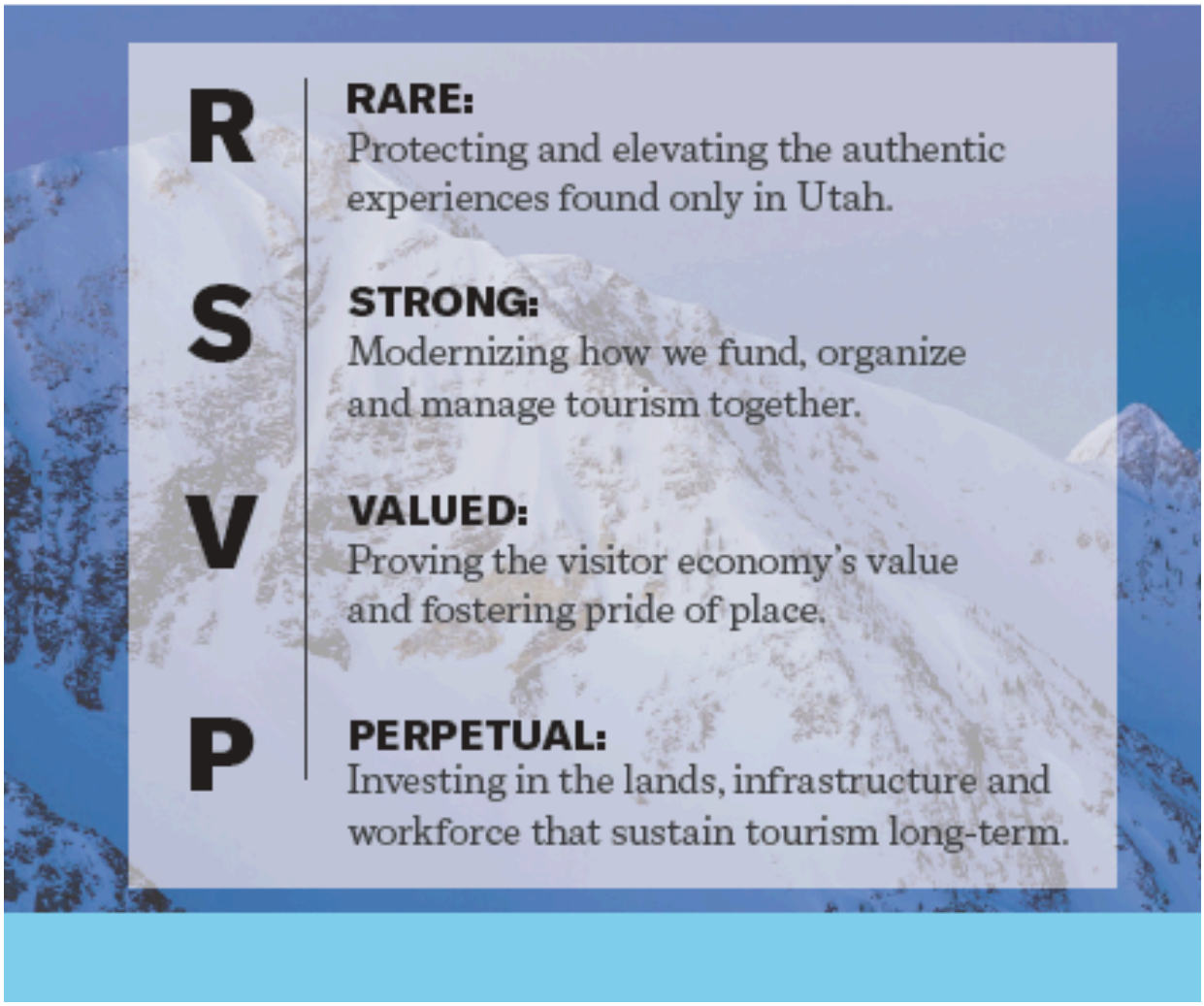
A VISION FOR TRAVEL AND TOURISM

UTAH

The landmark opportunities ahead are strategic unifiers. They call us to align, adapt and lead again.

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A <u>state united</u> in welcoming the world to experience Utah.



R **RARE:**
Protecting and elevating the authentic experiences found only in Utah.

S **STRONG:**
Modernizing how we fund, organize and manage tourism together.

V **VALUED:**
Proving the visitor economy's value and fostering pride of place.

P **PERPETUAL:**
Investing in the lands, infrastructure and workforce that sustain tourism long-term.

HOW IS THIS ACCOMPLISHED?

FUTURE MINDSET ENGAGEMENT

» Embrace Utah's changing demographics, growth and traveler behavior, while honoring our roots to remain relevant and responsive.

COMMUNITY-CENTERED DEVELOPMENT

» Build physical, economic and social capacity across communities to improve visitor experiences and quality of life for residents.

COLLABORATION ACROSS SECTORS

» Tackle shared challenges like housing, labor and infrastructure by uniting government, industry and community partners.

STEWARDSHIP FOR AN ENDURING VISITOR ECONOMY

» Promote policies, behaviors and investments that ensure tourism supports cultural vitality, environmental balance and community resilience.

ALIGNED MARKETING

» Strengthen Utah's identity through bold branding and aligned messaging at the state and local levels, building pride of place.

UTAH