

Raising Kane Business Summit

January 9, 2026 | Camille Johnson

LIFE
UTAH
ELEVATED



Governor's Office of
Economic Opportunity

Utah Office of Tourism

Vision

A state united in welcoming the world to experience awe-inspiring adventure.

Mission

Elevate life in Utah by advancing the visitor economy through marketing, stewardship, and destination development.





Guiding Imperatives

1. Continue powerful branding
2. Prioritize quality visitation
3. Enable community led visitor readiness
4. Distribute visitation





High Value Visitor Economy

- Resident satisfaction
- Well-prepared visitors
- Effective recreation management

- \$13.3B**
Visitor spending
- \$2.5B**
Tax revenue
- \$1200 plus**
Tax relief
per household

Community Investments from Tourism Taxes

- Outdoor recreation infrastructure
- Sports arenas/facilities
- Gathering places

Meet Our Team



Natalie Randall
Managing Director



David Williams
Associate Managing Director



Heather Zhang
Assistant to the Director
& Office Manager



Lorraine Daly
Operations Coordinator

COMMUNITY & PARTNER RELATIONS TEAM



Camille Johnson
Director



Rachel Creer
Partner Resources Manager



Michelle Evans
Grants Specialist



Laici Shumway
Partner Outreach
& Collaboration Coordinator



Diane Wilson
Administrative Assistant

CUSTOMER & TEAM SUCCESS TEAM



Becky Keeney
Director



Ben Dodds
Program Support Specialist



Dave Hansford
Visitor Services /
Welcome Center Coordinator



Denise Jordan
Director



Jenica Barber
Marketing Analyst

GLOBAL MARKETS TEAM



Rachel Bremer
Director



Emma Checketts
Global Markets Specialist



Tera Atwood
Global Markets Specialist



Ben Mangelsdorf
Global Content & Tour Specialist



Liz Wilson Peck
Global Markets Coordinator

MARKETING TEAM



Ben Cook
Director



Josh Paluh
MarComm Manager



Kim Heys
Web & Content Manager



Arianna Rees
MarComm Specialist



Jasmine Simpson
Web & Content Specialist



Stacey Zoller
Administrative Assistant

COMMUNICATIONS TEAM



Anna Loughridge
Director of Communications

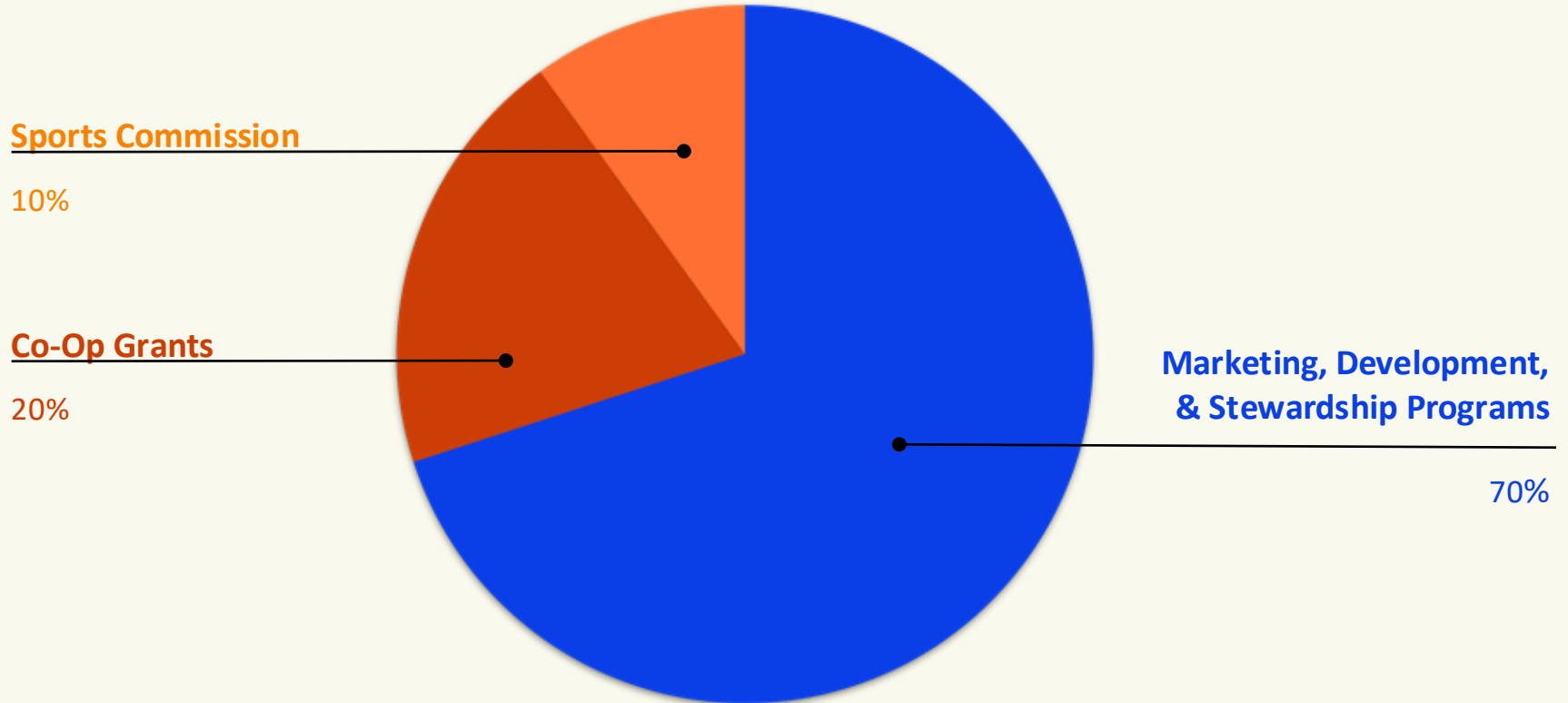


Sorell Grow
Public Relations Manager

RESEARCH TEAM

Tourism Marketing Performance Fund (TMPF)

Allocation FY 25/26: \$20.8M





Community & Partner Relations

Meet the Team



Camille Johnson
*Community & Partner Relations
Director*
camillej@utah.gov



Rachel Creer
Partner Resources Manager
rcreer@utah.gov



Michelle Evans
Grants Specialist
michelleevans@utah.gov



Laici Shumway
Partner Outreach & Collaboration Coordinator
laicishumway@utah.gov



Diane Wilson
Administrative Assistant
dianew@utah.gov

“3 Gear” Process

Community
& Partner Relations



Engage

Assess

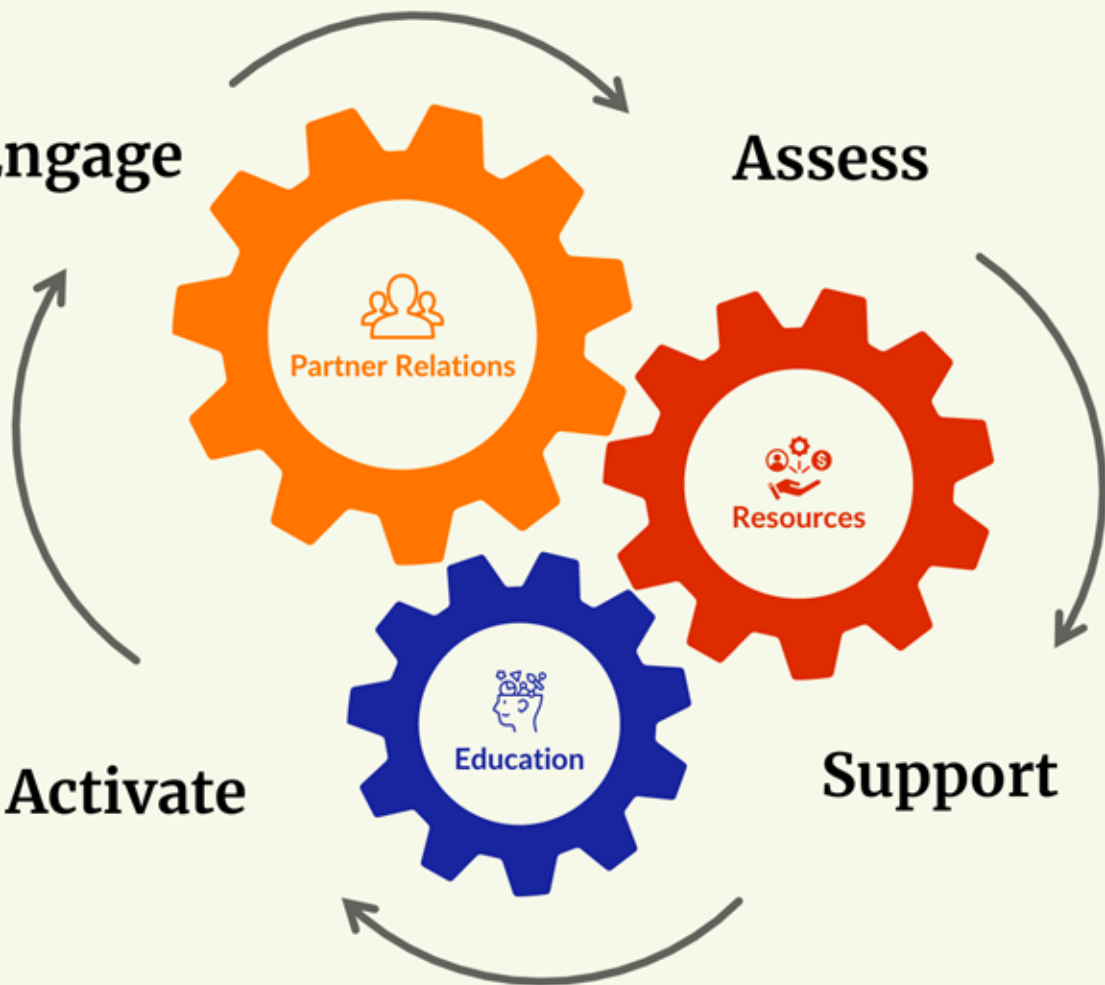
Partner Relations

Resources

Education

Activate

Support





Partner Tours

Arranging visits in community to learn, provide support, and connect with local partners.

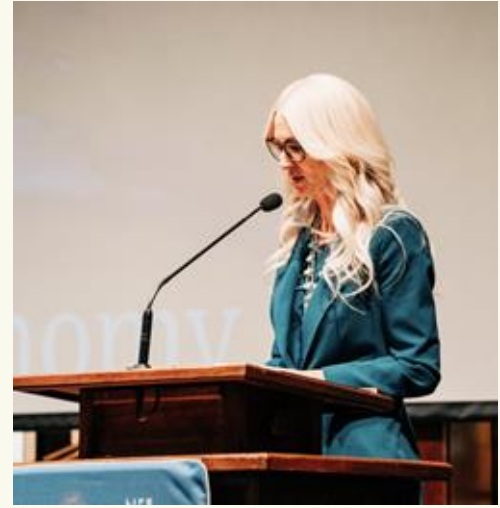
Each County/DMO in Utah.



Conferences

Leveraging convening opportunities to connect with communities, partners & Industry.

One Utah Summit, AITC, UAC Summer Conference, WESTO, and ESTO.



Speaker Bureau

Working with other agencies and organizations to bring tourism to the conversation.

Outdoor Recreation Summit, AOG Summit, UTL, RUCC, Eastern Business Summit, Local Chambers & UGO



State Agencies

DNR (PLPCO, State Parks, & DOR), UDOT, UDIA, CCE (SHPO, Main Street Program, Division of Multicultural Affairs), IORT, and UDAF.



Federal Public Lands

National Parks, BLM, USFS, +Nonprofit partners to our public lands agencies.



Associations

UADMO, UTIA, ULCT, AOG's, UGO, Utah Association of Chambers (UAC), Rural Utah Chamber Coalition, and Utah Farm Bureau.

Understanding the New "America-First" Pricing Structure

Effective Date: January 1, 2026 for non-residents

| Pass/Fee Type | 2025 Cost | 2026 Cost | Coverage |
|------------------------|-----------|-----------|-------------------------------|
| Annual Pass | \$80 | \$250 | All US Federal Lands |
| Zion Surcharge | N/A | +\$100 | Per Person (Non-Pass Holders) |
| Bryce Canyon Surcharge | N/A | +\$100 | Per Person (Non-Pass Holders) |

Why the Change? Revenue is reinvested into conservation, infrastructure, and modernized digital access via [recreation.gov](https://www.recreation.gov).



Travel Planning Recommendations

Why the \$250 Annual Pass is the Best Choice

#1. Avoid Per-Person Surcharges with a Single Digital Pass

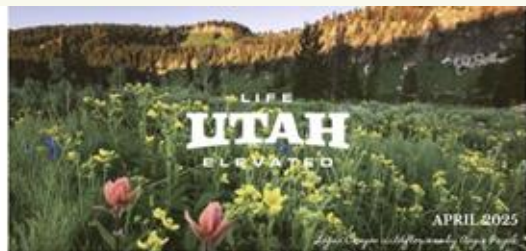
| Expense Item | Individual Payments | With Annual Pass |
|-----------------------------|---------------------|----------------------------|
| Park Entry Fees (Avg) | ~\$70 | Included |
| Zion Surcharge | \$200 | \$0 |
| Bryce Canyon Surcharge | \$200 | \$0 |
| Total Estimated Cost | \$470 | \$250.00 (Flat Fee) |

#2. Modernized Digital Entry

- **Instant Access:** Purchase via [recreation.gov](https://www.recreation.gov) and store on your mobile device.
- **Faster Entry:** Digital passes are scanned for a seamless arrival at park gates.
- **Flexibility:** Valid for 12 months at over 2,000 federal recreation sites.

Cost analysis comparison for two adults visiting Zion and Bryce Canyon back-to-back.

Partner Newsletter



Industry partners and friends,

Many of you have surfaced questions about the state of travel as we navigate current federal measures. We have been working closely with the Governor's team and our federal delegation to ensure Utah's priorities are elevated to the administration.

Two conversations we are prioritizing are federal staffing and international travel, specifically from Canada.

Tourism is the lifeblood of Utah's Mighty 5th National Park regions and a key source of income for many residents. We are working with local communities and federal agencies to ensure these areas remain accessible.

Canada is consistently Utah's top international market in spending and overnight visits. We continue to market Utah and actively welcome all visitors. We are closely monitoring both travel sentiment and hard data.



Utah Office of Tourism Empowers DMO's with High-Impact Marketing Workshop

The Utah Office of Tourism (UOT) hosted a highly successful marketing workshop for county-level Destination Marketing Organizations (DMOs) on March 6 and 7 in Salt Lake City. The two-day event drew participation from 24 of 29 counties, demonstrating the strong commitment of Utah's DMOs to elevating their marketing strategies.

A key highlight of the workshop was the expertise of Gerry Chiaro, Associate Professor and Director of the Integrated Marketing & Communications (IMC) Immersion Quarter Program at Northwestern University Medill IMC, who led several sessions. Professor Chiaro brought his extensive experience in marketing for major brands like Frito Lay, Pepsi Bottling Group, Gatorade, Pizza Hut, and McDonald's, as well as his experience in senior executive marketing and strategic development leadership roles in venture capital-backed internet marketing technology start-ups, to provide invaluable insights.

[Read More](#)

CALENDAR ITEMS



Save the Date - Tourism Business Development Workshop

Discover innovative strategies to leverage Utah's exceptional dark sky and agritourism opportunities. This workshop provides actionable insights for tourism professionals, business owners, and community leaders to generate sustainable revenue, expand visitor capacity, and enhance destination development through agritourism and astrotourism, August 11 and 12, 2025, in Cedar City, Utah. Registration opens in May.

[More Information](#)

Monthly Editions (First Tuesday) • New Look & Feel • Subscription



Utah Office of Tourism

Featured Opportunities and Resources



NEWSLETTER

The Utah Office of Tourism is now available. Don't start to get to know us in Utah without knowing what's happening in our office and Utah tourism industry.



TOURISM EXCHANGE USA

We're excited to announce our partnership in Utah's Tourism Exchange, sponsored by Travel USA, to help business international tourism in Utah.



PARTNER HIGHLIGHTS BLOG

Read about our recent visits to Utah and Utah counties. Don't catch up on the other outdoor activity partner visits we reported this year.



SPEAKERS BUREAU

Recruit a speaker from our office to share information and resources of how we can collaborate with our communities.



100 YEARS OF UTAH FILM

You can still participate in the visibility, screenings, and activities celebrating the 100th anniversary of Utah Film & Television. Supporting now.



IN-MARKET CAMPAIGNS

The Utah & Western In-Market Campaign is now running through March 31, along with the Fall and Winter Winter until January 31.



travel.utah.gov

Partner Newsletter

Co-op Marketing Grant

Additional Resources Page

Product Development

Tourism Business Development Workshop

Partner Toolkits

Research / Data

travel.utah.gov

Industry Website



Data & Research

Utah Tourism Industry Metrics available on www.travel.utah.gov:

- Visitor Profiles
- Tourism Impact
- County-Specific Profiles
- Lodging Information
- Park Visitation
- International Visitation
- Resident Sentiment Survey Results





Partner Tool Kits



AGRITOURISM



DARK SKIES



UTAH FOREVER



LEAVE NO TRACE



Agritourism



Astrotourism



Culinary Tourism

Niche Audience Interests

A deeper understanding of our audiences— their travel motivations, spending habits, demographics, sentiments, behaviors, and how to connect them. See full details at travel.utah.gov/niche-audiences-interests/.



Cultural & Historical



Event Tourism



Health & Wellness

Tourism Exchange



Digital Marketplace

A no-upfront-cost B2B solution for Utah accommodations, tours, and attractions to manage bookings online.



Increasing Global Reach

Sync instantly with Google, Expedia, and Booking.com to reach a diverse, international audience.



Bottom-Line Growth

Reduce distribution costs and add booking tools to your site to increase profitability and relevance.

Ready to get connected? Visit travel.utah.gov/tourism-exchange/





LIFE
UTAH
ELEVATED

TOURISM

Business Development

Workshop

2026

April 22 -23 • Kanab, UT



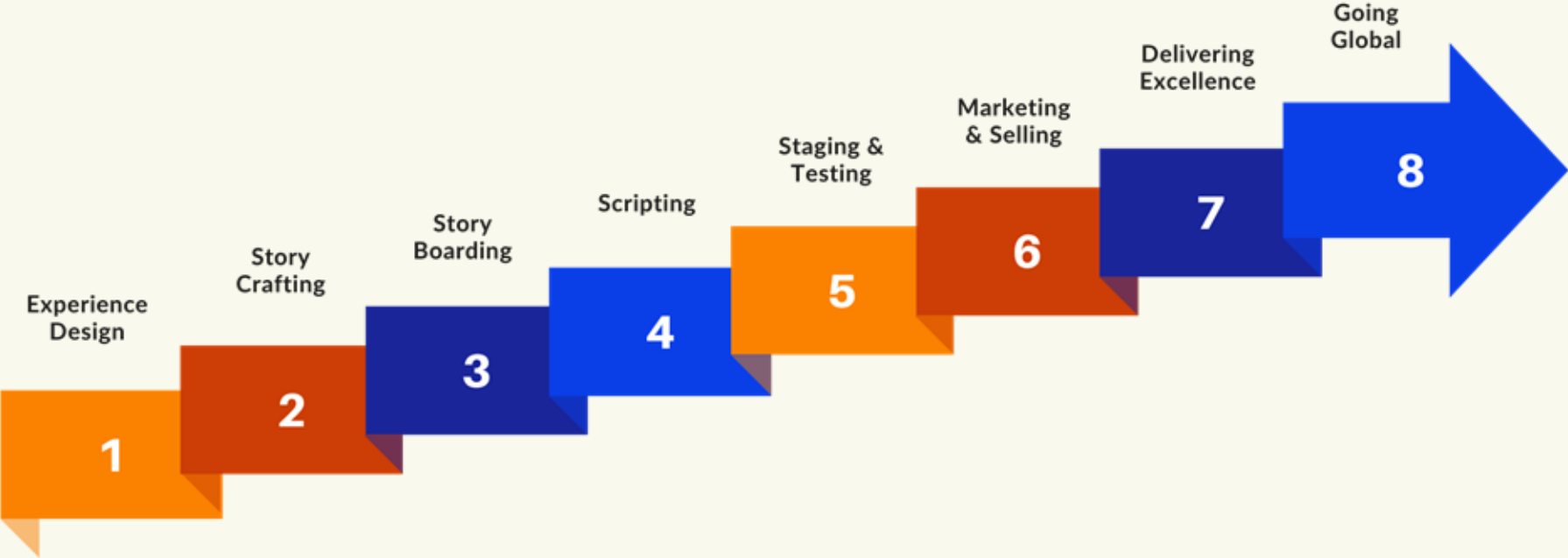
UTAH PRODUCT DEVELOPMENT

- Eight-Step Product Development Process
- Materials From Veneto Collaboratories
- Phase 1 - Creation of 12 New Point-of-Sales Experiences
- Regional Approach Beginning in Sevier, Iron, & Kane Counties
- Build Internal Capacity Through Licensing Opportunities

October 2025 - May 2026

Product Development Process

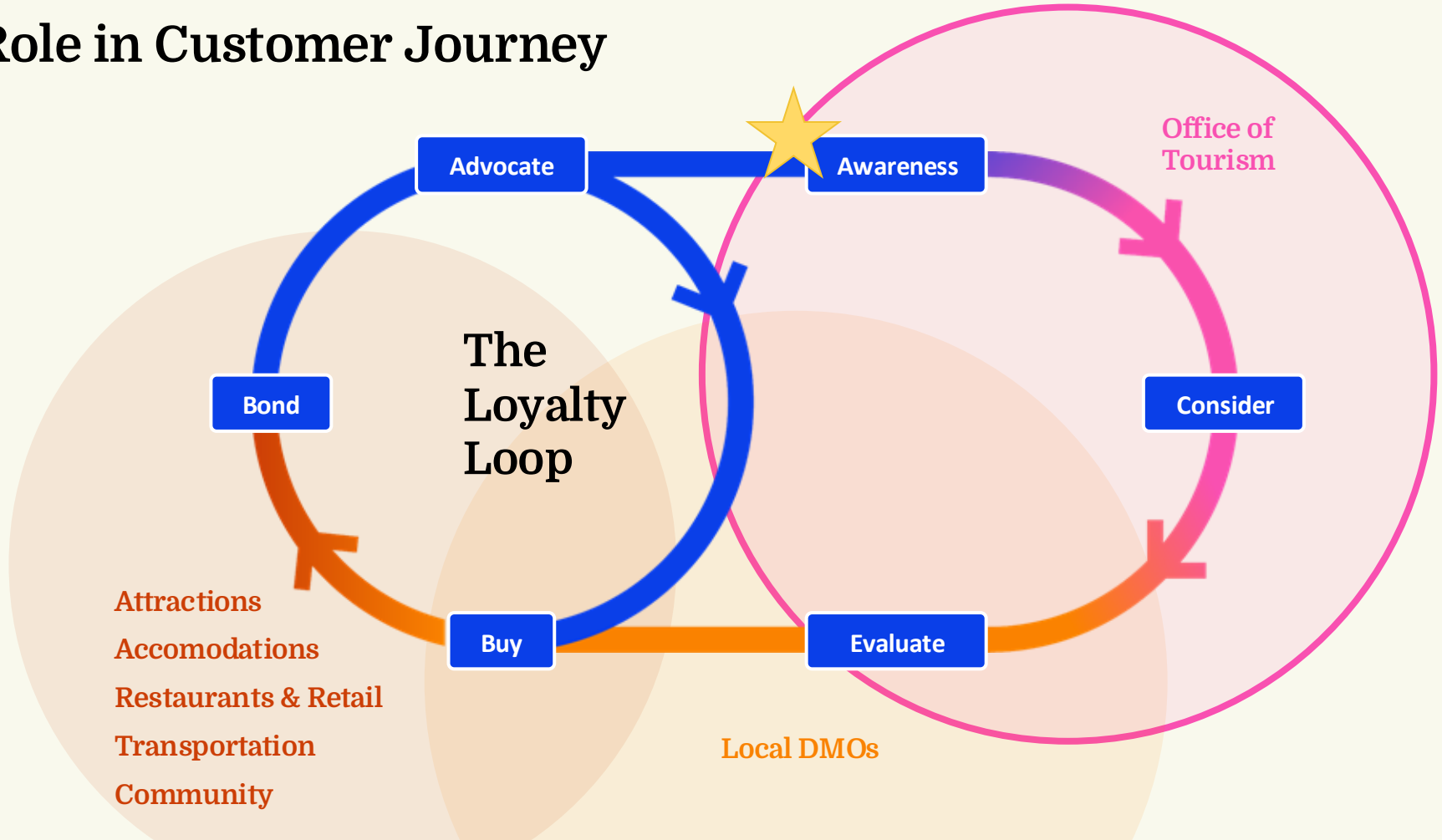
Featuring Veneto's Design Studio Process™



A long-exposure photograph of a night sky featuring the Milky Way galaxy. The galaxy's core is visible as a bright, yellowish-white band of stars and dust, stretching diagonally across the frame. The surrounding sky is filled with numerous individual stars of varying magnitudes. In the foreground, dark, jagged rock formations are silhouetted against the lower edge of the sky. The overall color palette is dominated by deep blues, greens, and whites from the stars, with the dark tones of the rocks providing a stark contrast.

Marketing & Communications

Role in Customer Journey



Audiences



ADVENTURERS

Interested in traveling and adventuring, specifically within the types of hobbies and activities that Utah has to offer.



FAMILIES

Prioritize planning travel around their families, and what they can do to make memories with their children.



SKIERS

Travel is based around skiing and boarding, and they take multiple trips throughout the year.



VENTURISTAS

Interested in pairing outdoor experiences, that can be shared digitally, with a destinations culinary and urban offerings.

Core Advertising Campaigns



Parks & Beyond



Ski & Winter



Urban & Outdoors

A Campaign United

SMARI Insight: 62% of ad-aware travelers recalled seeing multiple campaigns

These brands
will still exist



These campaigns
will still exist

PARKS & BEYOND

URBAN & OUTDOORS

SKI & WINTER

They will all be brought together to work
in a united, statewide approach



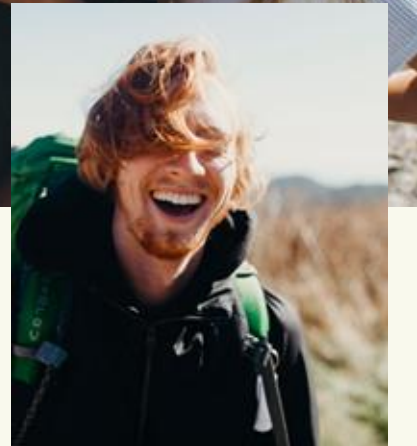
What does it *mean* to be a
Utah Person

There isn't just one type – we come from all backgrounds and places—united by a love for the outdoors, community, and a little good-natured fun.

So, if you chase powder, crave canyons, and believe the best amenity is no cell service... you just might be one of us.

The ones who light up at red rock, get giddy over snow totals, and wake early for every sunrise.

**A little different? Maybe.
But you'll fit right in.**



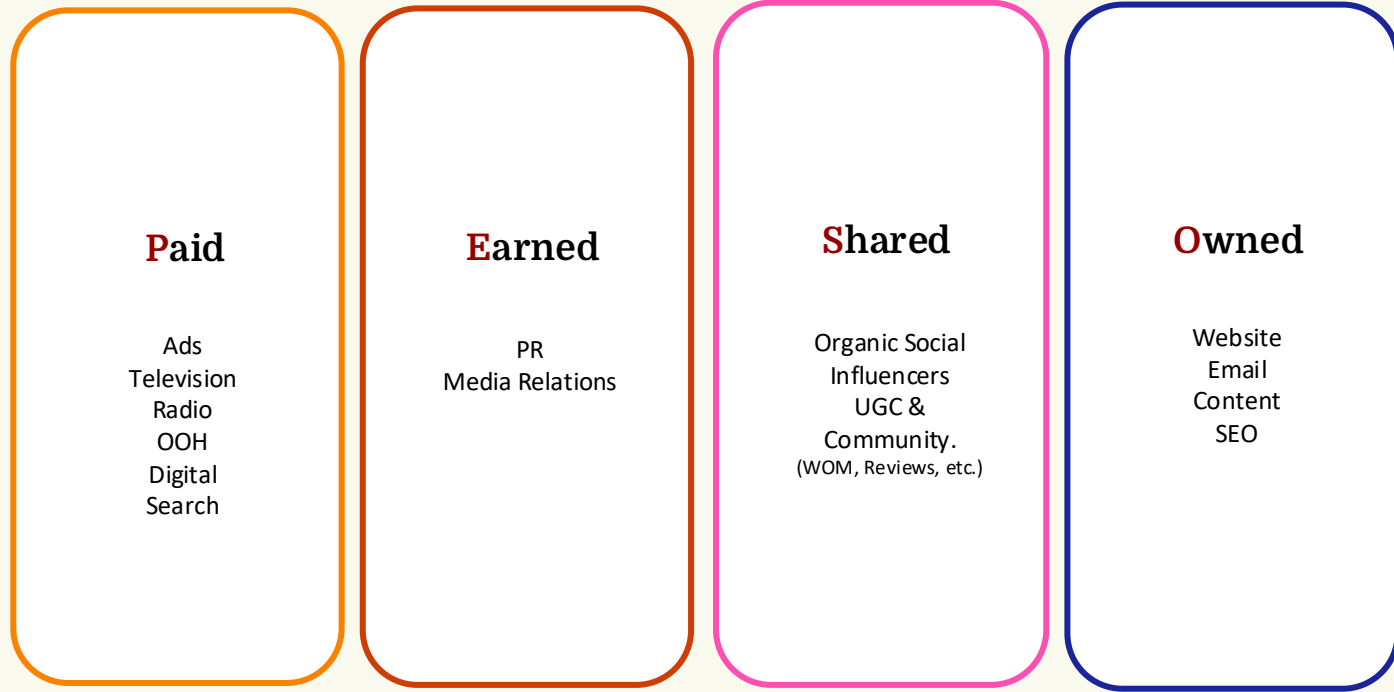
New Creative - :15 Spot | Family



New Creative - :15 Spot | Venturista

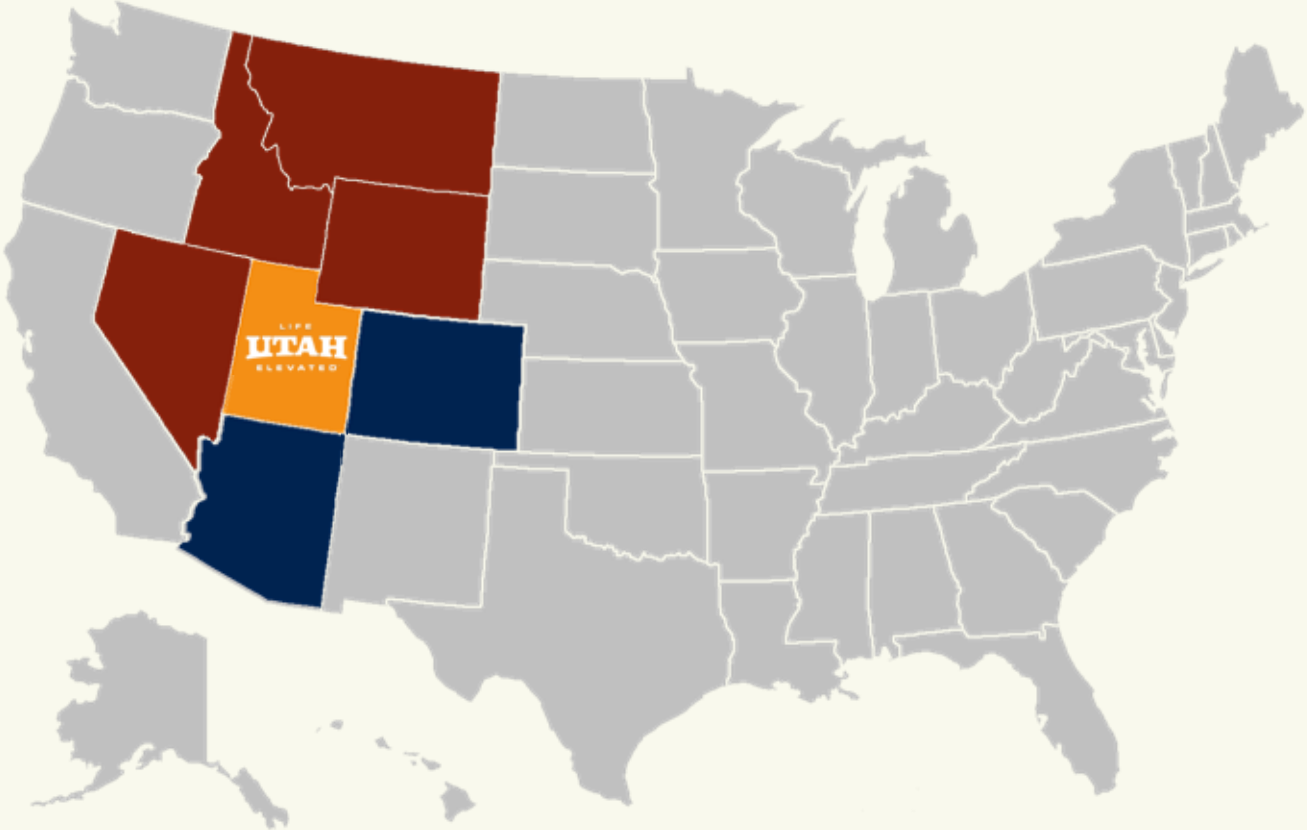


4 Types of Media



Engagement 

Competitive Set



Join Our Growing Community

LIFE UTAH ELEVATED

Utah travel ideas straight to your inbox.

* indicates required

First Name * Last Name

Zip Code * Email Address *

When do you plan to visit?

Feedback

Personalize Your Content

- National Parks
- Ski and Snowboard
- Outdoor Adventures
- Food and Nightlife
- Arts and Entertainment
- History and Culture

SUBSCRIBE →



SUBSCRIBE



Follow Us @visitutah



Utah Film Commission



Virginia Pearce
Director



Derek Mellus
Production Manager



Carli Mahas
Production Coordinator



Melissa Jackson
*Senior Manager of Operations &
Workforce Development*



Christina Martin
Marketing & Communications Manager



\$600
Million
Per Year

Film Tourism

39% of visitors said a film or television show influenced their decision to come to Utah.

32
Markers

Utah Film Trail

A series of physical markers around the state in 19 counties



Plot a Cinematic Road-Trip to Visit the Locations Where Your Favorite Movies Filmed

Film Itineraries



6 DAYS

Thelma & Louise: A Tribute Road Trip Through the Classic Film's Utah Settings

Perfect for fans of the beloved film "Thelma & Louise," tour the exact places where the movie was shot, and make some memories of your own exploring the beauty of this exquisite desert.



3 DAYS

Filmed in Utah: Explore the Settings of Sundance Movies

It's a film buff's dream — a three-day northern Utah road trip through the mountains, desert flats and cityscapes featured in Sundance standouts such as "Brigsby Bear," "SLC Punk!," "Nine Days," "Hereditary" and "Frozen."



4 DAYS

Robert Redford's Sundance Scenes

Journey through some of Utah's most striking mountain and desert filming locations to experience the awe of the all-American frontier immortalized in Robert Redford's "Butch Cassidy and the Sundance Kid," "Jeremiah Johnson," and "The Electric Horseman."



4 DAYS

See Where High School Musical Was Born

Walk through the halls of the real-life East High and immerse yourself in the vibrant cultural and rocky mountain landscapes where Disney's "High School Musical" and "High School Musical: The Musical" series were filmed.

Film itineraries available on [visitutah.com/film](https://www.visitutah.com/film)



Global Markets

Meet the Team



Rachel Bremer

Global Markets Director

rbremer@utah.gov



Emma Kwanin

Global Markets Manager

ekwanin@utah.gov



Tera Atwood

Global Markets Manager

tatwood@utah.gov



Ben Mangelsdorf

Global Content & Tour Specialist

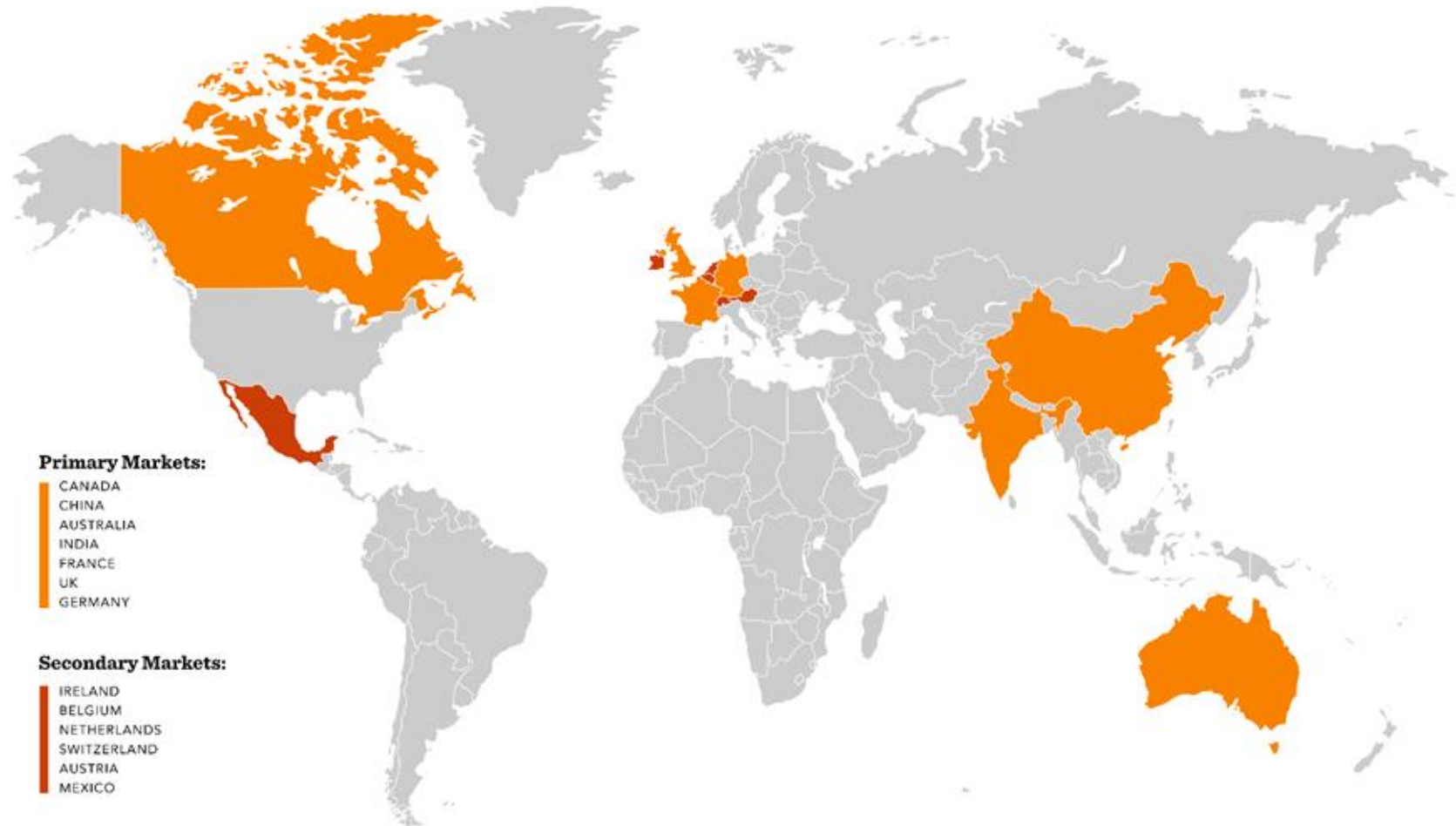
bmangelsdorf@utah.gov



Liz Wilson Peck

Global Markets Coordinator

lizawilson@utah.gov





LIFE
UTAH
ELEVATED™

camillej@utah.gov



Governor's Office of
Economic Opportunity