



The Utah Office of Tourism Partners with Tourism Exchange USA

Salt Lake City, Utah – The Utah Office of Tourism (UOT) is excited to announce a transformative collaboration with Tourism Exchange USA, an open digital marketplace backed by Brand USA, set to redefine how local tourism businesses engage with the global travel marketplace.

The partnership complements the UOT's [Red Emerald Strategic Plan](#), which aims to distribute visitors and attract quality visitors seeking unique, connective experiences and opens new opportunities for smaller accommodations, tours, events, and activities to enter the digital space, positively impacting both their sales and the local economy.

According to Statista, two-thirds of travel and tourism revenue came from online sales channels in 2022. Through The Exchange, local businesses can offer bookable products through globally recognized platforms like Expedia, TripAdvisor, Google and other niche international channels, all with no upfront costs. This partnership will break down digital barriers and offer businesses in smaller, rural destinations that often struggle with limited online visibility and bookability a platform to reach global audiences while fostering sustainable, quality tourism.

"We're committed to diversifying Utah's visitor base, distributing travelers across the state, and attracting visitors who are seeking authentic, quality experiences," said Natalie Randall, Managing Director of the Utah Office of Tourism and Film Commission. "Our investment and partnership with Tourism Exchange USA demonstrates that commitment. We've made it possible for even the smallest tourism businesses—online or offline—to expand their reach and tap into the global travel trade market at no cost, ensuring that our state remains a destination of choice for high-quality, enduring tourism."

In a world where travelers increasingly value personal experiences and local authenticity, this collaboration is a strategic move to enrich both the visitor experience and support local businesses. Tourism Exchange USA's Senior Vice President, Nate Huff, echoed the excitement: "We believe that every travel business adds to the unique story of a destination. Our partnership with the Utah Office of Tourism amplifies these stories by empowering small businesses to thrive in the digital world of travel trade product development and distribution. By providing them with a platform to reach global travel distributors, we're helping level the playing field for smaller businesses while also helping Utah distribute visitors more thoughtfully and sustainably."

For more information about Tourism Exchange USA, visit www.tourismexchangeusa.com. To learn more about opportunities in Utah, visit <https://travel.utah.gov/tourism-exchange>.

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About the Utah Office of Tourism

The Utah Office of Tourism (UOT) fulfills its mission to improve the quality of life for Utah residents through revenue and tax relief by attracting quality, well-prepared domestic and international visitation and motivating tourism spending within a sustainable tourism economy. The UOT partners with communities to develop tourism economies and storytelling consistent with their local vision and encourages stewardship and industry support through local engagement and ambassadorship. To advance these goals, the UOT manages year-round strategic marketing, industry research, media relations, cooperative marketing, in-state public relations, website and visitor experience enhancements, and destination management and development programs. Learn more at travel.utah.gov and visitutah.com.

About Tourism Exchange USA:

Tourism Exchange USA is a B2B, innovative open digital marketplace designed to facilitate the exchange of live inventory and content between suppliers and distributors in the global travel industry. The product is supported by Brand USA in its mission to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide. By connecting destinations with partners worldwide, the platform empowers small businesses and transforms the way travel experiences are discovered and booked.