



2023 ANNUAL REPORT



2024 STRATEGIC PLAN

SKI | TOP RESORTS IN THE WEST

#1 POWDER MOUNTAIN



#2 SNOWBASIN



**VISIT OGDEN CONGRATULATES
OUR AMAZING PARTNERS AT
POWDER MOUNTAIN AND
SNOWBASIN FOR BEING
RECOGNIZED BY THEIR GUESTS IN
SKI MAGAZINE'S READERS' POLL AS
THE TOP TWO RESORTS IN THE WEST,
RESPECTIVELY.**





LOOKING BACK. LOOKING FORWARD.

We began the year with a record-shattering winter and all three of our local resorts setting new records for season length, skier days, number of powder days, and obviously, snowfall. We can normally quantify the impact of our sales and marketing efforts, but there's no accounting for the impact of 600+ inches of snow on three of the most unique resorts in the world.

We were nimble enough to create a real-time "Snow Alert" digital campaign that kept potential visitors informed of just how good it was, driving winter visitation to all-time highs.

Using newly acquired technologies and data sources, we looked at early industry forecasts predicting decreased summer travel due to inflation. We worked with our lodging partners to develop special offers and strategized a targeted digital media campaign and actually increased year-over-year occupancy throughout the predicted low.

We welcomed new visitors through new sports tournaments, conferences, and events...and we've secured even more.

We find ourselves welcoming an influx of new residents as Weber County expands westward and Ogden City expands upward. Our objective is to make visitors and newcomers feel welcome.

And we know that more are coming.

As we look to the future, we have the opportunity to shape our community into one that sustainably delivers a positive experience for residents and visitors alike.

Tourism accounts for over 10% of Weber County's overall economy. It may not sound like much, but travel and tourism accounts for more than a third of restaurant and retail revenue, and nearly half of revenue for our resorts, attractions, museums, events, etc...you know, the things that make our community the amazing place we love.

We have our eyes on the potential impacts of pending Olympic bids. We're watching and working with significant changes at local resorts while celebrating that they are "The Best in the West." We're listening to our locally owned restaurants and retailers. We're working with our local creatives and students.

The following pages represent a small part of what we've been doing, and what we hope to do moving forward.

VISIT OGDEN TEAM



SARA TOLIVER
President/CEO



MILLIE STEWART
Director of Sales



TAYLOR HARTMAN
Director of
Marketing &
Communications



SHANE OSGUTHORPE
Creative/Content
Director



TIFFANI DILLEY
Operations Manager



CAREN WERNER
Community
Partnerships
Manager



HANNAH BAIRD
Marketing
Manager



J.D. HOLMGREN
Sales Manager



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

The following pages are full of numbers, charts and graphs that represent some of our outwardly visible efforts and their tangible results. These pages also include incredibly brief reports of our impactful work in our community that is often less visible and harder to quantify in a chart or graph. It also includes our vision and goals for the future. Everything reported or planned in these pages is guided by the four strategic pillars below.

DESTINATION STEWARDSHIP



Visit Ogden works to go beyond traditional “destination development” activities focused solely on increased visitation and strategically works on the sustainability of our community’s natural, cultural and community resources and the overall quality of life of its residents and workforce.

ADVOCACY



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.

ECONOMIC IMPACT



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.

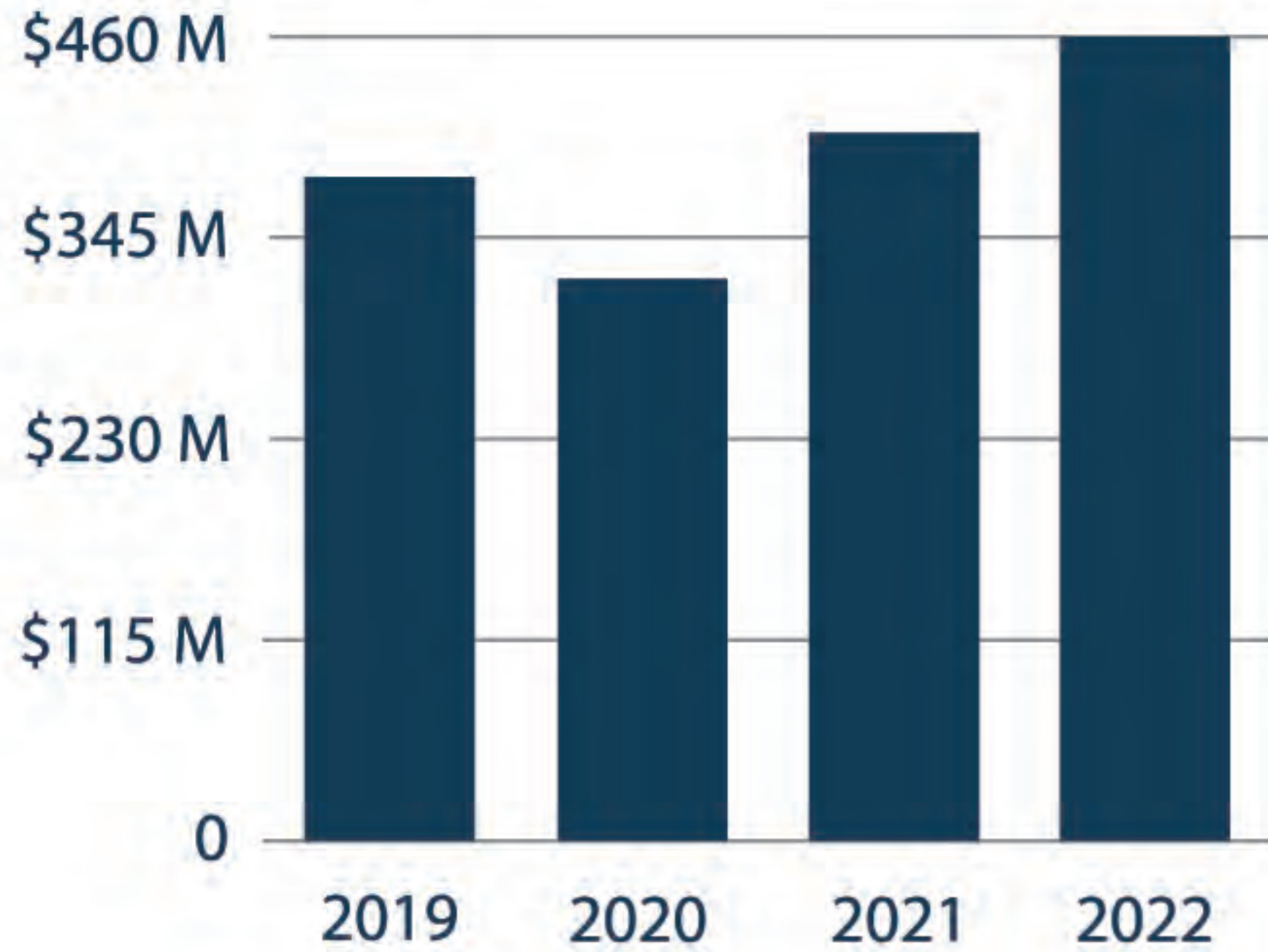
TEAM DEVELOPMENT



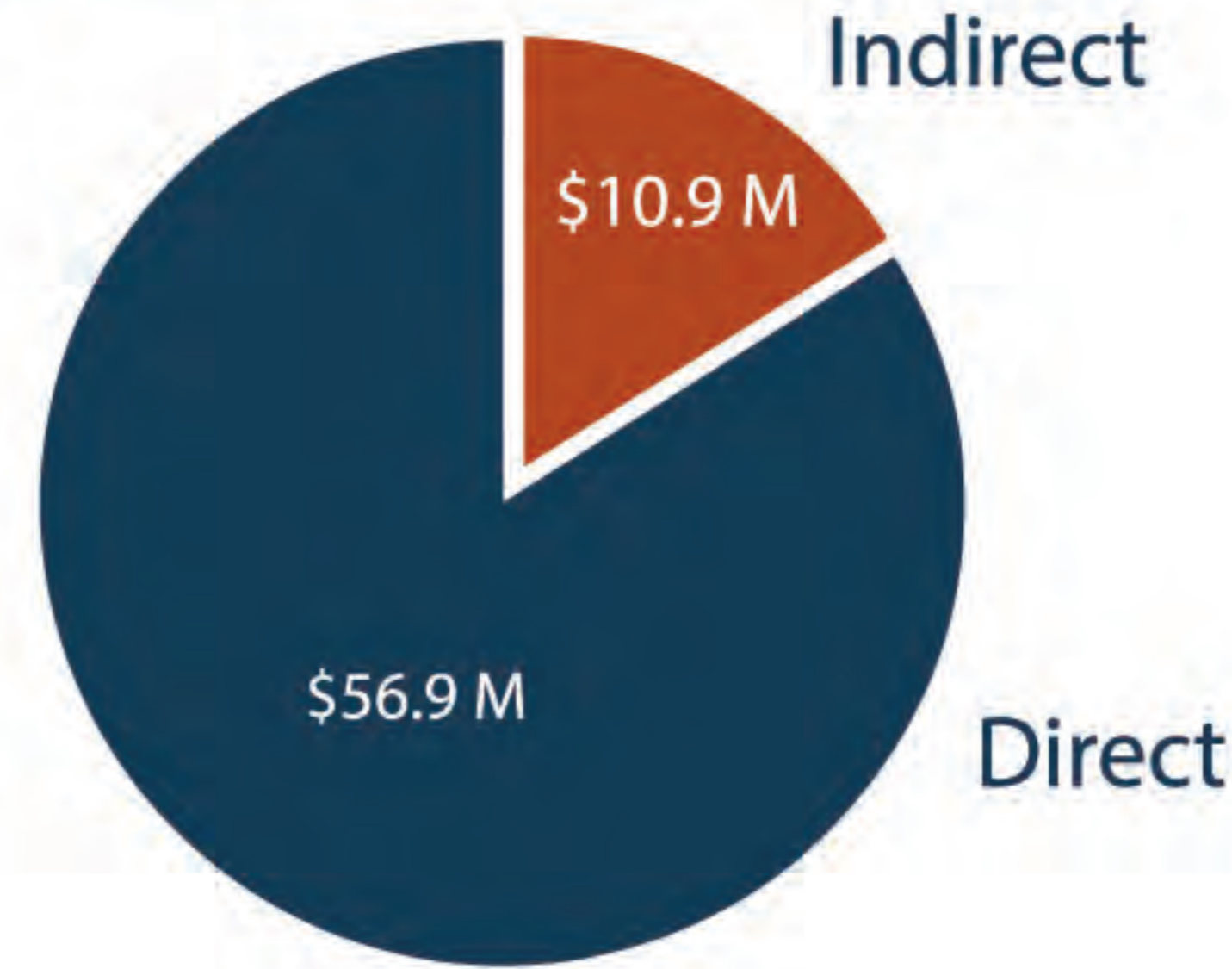
Visit Ogden recognizes that our team is our most valuable resource. We value the passion and dedication they bring to their jobs every day. We encourage this passion and knowledge development through educational opportunities that support their goals. We value work/life balance and value family, personal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

WEBER COUNTY'S VISITOR ECONOMY

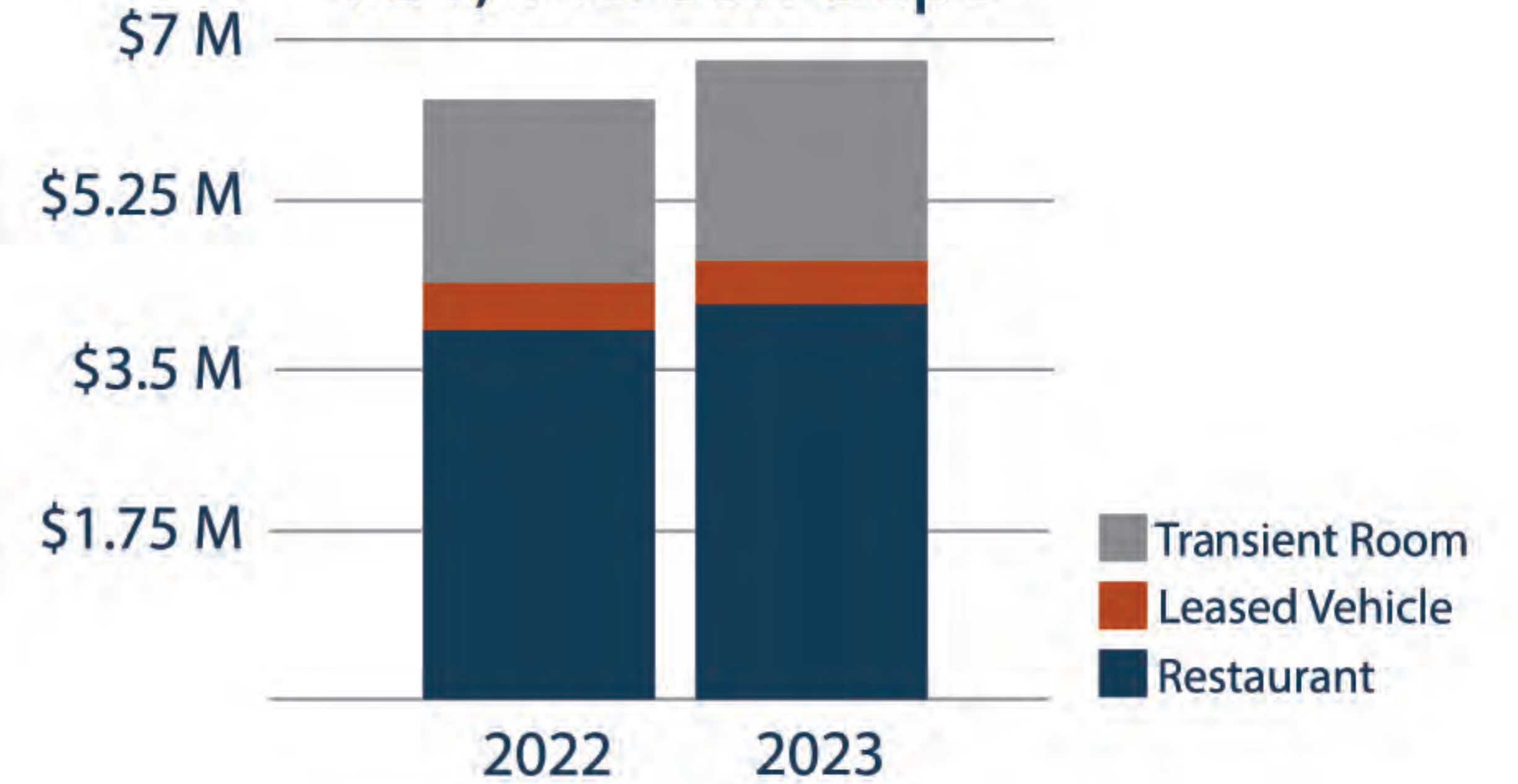
VISITOR SPENDING*



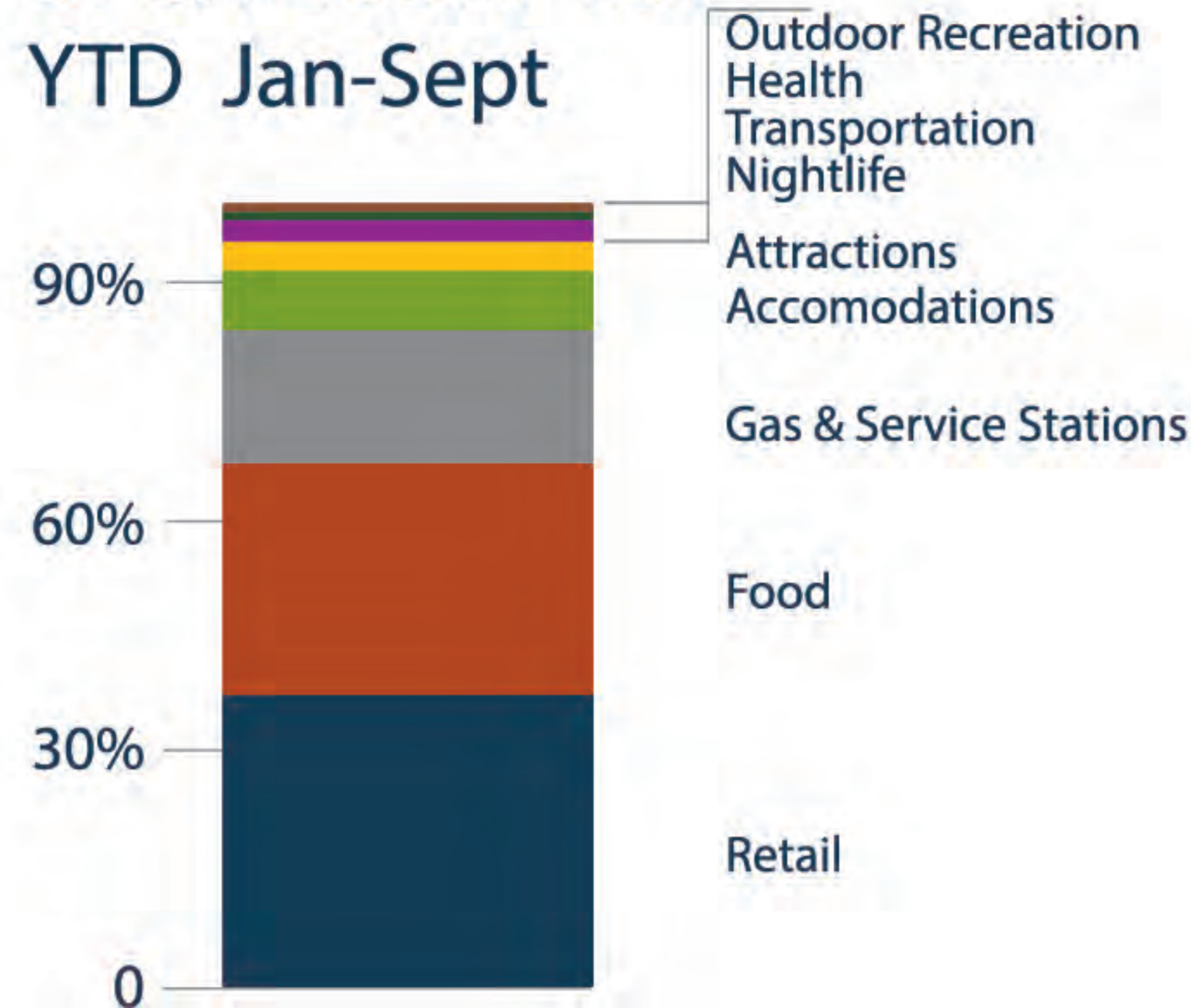
SPENDING TAX REVENUE* (in millions of dollars)



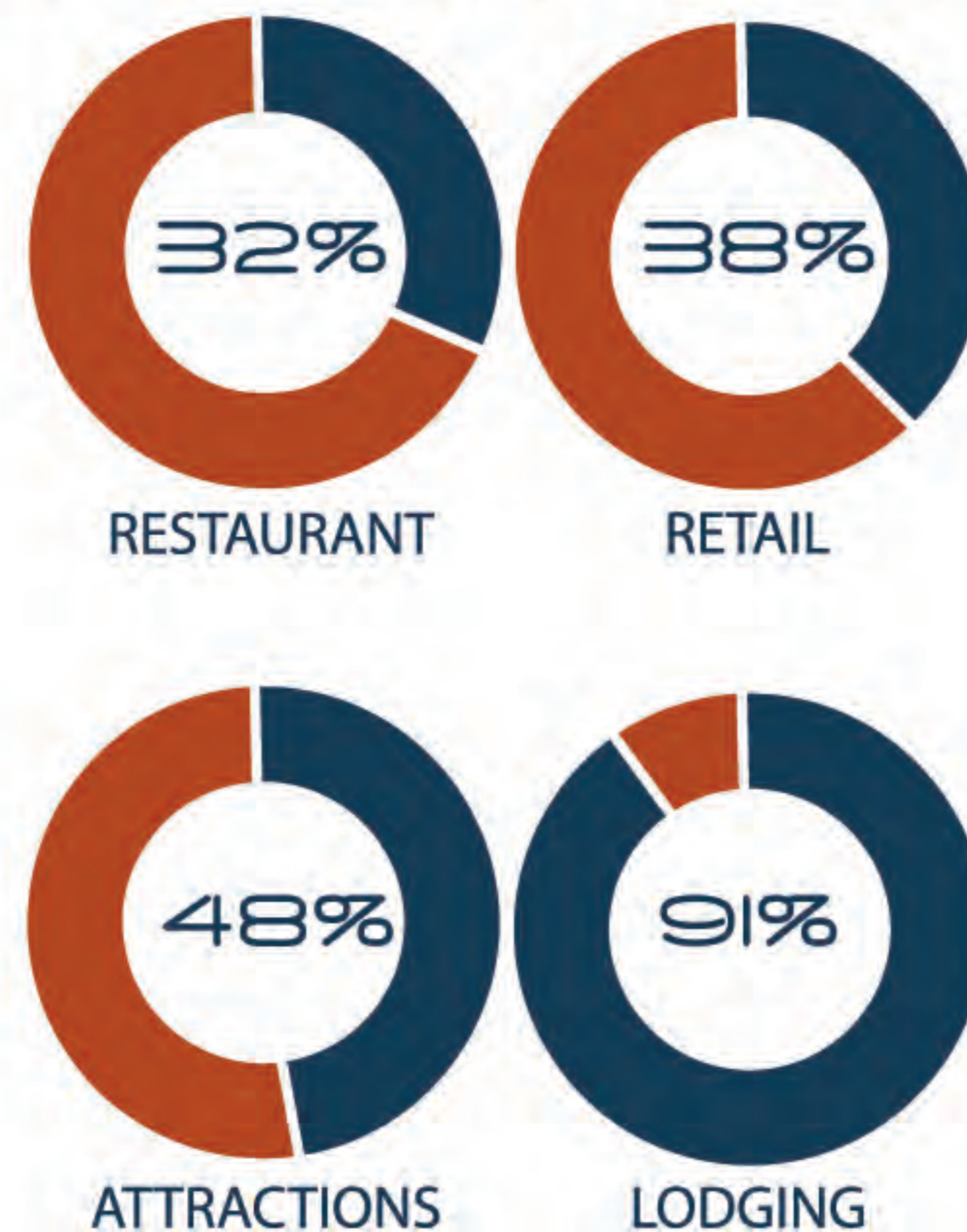
TOURISM TAX REVENUE YOY; YTD Jan-Sept



VISITOR DIRECT SPENDING BY CATEGORY YOY YTD Jan-Sept



VISITOR SPEND % OF TOTAL



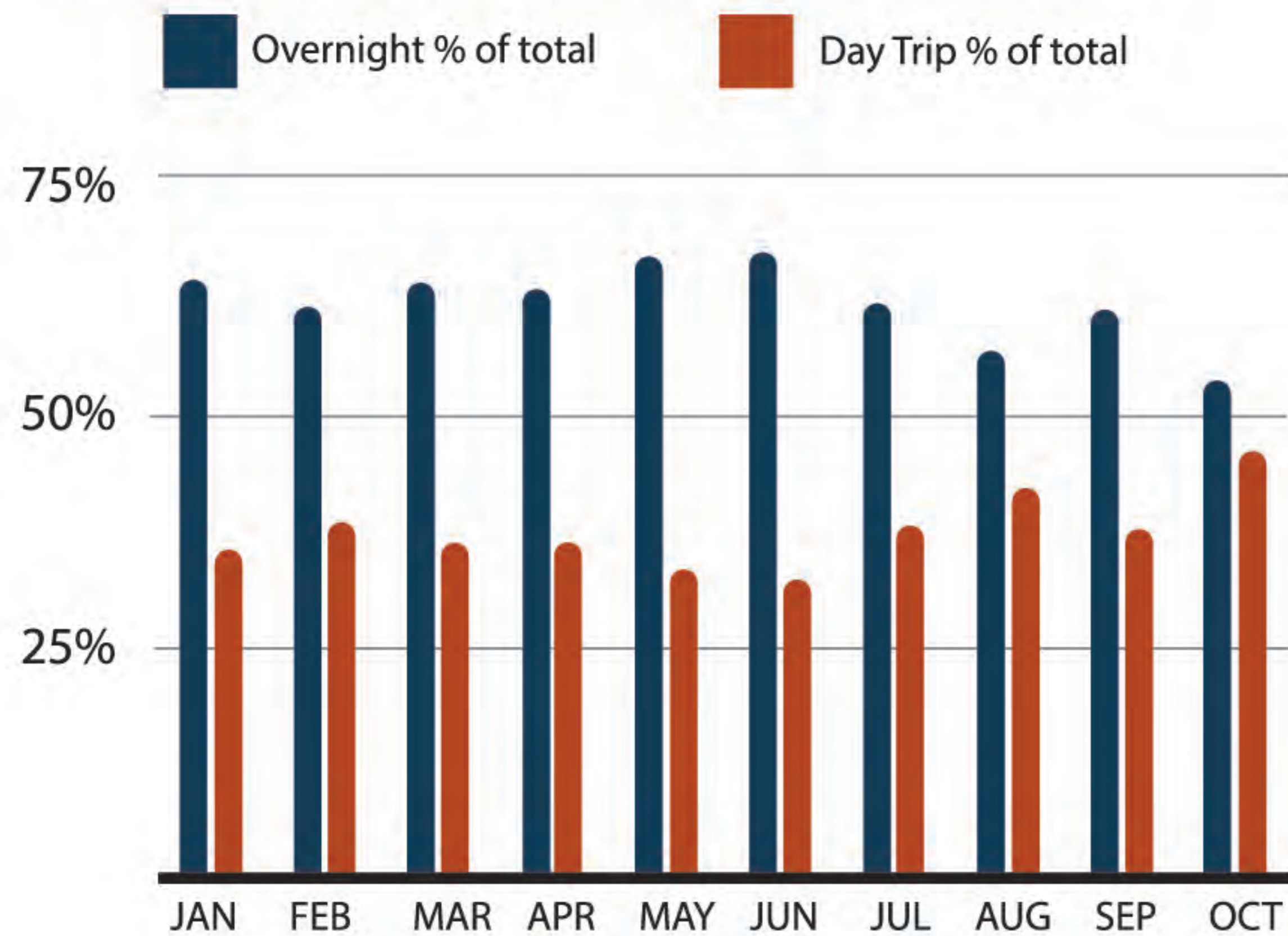
LOCAL SALES TAX REVENUE*

Visitor-generated sales tax revenue increased from 9.3% in 2021 to 10.1% of Total Sales Tax Revenue in Weber County in 2022.



Data sourced from Zartico, Affinity, and
*Kem C. Gardner Policy Institute 2022 reporting

OVERNIGHT vs. DAY TRIP VISITORS

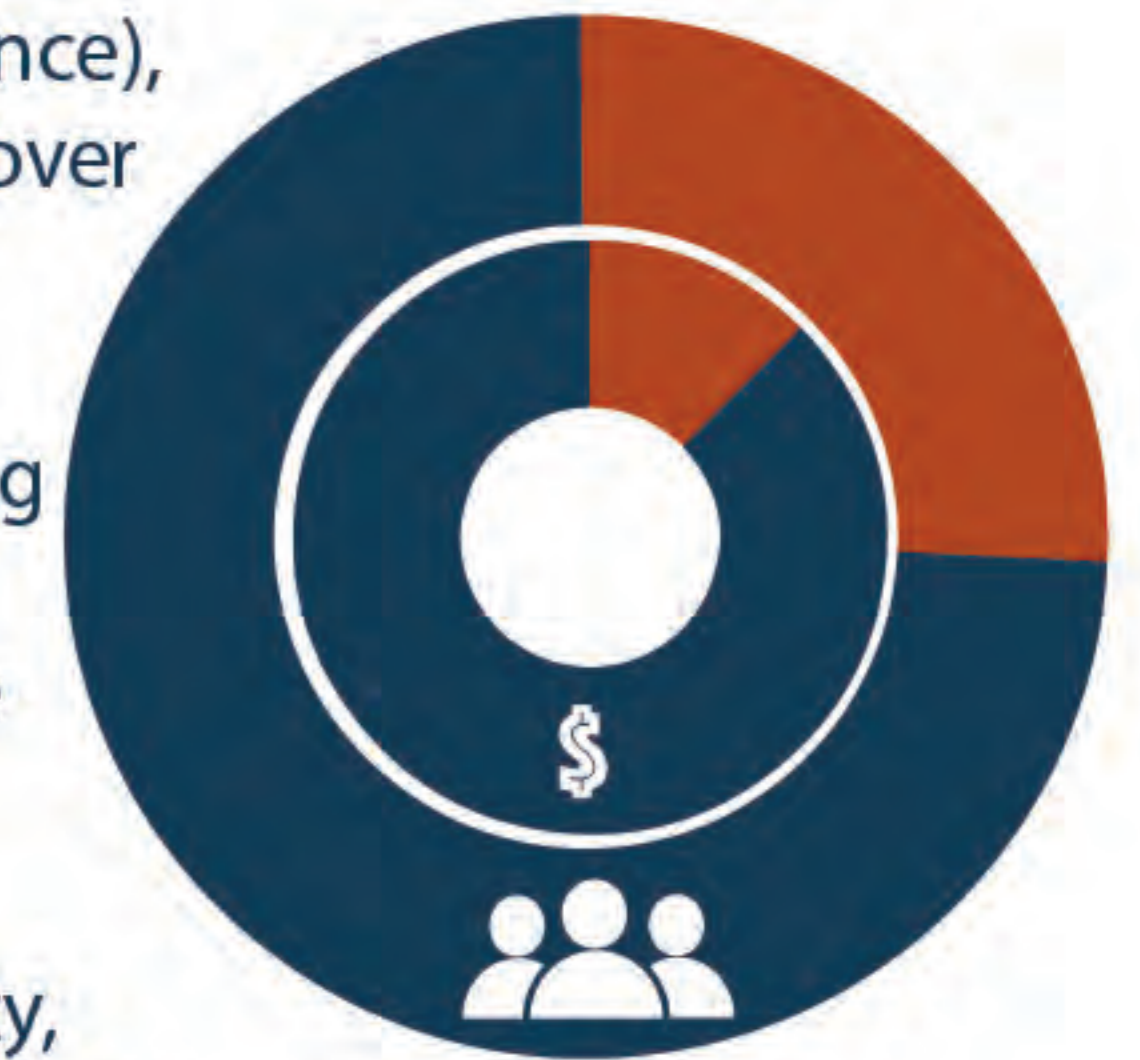


OUT-OF-STATE. IN OUR SIGHTS.

Out-of-state visitors, (our organization's primary target audience), account for 74.1% of overall visitation to Weber County, and over 87% of overall visitor spending.

The bulk of our marketing funding comes through a matching grant from the Utah Office of Tourism which stipulates, by statute, that 85% of funds received have to target out-of-state visitors. Before the pandemic, the requirement was 100%.

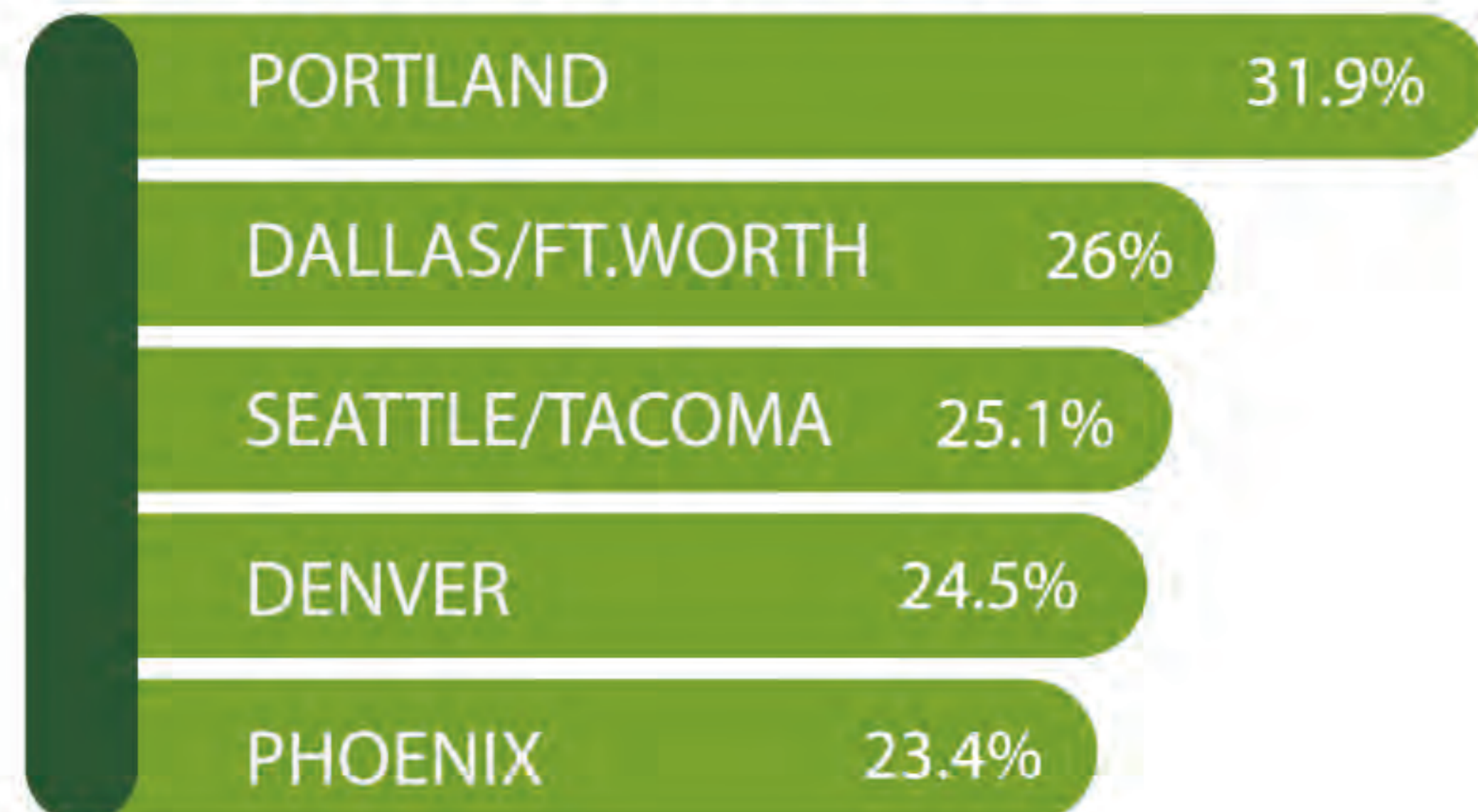
In order to make sure we're doing just that, we use some crazy, sophisticated platforms that allow us to closely monitor where our visitors are coming from, how they're moving around our community while they're here, and how they spend their money. We then target our marketing to similar people with similar interests and demographics in those geographic areas, or toward markets we believe may be emerging. It sounds scary, but don't worry. We're only looking at people with cell phones and/or credit cards.



Jokes aside, using that data, here is a list of the places from which we strategically try to lure people, and a tidy table indicating that our efforts seem to be working.

TOP 5 ORIGIN MARKETS

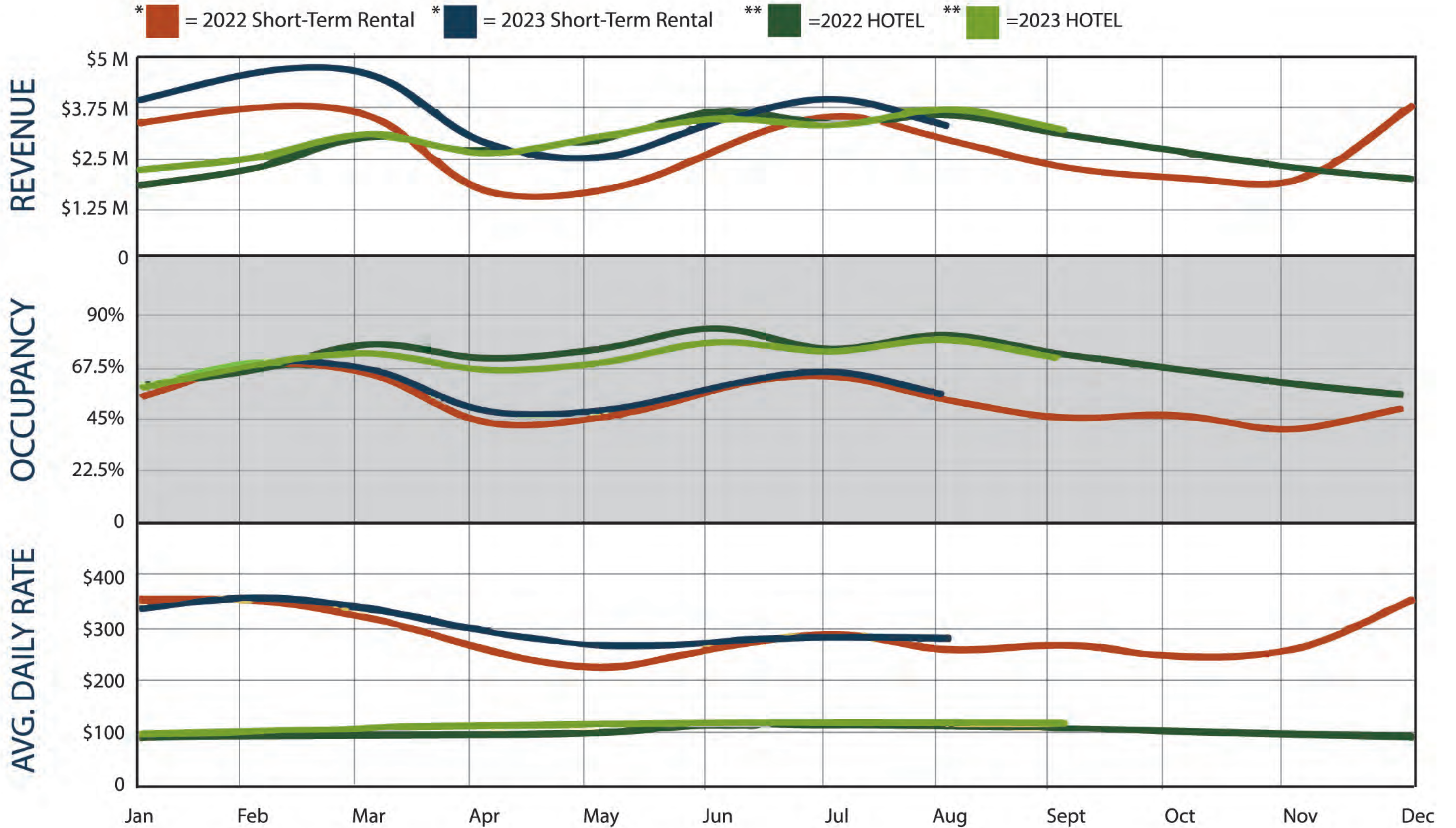
Share of visitors observed at hotels



TOP-10 OUT-OF-STATE VISITOR MARKETS

Visitor Market Area	%Visitors	%Visitor Spend	Avg. Spend
Los Angeles, CA	5.8%	4.5%	\$172
Phoenix, AZ	4.4%	3.2%	\$108
Denver, CO	4.1%	3.9%	\$130
Las Vegas, NV	4.1%	1.2%	\$112
Boise, ID	3.6%	2.3%	\$139
Idaho Falls-Pocatello, ID	3.0%	7.0%	\$99
Seattle-Tacoma, WA	2.1%	2.5%	\$164
Dallas-Ft. Worth, TX	1.8%	0.9%	\$119
Portland, OR	1.8%	1.3%	\$117

LODGING OVERVIEW



*Source: AIRDNA

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

DESTINATION BRANDING

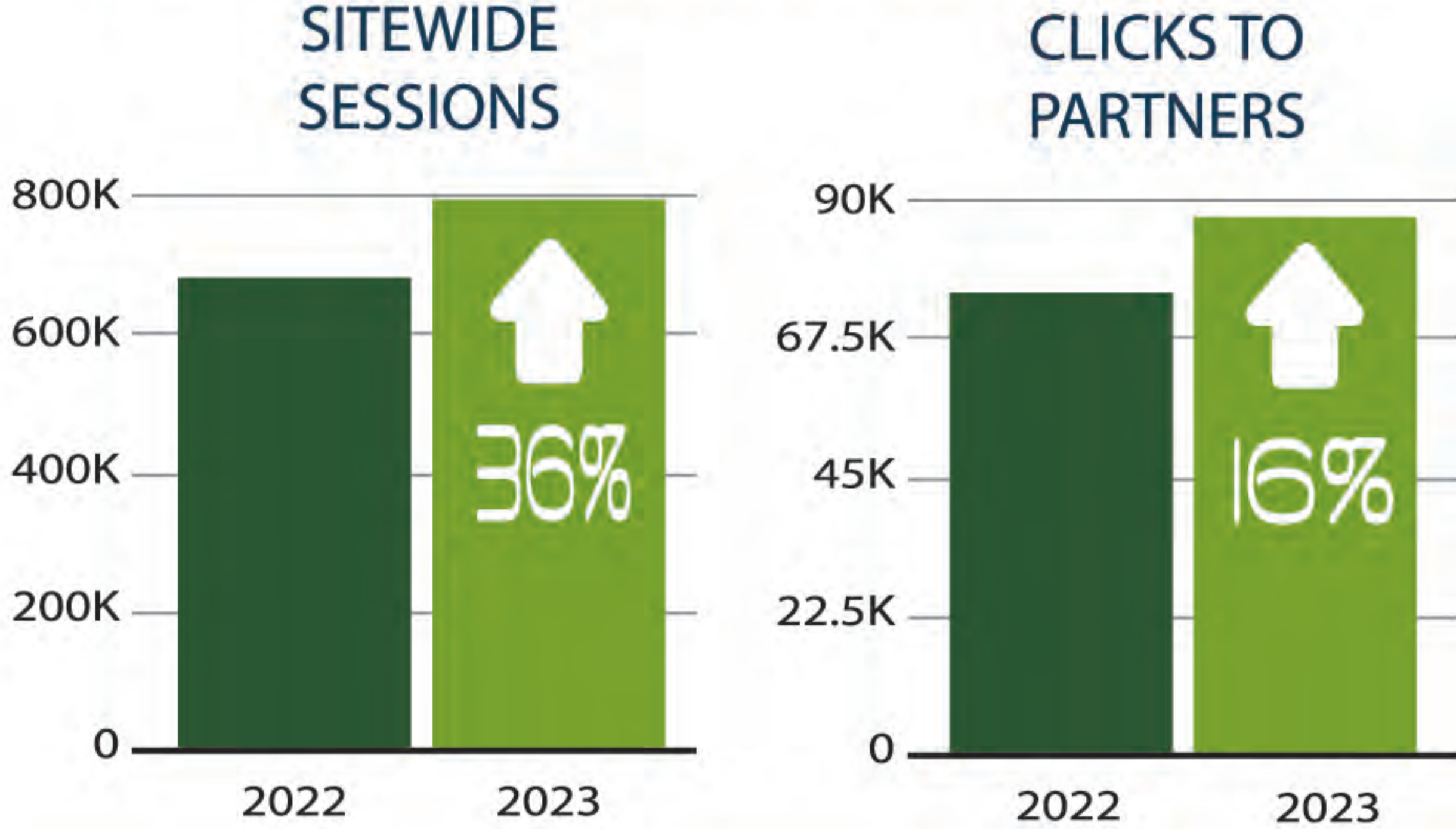
CONTENT GATHERING, NEW WEBSITE DEVELOPMENT



We started the year by welcoming our new Director of Marketing and Communication, Taylor Hartman. As we began the process of creating a new Visit Ogden website, which will launch in early 2024, we identified the need for fresh content in several areas. We partnered with some of our community’s top photographers to obtain updated images of families enjoying our museums and attractions, skiing and snowboarding throughout our record-breaking winter, and fresh pics of new and existing businesses, golf, hosted sports tournaments, and more. Some of these photos grace the pages of this annual report and strategic plan.

Our team also attended Tourism Academy in Mesa, Arizona and returned with fresh knowledge and enthusiasm for our website redesign and rebranding projects that will be unveiled in 2024.

VISITOGDEN.COM YOY COMPARISON



ORGANIC SOCIAL

@VISITOGDEN



IMPRESSIONS



ENGAGEMENTS



LINK CLICKS

f 28,520

@ 23,323

🎵 6,795

Organic engagement showed significant gains and all channels continue to see increased followership. Data shows nearly equal engagement with visitors and residents.

OGDEN IN THE MEDIA

MEN'S JOURNAL

where TRAVELER

SPACE.com

Forbes

GEARJUNKIE

yahoo!news SKI



In April, Men’s Journal called Powder Mountain the “Best-kept secret in America.” By October, the secret was out and SKI Magazine had declared Powder Mountain and Snowbasin the #1 and #2 resorts in the West, respectively.

Elsewhere in the media, our destination earned glowing praise for our dark skies, unique lodging, affordability and friendliness.

WINTER /SPRING CAMPAIGNS

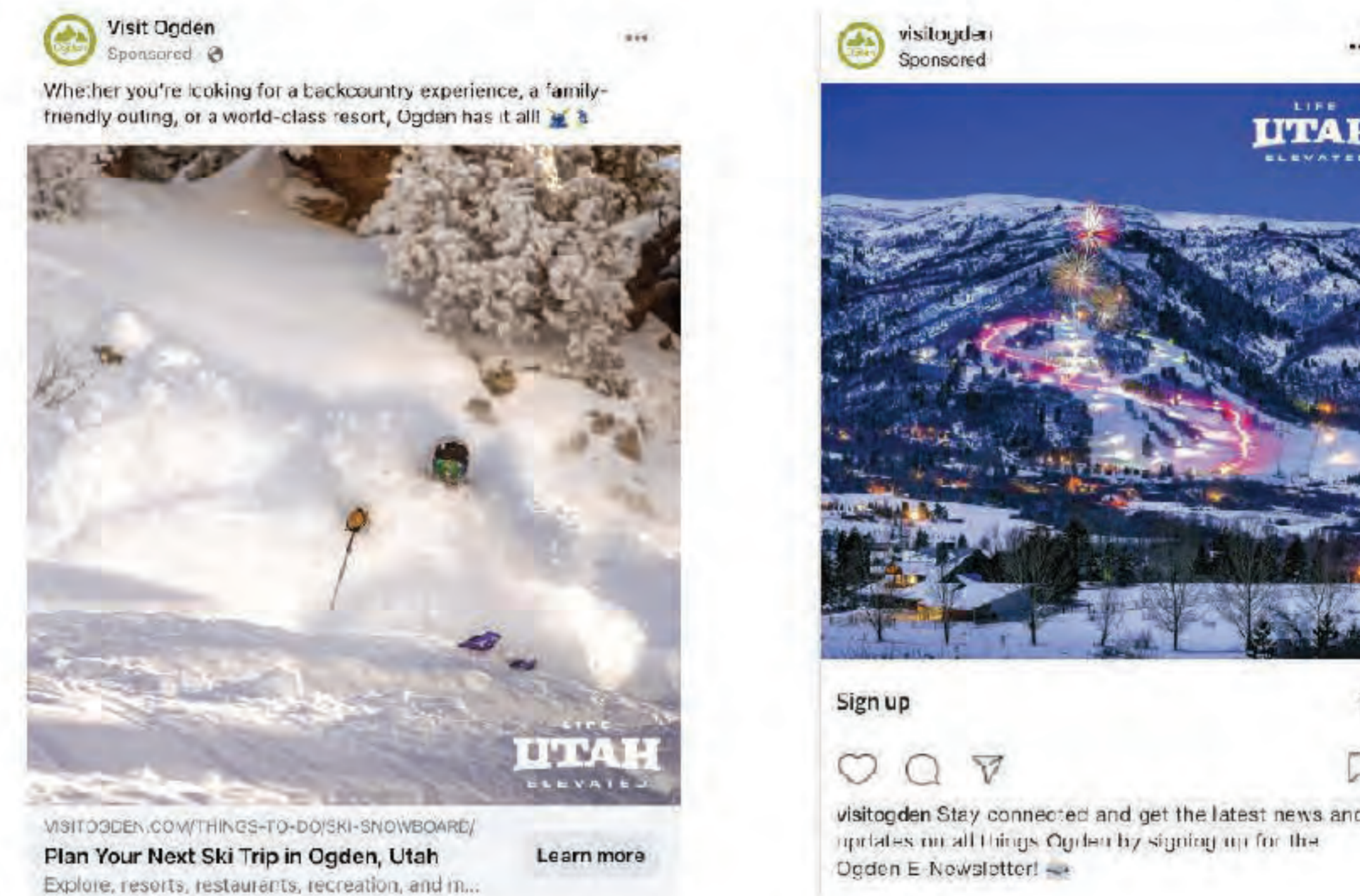
WINTER CAMPAIGN RESULTS: YOY WEB TRAFFIC



Key website metrics indicate the effectiveness of our Winter campaign. We view the reduced amount of pages per session as a positive as we have worked to make relevant visitor information more easily accessible with less navigation on our site.

WINTER PAID SOCIAL

With help from a key partner, Two Six Digital, our paid social campaign on Facebook and Instagram generated 6,541,275 impressions while reaching 1,874,629 people and earning 45,074 clicks to relevant information on our website.



WINTER NATIVE MARKETING: KSL & TRIPADVISOR

Apres/Lifestyle



Sponsored by Visit Ogden

Apres the Ogden Way

Find your traditional apres or unexpected after skiing adventure in Ogden.

Ski Trip



Sponsored by Visit Ogden

The Perfect Ski Trip. We've done the planning for you!

The perfect ski trip exists in Ogden. This is how to have the perfect Ogden ski trip from those of us who have done it.

Winter Vacation



Sponsored by Visit Ogden

Elevate your winter vacation to Ogden

5 ways to take your Ogden winter vacation from ordinary to exceptional. Experience winter like a local.



WINTER DIGITAL DISPLAY

Our Winter campaign was strategized with our partner resorts, Powder Mountain and Snowbasin, to expand their messaging to out-of-state, destination skiers and snowboarders. The campaign also included an urban element for apres ski recommendations as well as activities for non-skiers.

Our "Snow Alert" campaign, originally designed to only trigger display after snowstorms of 6 inches or more, was pretty much firing every day throughout last season thanks to a record-breaking winter.

The campaign delivered 5,661,956 impressions with a click-through rate of .18% (industry benchmark is .08%).



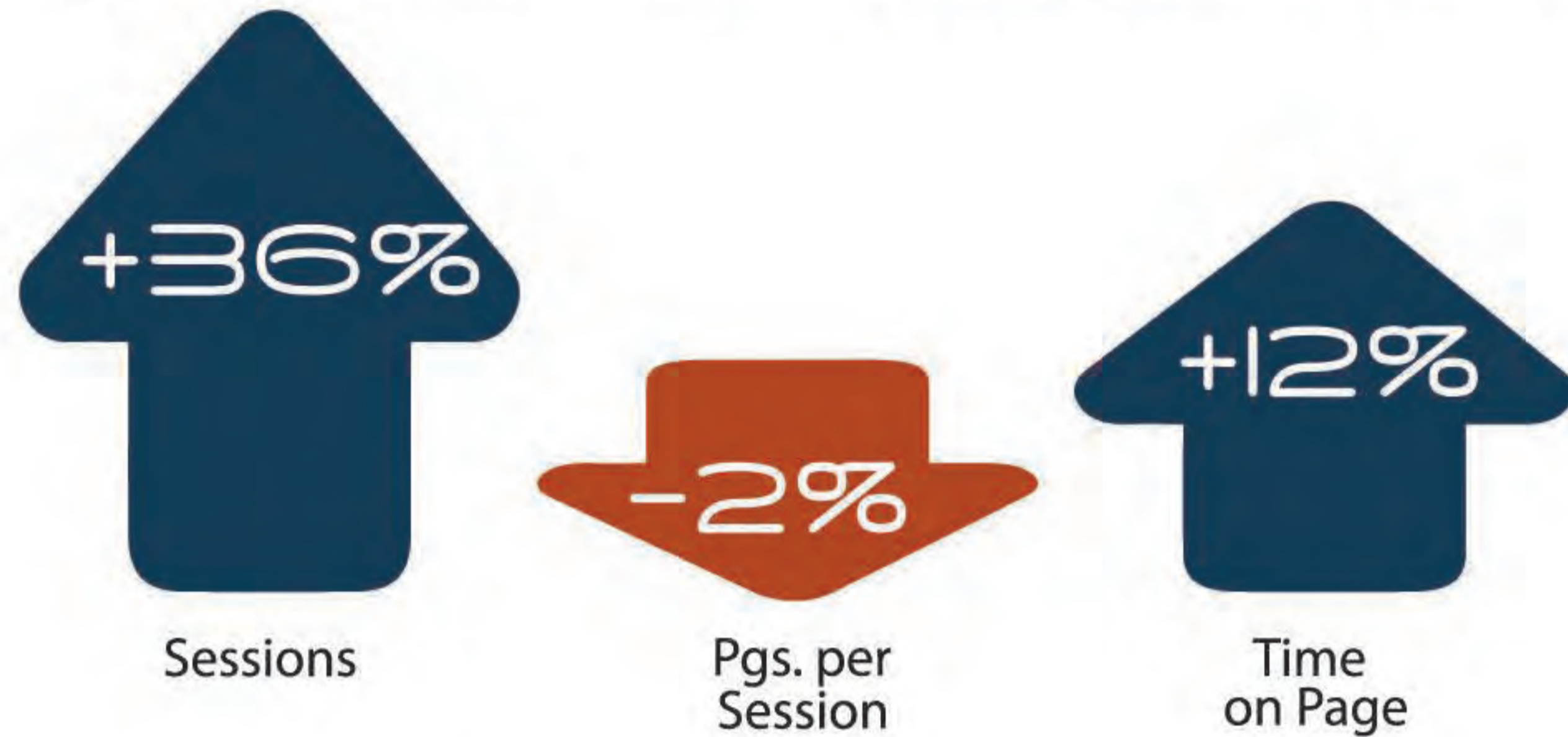
SPRING CAMPAIGN

Beginning in mid-February, we focused messaging on Spring Break visitation for visitors to take advantage of our record-breaking winter. We also pushed a significant amount of safety and sustainability messaging regarding high run-off and wet trail etiquette. And of course, we promoted events like the Ogden Marathon, the re-located OFOAM Music Festival and the 25th Street Car Show.



SUMMER/FALL CAMPAIGNS

SUMMER CAMPAIGN RESULTS: YOY WEB TRAFFIC



Key website metrics indicate the effectiveness of our summer campaign. In addition to expected high traffic on popular, proven content, we created a significant amount of new content around families, arts, culture, history and events that saw excellent traffic.



SUMMER DIGITAL DISPLAY

Our summer digital display campaign targeted out-of-state visitors in four categories: Outdoor Recreation, Family Adventure, Urban Offerings and Events.

The campaign delivered 3,602,732 impressions with a click-through rate of .54% (industry benchmark is .08%).



SUMMER PAID SOCIAL

5,059,617 impressions
1,596,660 reach
77,533 link clicks



SUMMER CONTENT

Dozens of new pages of Summer content were generated in 2023 in preparation for our new website next year. The new content drove web engagement to new levels and should help maintain SEO performance through the migration to the new site.



7 CAN'T MISS SUMMER EVENTS

Summer in and around Ogden, Utah is filled with music and dancing, free outdoor movies, mountain biking, rip-roaring rodeos and, of course, adventure!

[Learn More >>](#)



FUN-FILLED FAMILY ACTIVITIES IN DOWNTOWN OGDEN

Families come in all shapes and sizes with varied interests. So does family adventure in Ogden, Utah.

[Learn More >>](#)

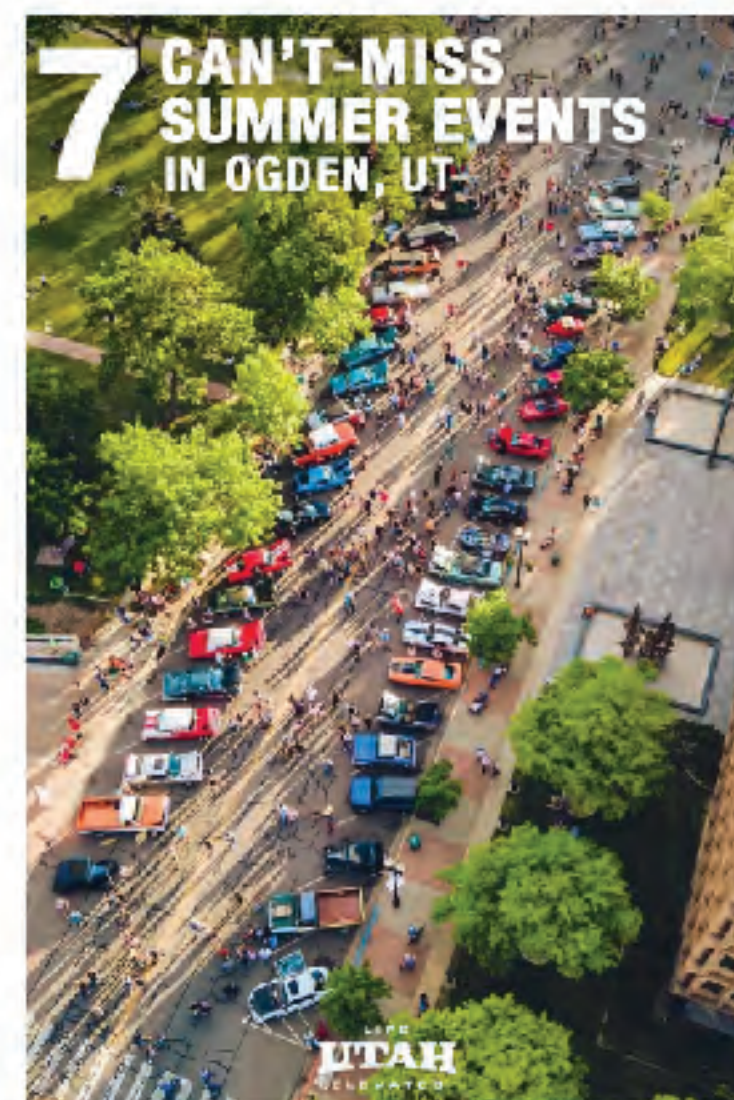
SUMMER LODGING

With early industry forecasts predicting a lull in summer travel, we worked with our lodging partners on a paid social media campaign to promote special offers and deals. The campaign played a significant role in increasing occupancy during the campaign.



PINTEREST

1,282,617 impressions
4,262 link clicks



OGDEN EATS LOCAL



The pandemic and subsequent supply-chain challenges, along with recent inflation, has led to significant changes to the dining landscape. After 10 years of Ogden Restaurant Week, we worked with our local restaurant partners to create the new Ogden Eats Local campaign. The campaign has driven over 20,000 website visits. Complete metrics will be available as additional reporting comes in.

SUMMER INTERNS

In partnership with Weber State University, we were able to employ two interns this summer, Claire and Pam. Their help in content gathering and production was immense and their insight into the emerging Gen-Z travel market was invaluable.

GROUP SALES



TRIPLE CROWN

The Triple Crown Fastpitch World Series increased from 55 in 2022 to 92 teams in 2023. The event was hosted on 19 area fields and generated \$4.4 million in economic impact. Visit Ogden also hosted the first year of Best of the West Finale with 46 teams resulting in \$1.3 million in economic impact.



SPARTAN

Visit Ogden and Snowbasin Resort hosted 9,128 adult Spartan athletes, 1,488 kid racers and 2,053 spectators resulting in more than \$2 million in economic impact.



TCG WORLDWIDE REVIEW

This year's TCG/WWR delivered record revenue of \$913,535. It also achieved its highest registration to date with 1,397 attendees. The conference, hosted in partnership with the Ogden Eccles Conference Center also featured a full rodeo production at the Golden Spike Event Center.

BY THE NUMBERS

35 GROUPS HOSTED

\$17.9M ECONOMIC IMPACT

30,950 ATTENDEES



Visit Ogden welcomed several organizations with significant conferences and events this year including: Higher Education Data Warehouse, Outdoor Adventure X, USA Hockey Rocky Mountain District, D1 Prospects, Outdoor Recreation Summit, and Swell by Outspring.



Visit Ogden worked to form the Rocky Mountain Collective...a partnership of sales teams from several small-market destinations in Utah, Colorado and Idaho. The collaboration generates enhanced exposure and hosting opportunities.

DESTINATION STEWARDSHIP

GATEWAY SIGNAGE PARTNERSHIP



The design of I-15 prevents passing freeway motorists from seeing the unique nature of our urban core. Due to Department of Transportation restrictions on freeway signage, we have been unable to earn "City Center" or "Historic Area" exit signs. As a result, we partnered with Ogden City and ODA to create our own gateway welcome signage to give passing motorists an idea of what lies just off the 31st, 24th, and 21st Street exits.

COMMUNITY TRAINING

Our office participated in, and facilitated multiple community trainings including DEIA training through Ogden CAN for team and community partners, and began a DEIA community coalition of non-profit organizations.



We also conducted quarterly partner trainings to develop knowledge and provide training opportunities for partners to enhance visitor experience.

TOURISM SUSTAINABILITY ASSESMENT



NICHOLS TOURISM GROUP
Advisory services for an evolving tourism industry

Nichols Tourism Group and Tourism Impact Services were commissioned to undertake this assessment and a Stewardship Steering Committee was established to help direct the consultants. This Sustainability Assessment provides the foundation for future strategy and tactical implementation efforts that will follow in the future.

Through this assessment process, Visit Ogden developed a clear understanding of its progress in ensuring long-term sustainability and identified a mix of critical issues future strategic planning should focus on.



Made 14 Hidden Disabilities presentations to community organizations to increase awareness and provided implementation support to four community organizations who also are also joining the program. Updated website content to reflect program and itinerary suggestions for ease of visit.



Created logo and added to venues and events to increase awareness of residents of those assets they utilize that are funded or supported by tourism tax dollars.

ADVOCACY/TEAM DEVELOPMENT



In an ever-changing lodging landscape, we continued our legislative task force work on State, County and City ordinances for short-term rentals.



Participated in creation of Outdoor Recreation Strategic Plan. Subscribed to and provided additional data insights to board for enhanced awareness and knowledge.



Worked with WSU to determine and encourage Hospitality Program needs. Ensured top industry expertise through training and accreditation opportunities.



Resident following and engagement on our social media channels indicates that we are viewed as a valuable source of community information. In 2023, we overhauled our email newsletter strategy and increased distribution to community partners and residents by 78%.

COMMUNITY ENGAGEMENT

Visit Ogden values community engagement and participation. Members of our staff actively serve on various boards and committees while advocating for Weber County's visitor economy.

Additionally, leaders from many of these organizations also serve as members of our own Board of Trustees.





2024 STRATEGIC PLAN



ECONOMIC IMPACT



Communicate our brand message to enhance and secure opportunities for business travel, meetings and conventions, sports tourism, leisure travel, and business and workforce recruitment.

DESTINATION BRANDING

- Communicate evolution of Ogden area brand with a brand refresh and associated logo, marketing materials and brand strategy.
- Launch new VisitOgden.com website to reflect updated brand as well as have capabilities of new technologies and features to better serve community partners and stakeholders while working to mitigate potential dips in traffic inherent with new sites.
- Increase awareness of who we are and what we have to offer through “always on” and customized digital and social marketing initiatives to increase leisure visitation, meetings and conventions and events as well as support workforce recruitment efforts.
- Identify opportunities to create content for new or potential residents to the Ogden area, recognizing the need for information about “how to become a local” by having access to relevant and important information such as events, local businesses, and how to recreate responsibly.
- Work to balance visitation year-round, increasing visitation in winter, spring and fall through data-driven, enhanced marketing and PR initiatives, while maintaining summer occupancy at an increased ADR.

GROUP BUSINESS

- Continue to build on existing success with sports tourism highlighting community support, venue assets, and collaborative partnerships while enhancing efforts to fill pipeline for meetings and conventions to create economic impact for the community and generate revenue for publicly owned facilities.
- Focus on driving group business in need periods recognizing challenge of overlapping events and working to find other appropriate venues or accessible timing for events and/or events that have varying venue needs.



DESTINATION STEWARDSHIP

Destination development, management and stewardship strategies to enhance the sustainability of Weber County's economic, cultural and environmental assets and opportunities.

- Create focus around importance of destination stewardship by producing the Destination Stewardship plan and associated action items and activating the stewardship steering committee for support and guidance.
- Continue with work plan outlined in Destination Development Plan by completing Phase I and beginning work on Phase II.
- Educate in-market visitors and residents about sustainable tourism and recreation initiatives through sustainable content and responsible recreation and use messaging.
- Deepen resident understanding and appreciation of the visitor economy by highlighting tourism funded assets and events and visitor market data.
- Advocate for, and engage in, opportunities to allow every visitor to our community feel welcome through the establishment of a collaborative community DEIA working group, Hidden Disabilities continued education and implementation and other inclusivity and accessibility initiatives.
- Identify, support and/or help facilitate new destination development opportunities to aid in visitor dispersion, provide new and engaging experiences for visitors and residents including astrotourism, agritourism, heritage tourism and others.
- Engage in partner training and community beautification initiatives that encourage destination preparedness and in return create pride in place for residents as well as exceeding visitor expectations.
- Activate the Weber Sustainability Fund to demonstrate another way the visitor economy contributes back to our community.
- Outline needs for Olympic preparedness so that when the announcement finally comes, we are ready to activate.



ADVOCACY

Advocate the importance of the visitor economy and Visit Ogden's work to the community, to elected officials and other stakeholders. Collaborating 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.



- Continue to educate elected officials, partners, stakeholders, and residents on the value of Visit Ogden's work, the visitor economy and opportunities that exist or will exist to be the best possible stewards of the community.
- Find a champion at WSU and/or O-Tech to further discussions about academic opportunities in the hospitality fields.
- Focus on board development to ensure diversity in representation and thought as well as provide educational opportunities to continue to provide fuel for creative strategies.
- Collaborate with community partners and stakeholders to determine collective resource opportunities and work on initiatives for long-term community collaboration that outlast any individuals in those roles.
- Serve on appropriate and relevant community boards to ensure consistency in communication and determine opportunities to support the "rising tide" mentality.
- Work with County and City on ordinances, policies and opportunities to work towards balance of visitor economy and resident quality of life.
- Continue to advocate for sustainable funding support and opportunities and evaluate what role CTAA may play in this initiative.



TEAM DEVELOPMENT & RETENTION

Visit Ogden's team is its most important asset. Work to ensure workplace satisfaction, team building, education, safety, and opportunity.

- Determine opportunities for Visit Ogden team to increase engagement with partners and community at large.
- Identify team and individual training and educational opportunities to meet the current needs, and enhance future needs, of team.
- Create workflow and manage opportunities that aid in work/life balance and satisfaction, as well as enhance our skills and capabilities, by utilizing Work Study, contract labor and vendors.



BOARD OF TRUSTEES & COMMITTEES

Visit Ogden relies heavily on the passionate volunteer service of an Executive Committee and Board of Trustees to help envision and execute the many strategies and tactics outlined on these pages. We offer our deepest gratitude for their engagement in our community and the hard work and vision they bring to Visit Ogden.

EXECUTIVE COMMITTEE

Guy Letendre
Chair
UAMMI

Rick Danger
Past Chair
Admiral Beverage

Jared Allen
Vice Chair
Alleged, Unspoken & Helena Lofts

Steve Ballard
Secretary
Specialized Hospitality

Mayor Mike Caldwell
Ogden City

Commissioner Jim Harvey
Weber County

Commissioner Gage Froerer
Weber County

BOARD OF TRUSTEES

Kassi Bybee
Ogden Eccles Conference Center

Ashley Cross
New World Distillery

Thaine Fischer
Fischer Regan Enterprises

J.P. Goulet
Powder Mountain

Sean Harwood
US Forest Service

Christy McBride
Ogden City Arts, Culture & Events

Davy Ratchford
Snowbasin Resort

Marty Smith
Weber County Culture Parks & Rec.

Jonathan Smithgall
Love Communications

Spencer Storey
Hyperthreads

EX-OFFICIO

Eric Bauman
GOAL Foundation

Thomas Kiernan
Ogden Downtown Alliance

Chuck Leonhardt
Ogden/Weber Chamber

Councilmember Marcia White
Ogden City

Sue Wilkerson
Lighthouse Lounge & Remax Crossroads

Aric Manning
Trails Foundation Northern Utah

Nathan Rafferty
Ski Utah

DESTINATION STEWARDSHIP COMMITTEE

Eric Ahern
Snowbasin

Aric Manning
Trails Foundation Northern Utah

Steve Ballard
Specialized Hospitality

Justin Owen
Weber State University

Jennifer Bodine
Weber State University

Shane Osguthorpe
Visit Ogden

Kim Bowsher
Ogden Downtown Alliance

Marty Smith
Weber County Culture, Parks & Rec

Todd Ferrario
Weber County Parks & Rec

Sara Toliver
Visit Ogden

J.P. Goulet
Powder Mountain

Caren Werner
Visit Ogden

Sean Harwood
US Forest Service

Marcia White
Ogden City & Wasatch Front Regional Council

DESTINATION DEVELOPMENT PLANNING TEAM

Ashley Bockwoldt
Ogden City Special Events

Mark Schroetel
Powder Mountain

Kim Bowsher
Ogden Downtown Alliance

Marty Smith
Weber County Culture, Parks & Rec

Matthew Landkamer
Corragio Group

Millie Stewart
Visit Ogden

Bianca Lyon
Utah Office of Tourism

Colin Stoetzel
Corragio Group

Christy McBride
Ogden City Arts, Culture & Events

Flint Timmons
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Shane Osguthorpe
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