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Utah Tourism Industry Honors 2022 Hall of Fame Inductees

Recognizing leaders who've changed the face of Utah's tourism industry

Vernal, Utah (September 30, 2022) — The Utah Office of Tourism (UOT) and the Utah Tourism Industry Association (UTIA) honored the 2022 Utah Tourism Hall of Fame inductees at the Utah Tourism Conference, held at the Uintah Conference Center in Vernal, Utah. The Utah Tourism Hall of Fame recipients are selected based on their history of contributions to the state's tourism industry through leadership and long-standing contributions to their region or to the entire state.

"This is an award about recognizing leadership in one of Utah's largest economic sectors," said Vicki Varela, managing director of the Utah Office of Tourism.

Beginning in 1985, the Hall of Fame has recognized 124 recipients who have contributed toward improving the national/international recognition of the positive aspects of vacationing in Utah, improved the understanding of Utah residents regarding the attractions of their state and the economic development benefits of tourism for the state, and facilitated efforts of improving the business climate for tourism-related businesses in Utah.

Nominations with strong recommendations from peers and coworkers within the tourism industry identified Maria Twitchell, Mark Wilson, and Rick Maw for their dedication to improving their communities, engagement in generating and advocating for funding and community initiatives and helping stimulate tourism and stakeholder business.

"On behalf of the Utah Tourism Industry, it is an honor to celebrate these inductees for their timeless and dedicated passion for the industry," said Natalie Randall, executive director of UTIA. "Maria, Mark and Rick have been at the forefront of advocating for Utah and its future in the tourism realm. They are all an inspiration for the past, present and future industry leaders in Utah."

2022 Utah Tourism Hall of Fame Recipients:

- **Maria Twitchell, Executive Director, Visit Cedar City-Brian Head**

Maria Twitchell was born in Cedar City, Utah and spent most of her childhood summers living at the Duck Creek Ranger Station where her father was a law enforcement officer for the Dixie National Forest. Twitchell credits those summers near and around the Forest to giving her a lifetime love of the outdoors. She graduated with a bachelor's degree in Communications & Marketing from Southern Utah University in 1995. Following graduation, she held various marketing positions for the county tourism office and was promoted to Executive Director of Visit Cedar City · Brian Head in 2005. Twitchell also serves on many local and state tourism boards including the Utah Main Street board and is a past president of the Utah Tourism Industry Association.

- **Mark Wilson, Owner, Red Canyon Lodge in Flaming Gorge**

Wilson arrived in Utah in 1980 and had a highly successful 11-year run at Solitude Ski Resort, ending as VP of Base Area Operations & Marketing. During that time, he represented the Cottonwood Canyon ski resorts in Wasatch Canyon master planning, park & ride lot development and Ski Utah marketing. In 1991, Wilson was hired as a consultant to find a small family resort and after searching the Uinta

Mountains, he discovered Red Canyon Lodge in Flaming Gorge. In 1991, the once-closed Lodge reopened and soon became a successful resort destination. Along the way, Wilson became intimately involved with community organizations and Northeastern Utah tourism and eventually became the Red Canyon Lodge's primary owner. His dedicated work on destination tourism and scenic byway development spans the Gorge in both Utah & Wyoming.

- **Rick Maw, Founder, Utah.com**

Rick Maw is one of the founders of Utah.com, a Utah native who grew up in the Millcreek area of Salt Lake. In the early 90s, Maw and his partners Mike Donahue and Rich Farr had the idea of getting Utah on the World Wide Web. Since those early days, which included scanned-in photos and simple text on a early website, Utah.com has grown tremendously thanks to an electronic publishing partnership with the State of Utah. While he has passed day-to-day management to Utah.com's current group, Maw is proud of the heavy lifting he and his partners did, working with every travel-related service in Utah to create a website with everything to See and Do and everywhere to Eat and Sleep in Utah.

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About Utah Tourism Industry Association (UTIA): The Utah Tourism Industry Association, formally the Utah Tourism Industry Coalition, started over 12 years ago and serves as the umbrella organization and advocate for Utah's visitor economy. As a 501c6 nonprofit organization, UTIA strives to deliver exceptional value to its members ranging from a variety of tourism sectors. Offered are various member-driven public policy initiatives, business networking opportunities, marketing programs and educational offerings all to help members and the tourism industry succeed today and in the future. UTIA has been long-recognized as the tourism industry's home base for education, advocacy and networking. UTIA makes it so "Tourism Works." Follow [Utah Tourism Industry Association](#) on [Facebook](#) and [Instagram](#).

About the Utah Office of Tourism (UOT): The Utah Office of Tourism's (UOT) mission is to elevate life in Utah through responsible tourism stewardship. We do this through marketing, stewardship and development. Marketing: UOT curates messaging that inspires visitation, supports local businesses and builds the Utah economy. Stewardship: UOT manages visitation statewide and supports the responsible discovery of Utah. Development: UOT partners with local communities to enhance and develop their visitor economies to benefit residents and visitors. Learn more at visitutah.com and travel.utah.gov