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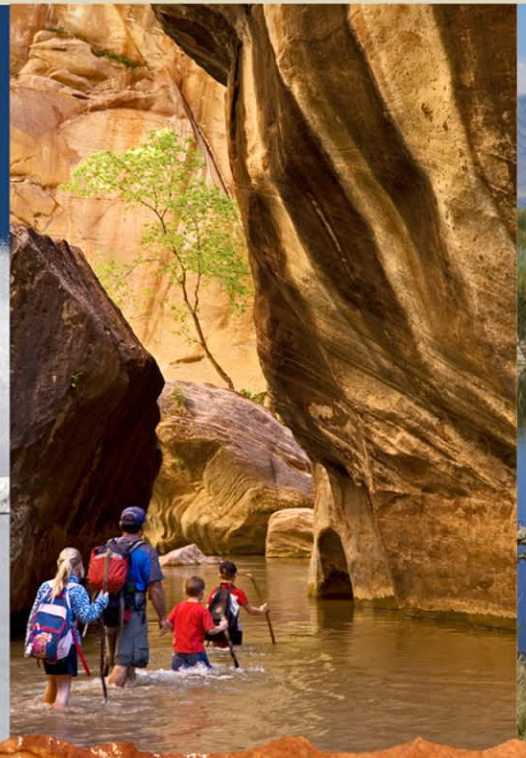
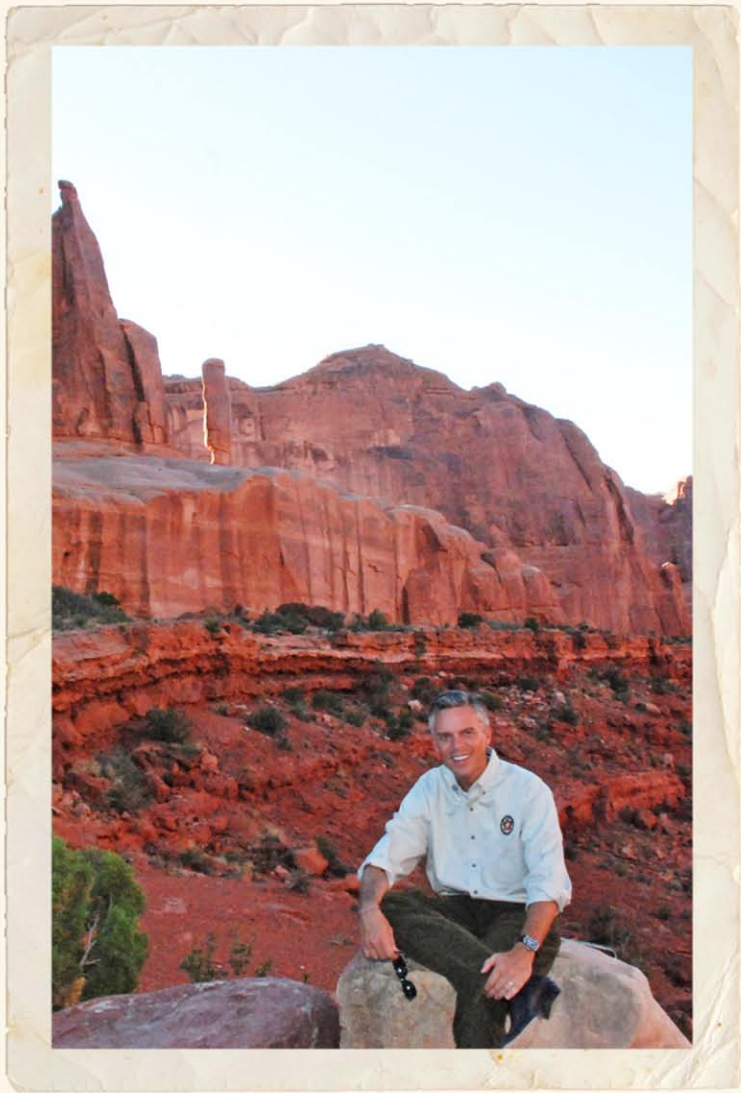
# Utah Office of Tourism - Annual Report

May 14, 2008



"The Utah Office of Tourism recently embarked on a new campaign to rebrand the state in order to capture the Utah experience. This is the most aggressive campaign the State of Utah has ever launched to invite tourists to our state... Utah is a unique year-round destination. Nestled in the heart of America's Mountain West, Utah's alpine terrain and Red Rock Country provide a greater range of attractions for you than anywhere else on earth. Utah is home to five national parks, 42 state parks, scenic byways, 13 superior ski resorts, and The Greatest Snow on Earth®. Utah truly is "Life Elevated," and we invite you to learn for yourself."

- Jon Huntsman
Governor



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Utah Offiice of Tourism

Leigh von der Esch
Managing Director

Tracie Cayford
Deputy Director
Communications,
Operations and Fulfillment

David Williams
Deputy Director
Marketing and Research

Leela Beaudry
Barbara Bloedorn
Dominic Brown
James Buchanan
Lorraine Daly
Chad Davis
Kelly Day
Patricia Denny
Rebecca Katz
Clayton Scrivner
Matt Morgan
Diane Wilson
Florence Johnson
Gerry Pond
Ben Dodds
David Hansford
Stan Nance
Gael Hill
Alana Robison

Jason Perry
Executive Director
Governor's Office of
Economic Development

Utah Board of Tourism
Development

Kim McClelland, Chairman
Colin Fryer, Vice-Chairman
Bob Bonar
Steve Burr
Peter Corroon
Hans Fuegi
Pam Hilton
Georgianna Knudson
Frank Jones
Steve Lindburg
Bill Malone
Jeff Robbins

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# Managing Director's Message

In 2005, the Tourism Marketing Performance Fund was created under the leadership of Governor Jon Huntsman, the support of the Utah Legislature, and the diligent work of tourism industry partners throughout the state. Beginning with the creation and launch of the brand, "Utah Life Elevated," the last three years have seen the creation of successive and successful summer and winter ad campaigns, a broad reaching cooperative marketing program, increased travel trade development in key markets around the world, award-winning collateral materials, increased media coverage and greater communication and cooperation with our partners around the state.

Promoting the State of Utah effectively requires continued and diligent communication, cooperation and collaboration. The efforts of the staff of Utah Office of Tourism, along with the efforts and the guidance of the Board of Tourism Development are outlined in the following pages of this annual report. We believe our mission is clear and our objectives are outlined. Key activities that were undertaken are outlined and accomplishments noted. Finally, future projects, which we hope to build working with our tourism industry partners, are listed. We look forward to our continuing partnership with you in the public and private sectors of the tourism industry.

Sincerely,

Leigh von der Esch

UOT/UFC Staff


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## Mission Statement

To brand and promote Utah's great experiences and destinations for visitors and citizens in an inspiring way to support and enhance economic vitality and quality of life in our state.

## Major Objectives

1. To provide exceptional service to all our partners, constituencies and customers

2. To brand the state of Utah in a way that increases visitation and revenue throughout the entire year

3. To secure and manage adequate on-going funding for the organization as it supports the tourism economy of the state

4. To promote and maintain excellent communication, coordination and "win-win" relationships with and between our tourism partners and other governmental agencies

5. To create and maintain a strong infrastructure which includes a first-class staff, facility and state-of-the-art technology

## Guiding Values

**ENTHUSIASTIC PROMOTION:** We enthusiastically promote the Governor's vision for the entire State of Utah.

**INTEGRITY:** We judiciously and effectively manage all of our resources.

**TRANSPARENCY:** Our policies, procedures and activities are open and available to our tourism partners as well as the general public.

**PARTNERSHIP:** We strive to maintain excellent relationships with our partners, work successfully to achieve all of our missions, and treat every organization with the same importance, urgency and responsiveness.

**CUSTOMER SERVICE:** We listen to our customers, treat them with respect and deliver exceptional service.

**QUALITY OF LIFE:** We value and enhance quality of life for all citizens and guests while honoring the balance between promotion and preservation.

**PROFESSIONAL DEVELOPMENT:** We encourage our team members to experience the products, services and attractions we promote, both internally and externally.

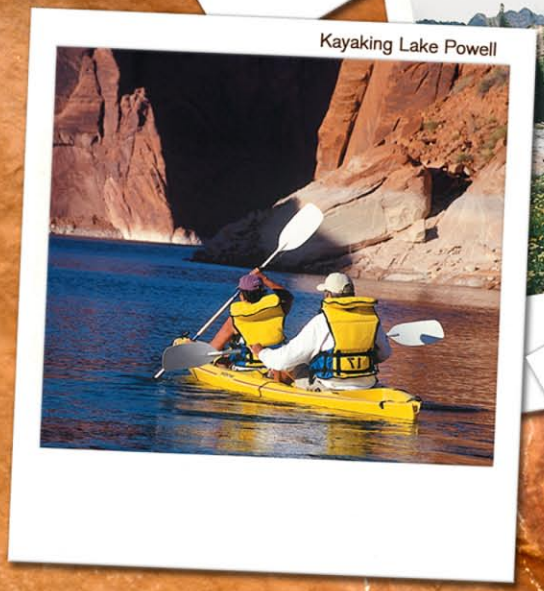
**ENTREPRENEURIAL CULTURE:** We create an entrepreneurial culture that facilitates rather than obstructs the accomplishment of important initiatives.

**PRIDE:** We take pride in our roles and responsibilities, work hard, produce high results, and enjoy our service to the State.

Delicate Arch

Fishing on the Green River

Hiking in Albion Basin


Kayaking Lake Powell

Wakeboarding Bear Lake

# Vision for the Future

**Year-Round Destination:** Utah will be a year-round destination of choice for multiple attractions including recreation, the arts, festivals, culture, history, technology, business, conventions, and "Quality of Life" for domestic as well as international travelers.

**Top 10%:** We will be in the top 10% of National Destination Marketing Organizations relative to visitor and revenue increases each year.

**Permanent Funding:** We will have stable, permanent funding for our organization.

**Powerful Infrastructure:** We will maintain an effective and efficient infrastructure with a first-class facility, state-of-the-art technology, and adequate staff and resources.

**Premier Flagship:** Our partners and stakeholders will view us as the premier, flagship organization for orchestrating and coordinating efforts to promote the State of Utah.

**State-of-the-art Branding:** We will establish Utah as a "First Rate, Top Tier Destination" through consistent and effective statewide branding. Further, we will create or have a media/public promotions program that will push paid advertising and generate unpaid media.

**Phenomenal Service:** We will be known by our customers for our phenomenal service - fast, friendly, responsive, professional, and comprehensive.

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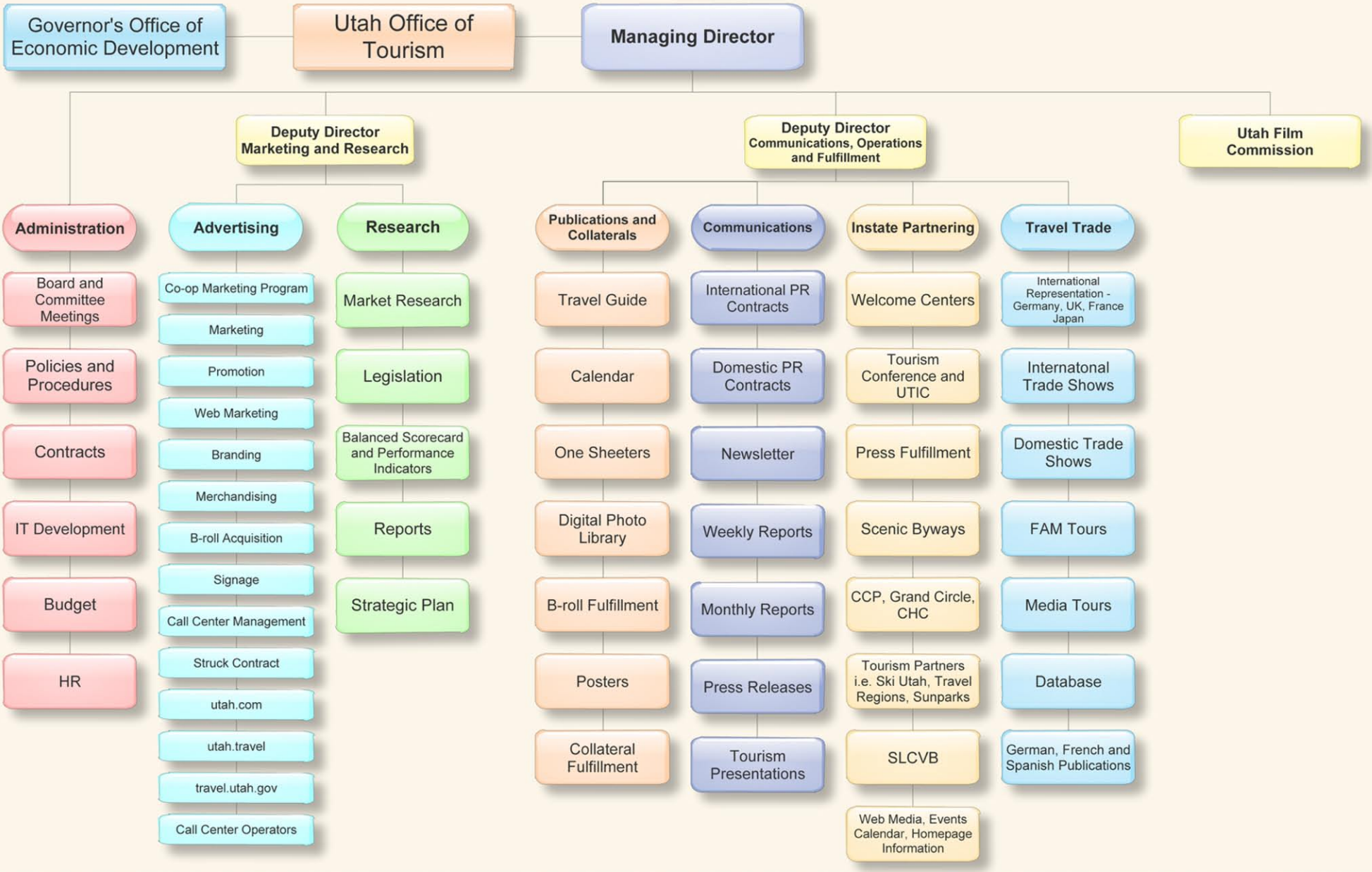


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### Ad Effectiveness - Total Economic Impact

**Summer 2007 Campaign**

| | | |
|---|---|---|
| Marketing Campaign | = | $3.9 million |
| Economic Impact | = | $851 million |
| Taxes Generated | = | $67.7 million |
| Incremental Trips | = | $1.0 million |
| Return on Investment | = | $17.14 |

**Winter 2007- 2008 Campaign**

| | | |
|---|---|---|
| Marketing Campaign | = | $2.3 million |
| Economic Impact | = | $391.7 million |
| Taxes Generated | = | $29.7 million |
| Incremental Trips | = | 323,745 |
| Return on Investment | = | $13.65 |

*Source: Strategic Marketing Research, Inc.*

## Advertising

**Dave Williams** – dmwilliams@utah.gov

**Key Activities:**

Creating and implementing summer and winter integrated marketing campaigns including TV ads in the national cable market and on local stations in targeted cities around the country, magazine ads, and interactive advertising.
Promoting Delta's direct flight from Paris to Salt Lake City.
Analyzing variety of advertising and "special projects" proposed to UOT.
Ongoing improvement of UOT utah.travel website.

**Significant Accomplishments:**

2007 summer ad campaign generated an estimated 1,061,350 incremental trips, $851 million in traveler spending, $67.7 million in state and local tax revenue, for an ROI of $17.14 for every dollar spent on the ad campaign.
Acquisition, distribution, and sharing of b-roll footage of many key locations and events around the state.
New and improved utah.travel website and formalization of new relationship with Utah.com.

**Upcoming Projects:**

Create marketing plan for winter and summer ad campaigns.
Create new winter and summer TV, print, and interactive ads.
Develop new Interactive Experience Planner for utah.travel website and continually improve the site.
Continue to promote Delta's direct flight from Paris to Salt Lake City.
Acquire additional b-roll footage from key locations and events around the state.
Implement Ruf Navigator marketing and database system.

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# Tourism Marketing Performance Fund

| | FY 2007-2008<br>Total Appropriation: $11 million | FY 2008-2009<br>Total Appropriation: $11.7 million |
|---|---|---|
| Co-op Marketing Program | $2,200,000 | $2,337,600 |
| Sports Commission | $1,100,000 | $1,168,800 |
| Total Advertising Budget | $7,100,000 | $7,281,600 |
| Non-Winter | $4,260,000 | $4,368,960 |
| Winter | $2,130,000 | $2,184,480 |
| Special Opportunities | $710,000 | $728,160 |
| Delta | | $300,000 |

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# 2007 - 2008 Advertising Campaigns

Print Ads

Madden Insert

Television Ads

Interactive

## Cooperative Marketing Program

**Kelly Day** – kday@utah.gov

### FY 2007-08

**R**eceived 48 applications requesting $2.5 million

**U**OT Board funded 43 applications for $2.25 million

**A**dditional $159,000 for Madden newspaper insert Co-op

### FY 2008-09

**T**otal Budget $2.3 million

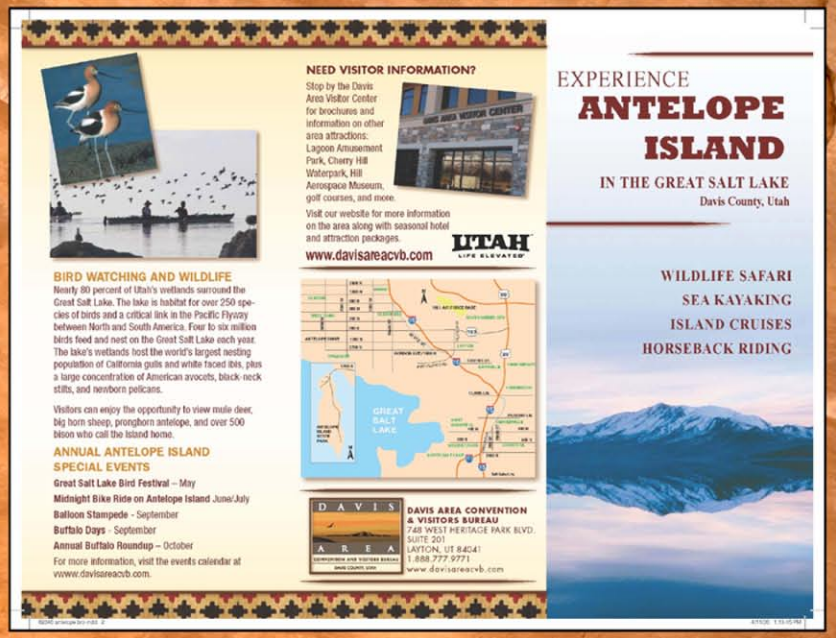
**M**ore applicants, more brand awareness

**M**ore results for rural Utah

**Sevier County Tourism and Events, Richfield –**
"Many of our lodging managers and owners reported record earnings... The TRT to date is up and we are hoping for final growth of between 7 and 8 percent. Thank you so much for your help in allowing us to complete these projects."

**Envision Escalante, Garfield County –**
"It has been a pleasure to work with the Utah Office of Tourism, it has been exciting to be able to do more extensive marketing for our fledgling art festival."

**Eccles Center for the Performing Arts, Park City –**
"It has been a fascinating year for us, watching our out of state patronage grow... while watching the UOT marketing programs craft the new ideal of Utah as a cultural and event destination."



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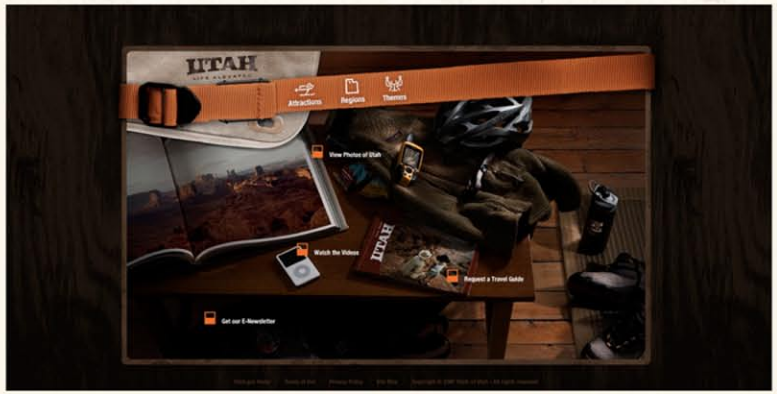
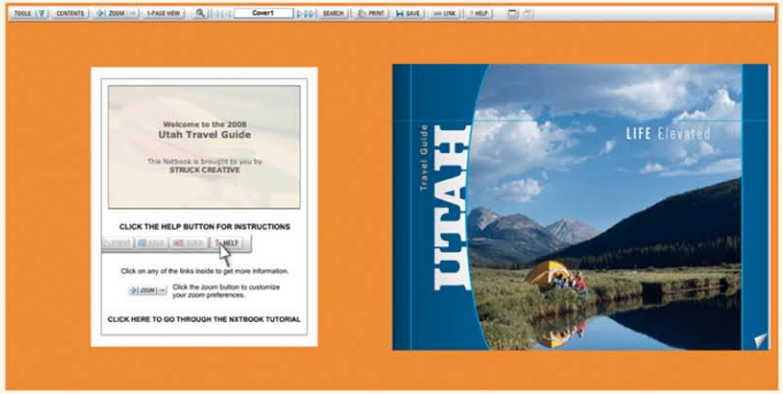



utah.travel homepage

utah.travel attractions page




Online Utah Travel Guide

# utah.travel

The first version of utah.travel was launched in spring of 2006 as a portal to our consumer website. In March of 2008, the site was expanded and relaunched as a lure piece with added features such as the online Utah Travel Guide, interactive content, and partner links.

This summer, utah.travel will debut the Interactive Experience Planner which will provide the opportunity for visitors to create their own trip folio, and share their itinerary with family and friends.

The number of visitors to utah.travel is up 2.6% over the same time period last year

7,620 Utah Travel Guides have been requested online since the relaunch of utah.travel

The online version of the Utah Travel Guide has been downloaded 3,734 times with 571 visitors linking to our partners' websites

# Delta Promotion

**N**on-stop service to Paris begins June 2, 2008.

**9**0 second Utah ad on all Delta flights internationally
- **S**ummer product March 2008
- **W**inter product August - October 2008

**S**ales mission to Paris March 2008

**D**elta call center training in London

**O**utcome: Ongoing editorial and advertorial throughout year

Delta Booth in Paris

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# Research

**James Buchanan** – jbuchanan@utah.gov

**Key Activities:**

**A**cquiring market research studies including ad effectiveness studies, visitor profiles, on-mountain skier/snowboarder surveys, national park visitor surveys, TIA research reports, visitor volume and spending, and other tourism studies.

**G**athering and analyzing visitation statistics, tax revenue figures, and indicators of marketing efforts, and providing those statistics to industry partners and the press.

**W**orking with economist in Governor's Office of Planning & Budget (GOPB) to generate traveler spending, employment, and tax revenue figures.

**P**reparing Governor's Balanced Scorecard report on monthly basis.

**Significant Accomplishments:**

**W**orked with GOPB economists to acquire IMPLAN economic modeling software and create new economic impact model for tourism.

**R**eleased 2006 State and County Economic Travel Indicator Profiles.

**W**rote Tourism and Recreation chapter for the 2008 Economic Report to the Governor.

**P**rovided ad effectiveness and tax revenue figures for UTIC legislative handout and UOT legislative handout.

**P**artnered with Ski Utah, Park City Chamber/Bureau, and SLCVB to commission the On-Mountain Skier/Snowboarder Survey.

**U**sed ad effectiveness studies to demonstrate use of taxpayer dollars and assisted UOT and Struck in preparing ad campaigns.

Received approval from Board of Tourism Development to implement the Ruf Navigator database system.

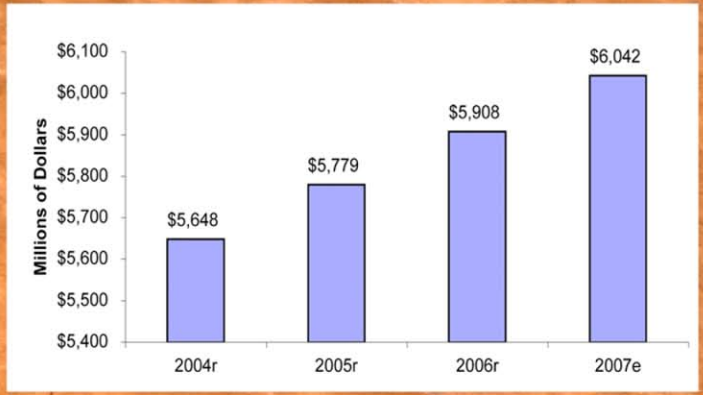
**Upcoming Projects:**

**F**inalize Ruf contract and implement Ruf's system.

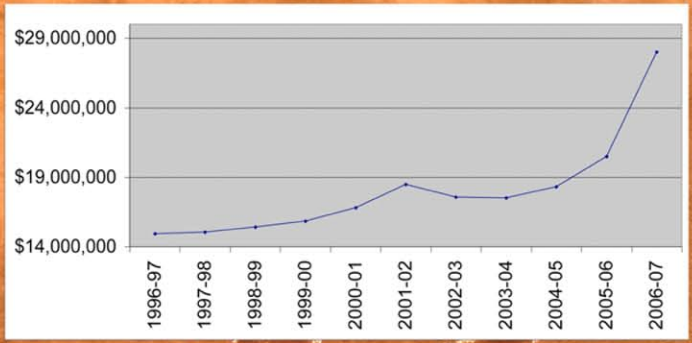
**C**ommission ad effectiveness studies, visitor profiles, and website focus group study.

**P**repare 2007 State and County Economic Travel Indicator Profiles Report.

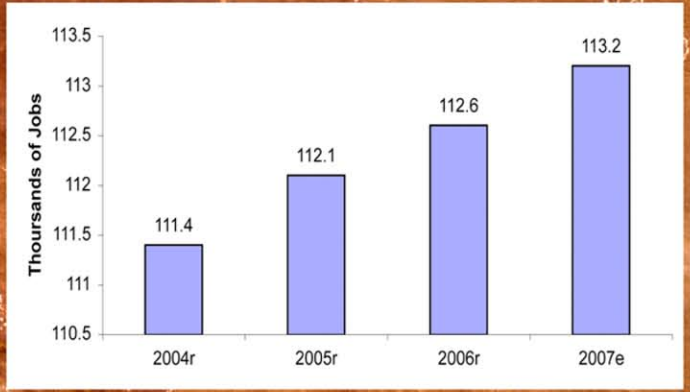
**A**cquire international visitation data from major credit card company.



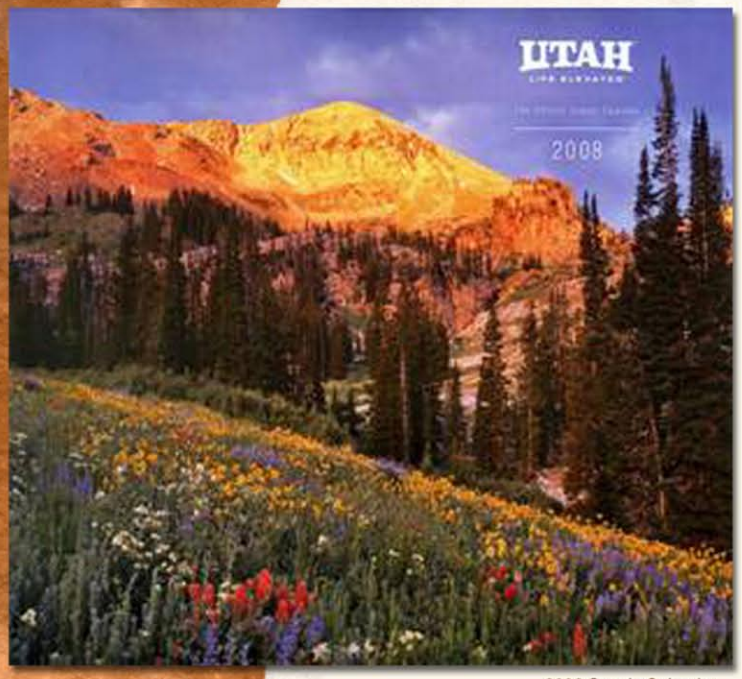

Traveler Spending



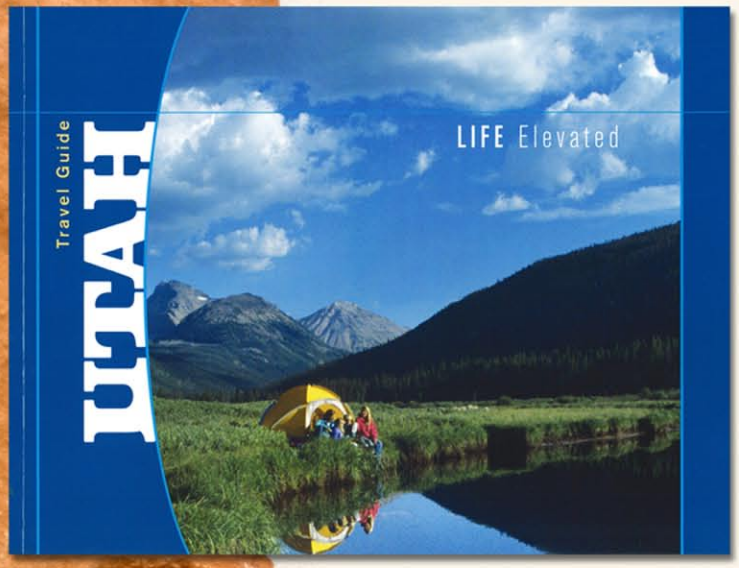

Transient Room Tax Revenue




Travel Related Employment



2008 Scenic Calendar



Utah Travel Guide

## Publications, Collateral, and Communications

**Tracie Cayford** – traciec@utah.gov

### Publications and Collateral

**Key Activities:**
**U**pdate, Edit, and coordinate publication of the expanded award-winning Utah Travel Guide.
**P**roject manager for award-winning 2008 Utah Scenic Calendar
**M**ulti-Language Travel Guides (French, Queen's English, German, Spanish)
**S**cenic poster series update and distribution
**O**ne-sheeter revamp: update to look and info

### Communications

**Key Activities:**
**W**rite and distribute news releases to local, regional, and national press. So far this fiscal year, 30 releases have been generated.
**P**rovide outreach to local media and field daily media inquiries.
**M**anage requests for photos and b-roll.
**W**rite weekly Utah Office of Tourism report for the Governor's Office
**C**oordinate marketing activities with Governor's Office of Economic Development and Economic Development Corporation of Utah.
**M**onitor Utah tourism news clippings.

### Upcoming Projects

**C**oordinate media coverage of Utah Tourism Conference.
**O**rganize Utah booth for International Pow Wow in Las Vegas.
**O**ngoing coordination of all internal and external communications to industry and media.
**O**versee production of 2009 Utah Scenic Calendar.
**I**ssue RFP for Domestic PR program to target travel and business journalists.
**P**ublish Utah Scenic Byways guide.

# Instate Partnering

## Instate Partner Projects:

**U**tah Tourism Conference

**W**arren Miller film and reception

**C**ommittee seats: Ski Utah Marketing and PR, Canyon Country Partnership, Cultural Heritage Council, SLCVB MPI Steering Committee

**U**tah Travel Regions adventure consumer shows

**N**ewsletter: instate outreach to 1,200 per month

**T**ravel Information Kiosks at state welcome centers

**W**elcome to Utah signs: replacing 29 at entry points to the state

**U**tah delegation to the Go West Summit in Colorado Springs

**C**oordinated Utah presence at the National Tour Association Convention in Kansas City, including a Utah-hosted dinner for targeted tour operators

**M**ember of the Utah Commemorative Quarter Commission, participating in the First Strike Ceremony and Launch

**O**rganizing Utah booth for International Pow Wow in Las Vegas

**I**nterim St. George Welcome Center opening: due to UDOT's closing of existing at milepost 2

**C**ouncil Hall Welcome Center update

## Scenic Byways Program:

**M**et with Byway organizations and other partners throughout FY 07-08 to build up communication and coordination.

**A**merica's Byways hosted the first all-state conference call among byway leaders in Utah in early November 2007

**U**tah awarded $345,878 in grant December 2007

**14** grant requests totaling $1,122,264 were submitted in January 2008

**A**ll seven nationally designated byways submitted grant requests.

**S**tate byway coordinator contributed to an advertorial in Conde Nast Traveler

**S**tate Scenic Byway Committee members will meet June for future strategic planning

# Travel Trade

**Patti Denny** – pdenny@utah.gov

## Key Activities:

Manage international/domestic travel trade program. Instigate, design, coordinate and conduct international/domestic travel trade FAM tours.

Design, coordinate and conduct international /domestic press tours.

Initiate, design and implement sales missions to introduce Utah to trade, media and consumers.

Research, analyze and plan calendar of travel trade events to market Utah.

Coordinate booth logistics and represent state at international/domestic trade/consumer events.

Report travel trade and media business leads to statewide tourism partners.

Assist in creation of international collateral (Spanish/German/Queen'sEnglish/French/ Chinese).

Oversee targeted Visit USA Committees activities to boost Utah awareness.

Manage German, British, French and Japanese trade/public relations contracts.

Member Salt Lake Tourism Committee.

Board Member Utah Tour Guide Association.

## Upcoming Projects:

Delta Inaugural Flight/Utah Business Sales Mission to Paris

Pre and Post Pow Wow FAM Tours

Pow Wow

Spring and Summer FAM Tours

## Significant Travel Trade Accomplishments:

To date for FY 2008, UOT has conducted 60 FAM Tours for trade and media representatives (249 participants) to experience Utah.

As a result of media visits, UOT has received copies of some 276 articles that represent an approximate media value of $3,625,255.00.

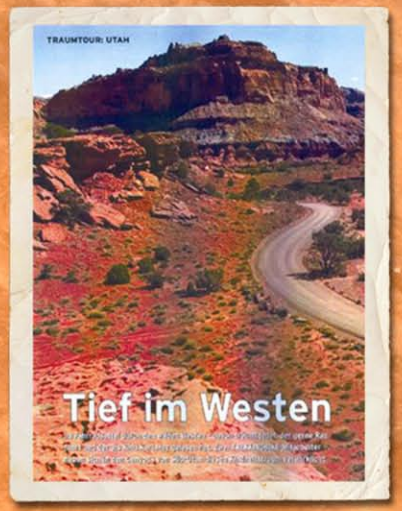
Working with international/domestic tour operators, UOT has developed new published Utah product featuring Top of Utah, winter visitation to national parks, state parks, Native American themes, Scenic Byways, backcountry winter sports options and soft adventure activities. Examples of big name tour operators with new Utah programs include Virgin Ski, Dertour, Jalpack, Destination Poudreuse and Collette Vacations.

For 2008, Utah published ski product in Germany is up 29%. The number of tour operators promoting skiing in Utah increased from 17 companies in 2006 to 22 companies in 2007.

Utah has also seen growth in Germany for published summer product. The number of tour operators promoting summer tour options in Utah increased from 26 companies in 2006 to 33 companies in 2007.

UOT/Grand Circle promotions have resulted in The Nikkei Business Newspaper, Japan's Wall Street Journal equivalent, ranking the Grand Circle as the #1 destination in the USA.

UOT created a buzz at NTA in Kansas City in hosted VIP Tour Operator Barbeque Dinner. Some 30 Utah suppliers received quality one-on-one time with 50 key USA trade professionals. Utah partners raved about event, saying it set a positive tone for NTA.



### FAM and Media Tours

60 FAM and Media Tours
276 Qualified Participants
200 Articles generated in 8 countries

Approximate Media Value $3.6 million

German United FAM Tour

## United Kingdom Utah Accomplishments:

Conducted Delta Air Lines VIP Tour Operator Fam
Coordinated UOT UK Sales Mission (21 in-office Utah training sessions/product appointments)
Led Utah delegation to World Travel Market (26 scheduled appointments plus walk-ins)
Created distribution plan for Queen's English Travel Guide
Designed and edited E-Newsletter distributed to 500 key media and trade contacts
Executed Ski Media Fam (SUNDAY EXPRESS $360,539 /MANCHESTER EVENING NEWS $50,732)

## German Utah Accomplishments:

Led Utah delegation to ITB (89 appointments scheduled/walk-ins).
Conducted VIP Ski Tour Operator Fam. Complimentary air provided by American Airlines.
Designed and escorted Media Tour. Complimentary air provided by United Airlines.
Created E-Newsletter distributed to 1,500 trade and consumer contacts.
Initiated tour operator promotions to promote winter visitation to national parks, ski, Utah hidden secrets, etc.
Oversaw distribution plan for 35,000 Utah German Travel Guides.

## French Utah Accomplishments:

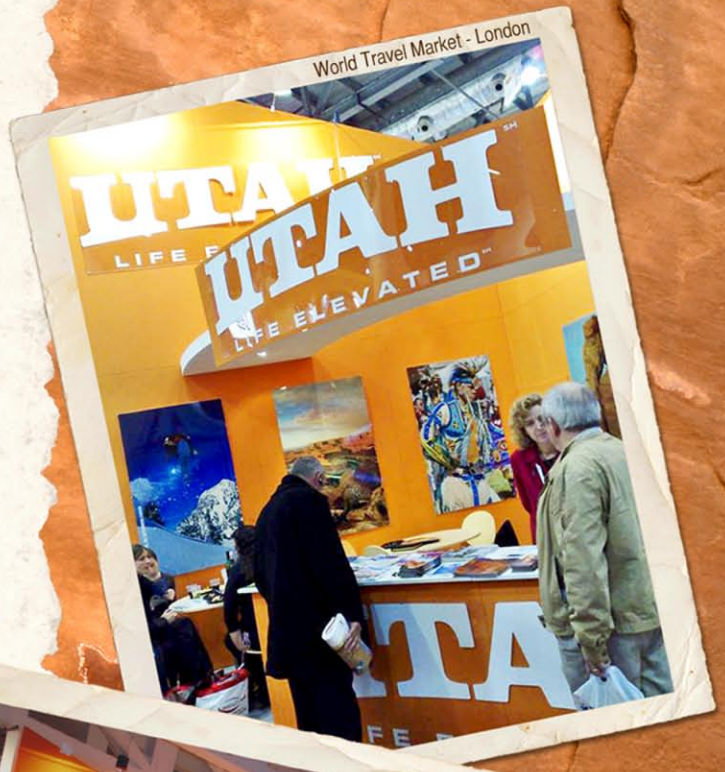
Coordinated UOT Spring Paris Sales Mission to promote Delta Paris/SLC nonstop flight.
Oversaw distribution of 3,000 Utah French Travel Guides through various partnerships - Grenoble Olympic Games Exhibition, Lyon's USA Consulate Exhibition, Delta Air Lines and Tour Operators.
Assisted with Utah Buffalo Grill Restaurant promotion. Some 300 restaurants throughout France, Belgium, Switzerland and Luxemburg will broadcast Utah video images during the month of June.
Facilitating special newspaper features – LE MONDE (Utah national parks) and LE FIGARO (Top places to visit in a lifetime.)

## Japanese Utah Accomplishments:

Convinced JATA (Japan's TIA) to designate Salt Lake City as 'the most ideal Fly & Drive Gateway in the USA.' JATA is stressing Fly & Drive options to increase Japanese visitation to USA.
Created Internet game using Fly & Drive as the theme to education travelers on region.
Worked with Jalpak, Japan Airlines subsidiary, to target Grand Circle region as area for tour development.
Led 24-member Jalpak photography group to Utah March 2008.
Conducted 54 destination development seminars to educate Japanese travel professionals/consumers.

# International Target Markets -

The Utah Office of Tourism has aligned its international marketing efforts with those countries that the Department of Commerce has listed as generating the most tourists inbound to the U.S: Canada, Mexico, United Kingdom, Japan, Germany and France. Currently UOT has international contracts with promotion and public relations companies in the U.K., Japan, Germany and France. In Canada and Mexico, UOT has partnered with instate entities to promote the Utah product, as well as our sister agency, International Trade. UOT has also targeted China for its emerging market of the future, as well as Brazil for a new market for UOT expansion. With the low exchange rate of the American dollar, UOT will continue programs to capture a greater share of the international market.



World Travel Market - London

ITB - Berlin

## Trade Shows Attended:

Go West Summit - International
ITB - Berlin
World Travel Market - London
CITM - China
NTA - US
Pow Wow - International
Top Resa - France
UTRA Consumer Shows - US
Addison Travel Shows - Canada
JATA - Japan

## Upcoming:

Utah Tourism Conference
International Pow Wow
Paris Business Trade Mission
Sunset Celebration Weekend

# UOT Administration

## Key Activities:

Oversee office operations, including personnel for UOT and Film, corresponding human resource needs, equipment, IT, and related state policies and procedures.

Create annual operations budgets for UOT operations (and monitor Film) and TMPF budget for submission to GOED/Governor's Budget Officce, including supplements, building blocks and related legislation. Monitor budget and tourism marketing performance fund through the legislative process.

Monitor and adjust monthly budgets related to UOT programs. Monitor and approve Film budgets, travel authorizations, personnel needs and operations needs and other related Film requests.

Present reports on UOT activities, ad effectiveness and marketing efforts to Governor's Office, GOED Board, Legislative Interim Committees, Legislative Subcommitees, and other legislative or executive branch entities as requested, as well as presenting monthly reporting at other requested meetings fo the UOT Board.

Present UOT activities, ad campaigns and other UOT activities with partners around the state to travel councils, chambers of commerce, CVBs, County Commissions, Utah League of Cities and Towns, Tourism Industry Organizations and other community organizations as requested.

Prepare agendas for board meetings and oversee arrangements for statewide board meetings and committee meetings.

Articulate the state brand and interface with media requests relating to UOT promotion and marketing efforts, special activities, "Visit Utah First" KSL summer radio program, Summer Promotion broadcast and other related media activities.

Manage and oversee Research, Operations and Fulfillment, Travel Trade and Media and Communications Programs.

Manage and oversee Tourism Marketing Performance Funding, Creative campaigns and execution as well as corresponding budgets. Provide management and oversight of Cooperative Marketing Program.

Working with UTIC, plan and execute the annual tourism industry conference.

Working with UTIC, plan and execute the annual tourism industry efforts at the Travel Leadership Summit in Washington D.C.

Manage and oversee all program contracts for advertising agency, trade representatives, research, tourism industry and other organizations.

## Key Accomplishments:

Effective and expanding research for advertising campaign.

Effective advertising campaign for non-winter and winter markets.

Successful Paris Sales mission and Delta Flight activation program, as well as 90 second commercial placement on all Delta flights. Utilization of Delta flight monies to promote Utah to French markets.

New multi language collateral one sheeters and travel planners.

Expanded travel and trade program, expanding existing markets and introduce new markets.

Expanded visual and photo assets for promotion and press responses.

Continued appropriation for Tourism Marketing Performance Funding.

Expanding consumer website creating dynamic portal to Utah for potential visitors.

## Future Projects:

Continue to increase advertising effectiveness and reach.

Complete Utah promotion with Delta Air Lines, including SLC-Paris inaugural flight activities.

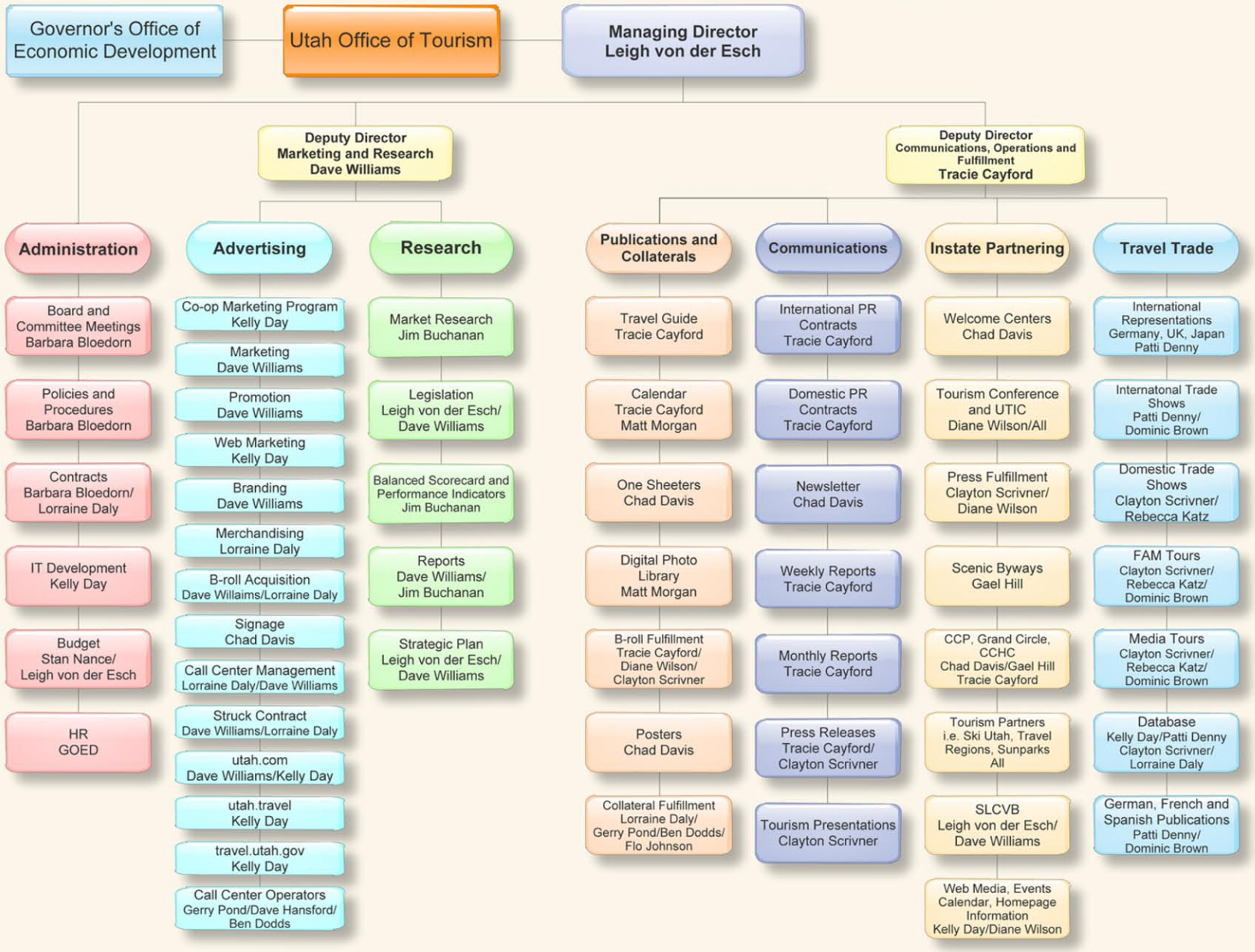
Create effective domestic media and PR.

Create and launch experience planner on consumer website.

Launch redesign of government website.

Planning Western States Tourism Public Lands Conference - 12/2008.

Utah State Capitol Rotunda

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# Your Partners in Tourism

Leigh von der Esch, Managing Director, lvondere@utah.gov
Barbara Bloedorn, Administration and Board Support, bbloedorn@utah.gov

Tracie Cayford, Deputy Director, Communications Operations and Fulfillment, traciec@utah.gov
Diane Wilson, Administration and Tourism Conference, dianew@utah.gov
Patti Denny, Travel Trade and International, pdenny@utah.gov
Rebecca Katz, FAM and Media, rkatz@utah.gov
Dominic Brown, FAM and Media, dcbrown@utah.gov
Clayton Scrivner, Media Relations, cscrivner@utah.gov
Matt Morgan, Digital Library and Visual Assets, matthewmorgan@utah.gov
Gael Hill, Scenic Byways Coordinator, gaelhill@utah.gov
Chad Davis, Special Projects, Welcome Centers, and Signage, chaddavis@utah.gov

Dave Williams, Deputy Director, Marketing and Research, dmwilliams@utah.gov
Lorraine Daly, Administration and Marketing, ldaly@utah.gov
Kelly Day, Cooperative Marketing Program and Website Management, kday@utah.gov
James Buchanan, Research, jbuchanan@utah.gov
Stan Nance, Finance, snance@utah.gov
Leela Beaudry, Finance, lbeaudry@utah.gov

Gerry Pond, Warehouse Management, Fulfillment, gpond@utah.gov
Dave Hansford, Call Center and Fulfillment, dhansford@utah.gov
Ben Dodds, Call Center and Fulfillment, bdodds@utah.gov
Florence Johnson, Fulfillment

Alana Robison, ZNHA Bookstore Manager, arobison@utah.gov

Please contact us if we may be of assistance!

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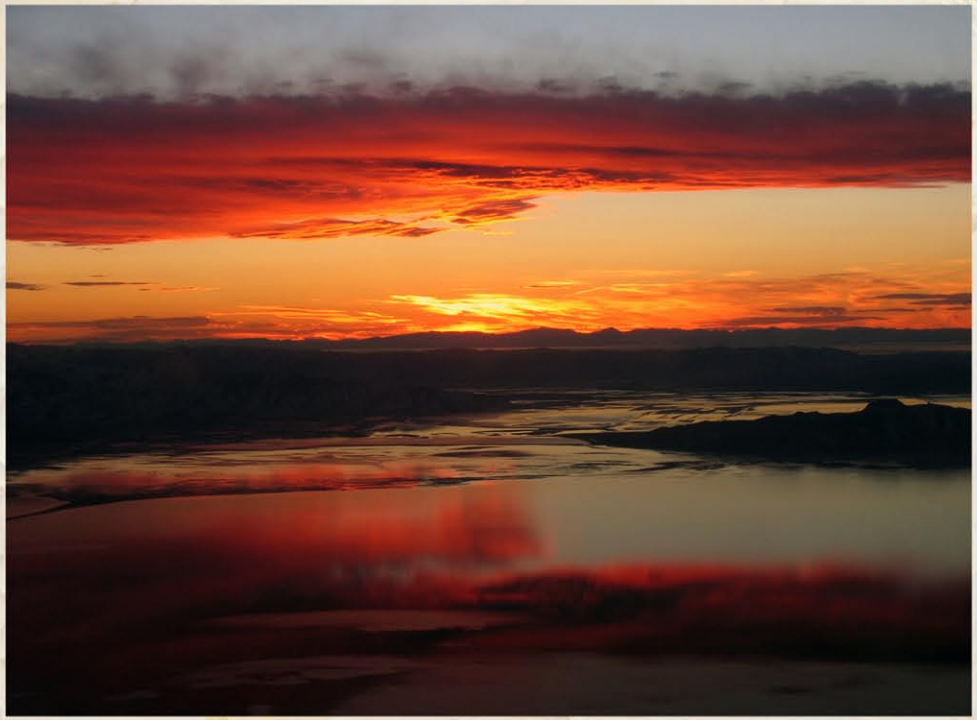
OFFICE OF TOURISM

Council Hall

# Outcome

$6 billion industry

20 million visitors



Antelope Island, Great Salt Lake

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**Utah Office of Tourism would like to thank the following individuals and organizations for their continued leadership and support:**

Governor Jon Huntsman
Jason Perry, Executive Director, GOED
President John Valentine and the Utah Senate
Senator Carlene Walker
Senator Scott Jenkins
Senator Peter Knudson
Speaker Greg Curtis and the Utah House of Representatives

Chairman Kim McClelland and the Utah Board of Travel Development

Nan Anderson, Utah Tourism Industry Coalition

Nathan Rafferty and Ski Utah
Des Barker
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Utah's CVBs, Statewide Travel Councils, and Chambers of Commerce, and our partners in the private sector of the Tourism Industry

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