGHTS

### SOCIAL MEDIA MARKETING



Visit Ogden's organic social media efforts reached 2,107,921 individuals.



Our paid social media efforts delivered approximately 8 million impressions.

### DIGITAL MARKETING

Visit Ogden's digital display campaigns delivered 28,143,654 impressions.

We decreased our paid search spend by 5%, but increased our click-through rate by 9% (Doing more with less).

Our web content strategy led to an 11% increase in session duration, while our bounce rate dropped by 9%.

23,671 enriched hotel bookings.



### DESTINATION DEVELOPMENT PLAN ACHIEVEMENTS

- Created Community Partnerships Manager position to ensure enhanced communication and opportunity to identify needs.
- Launched Pledge for the Wild: Wild 4 Ogden initiative to generate sustainability awareness.
- Participated in Pineview Reservoir planning and improvements.
- Finalized Ogden Eccles Conference Center Feasibility Study and helped facilitate evaluation.
- Olympic Bid support.
- Collaboration with multiple community strategic plans including Ogden Downtown Alliance, Make Ogden, Nine Rails Creative District.
- Weber County Pedestrian Wayfinding implemented.

### EARNED MEDIA



# visit Ogden



## 2021 GROUP BUSINESS HIGHLIGHTS



### COVID CRASH

- 27 groups cancelled
- 28,400 lost attendance
- \$10M in Economic Impact lost

### COVID PIVOT

- “Meet in Utah” incentive campaign
- Focus on community & new sports events
- Budget shift to increase site inspections

### COVID REBOUND

- 41 groups hosted
- 24,981 in attendance
- \$10.1M in Economic Impact generated

## PARTNER LOVE

We express our deepest gratitude to our Weber County Culture, Parks & Rec partners. The Golden Spike Event Center’s ability to safely accommodate group events throughout the pandemic enabled our community to host dozens of rodeos, cheer and dance competitions, and other events that have generated significant economic impact for the community. The Ogden Eccles Conference Center hosted our first conference back in person, the Utah Tourism Conference, showcasing our ability to host gatherings safely while also showcasing our incredible community to our colleagues and industry partners.

Strategic collaboration with other community partners has been essential throughout this continual time of “the pivot.” A special thanks to Ogden Downtown Alliance, Ogden City Arts, Culture and Events, Weber County Parks & Rec, and the GOAL Foundation for your partnership. Numerous other community partners, venues and organizations deserve our thanks for your collaboration and for hosting clients and events safely. We can’t name you all, but appreciate your partnership immeasurably.



## KAYAK BASS FISHING

This seemingly small event generated significant media exposure and respectable economic impact. Our event servicing and our community were meaningful enough that organizers got tattoos of our logo at a local shop during their visit.



## PDGA

After a 1-year delay, we were able to host the Professional Disc Golf World Championships at Fort Buenaventura. Visit Ogden coordinated over 100 community volunteers to host the thousands of spectators that attended the sold-out event. As a bonus, Ogden was highlighted with the “Top Play of the Day” on ESPN’s Sportscenter.

## SPARTAN

Spartan’s return to Snowbasin Resort brought 10,000 athletes and spectators for our area’s largest two-day event and generated nearly \$2M in economic impact.



## TOURISM CONFERENCE

Visit Ogden hosted the Utah Tourism Industry Association conference, marking the return of in-person gatherings at the Ogden Eccles Conference Center. A volunteer army of conference attendees were rallied for a service project during the event that included clean-up along the Ogden River Parkway and the painting of a sizable mural that will benefit our community for years to come.

## TCG

We were able to welcome back our largest conference this year as we hosted 1,141 TCG attendees and foreign dignitaries.

# visit Ogden

## 2022 STRATEGIC PLAN



Visit Ogden collaborates with the community and its organizations to connect with one another and explore opportunities to collectively meet objectives to enhance vibrancy, opportunity, and sense of place for a high quality-of-life sentiment.

### ADVOCACY

- Monitor Transient Room Tax, Restaurant Tax, and Leased Vehicle Tax collections to gauge overall impact.
- Use Lodging Data (hotel and short-term rental) both to monitor impact and strategize future opportunities.
- Leverage data management tools to share data with stakeholders and government partners, as well as strategize future opportunities.
- Work with Weber State University to implement a Hospitality Certification Program.
- Evaluate opportunity to create Tourism Improvement District legislation to aid in funding mechanisms.
- Continue to facilitate strong relationships with locally elected leaders.
- Continue to engage in State partnerships.
- Participate in industry associations and events.
- Identify opportunities through school districts and other community organizations to enhance knowledge of the community and the positive impacts of the visitor economy.
- Work with community partners to align plans and strategies for destination development and placemaking goals.



Visit Ogden strives to communicate our community values with the visitor economy and its importance to our community, its stakeholders and elected officials.

### COMMUNITY

- Enhance communication and engagement with community to support a balance of quality of life, resident sentiment, and visitor economy impact.
- Demonstrate shared, like-minded goals related to community and neighborhood development, equitable workforce development, small business profitability, and priority-sector growth.
- Form Weber Sustainability Fund as an additional visitor economy impact mechanism.
- Continue execution of Destination Development Plan while creating synergies in working with strategic stakeholders and economic development plans.
- Utilize aforementioned synergies to create opportunities for talent utilization and attraction to the community.
- Support local makers and enhance arts and culture messaging.
- Create community engagement by increasing partner, stakeholder, resident and visitor use of #visitogden and #myogden.
- Create facilitated opportunities for residents and visitors to support local businesses including production of Ogden Restaurant Week and Bandwango passes.
- Enhance sustainability outreach and initiatives through partnerships with Leave No Trace and Pledge For The Wild.
- Design a Marketing Partnership Program that is beneficial to our locally owned businesses and can be sustainably managed by the Visit Ogden team.
- Find opportunities to curate and highlight unique, authentic travel experiences through additional destination drivers including cultural and heritage tourism and Dark Skies.



Olympic Bid Support



Advocate for Wayfinding



Launch Stewardship Promotional Campaign



Preserve Resident Support for Tourism



Align Operating Hours



Expand Outdoor Recreation Permitting Options



Accommodations Growth Roadmap



Standardized Event Reporting System



Pursue Prestigious Events



Conference Center Feasibility Study & Action



Align Downtown Design & Branding



Tier 1 Placemaking Advocacy



Evaluate Visit Ogden Structure



Evaluate Pop-Up Zoning



Local Business Marketing Partnerships



DESTINATION DEVELOPMENT

Visit Ogden's Destination Development Plan was generated with the knowledge that a deliberate shaping of the Weber County experience will result in an enhanced quality of life for its residents and accommodation of its visitor economy. Based on our 5 pillars, 61 destination strategies have been identified to guide these efforts.

This plan incorporates goals aligned with each of the five pillars and represents the long-term strategy. This timeline reflects elements of the plan that will be focal points throughout 2022. To see full plan details, scan the QR code.



Commercial Hub Identification



Awareness of Monetization Opportunities Near Recreation



Shoulder Season Marketing



Standardized Event Investment & Promotion



Elevate Tourism/Community Voice in Infrastructure Development



Continuity of Governmental Support



Proactively Preserve Small Commercial Businesses



Advocate for Sustainable Statewide Tourism Tax Structure



Expand Technical Assistance Programs



Explore Resident & Non-Resident User Fees



Prioritization & Creation of Arts & Culture



Expansion of Trail Infrastructure & Information



Support Preservation of Historic Places



Visit Ogden works to communicate our brand message to enhance and secure opportunities for business travel, meetings and conventions, leisure travel, and business and workforce recruitment.

## ECONOMIC IMPACT

### GROUP BUSINESS

- Increase Economic Impact and County- or City-owned facility revenue by 10% of 2021 year-end actuals.
- Determine evolution and growth of Sales Team for maximized productivity and value.
- Adapt to changing environments by creating enhanced communication channels and tools for planners.
- Determine impactful ways to communicate community attributes and values to group business.
- Continue to pay close attention to safety, health and security in future planning as conditions evolve.
- Use data management tools to aid in the refinement of group business based on positive impact as well as highlight those impacts to stakeholders.
- Engage in enhanced prospecting efforts to impact short-term business as well as build pipeline for long-term business.
- Continue to facilitate strong relationships with partners including lodging, venues, permitting, public safety, and public lands.
- Develop group incentive fund and establish criteria for allocation.
- Continue communication with groups after event to solidify opportunities for improvement and/or repeat business.
- Advocate for necessary venue improvements, expansion and/or development.

### DESTINATION BRANDING

- Create and disseminate relevant written, video, social, digital and website content that portrays community spirit and values.
- Highlight community values in creation of new content and strategies including, but not limited to, sustainability, EDI, supporting local, arts and culture, outdoor recreation, and kindness.
- Measure and evaluate KPI metrics to ensure execution of successful campaigns including monitoring increases in organic and paid social media engagement on Instagram, Facebook, Tik Tok, Trip Advisor, YouTube, LinkedIn and Pinterest.
- Measure and evaluate KPI metrics for digital campaigns to ensure goal of moving potential visitors through the decision-making funnel to conversion is achieved.
- Utilize data management tools and reports to regularly review performance to optimize strategy to share brand messaging and values.
- Evaluate opportunity to develop new website to enhance capabilities and provide desired destination information.
- Maintain or exceed current website KPIs while evaluation and timeline of new website is being determined.



## TEAM DEVELOPMENT & RETENTION

Visit Ogden recognizes that our team is our most valuable resource. We value the passion and dedication they bring to their jobs every day. We encourage this passion and knowledge development through educational opportunities that support their goals. We value a work/life balance and value family, personal and adventure time as being important to our health and productivity.

- Identify best opportunities for training and development both within and outside of industry.
- Evaluate opportunities for competitive destination experiences.
- Continue local area familiarization tours to ensure comprehensive knowledge of community assets.
- Enhance use of internal communication tools for efficiency.
- Support a healthy physical and mental balance of work, play and life.