



**Tourism Day on the Hill
Wednesday, February 1, 2012**

- 8:30 – 10:00 a.m. UTIC membership meeting in downtown SLC at the Joseph Smith Memorial Building
- 10:30 – 12:00 p.m. Exhibit set-up in Capitol Rotunda for DMO’s / UOT / Ski Utah/UGO (limited space)
- 12:00 – 1:30 p.m. Tourism Industry Lunch in Capitol Rotunda for tourism representatives and Utah Senators and Representatives, sponsored by UTIC “Picnic in the Rotunda”
- 2:00 – 5:00 p.m. Tourism representatives request brief meetings with legislators via messages onto House/Senate floor if they have not been able to meet during lunch

UTIC 2012 Tourism Day on the Hill Registration Form
(Return this form with a check payable to UTIC, let us know if you need an invoice)

Company/ Organization _____

Address: _____ City/State/Zip _____

Phone: _____ Website: _____ Email: _____

_____ Booth (\$175 – includes 2 people from your organization for lunch and booth space)
_____ Individuals (\$30 each – includes lunch)

Please register the following individuals:

Name: _____
E-Mail: _____

Name: _____
E-Mail: _____

Name: _____
E-Mail: _____

Name: _____
E-Mail: _____

Name: _____
E-Mail: _____

Name: _____
E-Mail: _____

Name: _____
E-Mail: _____

Name: _____
E-Mail: _____



Utah Tourism Industry Coalition

**Membership Meeting
Joseph Smith Memorial Building
Bonneville Room
Wed. Feb. 1, 2012
8:30 – 10:00 a.m.**

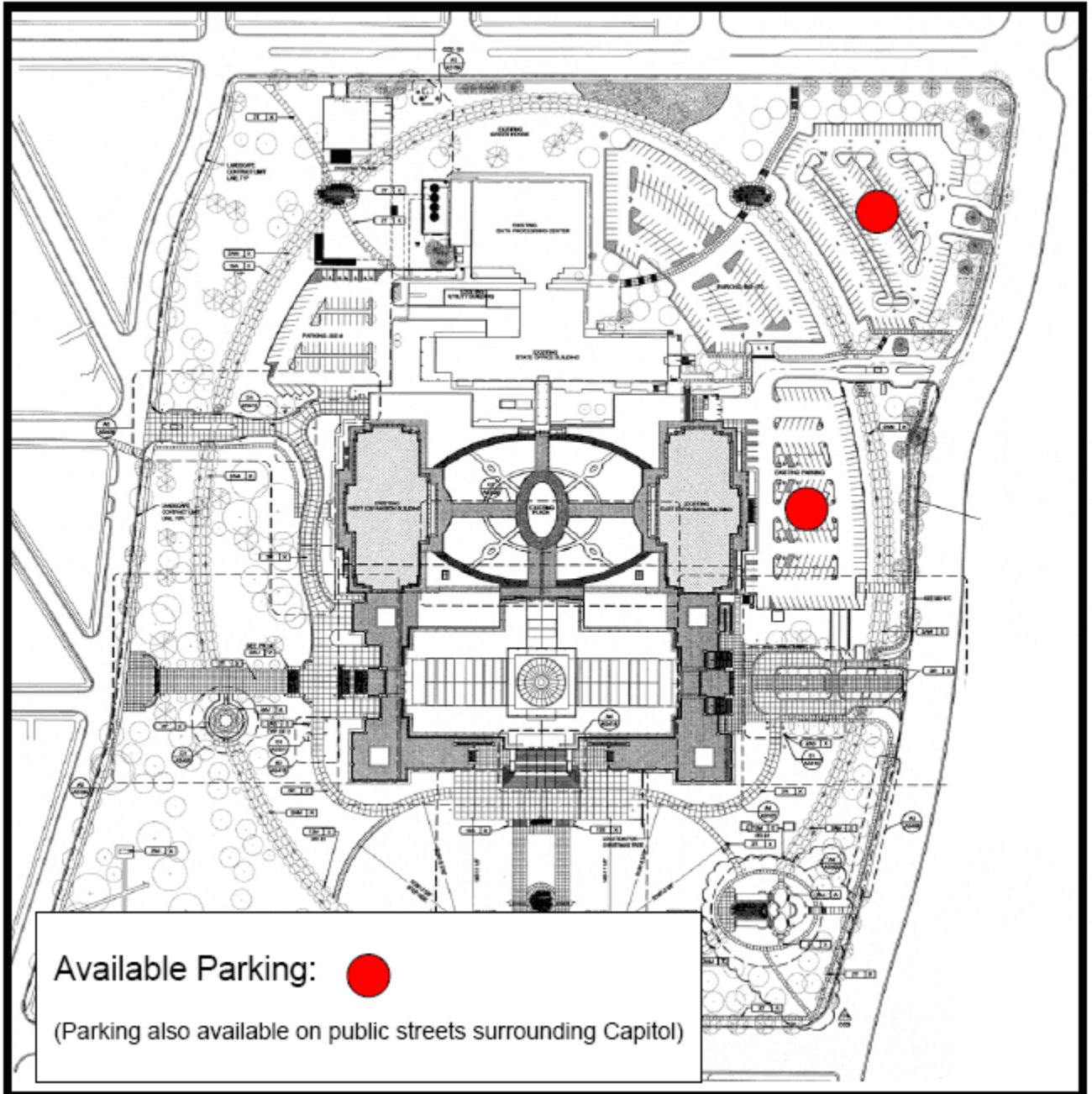
AGENDA

1. Welcome & Introductions – Joel Racker, UTIC President
2. Minutes & Financial Report – Neil Wilkinson, UTIC Secy-Treasurer
3. Legislative Update – Des Barker
4. UOT Update – Leigh von der Esch
5. Utah Tourism Conference Update – Sara Toliver, Committee Chair
6. Director's Report – Nan Anderson
7. New/Old Business
8. Adjourn

Parking/Transportation

[View UTA Transportation to the Hill Information >>](#)

Getting Here



To get to the State Capitol, simply take I-15 (either north or south) to the 600 South exit and head east on 600 South. Turn left on State Street and head up the hill to the State Capitol. See map below and follow route highlighted in purple. Be sure to allow plenty of time to drive from the freeway through the city.

Because Salt Lake City is experiencing unprecedented construction activity, you may experience traffic delays in your travels.



Entrance/Parking



Visitors are encouraged to enter through either the east or the north doors of the Capitol. The east doors are near the parking loop on the east side of the complex. To get to the north doors you will need to walk through the east auxiliary office building and across the plaza.

If arriving by bus, please ask your bus to let your group out in the parking area to the Northeast of the Capitol. Busses may then park in the designated Bus Parking area. Parking is available in the Capitol Visitor's Parking lot located on the east end of the Capitol and State Office Building. (See map above.) To get to the parking lot, turn right on 300 North and

follow the street which becomes East Capitol Blvd. Take a left into the parking lot. Parking is also allowed along the streets around the perimeter of the Capitol.

State of the Tourism Industry in Utah

Tourism is an export industry, creates jobs
and is weathering the recession

Performance Indicators

Tourism Tax Revenue: Transient Room Tax (TRT), Restaurant/Car Rental Tax (TRCC), Resort Communities Tax; Skier Days/Skier Visits; Statewide Employment; Market highlight: Meetings & Conventions; Visitation Figures

Net Revenue	FY 2011	FY 2010	Net Change	Net Change %
Tourism Taxes				
Transient Room Tax	\$32,331,626	\$29,273,322	\$3,058,304	10.4%
TRCC – Restaurant, Car Rental	\$47,590,255	\$45,182,961	\$2,407,294	5.3%
Resort Communities Tax	\$12,753,322	\$11,630,954	\$1,122,368	9.6%
Municipality TRT	\$2,508,915	\$2,297,079	\$211,836	9.2%
1st Class County TRT	\$1,967,330	\$1,756,254	\$211,076	12.0%

Source: Utah State Tax Commission Tax Collections – Preliminary Information 7/14/2011

In FY 2011, the Utah tourism industry generated:
\$842 million in state and local tax revenue*

- State tax revenues at \$501 million
- Local tax revenues at \$341 million

*statistics provided by the Governor's Office of Planning & Budget

Statewide Tourism Employment – 2010 revised figure is 122,839

Skier Days/Skier Visits – 2nd Best ever ski season in 2010-2011

Market highlight - meetings & conventions in SL County: convention center delegate spending and attendance up 3.5% in 2010 vs 2009

Visitation Figures – SL International Airport up 2.9% in 2010 vs 2009

Jobs

In 2009, Utah's tourism industry generated 120,216 jobs and 2010 shows a healthy increase to 122,839 jobs

Tourism Growth

In FY 2010, state sales tax revenue grew by 5.31%, meeting the required 3% growth for the TMPF.

2nd best ever ski season

4,223,064 skier visits! 2010-2011 provided Utah with the second highest number of skier visits in Utah history



Support for the Tourism Marketing Performance Fund

“With our group tour program here at Temple Square Hospitality we have seen significant increases since 2008 in our tour groups, as well as the individual Connect pass at the Pantry Restaurant which has grown over 100% (2011 vs. 2010). Even in this economy, our business has increased slowly and steadily and during these difficult economic times and the Tourism Marketing Performance Fund has helped us achieve that increase. The TMPF is a vital investment for the state of Utah.”
Neil Wilkinson,
Temple Square Hospitality

“The new Utah Valley Convention Center is scheduled to open spring 2012. This investment by County officials will benefit not only Provo, but the entire State of Utah. Through the Cooperative Marketing Program, part of the TMPF, the Utah Valley Convention & Visitors Bureau has been able to promote our facilities and locations for meetings and events to groups beyond Utah’s borders. Through our partnership with the Utah Office of Tourism and the cooperative marketing program, we are creating the awareness required to attract groups and visitors to Utah Valley.”
Joel Racker,
Utah Valley Convention & Visitors Bureau

For more information visit the website: www.utahtourism.org

Visitation, Occupancy & Spending

- Salt Lake International Airport Passengers - 21,016,686, up 2.9% in 2010 over 2009
- National Parks & Recreation Areas - 6,072,900, up 1.2% over 2009
- Utah Welcome Centers - 447,439, up 4.5% over 2009
- Rocky Mountain Lodging Report – Salt Lake City occupancy 66.0%, up 4.2% over 2009, statewide occupancy 59.7%, up 2.7%
- Direct visitor spending in SL County – \$1,183,053,459 up 3.1% in 2010 over 2009
- Total 2010 Visitor Spending in Utah - \$6,524.81 billion, up 5% over 2009

Direct and induced benefits of tourism



Information & statistics provided by: Governor’s Office of Economic Development, Utah Office of Tourism, Governor’s Office of Planning & Budget-Implan Model, Utah State Tax Commission, US Travel Association, Rocky Mountain Lodging Report, Ski Utah, Visit Salt Lake/BEBR