

**UTAH**

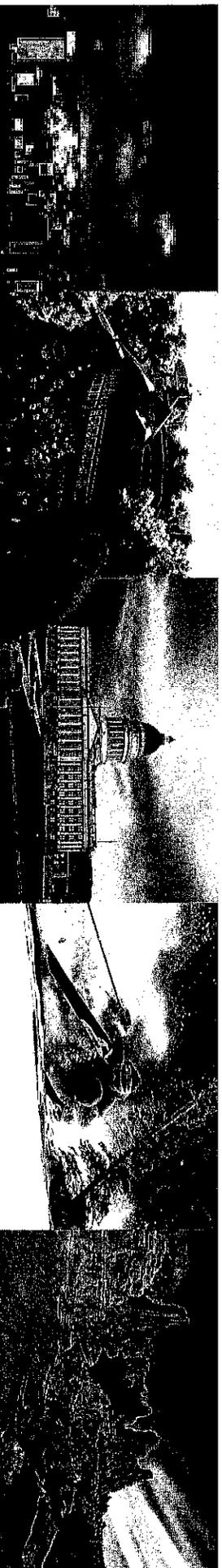
TOURISM INDUSTRY  
COMMISSION

advocate • educate • unite

**Tourism Economic Development -  
An export in each of Utah's  
29 counties**

**“Tourism is a bright spot among  
service industries in the country.”**

**Federal Reserve Chairman  
Ben Bernanke, 7/17/12**





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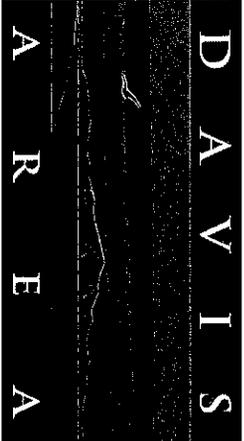


Salt Lake City  
International Airport

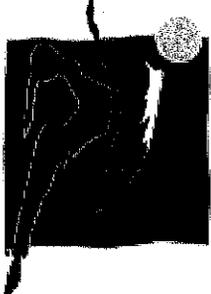
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LIFE ELEVATED®

UTAH OFFICE OF TOURISM

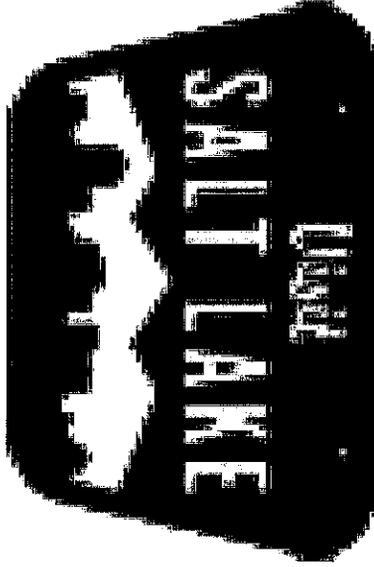
**DELTA**



CONVENTION AND VISITORS BUREAU  
*Davis County, Utah*



UTAH SPORTS  
COMMISSION



TEMPLE SQUARE  
*HOSPITALITY*  
SERVING PART TRANSITION



**SKI UTAH**  
"THE GREATEST SNOW ON EARTH"

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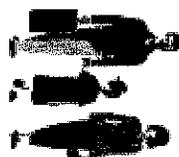
Travel Marketing and Promotion

PERFORMANCE MARKETING  
MANAGEMENT SERVICES  
**PROMOTION**  
PRODUCT RESEARCH  
INTERNET MEDIA  
ADVERTISING SALES  
BRANDING SERVICES

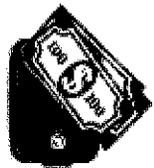


TRAVEL  
PROMOTION'S  
VIRTUOUS  
CYCLE

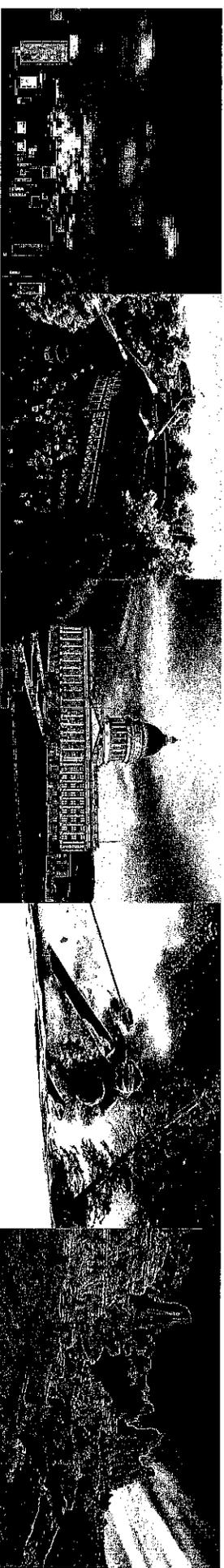
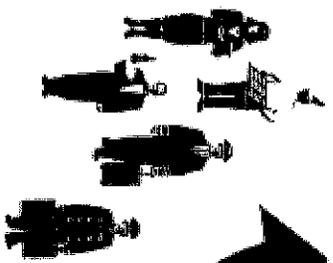
Increased Visitor Trips



Additional Visitor Spending



New Jobs & Tax Revenues



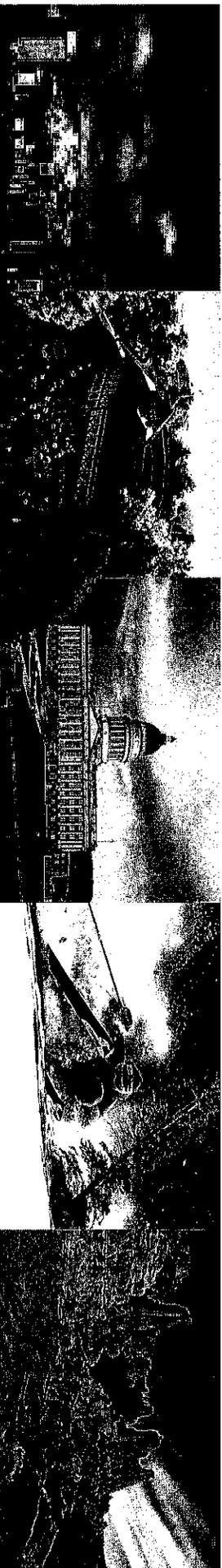
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## Issues:

- Comprehensive research program to improve calculations of tourism's impact in each county
- Long-term reliable funding to advertise & market Utah tourism
- Strategic 5-year planning for tourism development to coincide with the funding cycle
- Inconsistent visitor services
- Liquor laws



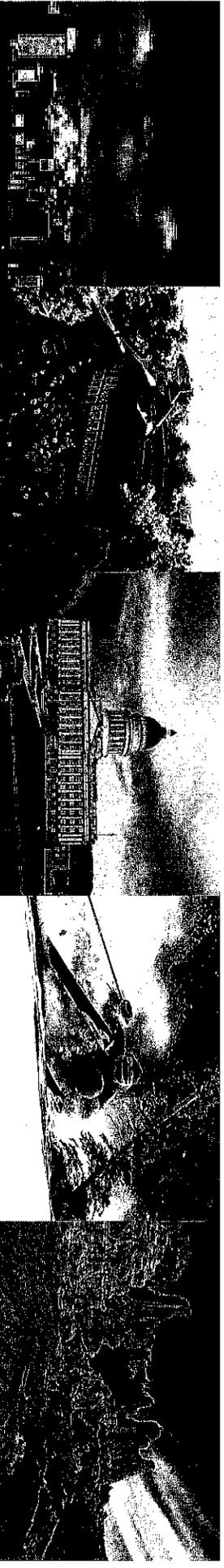
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## Possible Solutions:

- Explore stable funding options prior to TMPF sunset in 2015
- Support working committee of UDOT & UOT to address the 5 Utah Welcome Centers
- Development of a hotel liquor license and increase number of available liquor licenses
- Explore potential of a comprehensive research program for measurement of tourism and long-term approach for tourism development in each county



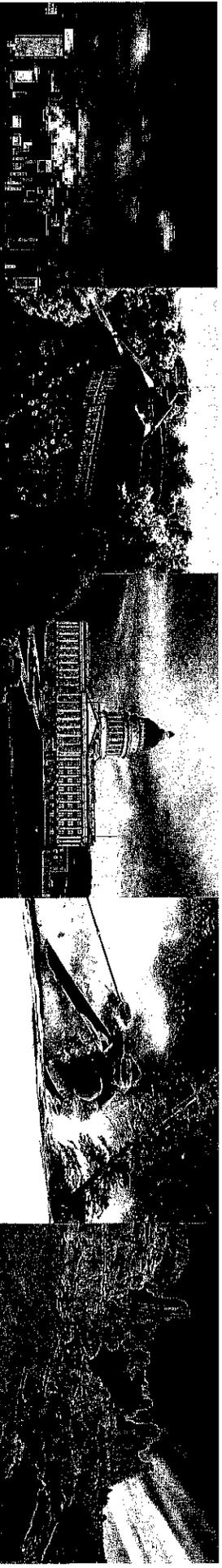
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## Take Aways:

- Utah's tourism industry is surviving the economic downturn and is delivering revenue to state & local coffers
- Utah's tourism industry creates jobs and is an export
- Utah has a product mix second to none in the United States, and we have capacity to increase the number of visitors and their contributions to our economy
- We anticipate the tourism industry will deliver on the required 3% growth to meet the performance portion of the TMPF; final figures should be available from the Utah State Tax Commission in August/September



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