INTRODUCTION
“improve the quality of life of Utah citizens through revenue and tax relief, by increasing the quality and quantity of tourism visits and spending”
*2017 TRAVELERS SPENT

$9.15B

RESULTING IN

$1.3B IN TAX REVENUES

*Sources: U.S. Travel Association, Kem C. Gardner Policy Institute, Utah Office of Tourism
CONTINUE POWERFUL BRANDING

PRIORITIZE QUALITY, NOT QUANTITY OF VISITORS

DISTRIBUTE VISITATION STATEWIDE

REFINE CUSTOMER SERVICE

EMBRACE COMMUNITY-LED VISION

CHAMPION INFRASTRUCTURE INVESTMENT
High-visitation areas
How do we improve the visitor experience and local quality of life?

Land use & management
How do we use and maintain public lands? How do we zone and conserve land in the community?

Spreading benefits of tourism
How can tourism/recreation contribute to rural economies? How do we prepare local communities for tourism?
FRAMEWORK
OFFICE OF TOURISM DUTIES

2013

Marketing & Communications

2019

Destination Management

Destination Development
COMMUNITY DEVELOPMENT CONTINUUM

- Leadership & Civic Engagement
- Economic Development
- Housing
- Natural & Cultural Resources
- Health & Social Services
- Infrastructure & Public Services
Unbiased professional assessment of the community’s tourism assets.

Tourism master plan for destination development and tourism economy expansion.

Create or revitalize an authentic, compelling brand and strategy for messaging and marketing.

Strategic, actionable development plans for new tourism assets.
PURPOSE

Real Progress
Designed to move the community forward in a permanent, meaningful way.

Reinforcing
Programs are designed to build upon one another.

Prepare for Infrastructure
Successful completion better prepares community for pathways to infrastructure funding.
Our programs are designed for local governments and DMOs, including towns, counties, and tribal governments.

Our programs are designed for ALL types of communities, from mature destinations to off-the-beaten path locales.
SUCCESS STORIES & LESSONS LEARNED
Rourism
“Rural tourism”

Roger Brooks Assessment
Secret shopper assessment of the community including wayfinding, curb appeal, customer service.

Incremental Improvements
Local businesses and governments got to work to implement simple, low-risk improvements.
Create Steering Committee
Community and industry representatives.

Gather Materials
Consultants evaluated community master plans, including land use, transportation, and economic development. Also evaluated promotional materials.

Site Visits & Workshops
In-depth workshops and interviews with steering committee and other stakeholders.

Deliverables
Simple, clear, and actionable plans with accompanying assets.
CHALLENGES

- Lack of tourism expertise
- Lack of visitor-ready experiences
- Politics
- Budgets
LESSONS LEARNED

• Build a foundation based on data and best practices
• Approach tourism/recreation as **COMMUNITY** development, not simply **ECONOMIC** development
• Be collaborative, authentic, and inclusive
• Provide enough support for rural/small communities to be successful