



MARKETING OUTLOOK FORUM



NEWS RELEASE: FOR IMMEDIATE RELEASE

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## **Jay Kinghorn of the Utah Office of Tourism Honored With Brand New Yesawich Award for Marketing Excellence**

**Whitehall, MI – The Travel and Tourism Research Association (TTRA)** is proud to announce the first-ever recipient of the Yesawich Award for Marketing Excellence, Jay Kinghorn. Sponsored by MMGY Global, this award seeks to recognize excellence in either a Marketing Manager or Director or a Destination Marketing Organization, with excellence defined as having created an outstanding marketing strategy based on relevant data and research, resulting in a superior marketing effort with significant, measurable results. Nominations were evaluated by a review committee, with submissions judged on the quality of the marketing strategy, the execution of the strategy, the strategic research utilized, and the measurable results.

MMGY Global debuted the Yesawich Award for Marketing Excellence at this year's Marketing Outlook Forum (MOF). On October 24, Anna Blount – Director of Market Research at MMGY Global – and MOF Chair Shelia Flanagan presented Jay with a plaque and a Visa gift card. He also received complimentary registration to attend the Forum.



Jay, Associate Managing Director at the Utah Office of Tourism, used data to greatly improve the office's winter marketing. He and his team analyzed data to identify a leading key performance indicator to optimize campaign performance while the campaign was still in market, as well as comprehensively measure digital ad effectiveness based on ad-exposed hotel and flight bookings and arrivals in Utah. Jay and his team developed a key message that they delivered to their target audience under-budget. Under Jay's leadership, the campaign was built around a full arsenal of digital tactics, carefully matched to traveler profiles, awareness levels, and behavioral characteristics, then optimized carefully around new key performance indicators and analytical tools to create the most rigorously measured campaign the Utah Office of Tourism has ever executed. The objectives were achieved by personalizing the messaging to the different affinity groups and optimizing the days and times that the message was delivered.

The results of the campaign Jay led exceeded expectations. Strategic Marketing & Research estimates that the digital campaign influenced 58,331 incremental traveling households, with an economic impact of \$154,427,584. The ROI was \$147 in revenue for each \$1 spent on the campaign and \$11.69 in state and local tax revenue for each \$1 spent on the campaign. For the icing on the cake, Ski Utah – Utah's ski industry trade group – announced a record number of skier days for the 2016-17 ski season: 4,584,658. For the less well-versed, the number of skier days is an indicator of skier visits. This marked an increase of 2.85% over last year, the previous record.

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Founded in 1970, the Travel and Tourism Research Association (TTRA) is a non-profit association whose purpose is to enhance the quality, value, effectiveness, and use of research in travel marketing, planning, and development. TTRA strives to be a leader for the global community of practitioners and educators engaged in research, information management, and marketing in the travel, tourism, and hospitality industries. The Marketing Outlook Forum (MOF) is the industry's leading strategic travel forecast conference, running annually for over 30 years and combining industry networking and quality educational programs that can't be found anywhere else.

### **Travel and Tourism Research Association**

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