

RED EMERALD RESILIENCE TRAINING PROGRAM



UTAH OFFICE OF TOURISM | INSTITUTE OF OUTDOOR RECREATION AND TOURISM

TAKEAWAYS AND RESOURCES

SESSION 6: PRIMER ON THE UTAH OFFICE OF TOURISM, ITS PROGRAMS, AND THE RESOURCES THE OFFICE PROVIDES

PANELISTS

- Bianca Lyon, Director of Community & Partner Relations, [Utah Office of Tourism](#)
- Celina Sinclair, Partner Relations Lead, [Utah Office of Tourism](#)
- Flint Timmins, Destination Development Lead, [Utah Office of Tourism](#)

WATCH THE FULL SESSION

HIGHLIGHT REEL (COMING SOON)

UTAH OFFICE OF TOURISM (UOT)'S GUIDING PRINCIPLES

Vision: A state united and welcoming the world to experience soul-awakening adventure.

Mission: To elevate life in Utah through responsible tourism stewardship.

The Red Emerald Strategic Plan aims to:

1. Continue its powerful branding to keep Utah top of mind
2. Prioritize quality visitation, not just quantity through the "Forever Mighty" Initiative for responsible travel & local stewardship
3. Support Distributed Visitation throughout the State
4. Enable Community-led Visitor Readiness to help communities develop their tourism economies based on local sentiment

MARKETING RESOURCES

The UOT's primary role is to market the state of Utah and its local communities. Several notable brands and campaigns have included:

- "Life Elevated"
- "The Greatest Snow on Earth"
- "The Mighty 5" National Parks
- "Forever Mighty"

Every campaign serves a unique role but all work together to responsibly market Utah as a destination.

UOT MARKETING IS SUPPORTED THROUGH UTAH STATE LEGISLATURE FUNDS

FY23 budget appropriations of \$22.8 million were distributed accordingly:

- 10% to the Utah Sports Commission
- 20% to the Cooperative Marketing Fund used to match local dollars that support locally-led tourism initiatives
- 70% for general marketing

PARTNER RELATIONS TEAM

The UOT supports its partners through projects and events:

- Industry Toolkits to promote community-based assets (e.g. Agrotourism and Dark Skies development), with visitor profiles, photo libraries, and other digital content
- The Utah Tourism Conference co-sponsored with the Utah Tourism Industry Association (UTIA) utah tourism conference.com
- Other industry resources such as this [Red Emerald Resilience Training Program](#)

DESTINATION DEVELOPMENT & MANAGEMENT TEAM

The UOT offers technical assistance and grant opportunities to support:

- **Community assessments** for gaining perspective on the status and potential growth of tourism offerings
- **Long-term strategic planning** through community-led and



State-supported programming using vendors to help with identifying tourism goals, branding, marketing assistance, and product development

New Economic Development Administration (EDA) Grant Opportunities

The UOT received a nearly \$4 Million grant from the EDA to aid the recovery and resilience of Utah's tourism industry. Public and non-profit organizations are eligible to apply through a competitive granting process for projects that involve one of the following:

- Feasibility or Economic Impact Studies (for a new tourism product)
- Product Development Studios
- Implementation Grants
- Certified Community Program (destination development centered around a particular activity)
- Applications accepted anytime, awards made quarterly through 2025. Projects must be completed by May 31, 2026.

OTHER UOT TEAMS

UOT's Data & Research Team

- Analyzes performance of Utah's tourism industry
- Prepares Visitor Profiles: who is visiting, what are they doing, how much are they spending, where are they from, tourism impacts, hotel lodging information, park visitation
- Conducts Resident Sentiment Surveys
- All data is made available on the UOT's Industry facing website: <https://travel.utah.gov/>
- See also: Red Emerald Resilience Training [Session #5](#)

Creative & Content Team

- Shares the Utah story enticing potential visitors to enjoy Utah's abundant travel options through Social Media and other Public Relations
- UOT's Visitor facing website: <https://www.visitutah.com/>

Global Markets Team

- Secures international journalists to write stories about Utah; helps international tour operators develop new products for their itineraries
- Key international markets: Canada, the UK, France, China, Germany, Australia, and India
- See also: Red Emerald Resilience Training [Session #3](#)

Customer Service Team

- Communicates directly with visitors, answers questions, and directs to UOT resources, county tourism offices, businesses, experiences, and attractions

OTHER UOT SERVICES

- The UOT is not a regulatory agency
- The UOT can partner with counties and cities and can share information to support local-level services
- The UOT wants to partner with local businesses and communities - that's what makes sense and works best
- The UOT encourages communities to think holistically about tourism and to guide the process, not react to it
- The UOT wants to attract the right visitor to each location, community, or business
- The UOT is dedicated to knowing the state of Utah and its many destinations, but let the UOT know if there's something new in your community
- The UOT has a traveling board that holds public board meetings throughout the state



UOT RESOURCES

- UOT's Destination Development & Partner Relations Team [presentation file for Red Emerald Resilience Training Session #6](#)
- Industry facing website: <https://travel.utah.gov/>
- Visitor facing website: <https://www.visitutah.com/>
- Press Releases & Partner Newsletters: <https://travel.utah.gov/category/opportunities/partner-newsletters>
- Utah Tourism Industry Association (UTIA): advocates for Utah's tourism industry <https://utahtourism.org>
- Utah Tourism Industry Conference: <https://utahtourism.org/2022-utah-tourism-conference>

LIFE
UTAH
ELEVATED®



Utah State University is an affirmative action/equal opportunity institution and is committed to a learning and working environment free from discrimination, including harassment. For USU's non-discrimination notice, see equity.usu.edu/non-discrimination.