



The Utah Office of Tourism Awards Over \$5.2 Million to Local Tourism Organizations

SALT LAKE CITY, UT (August 12, 2022) -- The Utah Board of Tourism Development has approved more than \$5.2 million in cooperative marketing grants for 59 destination marketing organizations and travel-related nonprofits in 24 counties throughout the state. The goal of the co-op program is to leverage state and partner dollars to attract visitors and expand the tourism economy.

"The co-operative marketing program is the most direct investment our organization makes to support tourism initiatives at the local level," said Vicki Varela, Managing Director of the Utah Office of Tourism and Film. "This funding will enable communities to lead their tourism economies in a way that's consistent with local priorities. This is a priority under our Red Emerald Strategic Plan."

After the successful launch of the Forever Mighty Co-op Marketing Pilot Program in 2021, the Co-op Marketing Committee made the decision to integrate the two programs into a single application process. Applicants who successfully demonstrated the incorporation of the Forever Mighty ethics in their marketing plans had the opportunity to be awarded additional points towards their overall score.

"Once, again I was left inspired by the optimism and ingenuity of our applicants," said Kym Buttschardt, UOT Co-op Marketing Committee Chair. "The awards were well deserved. Our industry partners will execute thoughtful, creative plans to create even more unforgettable experiences for our visitors."

The Utah Cooperative Marketing Program was established in 2005 and has since successfully funded 936 applications totaling \$53.4 million to destination marketing organizations and travel-related nonprofits, extending the state's brand to \$106.8 million in out-of-state marketing dollars. The Co-op fund creates a partnership between the Utah Office of Tourism (UOT) and Utah's local destination marketing organizations, including convention and visitor bureaus, chambers of commerce, events, festivals, and regional tourism organizations, to increase visitor spending in the state through marketing.

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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