

2025

A Year in Review



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This year reinforced something we have always known in Davis County: when we work together, we do not just bring visitors here, we build a stronger community. Discover Davis exists to elevate our destination in a way that supports local businesses, generates meaningful economic impact, and creates experiences residents are proud to share.

Like many destinations, we navigated real headwinds. Government spending disruptions, including a spending freeze in Q1 and a federal shutdown in Q4, slowed decision-making and led to canceled group events and hotel bookings. Broader economic uncertainty also shortened booking windows and delayed travel experiences altogether, requiring flexibility, grit, and focus.

And yet, Davis County moved forward in a big way. The grand opening of Western Sports Park marked a major milestone for our visitor economy and our community, bringing new energy and new opportunities to compete on a national stage and strengthening our community for generations to come. We also finalized Discover Davis's strategic plan, sharpening our long-term direction and keeping our marketing, sales, and destination development efforts aligned with the outcomes that matter most.

Throughout the year, we continued building awareness of Utah's Amusement Capital through consistent messaging, partner alignment, and signature events that drove visitation and community engagement. Collaboration with hotels and attractions grew through shared promotions and stronger coordination, while we elevated group business through active outreach and hands-on support for booked groups. That momentum helped secure USA BMX Nationals in August 2026, along with other events we look forward to hosting across the county at our venues and partner facilities.

Looking ahead, 2026 is a year of opportunity. We will maximize Western Sports Park's first full operating year by turning early momentum into repeat events, room nights, and a stronger national reputation for Davis County, including ongoing visibility for the CommonSpirit Center at Western Sports Park. We will grow sports and meetings business through strategic advertising, proactive sales efforts, and relationship-building, expand hotel and

attraction partnerships through packaged offers, partner-ready itineraries, and maps, and advance Utah's Amusement Capital through integrated campaigns and stronger outdoor storytelling. We will also continue strengthening stakeholder alignment through consistent advocacy and clearer reporting on tourism's impact and ROI.

None of this happens without people. I am incredibly thankful for and proud of the Discover Davis team and the work they deliver every day with creativity, professionalism, and heart. I am also grateful to the Tourism Tax Advisory Board, the Davis County Commission, the Community and Economic Development Department, our community partners, and the many industry stakeholders who collaborate with us and help keep this destination moving forward.

This report reflects progress, partnership, and a clear direction forward. Thank you for being part of the work, and part of what makes Davis County a destination worth discovering.



A black ink signature of Jessica Merrill.

Jessica Merrill
Tourism Director



NUMBERS BY THE



2024 Direct Visitor Spending

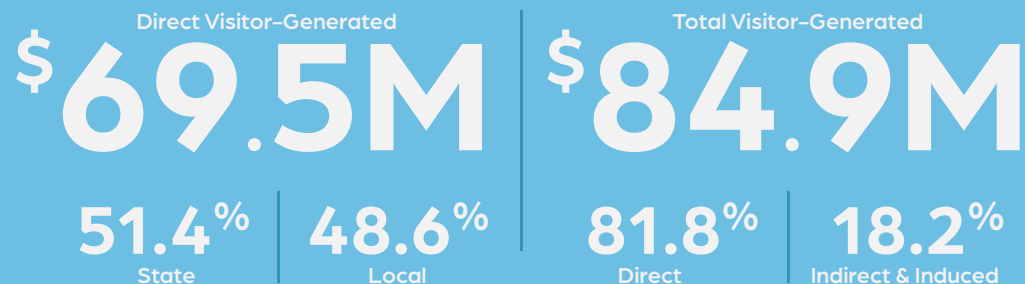
\$710.8M

*Not adjusted for inflation.

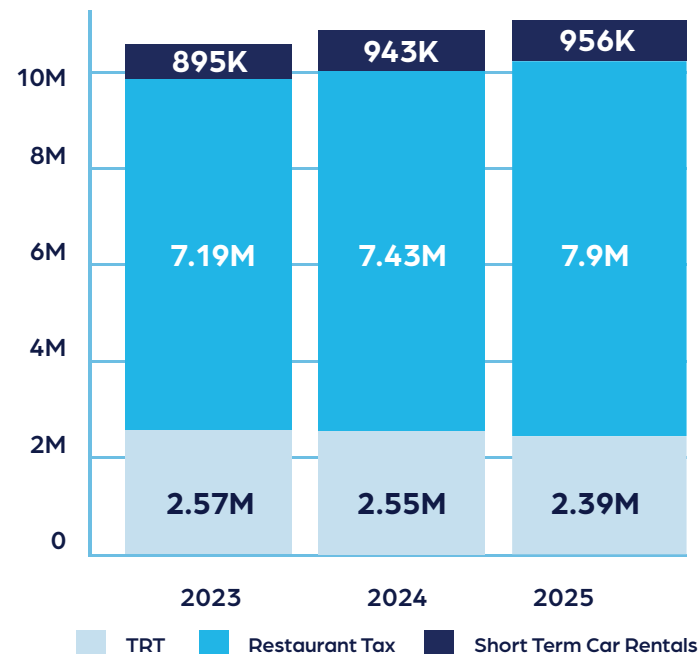
*Data provided by Kern C. Gardner Policy Institute

Direct Travel & Tourism Jobs
5,758

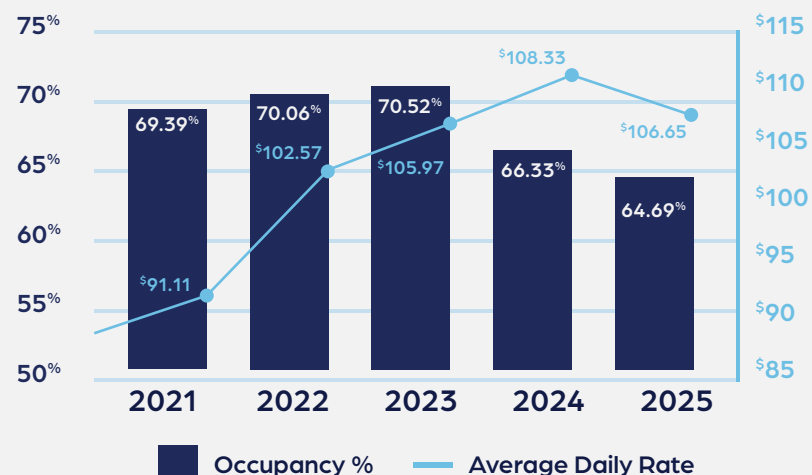
2024 Tax Revenue



Tourism Taxes Revenue



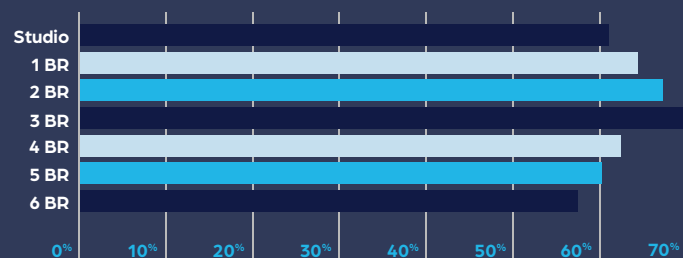
OCC/ADR



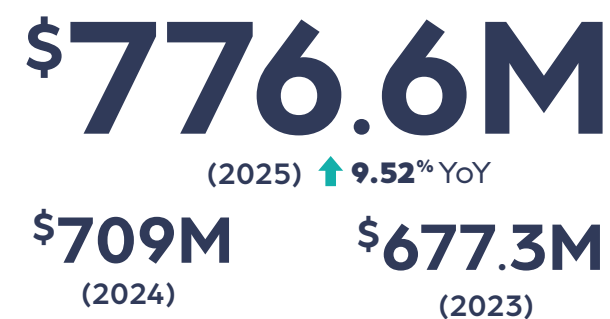
2025 Tourism Office Revenue

Bird Festival:	\$75,189.11
Antelope by Moonlight:	\$57,129.05
State Reimbursement (UOT Co-op):	\$265,947.41
Sundry:	\$14,382.22
Total:	\$412,647.79

Occupancy Rate by Bedroom

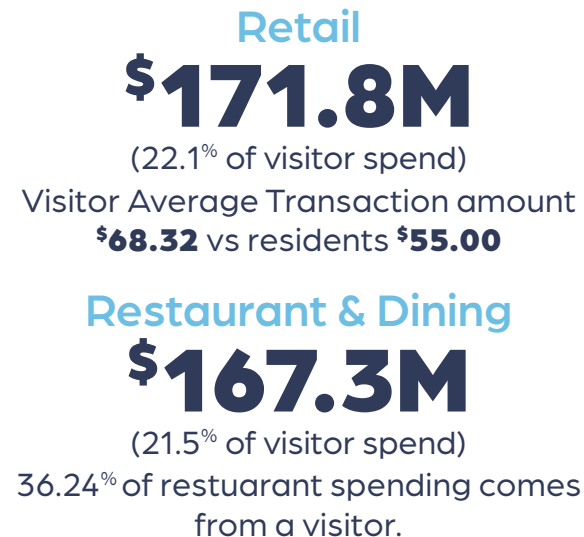


Visa Total Visitor Spend



Nearly one-third of all tracked spending came from visitors outside Davis County. Visitors represented **30.7%** of all spending activity in destination. **72.1%** of all visitor spend came from in-state external visitors. **27.9%** came from out-of-state visitors

Top Visitor Spend Categories



Top Markets

Utah	\$559.7M
Idaho	\$28.1M
California	\$21.5M
Michigan	\$17.6M
Washington	\$13.3M
Texas	\$11.4M
Nevada	\$11.1M
Arizona	\$9.6M
Arkansas	\$9.1M
Wyoming	\$9.0M

Visitor Spending was most concentrated in retail and restaurants, with those two categories generating more than **\$339 Million** in 2025.

*Data provided by VISA

AIRDNA

Year	2023	2024	2025
ADR	\$114.98	\$121.75	\$122.54
Average Occ. Rate	65.41%	64.01%	63.19%
Avg. Length of Stay	5.3	5.1	5.0
Avg. Booking Lead Time	36.8	38.9	35.9
Unique Listings	436	471	430

VISITOR DEMOGRAPHICS

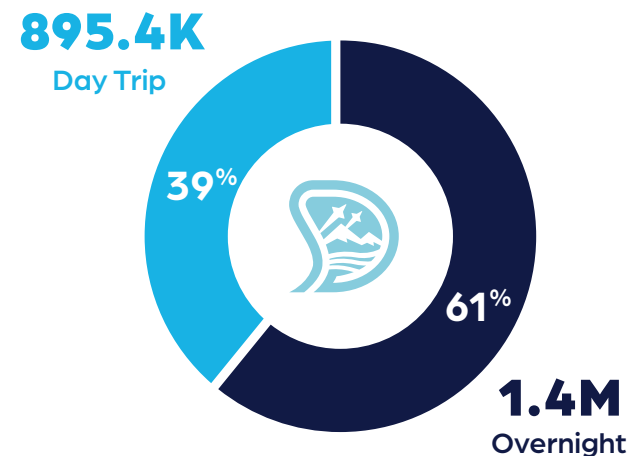
Marketing Efforts

Total Trips
2.3M

Avg. Monthly Visitors
154.8K
↑ 2.6%YoY ↑ 2.6%PoP

Visit Nights
3M
↓ 2.6%YoY ↓ 2.6%PoP

Day vs. Overnight Trips



Top Origins

Origin	Trips	Avg Mo. Visitors	Nights	Avg. Dur.
Provo-Orem, UT	141.9K	7.8K	249.7K	2.7
Logan, UT-ID	68.2K	3.9K	117.1K	2.7
Boise City, ID	64K	5.7K	120.1K	2.9
St. George, UT	62.8K	4.8K	141.9K	3.3
Las Vegas - Henderson, NV	44K	3.4K	98.2K	3.2
Idaho Falls, ID	40.7K	3.2K	64.3K	2.6
Los Angeles - Long Beach, CA	39.6K	3K	101.9K	3.5
Phoenix-Mesa - Scottsdale, AZ	39.5K	3.2K	99.2K	3.5
Rexburg, ID	37K	2.7K	74.7K	3
Denver-Aurora-Lakewood, CO	24.3K	1.7K	48.9K	3.1

Overnight Trips

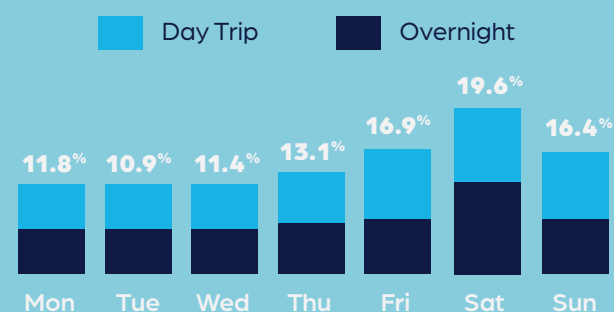
Average Duration
(Days | 1.4M Trips) **3.2**

1 Night	54% (754.9K)
2-3 Nights	32% (445.9K)
4-7 Nights	11% (153.2K)
8-30 Nights	3% (39.1K)
31+ Nights	0% (106)

*Data Provided by Placer AI

Day of Arrival

Each bar represents the percentage of trips that arrived on that day of each week.



MEETINGS PERFORMANCE



Economic Impact

\$2.4M

ROI

7.83

ADR

\$131.10

5,075

Rooms Booked

- Search leads in efficiency and engagement
- Meta remarketing delivers the most qualified traffic
- Video scales awareness and fuels demand
- Precision channels extend reach to key planners

SPORTS PERFORMANCE



- Performance peaked during spring and early fall planning cycles
- Search captured the highest-intent and strongest engagement
- Video & programmatic scaled awareness ahead of planning decisions
- Remarketing sustained consideration with in-market planners

Impressions	Clicks	Total Users	Engaged Sessions	Impressions	Clicks	Total Users	Engaged Sessions
6.4M	35.1K	19K	15.6K	7M	24.6K	24.3K	19.9K

Meta Remarketing

is effectively re-engaging planners and reinforcing Davis County as a meetings destination.

Impressions	Clicks	Click-Through Rate
1.1M	15.2K	1.36%
Users	Eng. Session	Eng. Sess./User
6.1K	4.6K	0.75

Search (SEM)

is the strongest efficiency driver, delivering the highest CTR, deepest engagement, and longest session duration among all channels.

Impressions	Clicks	Click-Through Rate
120K	9.9K	8.28%
Users	Eng. Session	Eng. Rate
8.7K	9.9K	60%

Video

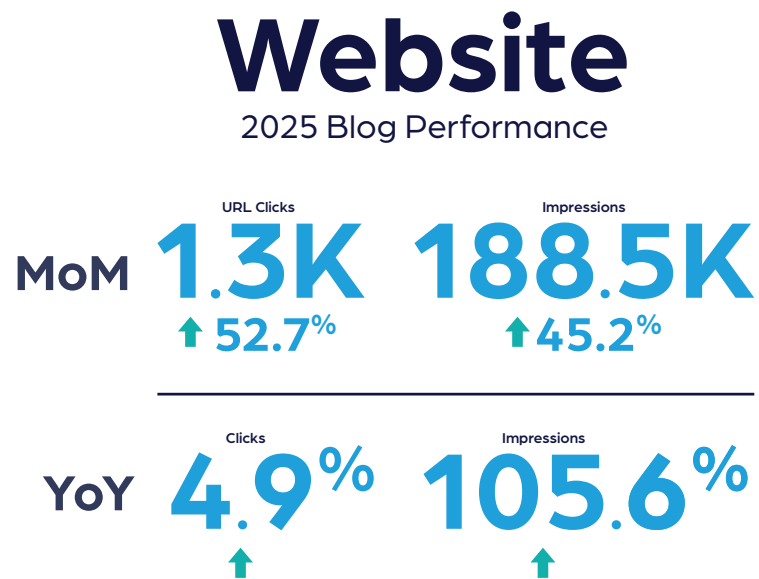
and programmatic scaled awareness efficiently, maximizing engagement

Impressions	Views	Clicks
1.4M	≈2M	13K
Click-Through Rate	Engagement Rate	
0.93%	3X↑	

Google SEM

delivered the highest-quality traffic, capturing planners actively researching tournaments and venues.

Impressions	Clicks	Click-Through Rate
96K	7.7K	8.05%
Users	Eng. Session	Eng. Rate
6.2K	5.8K	49.4%



Top 10 Blog Posts	
1.	/bison-or-buffalo-discovering-antelope-islands.../
2.	/day-dates-davis-county/
3.	/free-things-in-davis-utah/
4.	/bountiful-ice-ribbon/
5.	/date-ideas-in-davis-county/
6.	/antelope-island-early-spring/
7.	/11-parks-to-visit-in-bountiful/
8.	/races-marathons-in-davis-county-utah/
9.	/new-grub-in-davis/
10.	/discover-davis-countys-top-10-hiking-trails/

Email Newsletter

Mailing List

≈4.5K

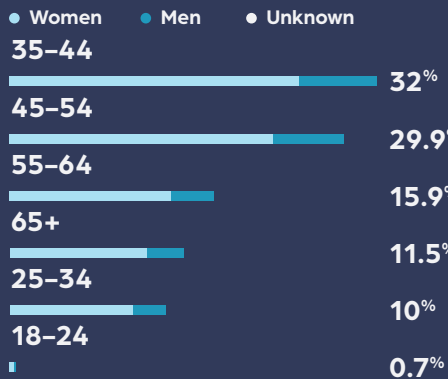
Avg Open Rate

9%

SOCIAL MEDIA

Audience Breakdown

Age & Gender



Top Performing Post

Views

78,686

Reach

36,806

Interactions

549

323 Likes | 157 Shares

62 Saves | 7 Comments

Profile Activity

302

f

Facebook

Engagement

≈2.23%

Likes

422

Total Impressions

69.8K

Instagram

Engagement

≈3.35%

Likes

6,1K

Total Impressions

408.1K

in

LinkedIn

Engagement

≈20.13%

Likes

101

Total Impressions

2.1K

TikTok

Engagement

≈2.88%

Likes

11K

Total Impressions

327.4K

PUBLIC

To drive awareness of the Western Sports Park and solidifying Davis County's space in the youth-ameatuer sports tourism space.

KEY TACTICS

Champions Loading Campaign

- Focused Proactive Pitching
- Press Releases
- Mailer Boxes
- Press Visit

NEWSLETTER

Key Writers

100

Open Rate

51%

Key Outlets

- The Meetings Magazine
- Sports Planning Guide
- Sports Destinations
- Smart Meetings
- Convention South/Southwest
- InformaConnect
- Sports Business Journal
- Forbes/Business of Sports Network
- The Meetings Magazine



"Wow! Thank you so much for the wonderful gift box! I have the little animal sitting on my desk right now! You guys are wonderful! "

Mary Helen Sprecher – Sports Destinations

LEISURE

Economic Impact	ROI	ADR	Room Nights Booked
\$1.13M	7.26	139.88	2.8K

EXPEDIA ROI

Reinforcing the value of conversion-focused partnerships

ROAS	8.9
Room Nights	2,253
Revenue	\$329.6K

- Upper funnel drives scale**
accounting for 72% of impressions with expectedly lower CTR.
- Lower funnel delivers efficiency**
generating nearly the same clicks on <1/3 of impressions.
- ~3.2x CTR lift from upper to lower funnel**
signals strong mid-funnel handoff and audience quality.
- Upper funnel users show higher engagement per user**
indicating strong curiosity and exploratory intent.

Impressions	Clicks	Total Users	Engaged Sessions
11.1M	142K	154K	106K

Upper Funnel

Meta Prospecting, Rich Media, Display Prospecting and CTV/Video

Impressions	Clicks	Click Through Rate
8M	64K	0.80%
Users	Engaged Sessions	Engaged Sessions Per User
40.6K	31.5K	0.78

Lower Funnel

Google SEM, Meta Remarketing, Meta Catalog and Display Remarketing

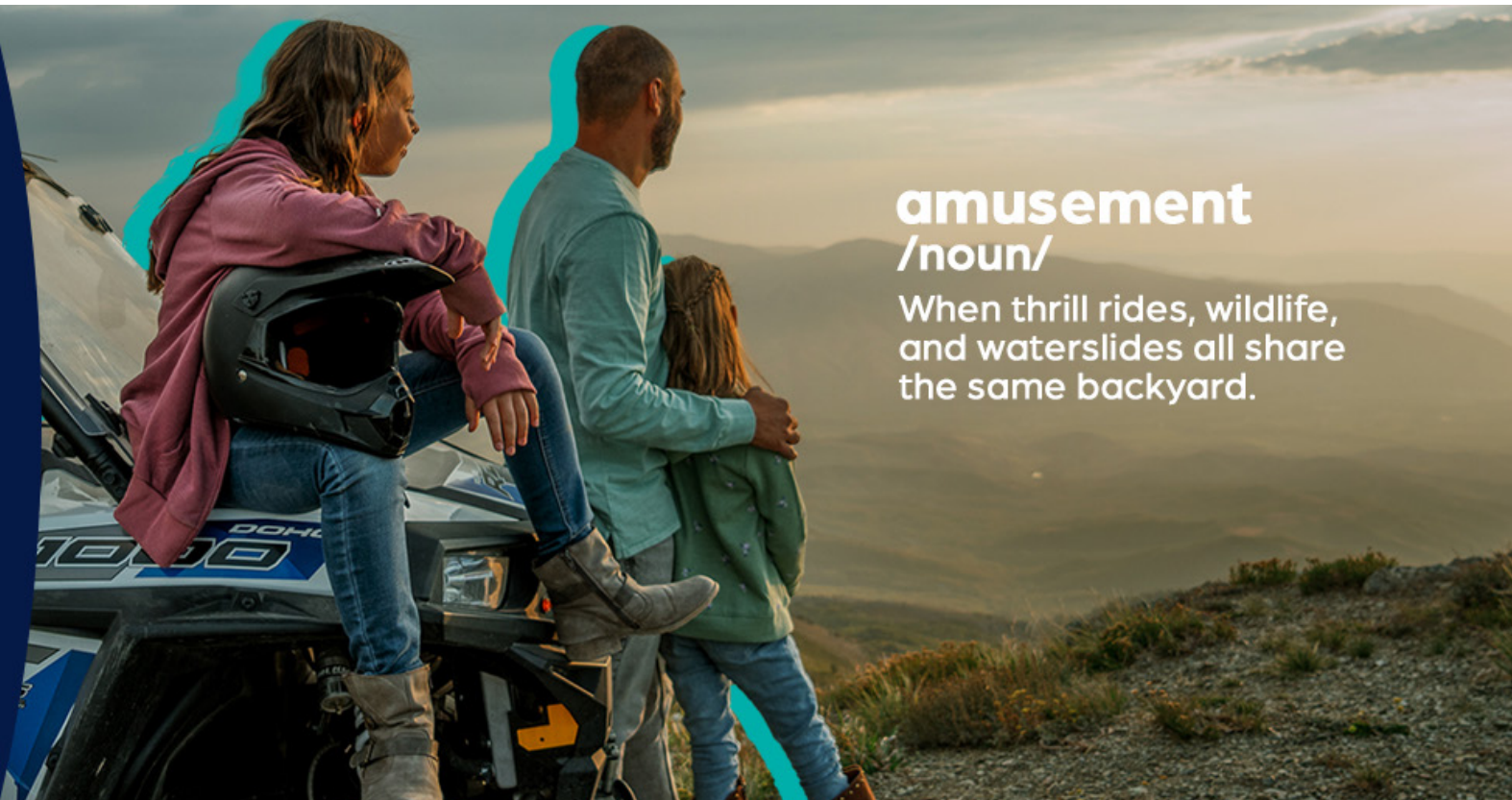
Impressions	Clicks	Click Through Rate
3M	79K	2.57%
Users	Engaged Sessions	Engaged Sessions Per User
113.4K	74.5K	0.66

amusement /defined/

In 2025, Davis County continued to built on the foundation with Madden Media to create a creative ecosystem that all laddered up toward an overarching brand awareness effort. Amusement Defined is the personification of Davis County's title of Utah's Amusement Capital.



Leisure Creative



amusement
/noun/
When thrill rides, wildlife, and waterslides all share the same backyard.



amusement
/noun/
When you realize "Amusement Capital" is more than a slogan.

May Stay & Play Blitz Campaign



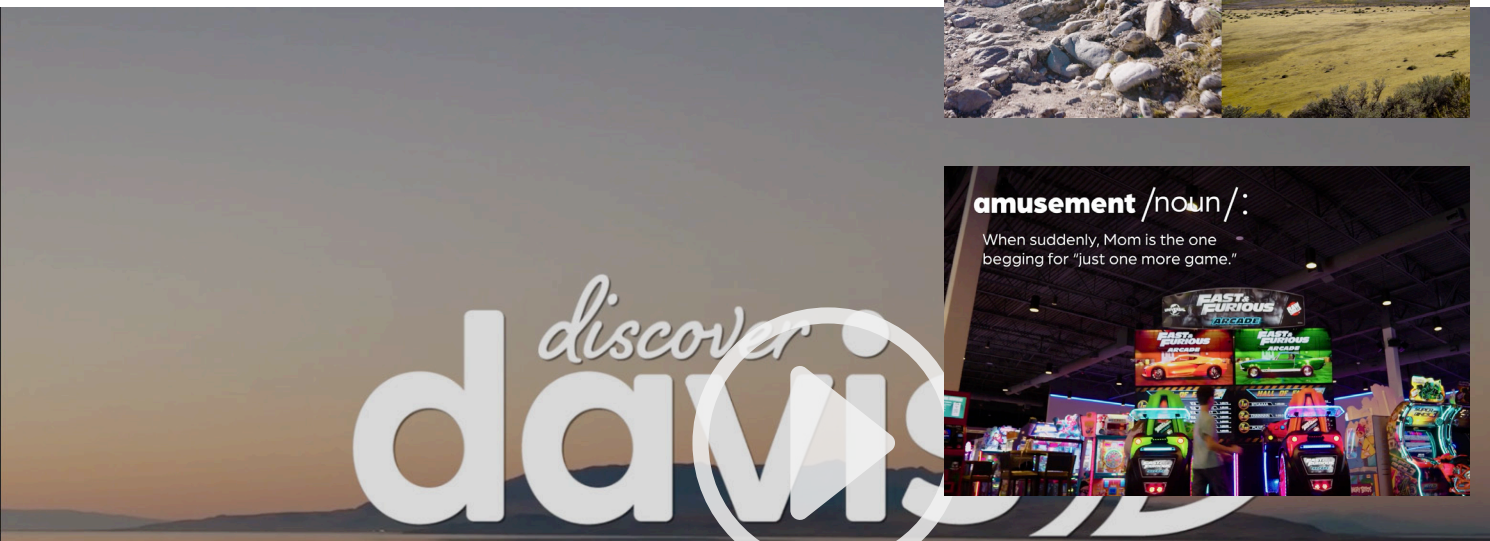
Room Nights Booked
27

Lagoon Tickets Purchased
55

In May 2025, Discover Davis partnered with Lagoon and participating hotels to launch a short, targeted blitz campaign to quickly generate room nights in response to immediate concerns from hoteliers about unusually low May occupancy and a slow start to Lagoon visitation. Discover Davis worked directly with Lagoon to secure a discounted offer and created a "Ticket to Ride" incentive for visitors who booked a two night hotel stay, running during the final two weekends in May only. The promotion proved successful, and Lagoon extended the discounted rate for all visitors in July.

Video Production

In addition to digital & print media, Davis County worked with their agency of record, Madden Media, to collect video assets that further reinforce our *Amusement Defined* campaign and deliver consistent, cohesive messaging across all platforms.



amusement /noun/:
When suddenly, Mom is the one begging for "just one more game."

Visit Davis County, Utah's Amusement Capital



SALES

EFFORTS

Economic Impact

Events
Booked

19

Direct Booked Events
(minus lost events)

\$9.6M

Events
Supported

23

Supported
Business

\$12.0M

Tradeshows & Events

Conferences 1:1 Appointments

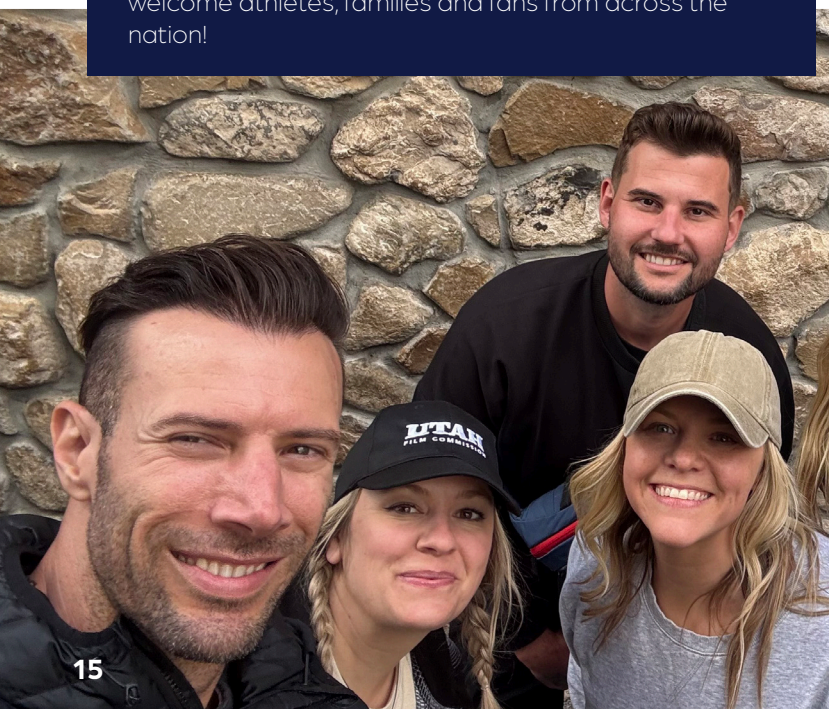
8

137

USA BMX 2026 Pro Nationals

August 7–9, 2026

The Great Salt Lake Nationals will be at the newly opened Antelope BMX's first-ever national series event. As one of only 10 Pro Nationals nationwide, this event is where the best riders in the country battle for championship points against the stunning backdrop of the Wasatch Mountains and the Great Salt Lake. At Discover Davis, we're proud to help bring this high-energy event to our community. We can't wait to welcome athletes, families and fans from across the nation!



FAM Tour

Discover Davis hosted our first-ever sports mini-FAM tour—and it was a total slam dunk!

From site tours to adrenaline-pumping action, we covered it all:

Competition: A laser tag battle at Western Sports Park and racing at Antelope BMX.

Facilities: Behind-the-scenes looks at Kongo Sports, Shoot360, and the Davis Conference Center.

Atmosphere: Revving engines at Hank's Garage and catching air on the bungee swing at Lagoon.

Views & Eats: A scenic autumn hike overlooking the valley followed by a delicious group dinner at Rooster's/The Coop.

The energy, the people, and the experiences made this a trip to remember. Thanks to everyone who joined us!



Event Highlights



BIRD GREAT SALT LAKE FESTIVAL

2025



THE NUMBERS

188
Species Identified

19
New Field Trips

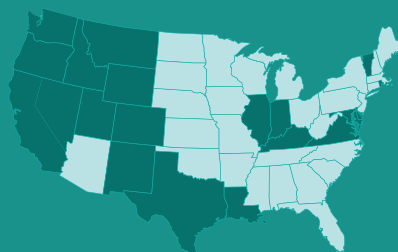
100+
Total Events

80+
Tours Conducted

\$1,300+
Tickets Sold

1,800+
Total Participants

Representation
Visitors from 20 states and
3 foreign countries



International



Argentina Great Britain Spain

15 Free workshops and educational classes
Over 900 Entries in student art contest
1 Keynote dinner for 150 guests

\$75,189
Total Revenue

\$448,196
Economic Impact



ANTELOPE
BY MOONLIGHT

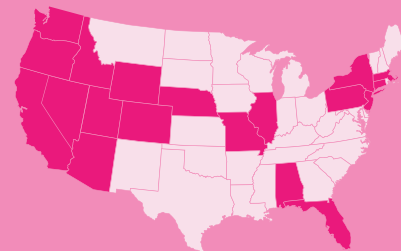
ANTELOPE BY MOONLIGHT

THE NUMBERS

1,487
Registered Riders

17
Vendors

Registered Riders
from 19 states



\$8,500
Cash Sponsorships

\$16,944
In-Kind Sponsorships

Utah Rider by County

30.1%
Salt Lake

37.9%
Davis

17.9%
Weber

14.1%
Other

\$57,129
Total Revenue

\$144,629
Economic Impact



WESTERN SPORTS PARK

GRAND OPENING

2,500

Attendees

42

Vendors & Partners

7

UT Sports Partners



COMMUNITY

ARTS & CULTURE

\$48,500

2025 Community Sponsorships and Support:

Bountiful Davis Arts Center | Davis Arts Council
Centerpoint Legacy Theatre | OPPA! | USU Botanical
Center | 4-H Livestock Show

MURAL GRANT PROGRAM

\$38,240

Awarded 5 mural grants in the following locations:

Antelope Island State Park | Clearfield City | Mak Mak Thai
Cuisine | Farmington City | North Salt Lake City

LEADERSHIP

Board & Committee Involvement

JESSICA MERRIL

Utah Board of Tourism Development
Board Member | Marketing Committee

Utah Tourism Industry Association

Board Member | Legislative Policy Committee

Davis Chamber of Commerce

Legislative Affairs Committee

Regional Task Force, Senator
John Curtis

ERIN MILLER

Sports ETA Outdoor Recreation and
Open Spaces Community Leadership

Destinations International

Advocacy Committee | Small Destination
Sub-Committee Taskforce

Compete Sports Diversity Women's
Sports Council

Women in Sports Tourism Collective
(WiST)

Rocky Mountain Collective- Chair



ADVOCACY EVENTS

Tourism Day on the Hill

Destinations Capital Hill

Utah Association of
Counties

TOUR Caucus

Highlights

2025

Total

Economic Impact.....	\$17,563,640
Visitor Spend.....	\$12,682,368
Local Sales Taxes Generated.....	\$305,153
Total Local Taxes Generated.....	\$470,624
State Taxes Generated.....	\$729,077

Participation

Total

Total Participants	252,867
Overnight Participants	8,524
Day Visitors	244,343
Total Jobs Supported	6,431
Local Use	57%

Number of Events

157

Convention	11
Youth Amateur	103
Business Meeting	16
Tradeshow	20
Adult Amateur	5
Professional	2

Highlights

2025

Total

Economic Impact.....	\$17,607,093
Visitor Spend.....	\$10,787,700
Local Sales Taxes Generated.....	\$268,305
Total Local Taxes Generated.....	\$527,761
State Taxes Generated.....	\$667,764
Bed Tax.....	\$207,537
Restaurant Tax.....	\$26,935

Participation

Total

Total Participants	117,375
Overnight Participants	17,782
Day Visitors	99,593
Total Jobs Supported	8,079
Local Use	33%
Room Nights Booked	30,504

Number of Events

234

Sports Events	11
Tradeshow	6
Convention	60
Business Meeting	157



THE WORK OF A DESTINATION ORGANIZATION



1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

3. WORK

And if you built a place where people want to work, then you built a place where business and residents will invest.

2. LIVE

And if you built a place where people want to live, then you built a place where people want to work.

4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people want to visit.

Discover Davis Strategic Plan 2026–2030



Mission of Discover Davis

To attract and serve visitors by promoting authentic experiences, strengthening our destination brand, and advancing tourism and business travel, including sports and events, in ways that drive economic impact and enhance quality of life for Davis County residents.

Brand Promise

As Utah's Amusement Capital, Davis County delivers fun, connection, and unforgettable experiences, where entertainment, play, and discovery bring people together.

Values of Discover Davis

Accountable:

We are responsible stewards of public funds, committed to transparency, fiscal responsibility, and measurable outcomes. We invest in travel and tourism development in ways that deliver strong return on investment and tangible benefits for Davis County residents, businesses, and communities.

Amusement:

We believe amusement is more than just entertainment; it's the feeling people get when they do what they love. We deliver joy, connection, and memorable experiences for visitors and residents alike, helping create lasting memories across a wide range of activities, attractions, and outdoor recreation.

Passion:

We lead with passion, pride, and authenticity in everything we do. Our deep connection to Davis County fuels our commitment to telling its story, supporting its communities, and championing the experiences that make our destination special.

Innovation:

We lead with vision, creativity, and forward-thinking strategies. We embrace new ideas, technologies, and approaches to destination marketing, management, development, and visitor services to keep Davis County competitive, relevant, and resilient.

Responsive:

We are agile, attentive, and solutions-oriented. We respond quickly and thoughtfully to challenges, opportunities, industry trends, and stakeholder needs, adapting our strategies to meet a constantly evolving tourism landscape.

Partnerships:

We foster strong, collaborative, and mutually beneficial partnerships with industry stakeholders, communities, and public entities. We serve as a trusted resource and connector—bringing partners together, identifying opportunities, and aligning efforts to amplify impact, share knowledge, and create greater value for Davis County.

Inclusion:

We welcome all visitors to Davis County and strive to create an environment where everyone feels seen, respected, and valued. We embrace diverse perspectives, cultures, and experiences, recognizing that inclusivity strengthens our destination and enriches our community.

Strategic Pillars

1. Enhance Awareness of Davis County as a Destination

Promoting and elevating the Davis County lifestyle is at the heart of Discover Davis. We build brand awareness that inspires travel, strengthens community pride, and creates measurable economic opportunity for our communities and residents.

Objective: Increase awareness and consideration of Davis County across priority markets and segments in ways that drive visitation and measurable economic impact.

- **Develop and strengthen the Davis County destination brand**, highlighting a high-quality family lifestyle, diverse amusement experiences, and accessible outdoor recreation.
- **Market the county’s brand, attractions, and experiences**, to targeted visitor audiences through integrated digital, traditional, and emerging media channels.
- **Grow and promote Discover Davis signature events** that drive visitation, elevate destination awareness, and showcase the county's unique assets.
- **Build an always-on marketing funnel** that grows awareness, increases consideration, and converts targeted audiences into overnight visits, off-season demand, and event bookings.
- **Implement a research-driven marketing plan** focused on maximizing return on investment and generating measurable economic impact for Davis County.
- **Strengthen owned media** (website, SEO, email) to capture demand, improve trip-planning, and convert interest into visitation.
- **Engage residents as destination ambassadors** by promoting Discover Davis initiatives locally and encouraging community pride and word-of-mouth advocacy.
- **Strengthen proactive PR efforts and develop a communications plan** to protect the destination brand and capitalize on timely media opportunities.
- **Conduct targeted market research** (such as visitor segmentation and sentiment analysis) to refine branding, advertising, and PR strategies and guide future investment decisions.
- **Leverage the destination brand to support business and workforce recruitment and retention** by elevating Davis County's quality of life, amenities, and “pride in place” through consistent storytelling, media coverage, and partner amplification.



Strategic Pillars

2. Develop and Support Group Business

Anchored by the Western Sports Park and Davis Conference Center, Davis County’s group success is powered by an interconnected network of hotels, venues, attractions, dining, and recreation. Discover Davis brings this full destination lineup together to create competitive, bookable group opportunities that generate lodging demand and year round impact.

Objective: Expand group business by increasing qualified leads and bookings that grow lodging demand and deliver measurable economic impact.

- **Leverage and support the Davis Conference Center and Western Sports Park** as anchor facilities for meetings, conventions, and sports tourism, strengthening collaboration with venue leadership and staff.
- **Provide innovative, high-value services**, for group business segments, including sports, meetings, conventions, and special events.
- **Actively promote and sell Davis County as a group destination** in coordination with Davis Conference Center and Western Sports Park teams, utilizing clear bidding window policies to align efforts and avoid duplication.
- **Target sports and group events**, both indoor and outdoor, that align with available lodging capacity and shoulder periods to maximize room night generation.
- **Leverage the tradeshow network as a key sales channel** by consistently attending priority sports and meetings tradeshow; building ongoing relationships with event organizers, planners, and rights-holders; and executing structured post-show follow-up to convert leads into bookings and measurable economic impact.
- **Conduct research with meeting and sports planners** to refine sales strategies, enhance group servicing, and improve Davis County's competitiveness across multiple group markets.
- **Maintain strong partnerships with key stakeholders**, including city parks and recreation departments, venue operators, hoteliers, attractions, restaurants, and event organizers, to support group events and create seamless, positive visitor experiences countywide.



Strategic Pillars

3. Develop the Destination Experience and Community Partnerships

Davis County's visitor experience is strengthened when communities and partners work together to enhance the places people explore and enjoy. Discover Davis supports destination development, partner coordination, and placemaking efforts that elevate the visitor experience and build community pride.

Objective: Strengthen Davis County's destination through coordinated development and community collaboration that enhances visitor experiences and resident quality of life.

- **Establish a dedicated community engagement and partner coordination function**, within Discover Davis to unify tourism stakeholders, strengthen industry collaboration, align marketing and destination development efforts, and serve as a connector across Davis County's tourism ecosystem.
- **Support the enhancement of evening and year-round entertainment options** by promoting existing activities and collaborating with the business community to encourage new experiences that serve residents, leisure visitors, conventioners, and sports teams.
- **Strengthen industry connectivity through collaboration** and cross-promotion, linking businesses, attractions, municipalities, and public entities on shared initiatives and destination-wide projects.
- **Develop group-friendly experience packages** and partner offers that encourage longer stays and higher spending.
- **Provide organizational, marketing, and strategic support** to destination assets and partners, including the Davis Conference Center and Western Sports Park, while also supporting broader countywide destination development efforts.
- **Support arts, culture, and placemaking initiatives** through grants, marketing, and collaborative programs that enhance the visitor experience and community pride.



Strategic Pillars

4. Advocate for the Davis County Travel Industry

Discover Davis champions a thriving visitor economy by elevating tourism's value to residents, partners, and decision makers. We bring data, relationships, and local insight to support policies and investments that protect and strengthen Davis County's visitor economy.

Objective: Advance understanding, support, and investment in tourism by communicating its economic and community value and advocating for policies that strengthen the visitor economy.

- **Celebrate industry, business, and workforce successes** through an annual Discover Davis awards and industry update event that recognizes achievements, highlights the prior year's impact, and shares the upcoming program of work with partners and stakeholders.
- **Convene networking events, meetings, and forums**, for industry stakeholders and government partners to strengthen relationships, share insights, and encourage collaboration across the visitor economy.
- **Serve as a trusted, data-informed resource** for elected officials, community leaders, and stakeholders by providing timely insights, research, and analysis on tourism performance, economic impact, and industry trends.
- **Engage in policy advocacy and guidance** on key issues affecting Davis County's travel and tourism industry, including development opportunities, regulations, taxation, and infrastructure, in coordination with county commissioners and stakeholders.
- **Strengthen understanding of tourism's value** by consistently attending priority sports and meetings tradeshow; building ongoing relationships with event organizers, planners, and rights-holders; and executing structured post-show follow-up to convert leads into bookings and measurable economic impact.
- **Support responsible and transparent use of tourism-related tax revenues**, ensuring investments align with statutory requirements, strategic priorities, and measurable outcomes.
- **Collaborate with local, regional, and state partners** to advance shared advocacy goals, monitor legislative and regulatory developments, and elevate Davis County's voice within the broader tourism and economic development landscape.



Strategic Pillars

5. Maintain Organizational Excellence

An exceptional destination deserves an exceptional marketing and management organization. Discover Davis invests in our team, systems, and operational practices so we can deliver strong marketing, effective sales, responsible management, and long-term results for Davis County.

Objective: Maintain a high-performing, accountable, and innovative organization by investing in people, processes, and systems that support effective destination marketing and management efforts, business development, and long-term tourism success.of life.

- **Cultivate a high-performing workplace culture** by prioritizing employee engagement, recognition, communication, and professional development, ultimately improving satisfaction and retention.
- **Operate as a data-informed, results-driven organization** that prioritizes innovation, collaboration, accountability, and continuous improvement..
- **Align organizational structure, roles, and responsibilities** with strategic priorities by updating job descriptions and workflows as needed to support plan implementation.
- **Strengthen internal capacity and leadership** by formalizing roles or functions that enhance coordination, stakeholder engagement, and cross-department collaboration.
- **Invest in ongoing professional development** for staff through training, continuing education, and professional certifications, and participate in appropriate national, regional, and state trade organizations to remain at the forefront of industry knowledge.
- **Pursue organizational excellence and best practices** by evaluating and, where appropriate, pursuing accreditation or recognition through Destinations International or similar industry bodies.



Davis County Tourism Tax Board Members



Mike Taylor
Utah Budget
Car Rental
2025 – 2028



Sean Deghani
Santorini's Greek Grill
2023 – 2026



David Webster Jr.
Western States
Lodging Management
2025 – 2028



Terry Capener
Lagoon
2025 – 2028



Joy Petro
Layton City
2026 – 2028



Doranne Pittz
Antelope Island
2025 – 2028



Danny Inkley
CenterPoint Theatre
2023 – 2026



Jerry Goodspeed
USU/ Botanical
Center
2023 – 2026



Dharmesh Ahir
Hampton Inn & Suites-
Farmington
2023 – 2026



Oliver Young
Young Group
2026



Kym Buttschardt
Roosters Brewing Co.
Ex-Officio
2023 – 2026



Brigham Mellor
Farmington City
Ex-officio
2025 –2028

Discover Davis Team



Jessica Merrill
Tourism Director



Alesa Larsen
Tourism Assistant



Megan Christensen
Marketing Manager



Erin Miller
Sales Manager



Kristal Blessett
Events Manager



Lori Allred
Sports & Meetings
Coordinator



Susie Jones
Events Coordinator



Lora Eschtruth
Marketing Coordinator



VACANT
Events Intern



Discover Davis thanks all its
local partners for a great
year in 2025.



discover **davis**



UTAH'S **AMUSEMENT** CAPITAL

