



FOR IMMEDIATE RELEASE

Contact:

Utah Office of Tourism

Rachel Bremer

rbremer@utah.gov

visitutah.com

**International Campaign Founded on Conservation and Stewardship Initiatives to be
Launched by Utah Office of Tourism**

In partnership with America Unlimited and TreeUtah, the campaign will give back to Utah communities through visitor education, stewardship, and tree planting.

SALT LAKE CITY, UT (TUESDAY, OCT. 11) — The Utah Office of Tourism, in partnership with Germany-based tour operator [America Unlimited](#) and the Utah-based nonprofit [TreeUtah](#), is launching a comprehensive international marketing campaign promoting visitor education initiatives and Utah's strategic industry partnerships to protect Utah's treasured outdoor places. This campaign is a multi-year commitment to long-term sustainable action, utilizing visitor donations to give back to the community in Utah and in Germany.

"Empowering international visitors to participate in community-led sustainability initiatives creates a proactive method to minimize the impacts of travel and recreation in Utah," said Rachel Bremer, Utah Office of Tourism's Global Markets Director. "When booking a trip, we want travelers to be assured that we, Utah, are actively working to ensure our beautiful outdoor spaces remain forever mighty."

[Forever Mighty](#)® is the public-facing initiative to accomplish the goals of the Utah Office of Tourism's [Red Emerald Strategic Plan](#). The Forever Mighty® initiative encourages travelers to explore Utah thoughtfully and safely by being well-prepared, aware of Utah's delicate ecosystems, and engaged with the local communities they are visiting. Forever Mighty also aims to inspire residents, visitors, businesses, and stakeholders to take an active role in preserving and enriching Utah through advocacy, ambassadorship, and stewardship opportunities.

This **Thursday, October 13th**, TreeUtah will join volunteers from the Utah Office of Tourism and the Wayne County Office of Tourism in Torrey, Utah, to plant twenty trees. As the first Utah tree-planting location. Additional locations will be identified at a later date. Following tree plantings, the Utah Office of Tourism will build itineraries and resources so travelers to the state can participate in conservation through a donation to TreeUtah when booking their travel with America Unlimited and by participating in tree planting in Utah if they choose to. In addition, with every flight associated with bookings to the State of Utah for the 2023 booking season, trees will be planted on several hectares of land in the municipal forest of Wernigerode, Germany.

Following a successful campaign and multi-year commitment in Germany, the campaign will be modeled in other inbound markets with industry partners in France and Australia to complement the German efforts in years two and three.

"Our thought here is to make a difference and give back to the environment. The campaign is for the long term and will become a permanent part of my business. We want to position ourselves more sustainably and also develop a measurable tool for this - for us and for the customers," says America Unlimited Managing Director and CEO Timo Kohlenberg.

"A change often starts with a vision in a small way. Every step in the right direction counts. Together - as a collective - we tourism professionals bear great responsibility and can make effective contributions to climate protection," emphasized Sarah Harwardt, Accounting Director of the Utah Office of Tourism Germany, Austria & Switzerland, based in Hannover. "For years, Utah has been committed to sustainability and mindful travel in the spirit of Leave no Trace - for example; all tourism measures are based on the [Red Emerald Strategy](#). In addition, Utah has been a member of the [Global Sustainable Travel Council](#) since Jan. 23, 2021. We are excited to take a significant step forward toward a sustainable, social, and fair future with this project."

Resources:

- [Visuals](#) from the tour of the reforestation area on May 18, 2022, in the Wernigerode municipal forest with, among others, Timo Kohlenberg (CEO of America Unlimited), Sarah Harwardt (Accounting Director Utah Office of Tourism DACH), Ralph Benecke (Organizer for the project "Forest is Climate"), Rachel Bremer (Global Markets Director, Utah Office of Tourism) as well as Jody Blaney (Global Markets Specialist, Utah Office of Tourism) and other regional tourism partners from Utah.
- [Cooperative sign](#) at the reforestation site in the city of the forest of Wernigerode
- [Logos](#)
- Utah Image Vault - [here](#)
- Campaign-Hashtags: #TreeUTAHProject #americaunlimited #visitutah #forevermighty #treeutah

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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

About TreeUtah

TreeUtah is a 501(c)(3) non-profit organization. Our mission is to improve Utah's quality of life for present and future generations by enhancing the environment through tree planting, stewardship, and education. TreeUtah works with students, municipalities, local businesses, community groups, and volunteers to plant trees in public spaces throughout the state. We plant trees of all types and sizes to make Utah a greener place to live, work and play. Learn more at <https://treeutah.org/>