



FOR IMMEDIATE RELEASE

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**Utah Office of Tourism, Utah Tourism Industry Association Announces Dates, Itinerary
for 2022 Utah Tourism Conference**

The 18th annual conference will be held in Vernal, Utah Sept 27-30

SALT LAKE CITY (August 29, 2022) — Mark your calendars. The Utah Tourism Industry Association in cooperation with the Utah Office of Tourism has announced the complete schedule for the 2022 Utah Tourism Conference, which will be held Sept. 27-30 at the Uintah Conference Center in Vernal, Utah.

The 18th annual event is open for participation by local or non-local industry professionals or anyone who is interested in the current status and promising future of tourism in Utah. Registration and tickets to the 2022 Utah Tourism Conference are now available [online](#). Sponsorship and exhibitor booth packages are also [available](#) for those interested.

“We are thrilled to be meeting as industry professionals and tourism enthusiasts, surrounded by Vernal’s beautiful landscape,” said UTIA executive director Natalie Randall. “As our industry continues to mature and evolve, relevant education for all our partners is imperative. This year’s conference works to support partners with diverse content including marketing, compliance, community engagement, product development, and more. There is something for everyone.”

One of the most anticipated additions to the conference is the new mentorship program. In the program, interested mentees will be paired with an industry veteran to expand their network and increase their experience at the conference. The program is accepting applications from interested mentors and mentees [here](#).

Over the course of the conference, stakeholders in the state’s tourism industry will also hear from keynote speakers such as Utah Governor Spencer Cox, former Olympian Catherine Raney Norman, who chairs the Salt Lake City Utah Committee for the Games, and [Stephen Barth](#), regarded by many tourism leaders as the preeminent Hospitality Lawyer in the industry.

“The tourism industry plays an integral role in Utah’s economy. Our goal is to offer amazing experiences to visitors while enhancing the quality of life for residents through recreational and other community investments,” said Utah Office of Tourism Managing Director Vicki Varela. “This conference is a unique opportunity for partners from all corners of the state to share best practices.”



Attendees will also be invited to participate in Forever Mighty® service projects throughout Vernal, including restoration efforts and cleanups at the AH-1F Aircraft on Main Street, the historic Vernal Theatre Live, and Cobble Rock Park, on the conference's opening night. [Forever Mighty®](#) is Utah's stewardship initiative that encourages safe and prepared travel, treating ecosystems and cultural sites with respect and engaging local communities.

In addition, the industry will celebrate a few of its best and brightest at a breakfast induction ceremony for the Utah Tourism Hall of Fame on Friday, Sept. 30.

The event is expected to bring a sizable economic boost to Vernal and the Uintah Basin. Many participants plan on making overnight stays while also enjoying the numerous recreation and entertainment opportunities the area offers.

Highlighted events include:

Tuesday, Sept. 27:

- Forever Mighty® Service Project
- Evening Social Event at Dinoland Bowl

Wednesday, Sept. 28:

- Check-in/Registration
- Destination Discovery Activities
- Opening Dinner Reception

Thursday, Sept. 29:

- General Conference Content and Breakout Sessions
- TourismTALKS address by Vicki Varela, Utah Governor Spencer Cox, and others
- Partner Brochure Exchange and Networking
- Evening Social Event

Friday, Sept. 30:

- Tourism Hall of Fame Breakfast
- Closing Luncheon

For more details and up-to-date information, please visit utahtourismconference.com.

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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.

About the Utah Tourism Industry Association:

The Utah Tourism Industry Association is the collective voice of Utah’s tourism industry. We advocate and educate to enhance Utah’s economy and quality of life. UTIA strives to deliver exceptional value to its members. To that end, we offer a variety of member-driven public policy initiatives, business networking opportunities, marketing programs and educational offerings all to help our members and our industry succeed today and in the future. UTIA is a 501c6 non-profit organization.