



## MEMBER EVENTS

### Educational

Social Media

Advocacy

Hospitality

Sustainability

Member Connection Networking Events

Quarterly Member Updates

Monthly Member Trainings



## INDUSTRY UPDATES

Newsletters

Quarterly Booking Reports

VSL Annual Report and Marketing Plan

Legislative Updates

## SALT LAKE VISITORS GUIDE

100,000 Copies Printed Annually

Available Digitally At  
[visitsaltlake.com/visitor-guide](https://visitsaltlake.com/visitor-guide)



## COMMERCE PRODUCTS

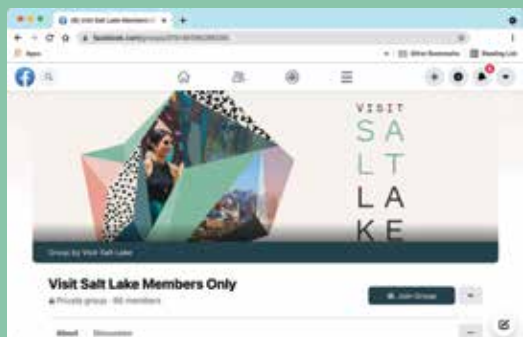
Discount Passport

Mobile-exclusive free discount program marketed to convention attendees and visitors

Salt Lake Ski Super Pass

## MEMBERS ONLY FACEBOOK PAGE

The latest happenings, insights, sneak peeks and more



# VISIT SALT LAKE MEMBERSHIP

## YOUR MEMBERSHIP MATTERS!

Investing in Utah's tourism economy by supporting the efforts of Visit Salt Lake not only provides business opportunities to our members but also benefits our entire community.

## VISIT SALT LAKE MISSION STATEMENT:

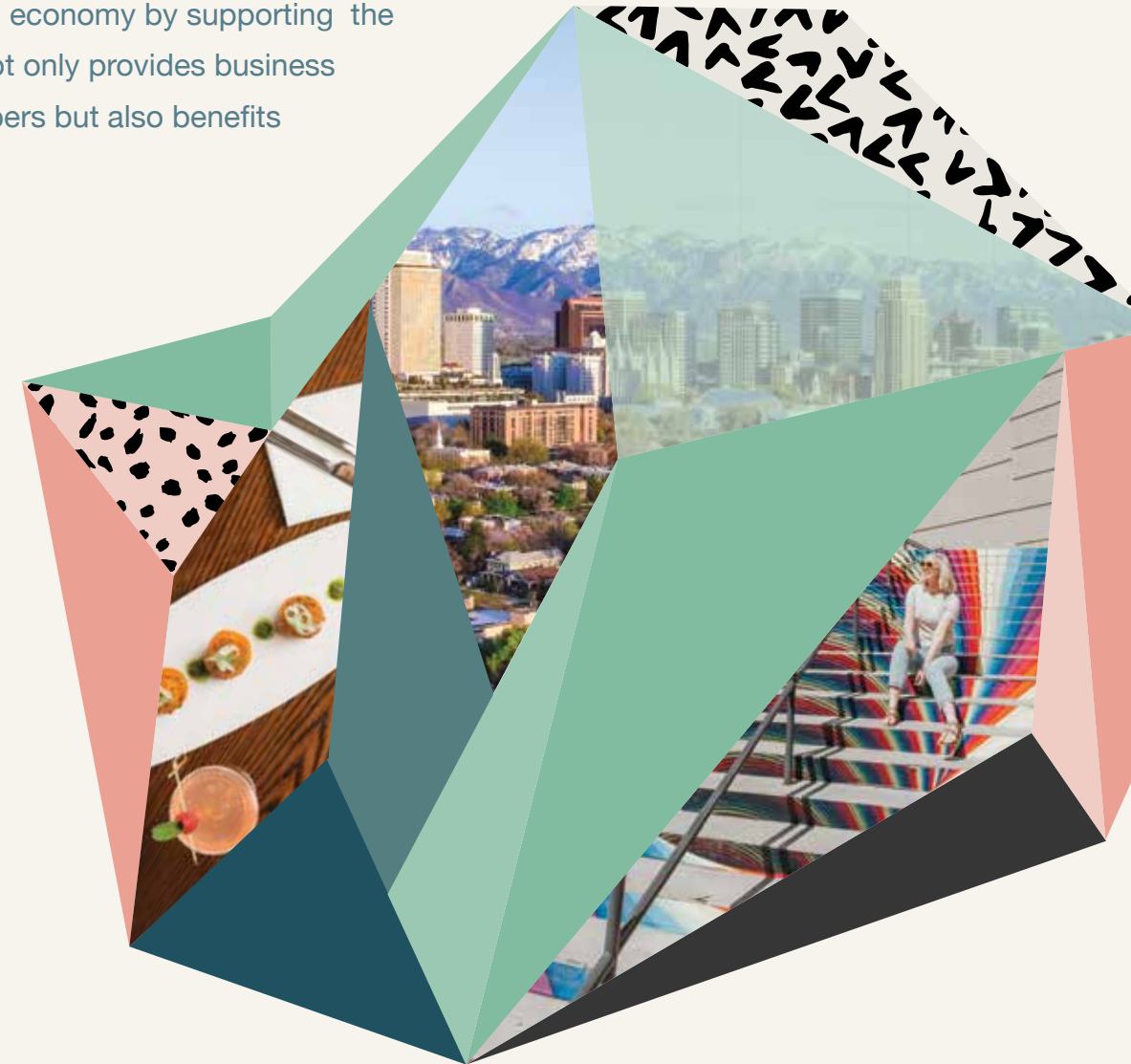
To improve the area economy by attracting and providing support to conventions, leisure travelers and visitors to Salt Lake County.

## WHY JOIN VISIT SALT LAKE?

The Visit Salt Lake staff are industry experts, and our goal is to show you the power of partnership and how we can help your business benefit from our visitor economy!

## MEET WITH A MEMBER OF OUR TEAM

for more information, email [memberhelp@visitsaltlake.com](mailto:memberhelp@visitsaltlake.com)



# TOURISM BY THE NUMBERS

## VISITOR IMPACT 2019

Visitors create tax revenue for our county and state.

## VISITOR SPENDING

**\$10.1  
BILLION**

*In 2019, visitors directly spent an estimated \$4.62 billion in Salt Lake County, a 46.0% share of Utah's \$10.1 billion in total visitor spending, the top three spending categories being auto transportation, food service and lodging.*

## EMPLOYMENT

**48,000  
JOBS**

*The visitor economy in Salt Lake County supported 48,000 direct and indirect visitor related jobs..*

## TAX RELIEF

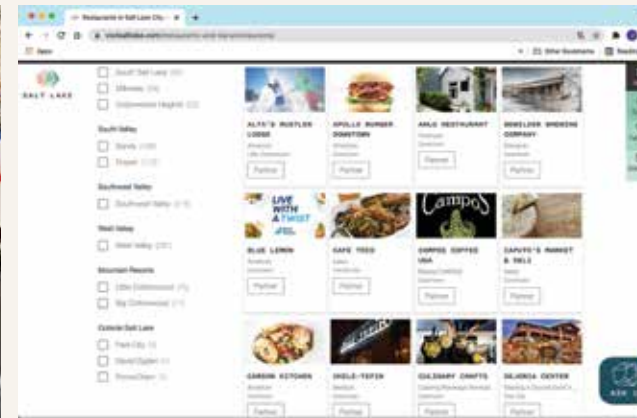
**\$1,238  
PER HOUSE**

*Tax revenues generated by visitors provided \$1,238 of tax relief to every Salt Lake County household.*

## STATEWIDE SPENDING

**46%**

*Visitor spending makes up 46% of total statewide spending.*



# BENEFITS OF MEMBERSHIP

## LISTING AND EXPOSURE

on VisitSaltLake.com with over 3 million website visitors annually  
*VisitSaltLake.com customizable web page listing with unlimited copy and photos.*

## PAID ADVERTISING & SPONSORSHIP OPPORTUNITIES

## OPPORTUNITY TO HOST NETWORKING EVENTS

## INCLUSION IN MEMBER DIRECTORY

*Visit Salt Lake member contact information*

## VISIT SALT LAKE HOSPITALITY HUB

*Portal on Visitsaltlake.com providing opportunities to post jobs, training resources, and hospitality career educational opportunities.*

## CONVENTION SERVICES DEPARTMENT ACCESS

*Site inspections  
Referrals and sales leads  
Opportunities to present your service/product*

## MEMBER-ONLY POSTING BOARD ON WEBSITE

*B2B marketing to over 600 members*

## VISITOR CENTER

*Display brochures  
Access to Visit Salt Lake Media Center*