



Lone Peak centers a view of the winter Wasatch as seen from the Salt Lake Valley, Steve Greenwood

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It's hard to believe that 2007 is coming to a close! It's been a busy year for the Utah Office of Tourism, and from what we hear, a busy year for our tourism partners as well. Our spring/summer ads hit television and the web in mid-March, and phone calls, web visits and travel guide mailings increased by hundreds of percent! The winter campaign is just concluding; and with the Greatest Snow



David M. Williams has been named Deputy Director of the Utah Office of Tourism, replacing outgoing Deputy Director Mike Deaver who took a position with the Utah

Sports Commission. Both Dave Williams and Tracie Cayford share the title and responsibilities of Deputy Director, with differing administrative and managerial duties being delegated among the two.

Dave has been with the UOT since September of 2003, serving as Research

Television commercials promoting Utah's Greatest Snow on Earth® started appearing on cable stations across the country the first week of October. The Utah Office of Tourism launched its \$1.9 million winter advertising campaign, which includes television spots, magazine ads and interactive advertising on top travel-related web sites.

"We are excited to take the Utah 'Life Elevated' brand to major markets around the country to encourage travelers to spend their winter vacations in Utah," said Jason Perry, executive director of the Governor's Office of Economic Development which oversees the Utah Office of Tourism, adding that the legislative funding has made this possible.

Television commercials promoting Utah's

on Earth® beginning to pile up, we are looking forward to another record year for skiing.

Thanks to all of you for your cooperative marketing efforts. Our tourism related spending has increased to over \$6.0 billion and visitor numbers are now exceeding 20 million per year! National Park visitation is up 56% and State Parks visits are up 6% as well. If you know of someone involved in

promoting Utah tourism who has made a significant contribution to the industry, please send us their bio and why they should be considered for this year's Tourism Hall of Fame. The recipients will be announced at the May 2008 Utah Tourism Conference.

Thanks to all of you for your support, and we look forward to working with you in 2008. Happy Holidays!

Managing Director's Message

Leigh von der Esch

David Williams Named UOT Deputy Director

Coordinator until September 2006 when he was named Assistant Director of Administration & Research. As Assistant Director, he administered the office's \$2.2 million Cooperative Marketing Program and conducted a comprehensive research initiative enabling the office to base strategic decisions concerning programs, advertising and marketing on quality data management. Prior to working for the State, he held a number of marketing positions including Director of Marketing for The Gallup Organization and Product Manager for Iomega Corporation. Dave earned his MBA and Bachelor's degree in marketing from the University of Utah.

"Dave has done an outstanding job as research coordinator. We are delighted to utilize

his marketing experience as well, which has been extensive," remarked Leigh von der Esch, Managing Director. "We were extremely fortunate to have been able to promote from within in filling this very integral position."

As Deputy Director of Marketing and Research, he will continue to oversee the data-analysis and market research component, as well as day-to-day management of the UOT's advertising and branding initiatives. Tracie Cayford will continue in her role of communications and fulfillment oversight.

In a related move, Kelly Day, who worked previously with Dave in the administration of the Cooperative Marketing Program, will now direct those efforts.

Winter Ad Campaign In Full Swing - Spring/Summer Set

skiing began airing on a variety of networks, including Discovery Channel, A & E, Bravo, CNBC, The Golf Channel, History Channel, National Geographic Channel, TLC, and the Travel Channel. The thirty second spots are also airing on television stations in Los Angeles, one of Utah's largest domestic markets.

"The commercials created by Struck, our advertising agency, highlight Utah's light, powdery snow and the accessibility of the resorts," explained Leigh von der Esch, managing director of the Utah Office of Tourism. "Skiers can land at Salt Lake International Airport and be on the slopes at 11 of Utah's 13 ski resorts in less than an hour."

The Office of Tourism has also placed Utah "Life Elevated" print advertisements in Outside

Magazine and National Geographic Adventure. Internet users will spot Utah's ads on Gorp.com, TravelChannel.com, TripAdvisor.com, Weather.com and Yahoo.com. The state's sponsorship of the Warren Miller "Playground" ski film, a 24-page newspaper insert that ran the end of October, and a series of print ads in Delta Sky magazine round out the winter '07/'08 campaign.

Meantime, the Board of Tourism Development has approved a \$3.2 million national advertising campaign for the spring and summer. Thirty second television ads will run on cable and in the spot markets of Denver, Los Angeles, and Phoenix. The campaign will also feature print and interactive ads.



The 2007 Utah "Life Elevated" Scenic Calendar received eight awards in the National and World Calendar awards competition conducted by the Calendar Marketing Association.

Utah's calendar was one of five that made the finals in the "Best of Show" category. Four awards recognized the

calendar's photography - first places for "Best Scenic Photography Custom" and "Best Subject Custom;" and second places for "Best Scenic Photography" and "Best Subject."

Designed by graphic artist Scott Hardy, Utah's calendar also received two awards for layout - for "Graphic Design" and

"Graphic Design Custom." The calendar, printed by Rastar Print Communications, received an additional award for "Best Finishing". It also earned a silver award in the category of being "Most Informative."

The 2008 Utah "Life Elevated" Scenic Calendar is now available by calling the Utah Office of Tourism at 801-538-1900.

Additional Area Code Planned for Utah in 2008

With the expectation that all possible '801' area code phone numbers will be in use within the next year, the Utah Public Service Commission recently determined that beginning in 2008, a

new '385' area code will be phased-in via an overlay process.

During this process, all newly requested residential, business and cellular phone numbers in the Wasatch Front region will be

assigned either an '801' or a '385' area code. In an additional change, Wasatch Front phone users will have to dial both the area code and phone number in order to make a local call; a process known as ten-digit dialing.

35
8

Interim St. George Welcome Center Opens at Dixie Convention Center

The St. George Welcome Center, the state's busiest tourist information facility, has opened at a new interim location at the Dixie Convention Center in St. George. The former



Frontscape with new "Welcome to Utah" sign

location at mile marker two on Northbound I-15 was closed in September to make way for a planned interchange that will service the upcoming St. George airport and eventually feature a new state welcome center. An

estimated 240,000 motorists used the old facility in 2006 to obtain travel information.

The Utah Department of Transportation began construction on the new I-15 Interchange on September 24. The current project, valued at \$45 million, will create a four-lane limited access highway from I-15 east to River Road. A subsequent project valued at \$50 million, currently in the design process, will eventually extend the roadway out to the future airport site.

UDOT recently completed the replacement of informational signs on the freeway and surface streets directing motorists to the temporary St. George Welcome Center location. Both the temporary and eventual replacement facility will feature state-of-the-art touch-screen kiosks disseminating hotel and attraction information in over ten languages.

The interim St. George Welcome Center at the

Dixie Convention Center is located at 1835 Convention Center Drive in St. George. The Utah Office of Tourism operates six welcome centers: I-15 SB at Brigham City, I-80 WB at Echo Jct, US-



Interior space features a new maple service counter and branded "Life Elevated" signage. L to R: Guy Holmstrom, Manager Maxine Stringham, Tom Hurt

40 at Jensen outside Vernal, I-70 WB at Thompson Springs, 23 miles east of Green River and at Historic Council Hall, 300 N. State, SLC.



Freeway and surface street signs placed by UDOT to direct motorists to the new welcome center

It's Official: Utah Commemorative Quarter Enters Circulation

On November 9, 2007, United States Mint Senior Official Gloria C. Eskridge, Governor Jon M. Huntsman, Jr. and First Lady Mary Kaye Huntsman launched the Utah commemorative quarter-dollar. The Utah launch ceremony honored the 45th coin in the United States Mint's popular 50 State Quarters® Program. The Utah quarter was released into circulation on November 5 and features two locomotives

moving toward the golden spike that joined the Central Pacific and Union Pacific Railroads on May 10, 1869, at Promontory, Utah. The coin also bears the inscriptions "Crossroads of the West," "Utah," and "1896," the year Utah was admitted to the Union.

The United States Mint is offering the Utah quarter in two-roll sets (40 coins per roll) containing one roll each from the United States

Mints at Philadelphia and Denver, and in bags of 100 and 1,000 coins. To place an order, visit the United States Mint web site at www.usmint.gov, or call 1-800-USA-MINT (1-800-872-6468).



Governor Huntsman at the quarter launch celebration

New Utah License Plates "Elevate" Their Designs

Utah motorists have two new options when they obtain license plates. New ski-themed license plates, approved by the Legislature earlier this year, along with updated Delicate Arch plates, are now being distributed at Utah Division of Motor Vehicles locations. Both new designs incorporate the state's "Life Elevated" brand, with the former featuring Ski Utah's world-famous registered trademark, "The Greatest Snow on Earth."

"We're delighted to see the Utah 'Life Elevated' brand on the new plates," said Leigh von der Esch, managing director of the Utah

Office of Tourism, a division of the Governor's Office of Economic Development.

"I have been waiting for this opportunity for a long time, this is very exciting," said John Clark, the designer of the new ski plate. Clark, Craig Johnson, and Scott Christensen, all members of the Utah chapter of the Automobile License Plate Collectors Association, got together last November to "see what they could do to get the current plates updated." They went to the legislature and things came together quickly. Senator Dan Eastman introduced SB73, which authorized the updates.

"The plate shows the larger, energetic skier along with the mountain background which is appealing and represents the state well," said Johnson. The plate also features a petroglyph panel honoring Utah's thriving Native American population. It is the only state license plate with an image of a real person - former U.S. Ski Team racer, three-time Olympian, and Utah resident Heidi Voelker.

This is the first change to the main Utah license plates since the delicate arch Centennial plate was released in 1992. The "Ski Utah" plate has been in circulation since 1985.



by Patti Denny, UOT, and Haybina Hao, Western Leisure Tours

Utah at CITM, China 2007



Utah's CITM Kunming, China delegation included Brett Heimburger, GOED; Christy & Nathan LaFont, Goulding's Lodge; and Patti Denny, UOT

During November 1-4, 2007, CITM (China International Travel Mart, the largest professional travel show in Asia) was held in Kunming, southwest China. Utah's delegation included representatives from GOED & UOT, Goulding's Lodge of Monument Valley and Western Leisure of Midvale. Over five hundred Chinese visitors stopped by the three Utah booths with or without appointments, 70% of which were quality tour operators – the ideal targets for the Utah group as a whole.

The new framed Utah scenic posters decorated the UOT booth, serving as unique "Ambassadors of Utah" beckoning to people. The looped video of Governor Huntsman speaking Mandarin and other Utah travel commercials created very effective visuals. UOT also distributed full color Chinese brochures in four different designs.

Brett Heimburger, GOED Director of Asia, also appeared at CITM, joining the UOT in hosting a dinner for some of the largest Chinese outbound travel companies.

Utah at JATA, Japan 2007



The Utah Gallery showcased some of the state's most spectacular places at Japan's JATA World Travel Fair in Tokyo

The JATA (Japan Association of Travel Agents) World Travel Fair was held in Tokyo, September 14-16, 2007. The show enjoyed 107,078 visitors of which 38,376 were travel professionals/media and

China and the United States signed Tuesday, Dec 11, an agreement making it much easier for Chinese tourists to visit the US on tourist visas, sources said. Tuesday afternoon, the Chinese government formally granted the US Approved Destination Status (ADS) after years of negotiation. This means as soon as next year, Chinese travelers will be able to go to local tour agencies and travel in tour groups to America. At present, the US only issues business travel visas to Chinese travelers. The agreement is expected to significantly boost the tourism industry in the US, improve bilateral economic exchanges, as well as help ease the trade deficit the US has run up with China.

68,702 were general public. The show was a great success for the Utah Office of Tourism, which partnered at the event with Arizona, Wyoming, South Dakota and Idaho in a photo gallery-styled booth. The gallery was so popular visitors were taking photos of the pictures and expressing strong desires to visit the various Western destinations. JATA 2008 will be held in Tokyo, September 19 - 21.

Utah at Top Resa, France 2007



Delegates from the American Pavilion represent the U.S. tourism industry at Top Resa in Deauville, France (see if you can find the UOT's own Patti Denny)

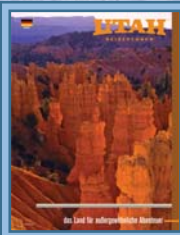
September 26-28, 2007, the Utah Office of Tourism participated in the USA Pavilion at Top Resa in Deauville, France. The USA Pavilion enjoyed much visitation from French tour operators and media with

the super organization of the Pavilion by the American Embassy and the Visit USA Committee France. Visiting Utah's national parks and our Western icons is at the top of the dream wish list for the French. To help promote the state's image, French tour operator Thomas Cook will launch a travel agent promotion. UOT's scenic posters will be distributed as window displays to some 450 travel agencies in France and to 100+ agents in Belgium. Much interest was expressed in Delta's June 2008 launch of non-stop service from Paris to Salt Lake City.

SAVE THE DATE!

Utah Tourism Conference

May 12-14, 2008
Salt Lake City Hilton



Front cover of the upcoming international travel guide published by the Utah Office of Tourism, available in German, French, UK English and Spanish. Availability is slated for January 2008.

OUT AND ABOUT

11/30-12/2	Internationaler Reisemarkt - Koeln Consumer Show
12/3-9	American Airlines of Germany VIP Ski Tour Operator Fam
12/5-13	Discover America Japanese Television Project
12/6-10	French Men's Magazine & Upscale Travel Publication Visit Utah
12/10-13	Apres Alps - Explore Utah's Nightlife (Ski Utah)
12/10-17	Die Welt of Germany Media Visit
12/9-14	Delta of Chile Introduces Operators & Resorts to Utah
1/4-6	Reisemarkt Rhein-Neckar-Pfalz - Consumer Show
1/9-16	Wingert Reisen 'Brands' Utah
1/10-20	Royal Dutch Automobile Club's Annual Ski Magazine Visits Utah
1/12-20	CMT Stuttgart - Consumer Show
1/12-13	Adventures in Travel Expo - New York City
1/13-28	Marcopolo TV of Italy Films Red Rock & Snow Fun
1/16-20	Vacanz Luxembourg - Consumer Show
1/17-20	Sacramento Consumer Show
1/21-24	Go West Summit - Colorado Springs
1/24-27	Denver Consumer Show
1/25-27	Rennes - French Consumer Travel Show
1/26-27	Adventures in Travel Expo - Chicago
1/28-31	Ski Photographers (Ski Utah)
1/31-2/6	UK's Men's Health Explores Utah Olympic Park & Resorts
Jan	Virgin Ski of UK Looks to Introduce Utah Ski Program
Jan	French Horse Publication Visits Southern Utah
Jan	Beijing Expedition Club to Visit Utah Resorts

2/6-10	Reisemesse Essen - Consumer Show
2/6-10	Reisen Hamburg - Consumer Show
2/8-15	Aeroski Reisen Winter Backcountry Media Visit
2/9-10	Adventures in Travel Expo - Long Beach
2/11-17	German Group Press Fam Visits Utah's Epic Mountains
2/14-18	CBR Munich - Consumer Show
2/18-21	Historical Ski Tour (Ski Utah)
2/29-3/5	UK Media Group - Eats, Chutes & Leaps in Utah
Feb	Theiry Lhermitte, French Star, Visits Utah's Cowboy Country
3/2-4	Lyon - French Consumer Show
3/3-6	Ability Awareness (Ski Utah)
3/5-9	ITB Berlin
3/9-14	Paris Blitz
3/14-25	German Wire Service Samples Utah Winter Fun
3/17-20	Learn to Ski (Ski Utah)
3/18-24	Hannah Glaser of Germany to Visit Parks
3/29-30	Adventures in Travel Expo - Washington D.C.
4/17-22	UK Media Group Visits for Outdoor Adventure in the South
5/28-6/1	Southern Utah Pow Wow Fam - International
5/29-6/1	Northern Utah Pow Wow Fam - International
5/31 - 6/4	Pow Wow Las Vegas
May	Norbert Hien to Tour State in RV
6/7-8	Sunset Consumer Show
July	Chinese Yellowstone/Top of Utah Fam

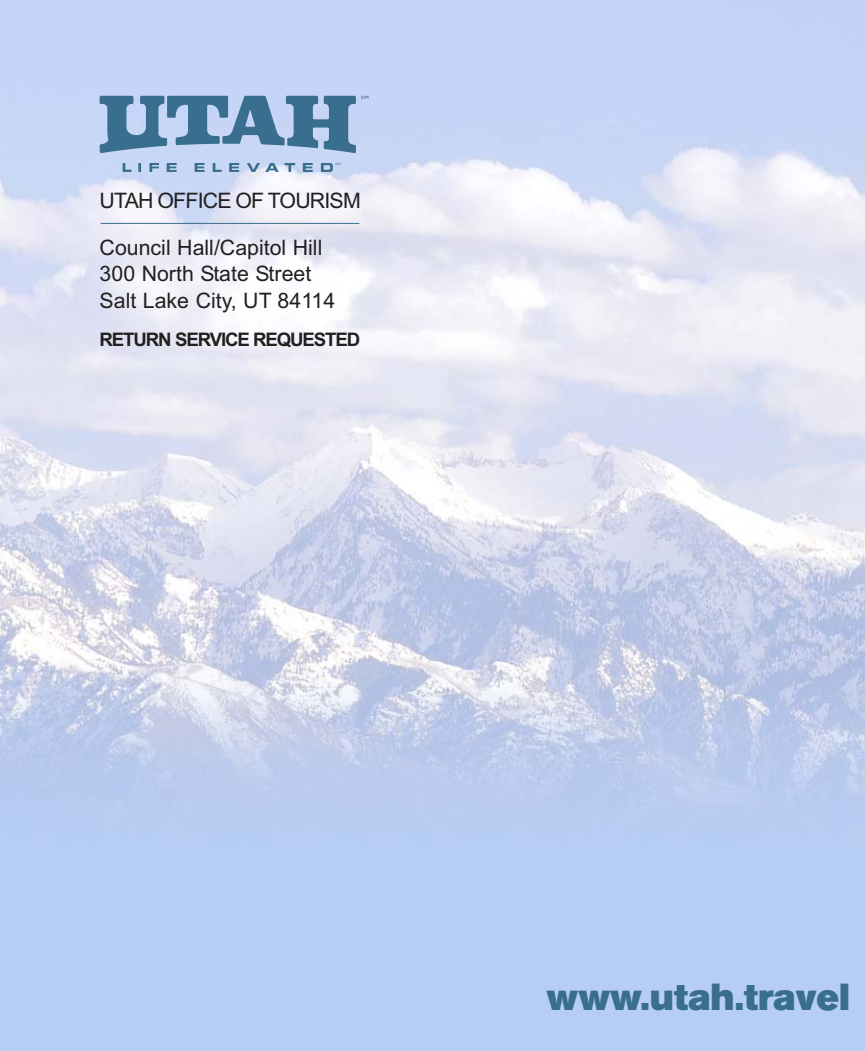


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Utah News Clips

Via Magazine Nov/Dec 2007 Monument Valley Made "The Go List" for epitomizing the "West to moviegoers worldwide." Hell's Backbone was named to the list as well for its local-centric cuisine. Liberty Heights fresh of Salt Lake City was highlighted as a place to shop for local grown organic fruits and vegetables.

October Forbes Life Magazine A 10-page feature "Utah's Wasatch Range—A Winter Wonderland" highlighted winter destinations.

October 2007 Restaurant Hospitality Magazine A four-page feature called "Party Time in Park City" appeared with an interview of Deer Valley executive chef Clark Norris.

November 7, 2007 New York Times Feature article entitled "Salt Lake City Is Finding a Payoff in Conservation" featured Black Diamond owner Peter Metcalf, and discussed how conservation is leading to economic development in Utah.

October SKI Magazine Utah resorts shined in this issue's "Top 50 Resort Guide." Deer Valley Resort was listed as the #1 ski resort in North America and Park City Mountain Resort came in at #6. Utah resorts heavily dominated the lifestyle rankings with Snowbird, Utah being voted the "Best Skier's Mountain" and Alta, Utah coming in as the "Best Weekend Escape."

Orbitz.com In November, Orbitz.com named Park City as the #3 destination for vacations booked through their site during the winter season.

November 20, 2007 Associated Press Utah's natural beauty is helping the White House with its "Holiday in the National Parks" theme for 2007 Christmas decorations, unveiled by first lady Laura Bush. The display also featured a large painting of Zion National Park.

IN MEMORIAM



The Utah Office of Tourism mourns the sudden passing of Bob Syrett, a longtime member of the Board of Tourism Development representing Garfield, Kane, Wayne, Piute and San Juan counties. Bob and his brothers are third-generation owners of Ruby's Inn at Bryce Canyon. Staff and fellow board members remember Bob as dedicated, friendly, soft-spoken, unassuming and funny. He will be greatly missed and our heartfelt condolences go out to the Syrett family.

"America's No. 1" Travel Guide New For '08

A brand new travel guide is coming, sporting some major improvements under the hood for 2008. Utah's official travel information resource, published by the UOT, is the state's primary response piece to travel inquiry requests via phone and Internet.

This year's travel guide comes with high expectations, given that the 2007 version was voted #1 in the nation by America's 50 state travel

directors. The new and improved '08 version will be available in February and feature 24 additional pages, comprising a booklet of 168 pages of detailed travel information. Much of the UOT staff had a hand in writing various sections and cross-checking information for accuracy.

Tracie Cayford, project manager, indicates that an even greater effort was expended this year to include county-specific information.

"We are excited about the new and improved travel guide that will be available at the beginning of the year. The

expanded publication includes more images and information provided by our travel partners around the state."

