A VISION FOR TRAVEL AND TOURISM

Guiding the Visitor Economy with Purpose and Unity

Over the last decade, Utah has emerged as a national leader in travel and tourism – powered by our iconic landscapes, welcoming spirit, and world-class marketing. With hard work and collaboration, we've built a vibrant visitor economy that delivers real value to communities across the state.

A new decade is taking shape – one defined by landmark opportunities: these aren't just events – they're strategic unifiers, calling us to align, adapt, and lead again.

A state united in welcoming the world to experience Utah.

Join us in building a visitor economy that is rare, strong, valued, and perpetual.

R

RARE:

Rare visitor experiences elevate and protect the unique and authentic experiences, assets, and cultural vitality found exclusively in Utah, ensuring its distinct identity and offerings remain unparalleled and a catalyst for statewide prosperity.

S

STRONG:

Modernizing institutional funding models, defining clear roles through a collaborative matrix, and reinventing our approach to tourism management.

V

VALUED:

Valued visitor economy which nurtures human well-being: Communicating the undeniable value of the visitor economy to stakeholders and fostering deep-seated pride of place. Enhancing both mental and physical health and wellness for residents and visitors alike through intentional development.

P

PERPETUAL:

Investing in an enduring travel and tourism ecosystem while balancing significant state changes such as growth and workforce investments. Investing in public lands, infrastructure, accessibility, and environmental balance to ensure long-term industry health.

HOW IS THIS ACCOMPLISHED?

FUTURE MINDSET ENGAGEMENT:

Understand and respond to Utah's shifting demographics, population growth, and evolving traveler behaviors – embracing the state's rapid economic and cultural transition while honoring our roots to remain relevant and responsive.

COMMUNITY-CENTERED DEVELOPMENT:

Build physical, economic, and social capacity across communities – tribal, rural, workforce, and business – to enhance visitor experiences while improving quality of life for residents.

COLLABORATION ACROSS SECTORS:

Address shared challenges – housing, labor, infrastructure – by working across government, industry, and community partners. Innovation and impact require united action.

STEWARDSHIP FOR AN ENDURING VISITOR ECONOMY:

Promote policies, behaviors, and investments that ensure tourism supports cultural vitality, environmental balance, and long-term community resilience.

ALIGNED MARKETING:

Strengthen Utah's identity through bold branding and aligned messaging at the state and local levels. Drive pride of place and connect people to the full spectrum of Utah experiences.