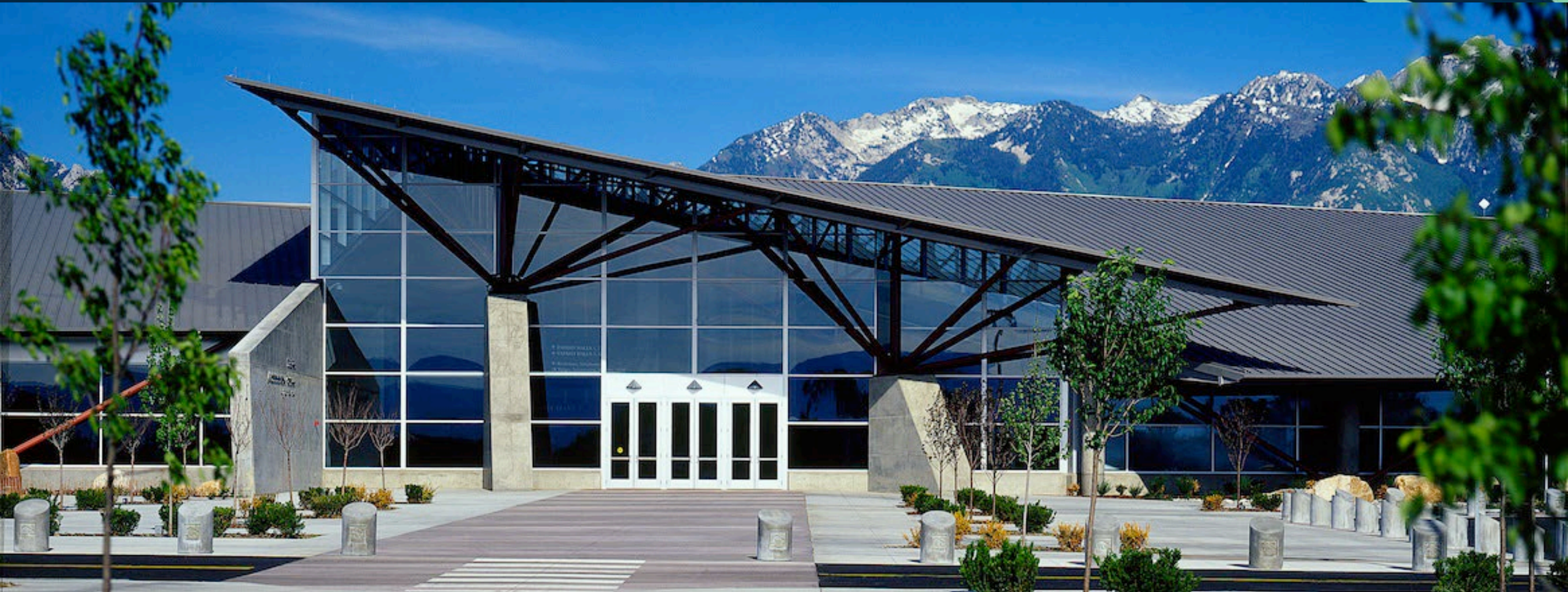


# The Convention & Tourism Assessment Area

Improving hotel performance and driving economic impact in Sandy City





## **Sandy is a critical hub for Salt Lake's visitor economy.**

Anchored by the Mountain America Expo Center, home to the new Utah Mammoth practice facility and America First Field, and minutes from world-class ski resorts, Sandy is a key convention, sporting event, and leisure destination in Salt Lake.

Sandy attracts events and visitors that have an impact across hotels, restaurants, and local businesses.

Across Salt Lake County, tourism is a \$5.8 billion industry, supporting 47,000 jobs and reducing the tax burden of each household by \$1,700



## **Sandy's Visitor Economy**

- **Sandy has 8 hotels and 1,014 hotel rooms**
- **On average, 70% of those rooms are occupied at a rate of ~\$120/night**
- **Last year, Sandy hotels generated approximately \$25 million in room revenue.**
- **Visitors are responsible for approx. 27% of all spending in Sandy (Food & Beverage, Retail, Entertainment, etc.), and 79% of spending is at local businesses.**



**Sandy joined the Convention & Tourism Assessment Area (CTAA) to amplify its visitor economy, turning hotel stays into new events, marketing, and measurable impact.**

## What is the CTAA?



A hotel-led initiative approved by Sandy City Council that began October 2023.



A 2% assessment on hotel room revenue reinvested into tourism development.



Three districts across Salt Lake County. Governed by hoteliers and administered by Visit Salt Lake.



Designed to increase awareness and demand for room night sales at participating hotels.



## CTAA South Committee Members



Jennifer George  
General Manager  
Residence Inn by Marriott Salt Lake City  
Sandy



Mary Birch  
Director of Sales  
Sequoia Development  
(owns Hyatt House Salt Lake City/Sandy)



Christopher King  
General Manager  
Courtyard by Marriott Salt Lake City  
Sandy

## Ex-officio members



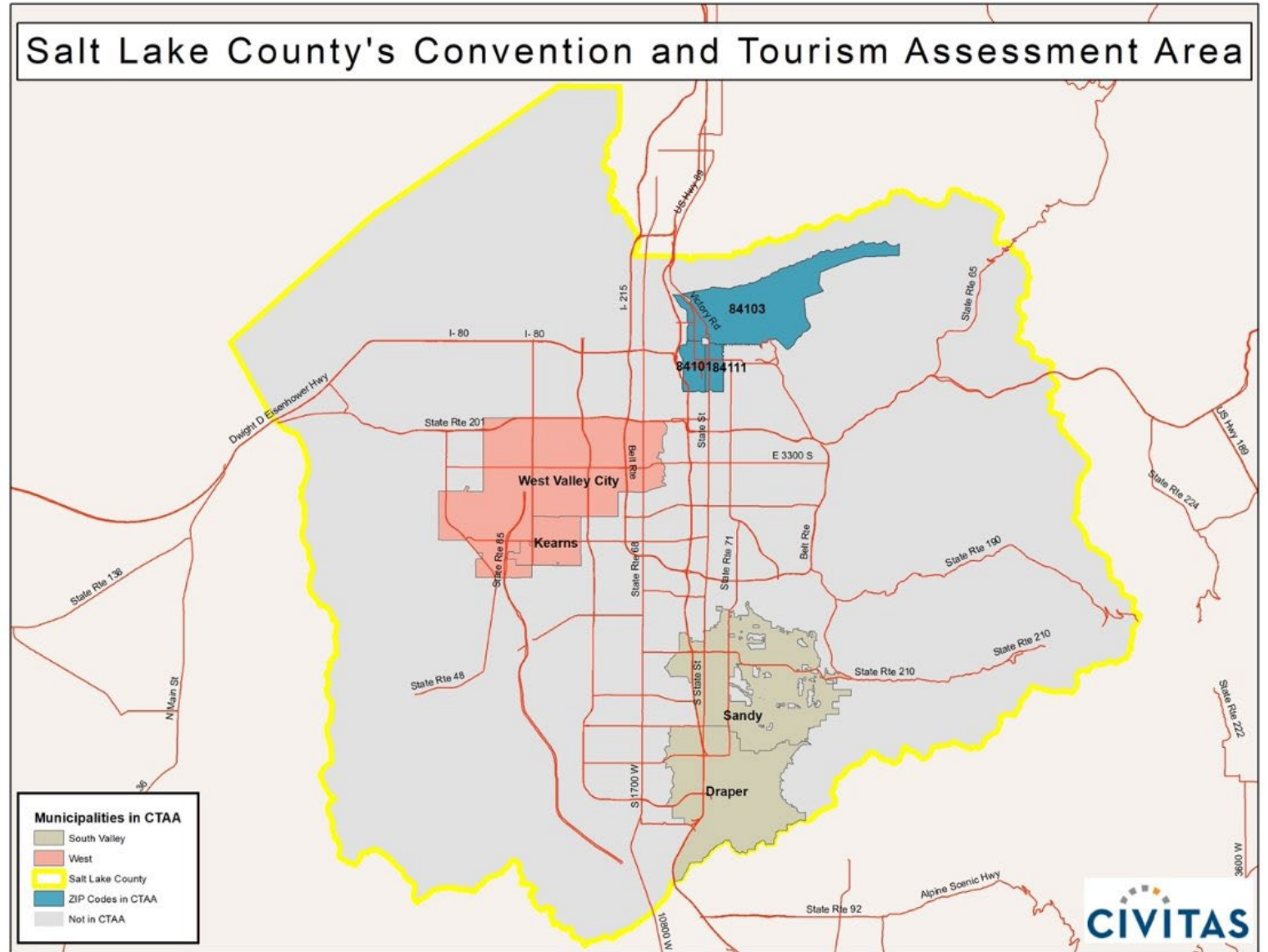
Monica Zoltanski  
Mayor  
Sandy City



Jay Francis  
President  
South Valley  
Chamber



Fred Lowry  
City Council  
Draper City



# How CTAA Funds are Invested

- 2024 budget: \$7.8 million
- 2025 budget: \$8.3 million
- Funds invested to drive near-term hotel bookings while strengthening the region's long-term brand and destination appeal.
- 10% of CTAA funds are generated in the South District (Sandy and Draper)

| Program  | Amount             | Purpose   |
|--|--------------------|---|
| Districtwide Development & Programming             | \$4,150,000        | Marketing & activities to elevate Salt Lake's profile and generate visitation.  |
| Community & Sales Development: Regional Incentives | \$2,490,000        | District-specific opportunities, from group incentives to secure events to investments in tourism infrastructure.                 |
| Major Event Impact & Contingency Funds             | \$830,000          | Set-aside in reserves to be used to secure major events that would bring significant exposure and visitation.                     |
| Administration & Operations                        | \$830,000          | Covers Salt Lake County collection costs and offsets Visit Salt Lake operational and staffing costs.                              |
| <b>Total 2025 Budget</b>                           | <b>\$8,300,000</b> | <b>Funds connect brand, sales, and events into one strategy that drives visitor demand and enhances the Salt Lake experience.</b> |

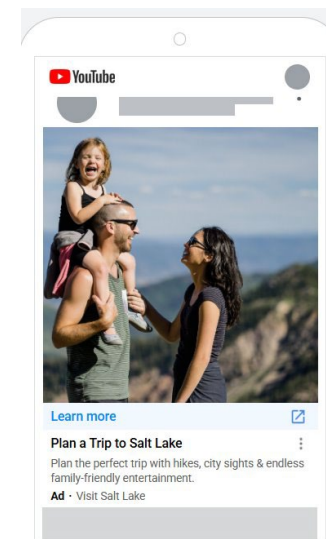
*2025 Budget follows allocations outlined in the CTAA Management plan and approved by the CTAA Executive Committee and Salt Lake County.*

# Districtwide Development: Elevating our Profile

50% of CTAA Funds - \$3.9M in 2024, \$4.15M in 2025

## KEY DISTRICTWIDE ACTIVITIES & INITIATIVES

- **Brand-building Campaigns** - “Whole New Direction” and “It’s Sweet.” Influenced 319,000 trips to Salt Lake in 2024
- **Winter Wonderland Campaign** – Non-ski winter promotion boosting overnight stays during need period
- **International Marketing** – Promote international visitation through campaigns and trip itinerary planners
- **Winter Roundup** – Festival activating the destination and generating media coverage
- **Media & Client Events** – Events in LA & NYC raising visibility





# South District: Driving Impact through Events

**30% of CTAA Funds collected within the South District - \$260k in 2024, \$275k in 2025**

The Visit Salt Lake team has won 85% of the events it has bid on using CTAA funds – they are instrumental.

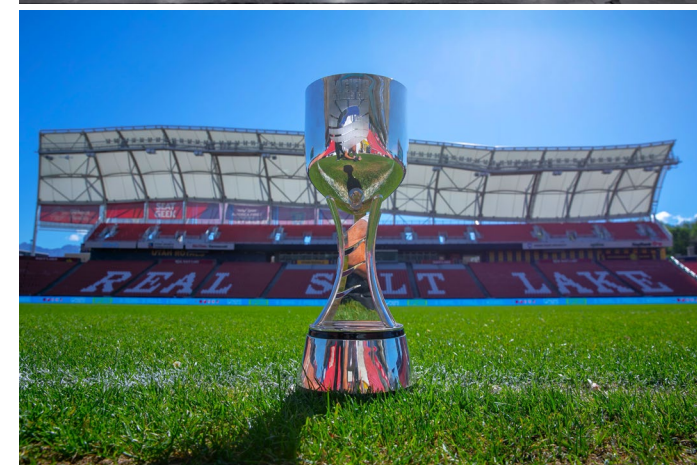
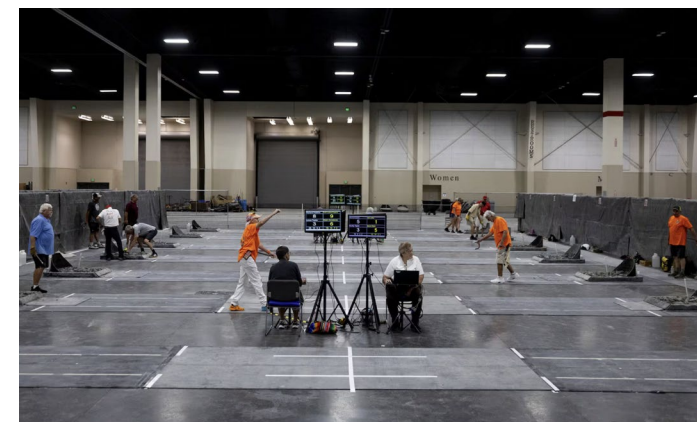
**22 events,** expected to bring

**243,000 attendees,** who will use a projected

**169,000 room nights,** and contribute an estimated

**\$107M in economic impact**

*Most South District events have been sporting related, and generally occur 6-18 months after they are booked.*



# CTAA Hotels are Outperforming

- Year-to-date, revenue per room is **up 4.1%** across hotels in the CTAA, vs. **down 2.1%** for hotels in Salt Lake County that do not participate in the CTAA.
- CTAA hotel performance has been driven primarily by growth in room rates, which are up **4.4%**
- Across our competitive set, revenue per room is **down 3% on average**

| YTD through August              | Occupancy %  | Average Rate (\$) | Revenue per Room (\$) | YOY Change in Revenue per Room (%) |
|---------------------------------|--------------|-------------------|-----------------------|------------------------------------|
| Convention District – Salt Lake | 72.6%        | \$185             | \$135                 | +5.4%                              |
| Long Beach, CA                  | 71.3%        | \$195             | \$139                 | +4.2%                              |
| Salt Lake County, UT            | 71.4%        | \$151             | \$108                 | +2.2%                              |
| <b>South Valley – Salt Lake</b> | <b>71.6%</b> | <b>\$124</b>      | <b>\$89</b>           | <b>+1.3%</b>                       |
| Anaheim, CA                     | 70.2%        | \$128             | \$90                  | +0.8%                              |
| Reno, NV                        | 61.8%        | \$143             | \$88                  | -1.1%                              |
| West District – Salt Lake       | 71.6%        | \$112             | \$87                  | -1.4%                              |
| Seattle, WA                     | 71.2%        | \$183             | \$130                 | -1.5%                              |
| San Antonio, TX                 | 59.6%        | \$134             | \$80                  | -3.3%                              |
| Phoenix, AZ                     | 66.4%        | \$177             | \$117                 | -4.0%                              |
| Denver, CO                      | 67.9%        | \$150             | \$102                 | -5.1%                              |
| Portland, OR                    | 63.6%        | \$137             | \$87                  | -5.1%                              |
| Austin, TX                      | 64.1%        | \$162             | \$104                 | -6.7%                              |
| SLC Airport                     | 73.0%        | \$119             | \$87                  | -8.4%                              |



# Case Study – South District OTA Campaign

**\$110,000 Expedia campaign in Feb-Mar 2025 using Sales Development funds to drive visitation**

**US & Canada**



**\$740,000**  
*Hotel Revenue*



**4,989**  
*Room Nights*






**\$7:1**  
*ROAS*



**5.67M**  
*Impressions*

Ad



 **Visit Salt Lake**  Visit TheUSA.ca

**Stay nearby, ski all day in Salt Lake**  
Enjoy quick access to the slopes, so you can maximize ski time.



## Visit South Valley, Salt Lake

Salt Lake has been in a constant state of growth for the past several years, and the changes are more apparent than ever. The South Valley of Salt Lake is a great place to stay when you want the full Salt Lake experience, with its unique blend of stunning mountain views, vibrant outdoor recreation, and charming local culture. Home to Major League Soccer, many trails and nature walks, thriving downtown areas with great restaurants, and all resorts a short drive away, South Valley is the best place to call your home base.



**Catch a match**  
American Football in Salt Lake, Utah, is the home of Real Salt Lake and the Utah Royals. The 2 teams host unforgettable home games that bring fans together for electrifying moments under the Wasatch Mountains. Whether it's a goal celebration in a stunning arena, this field is where soccer magic happens.



**Dining**  
In Salt Lake's South Valley, dining out is a culinary adventure with something for every palate. From cozy neighborhood bistros to vibrant international eateries, the area offers a diverse selection of flavors and atmospheres, perfect for any occasion.

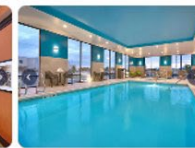


**Ski and stay**  
Proximity to the South Valley has to offer while staying close to the world-class skiing and snowboarding in the nearby Cottonwood Canyon. With affordable hotel rates and easy access to the slopes of Alta, Snowbird, Brighton, and Solitude, South Valley is the perfect base for your winter adventure.

## Select offers in Salt Lake



**Excellent** (377 reviews)  
Fairfield Inn by Marriott Salt Lake City Draper



**Wonderful** (103 reviews)  
Hampton Inn Draper Salt Lake City Ut



**Wonderful** (100 reviews)  
Homewood Suites by Hilton Salt Lake City Draper



**Good** (107 reviews)  
Quality Inn Draper near Salt Lake City



**Good** (107 reviews)  
Ramada by Wyndham Draper



**Wonderful** (100 reviews)  
SpringHill Suites by Marriott Salt Lake City Draper

[View more](#)

# Case Study – USA Gymnastics

**Event:** USA Gymnastics 2025 Women's Development Program National Championships

**Dates:** May 6-11, 2025

**Venue:** Mountain America Expo Center

**CTAA Funding:** \$15,000



## Key Results



- 6,527 estimated room nights



- 18% increase in Occupancy
- 28% increase in rates



- Incremental \$421,000 hotel revenue during 6-day event period vs. prior year
- \$7.1 million total economic impact



*In May 2025, we saw South District revenue from Group business **double** vs. May 2024.*



# Other CTAA-supported Events

**Event:** Triple Crown Volleyball – 2025 Western Invitational

**Dates:** June 7-9, 2025

**Venue:** Mountain America Expo Center

**CTAA Funding:** \$20,000

Proj. Attendees: 8,200

Proj. Economic Impact: \$3.98 million

**Event:** National Horseshoe Pitchers Association

**Dates:** July 21 – August 3, 2025

**Venue:** Mountain America Expo Center

**CTAA Funding:** \$90,000

Proj. Attendees: 4,200

Proj. Economic Impact: \$7.8 million





Questions



# 2026 CTAA Budget

| Program  | Budget             | Purpose  |
|--|--------------------|--|
| Districtwide Development & Programming             | \$4,750,000        | To invest in initiatives that raise Salt Lake's overall brand visibility, enhance demand for hotel stays, and create a competitive advantage in national/global markets. |
| Community & Sales Development: Regional Incentives | \$2,850,000        | To give districts flexibility to activate local opportunities, from direct group incentives to investments in tourism infrastructure.                                    |
| Major Event Impact & Contingency Funds             | \$950,000          | Set-aside in reserves to be used to secure major events that would bring significant exposure and visitation.  |
| Administration & Operations                        | \$950,000          | Covers Salt Lake County collection costs and offsets Visit Salt Lake operational and staffing costs.   |
| <b>Total 2026 Budget</b>                           | <b>\$9,500,000</b> | <b>Funds connect brand, sales, and events into one strategy that drives visitor demand and enhances the Salt Lake experience.</b>  |

*Recommend keeping allocations unchanged.*

