

Midway City Council  
17 September 2019  
Regular Meeting

Zermatt Resort /  
Business Growth Grant

06/11/19

Zermatt Utah Adventure Resort & Spa

784 W. Resort Drive, Midway UT 84049

## WINTER TOURISM INCREASING IN MIDWAY – REQUEST FOR BUSINESS GROWTH GRANT

Dear Midway City,

Zermatt Utah Adventure Resort & Spa is pleased to present this proposal for your review. We look forward to partnering with you to provide a grant to help support us succeed in continuing to drive a new market to Midway!

Over the last 3 years, Zermatt Resort has been actively targeting the Ski Market in an effort to drive winter tourism to Midway. With our proximity to some of the world's top ski resorts it seems a natural fit that we can capture some of this market in our own town and offer more affordable pricing than our neighbors. Our efforts have included active participation in Trade shows around the country and international markets – CA, TX, IL, NY, NJ, PA, DC, FL, OH, TN, MA, The UK, Germany, Australia and New Zealand. Our objective is not only to attract a global market and build awareness about Midway in these markets but also to drive longer length of stays, thus resulting in increased revenue spent in our area.

We have seen measurable success and we are now seeking to expand our efforts!

Our winter marketing efforts began in July 2016 with a variety of advertising, hosting domestic and international travel agents, tour operators and media partners, and participation at many ski shows. In December 2017 we welcomed our first ski group to Midway. The value of ski groups = they stay more nights than a Wasatch front visitor averaging 5 – 6 nights, as opposed to 1- 2 nights. They are looking for activities and dining opportunities and are here for vacation so want to spend money. In addition to the Ski Group and Ski Council market that we are successfully developing we are increasing our transient ski leisure visitor room nights and attracting an even longer length of stay from our international ski guests that are staying an average of 10 nights.

2017/2018 we hosted 7 ski groups and ski clients –staying an average of 5 nights – revenue \$1,255,882 approx. 200 people.

2018/2019 we hosted 22 ski groups and ski clients – staying an average 7 nights - revenue \$1,487,682 approx 750 people

2019/2020 we are projecting 26 ski groups and ski clients staying an average of 7 nights \$1,664,343 approx. 1000 people

Please see attached breakdown of revenue actuals and growth projections from 2017 to 2022.

We are now well and truly on the skiers radar – but we need your help.

We believe our efforts have measurable results that have helped develop Midway's winter tourism and recreation industry. We have increased non-resident visitation and provided tourism packages to encourage access to Midways lodging, activities, dining options. There is no doubt that this non-resident

visitor experience has increased expenditure in our community. Our proposal requests \$30,000 in funding to obtain the tools necessary to equip the Zermatt Resort to continue our efforts and continue to increase our winter visitor numbers.

We appreciate Midway City taking an interest in helping our community develop this new and exciting winter Ski Market. Please feel free to call me directly at 435 709 9500 if you require any further information or have any questions concerning this proposal.

Thank you,

Maxine Jensen

Director of International Tourism & Travel

Zermatt Utah Adventure Resort & Spa

		Dec 2017 - Apr 2018	Dec 2018 - Apr 2019	Dec 2019 - Apr 2020	Dec 2020 - Apr 2021	Dec 2021 - Apr 2022	Dec 2022- Apr 2023	Combined 4 Year Projection
Leisure Ski Room Revenue		1,171,221	1,240,312	1,364,343	1,500,778	1,650,855	1,815,941	6,331,917
Ski Groups Room Revenue		84,661	247,370	300,000	360,000	432,000	518,400	1,610,400
Combined Room Revenue		1,255,882	1,487,682	1,664,343	1,860,778	2,082,855	2,334,341	7,942,317
Sales Tax 7.5%	7.50%	94,191	111,576	124,826	139,558	156,214	175,076	595,674
Local Sales 1%	1.00%	12,558.82	14,876.82	16,643.43	18,607.78	20,828.55	23,343.41	79,423
Resort Community Tax 1.1%	1.10%	13,814.70	16,364.50	18,307.78	20,468.55	22,911.41	25,677.75	87,365
County Option Tax .25%	0.25%	3,139.71	3,719.21	4,160.86	4,651.94	5,207.14	5,835.85	19,856
Transient Rm Tax 5.57%	5.57%	69,952.63	82,863.89	92,703.92	103,645.31	116,015.04	130,022.78	442,387
Municipal Tax 1%	1.00%	12,558.82	14,876.82	16,643.43	18,607.78	20,828.55	23,343.41	79,423
TRT 4.25%	4.25%	53,374.99	63,226.49	70,734.59	79,083.04	88,521.35	99,209.48	337,548
Local Taxes								
Resort Community Tax		13,814.70	16,364.50	18,307.78	20,468.55	22,911.41	25,677.75	87,365
Municipal Tax		12,558.82	14,876.82	16,643.43	18,607.78	20,828.55	23,343.41	79,423
Total Local Taxes		26,373.52	31,241.32	34,951.21	39,076.33	43,739.96	49,021.16	166,789
County Taxes								
County Option Tax		3,139.71	3,719.21	4,160.86	4,651.94	5,207.14	5,835.85	19,856
TRT Tax		53,374.99	63,226.49	70,734.59	79,083.04	88,521.35	99,209.48	337,548
		56,514.69	66,945.69	74,895.44	83,734.99	93,728.49	105,045.34	357,404