



Data and Stats Summary Sheet

2020

Dear Tourism Partners,

First and foremost, the 2020 year would have been impossible without all of your tenacity, resilience and patience as we held on through a tough year for tourism and visitation. Even with the challenges faced in 2020, we saw a number of new businesses open their doors, including restaurants, activity centers, stores and more. We are looking forward to seeing the continued growth of these companies and others as we step towards a brighter future.

Unsurprisingly, our year-over-year numbers were lower in 2020 than we had originally anticipated they would be at the beginning of the year. That being said, we were able to participate in the Meet in Utah Grant Program to help stimulate our meetings and convention economy and encourage those within our drive market to safely visit our destination. Antelope Island State Park also saw the second-highest visitation for state parks in Utah.

One of the highlights of 2020 was the Davis County rebrand to Discover Davis — Utah's Amusement Capital. This rebrand encapsulates the many wonderful aspects that define Davis County. From the multitude of amusement centers to our outdoor recreation, state parks and shopping centers, Discover Davis highlights the many ways visitors and locals alike can seek out adventure in all forms.

Moving forward, we are excited to embrace our new branding, ready to take on the fresh challenges of 2021 and continue improving and growing our destination. Thank you all for your support and for making Davis County the exciting destination it is.

Sincerely,

Jessica Merrill



TRT AND TRCC NUMBERS

2020 TRT HOTEL TAX YOY:	-34.06%
2020 RESTAURANT TAX YOY:	-3.48%
2020 RENTAL CAR TAX YOY:	-20.61%



HOTEL OCCUPANCY

TOTAL 2020 OCCUPANCY:	54.22%
YOY:	-24.08%



LEC #'S



2020 BY THE NUMBERS

77

EVENTS

ECONOMIC IMPACT
\$43.7 MILLION

12

EMPLOYEES

\$1.28 MILLION

LOCAL TAXES
GENERATED

7

OUTDOOR
FIELDS

234,012

TOTAL VISITORS

73,207

ROOMS BOOKED

60,695

SQ. FT. RENTABLE SPACE



LegacyEventsCenter.com

MEET IN UTAH GRANT PROGRAM

Spent:	\$129,430
Events:	30
Total Economic Impact:	\$1,318,081
ROI:	\$10.18



ANTELOPE ISLAND STATE PARK #'S

815,445 VISITORS

2nd Most visited Park in the State



DCC #'S



Davis Conference Center

BEYOND MEETING EXPECTATIONS

2020 BY THE NUMBERS

ECONOMIC IMPACT
\$4.3 MILLION

184
EVENTS

\$79.9K
LOCAL TAXES
GENERATED

26,645
DAY
PARTICIPANTS

3,238
OVERNIGHT
VISITORS

4,239
ROOM NIGHTS
BOOKED

16,268 TOTAL
VISITOR
DAYS

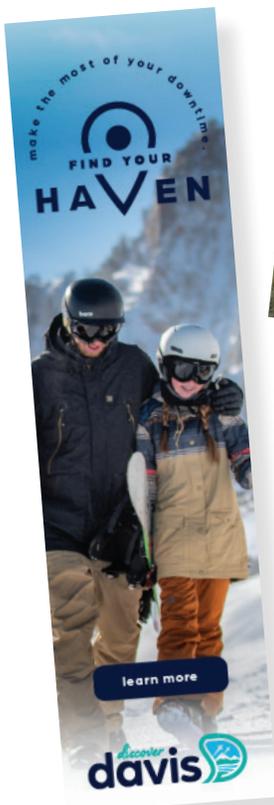
DavisConferenceCenter.com

PROJECTS FUNDED AND/OR SPONSORSHIPS

Antelope Island State Park Back Country Campground	\$25,000
Davis Arts Council Sponsor	\$25,000
Centerpoint Theater Sponsor	\$20,000
Bountiful Davis Arts Center Sponsor	\$15,000
OPPA! Sponsor	\$1,000



MARKETING #'S



Paid Social Media: Facebook

Impressions:	6,328,345
Clicks:	60,280

Paid Search

Impressions:	64,198
Clicks:	5,574

Display

Impressions:	10,499,809
Clicks:	10,127

Video Advertising

Impressions:	2,943,934
Total Views:	310,690
Clicks:	13,568

NEW TOURISM RELATED BUSINESSES

- The Base Restaurant & Bar (Layton)
- Coconut Cove (Centerville)
- RC Willey (Layton)
- Cubby's (Bountiful)
- Lifetime Distribution Facility broke ground at Freeport Center (Clearfield)
- Tucanos Brazilian Grill (Station Park)
- Santorini's Greek Grill (Bountiful)
- Olive Garden (Bountiful)
- Z Brothers (Layton)
- Pure Oils (Station Park)
- Bountiful Town Square Ice Ribbon
- Chonchi's Taco Shop (Farmington)
- Dutch Brothers (Centerville)

DISCOVER DAVIS REBRAND



Excitement, amusement, nature and strength. Our logo signifies these brand values.

The symbol was born from generations of family fun and enjoyment in a scenic and majestic destination nestled in the heart of the Wasatch Mountains.

One D, symbolizing the greatness and iconic nature of Davis, encircling subtle elements that are representative of some of the most sought after experiences in the area.



This D will now start a journey being the main graphical mark for Discover Davis: a reminder to all of the uniqueness of Discover Davis and the destination's parks and activities... and how they will always be a source of connection and help create a lifetime of memories for families and friends alike.

DISCOVER REAL LIFE CAMPAIGN



Our world is one of disillusionment — we experience the world vicariously through carefully curated photographs/videos on social media that scream, "this is the perfect life!" Davis provides opportunities to live life outside of the illusion while making the real connections that we all crave and need.

We created a campaign that tells our audience to be their own influencer, rather than compare themselves to portrayals on social media. When they start down that road, they start to "discover real life"