

Minutes



**Moab Area Travel Council
Advisory Board Meeting
April 10, 2018
3:00 pm
Grand County Council Chambers
125 E. Center Street**

Members Present: Zach Bynum, Jaylyn Hawks, Cherie Major, Sharon Kienzle

Members Absent: Rachel Paxman, Howard Trenholme, Lexi Samuelson, David Everitt, Sarah Sidwell

Staff: Elaine Gizler, Kelli Day, Robert Riberia

Guests: Representing Love Communications: Hannah Pelletier, Madison Wood, Megan Griffin, Jonathan Smithgall, Sun News Reporter Ashley Bunton

1. Meeting Called to Order at 3:02 pm
2. Welcome
Elaine Welcomed Love Communications
Love presented results and future plans on the Year Round/Co-Op Campaign
 - a. Moab was the 2nd most booked area in the Winter Campaign. Statistics showed that Moab is surpassing benchmarks for visits and tourism.
 - b. Booking.com, Jonathan reported that there has not been a huge success with Booking.com yet. However they are huge in Europe and hope to see improvement soon.
 - c. Trip Advisor and Expedia are great share advisors. Trip Advisor showed 70% of booking inclusive with year round co-op.
 - d. Revenues from the current ad campaign showed over three hundred thousand dollars in a two month time. Mobile hits have increased over one thousand from last year at this time.
 - e. Christmas in Moab is a ways out. In order to move forward with that initiative hotels, restaurant and other local amenities need to be open year round.
3. Public Q & A
 - a. Ashley Bunton, from the Sun News
Ashlee asked Elaine what the status was with the increase of fees into the National Parks
Elaine replied stating that the increase wasn't approved at this time. Tour bus companies reported that this would have a negative impact on business for them. Other entities were also against the fee increase as

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many had already had 2019 seasonal material printed. They also stated that bookings for 2019 weren't as strong as they were in the past.

- b. Ashlee inquired about the individual fee increase into the National Parks. Elaine stated that individual fees would negatively impact all of the parks. Purchasing a pass on one park would not benefit any other park and use of the funding would be limited.
4. Discussion and Action Items
 - a. A new 19 minute, 4K video is now running at the Moab Information Center. As of April 29th the new hours will be 7:30-5:00 p.m. Visitor count has increased 2.9% since March 2018.
 - b. Zach asked if it was possible to track school breaks.
 - c. The school superintendent is exploring the concept of opening a position and having them work with the intergenerational poverty population.
 5. Director's Report, Elaine Gizler
 - a. Elaine reported on spending for advertising spots and how they will be utilized.
 - b. The airport is scheduled to be open May 2018. The hope is to have flights at 50-60% capacity. The overall goal for Moab is to have visitors stay longer than 2 nights. With visitors flying in, the hope is that visitors will stay longer due to shorter travel time.
 - c. Discovermoab.com has a 30% viewing increase from last month, with a 20% increase YTD.
 - d. There is an open public meeting training to be held on May 3rd. Board members are required to attend this meeting once every term. Anyone is welcome to attend more often if they choose.
 - e. Elaine presented her sales show agenda and requested feedback. Zach suggested that Elaine attend an Asian trade show. He felt it could be beneficial as he has seen an upward trend in the Asian population utilizing bus tours.
 - f. Elaine will be attending the Budget Advisory Board meeting April 1, 2018.
 6. Future Agenda Items
 - a. Next board meeting will be held on May 8th, 2018
 7. Adjourn Zach made motion to adjourn at 4:36 p.m., Cherie 2nd the motion.