



UTAH MAKES NATIONAL GEOGRAPHIC'S COVETED "BEST OF THE WORLD" LIST FOR 2023

Adventure in less-visited areas of state highlighted; Utah is one of only five U.S. places named to list of 25 best travel destinations on the globe

SALT LAKE CITY — OCT. 27, 2022 — The acclaimed and historic publication has named Utah to its "[Best of the World](#)" 2023 list, based on the "adrenaline rush" opportunities in the "less visited areas of the popular adventure state."

Utah is one of 25 of the most inspiring travel destinations on earth selected by National Geographic for the "[Best of the World](#)" 2023. Utah is featured in the Adventure category as the lone United States destination in the group, and one of only five U.S. destinations selected for inclusion on the list.

"Utahns and visitors alike know that Utah is a place for a wide range of transformational experiences. National Geographic's Best of the World recognition is a wonderful affirmation of our beautiful places," said Utah Office of Tourism managing director Vicki Varela. "We welcome responsible visitation by people who share our vision of a perpetual visitor economy."

According to National Geographic, the [2023 Best of the World](#) list is themed around travel destinations and experiences that leverage the benefits of tourism to strengthen their local communities and environments, both natural and built.

"'Best of the World' is Nat Geo's annual love letter to the most incredible places in the world, both near and far," said National Geographic's Editor-in-Chief Nathan Lump. "We couldn't be prouder to shine a light on these 25 extraordinary places that most inspired us this year, and which we know will define travelers' itineraries for years to come."

The entire Best of the World 2023 by National Geographic can be found [here](#).

National Geographic's complete Utah Travel Guide can be seen at this [link](#).

View the Utah Office of Tourism's Forever Mighty Asset Library [here](#)

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About the Utah Office of Tourism:

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