

News Release
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Utah Office of Tourism Publishes New Travel Guide

New Features Designed to Complement Online Efforts

Salt Lake City – The new 2012 Utah Life Elevated® Travel Guide is available for travelers to plan their Utah vacations. The Utah Office of Tourism’s publication contains 80 pages of full-color photography, scenic parks, activities and events, a pull-out map with transportation information, as well as three “Elevated Experiences” inserts that contain regional travel ideas for Northern, Central, and Southern Utah. The guide includes a welcome from Governor Gary R. Herbert.

“The design of the new Utah Travel Guide unites the look and feel of the state’s flagship publication to the Utah Office of Tourism’s new website VisitUtah.com,” says Leigh von der Esch, managing director of the Utah Office of Tourism, an agency of the Governor’s Office of Economic Development (GOED). “Having the guide and website complement each other in both look and content, and the addition of the regional companion pieces, has allowed us to bring the photography to the forefront in this edition. In our experience, it is the indelible images of the places and people of Utah that best stimulate the imagination of potential visitors.”

Four different cover images were printed, each highlighting a different experience available in the state, including hiking, canyoneering, mountain biking, and skiing. One cover illustrates the diversity of Utah’s landscapes with scenic Grand Staircase-Escalante National Monument’s red rock set against the lush alpine of the Wasatch Mountains. Another edition features the Salt Lake City skyline, contrasted with an overlook at Snow Canyon State Park, showing Utah’s economic vibrancy and the open spaces that attract an engaged workforce.

A section highlighting Utah’s economic vitality of the state is included. “This guide showcases our natural assets,” says GOED executive director Spencer Eccles. “Utah’s natural beauty, the people and culture, and our world-class winter and summer activities are integral to retaining, growing and attracting business.”

Features of the new Utah Travel Guide:

- Utah’s Scenic Parks and Public Lands
- Olympic venues
- Ski and other Winter Activities
- Water Sports
- Hiking and Climbing
- Biking
- Wildlife Adventures
- Off-road Adventures

- Utah Golf
- Accessibility Information
- Guides and Outfitters
- Arts, History, Culture, and Events

Each section directs the traveler to explore the office's website VisitUtah.com for more information, including comprehensive accommodations, guides and outfitters, campgrounds listings, and more.

The 2012 Utah Life Elevated® Travel Guide was designed by Salt Lake City graphic artist Larry Clarkson, who has worked on travel guides for the state for more than 20 years, in conjunction with UOT staff. Hudson Printing of Salt Lake City printed 75,000 copies of both the guide, and the regional Elevated Experiences inserts. Copies are being distributed to tourism offices and welcome centers around the state.

To request a complimentary copy, contact the Utah Office of Tourism at Council Hall, 300 N. State, Salt Lake City, Utah, 84114, (801) 538-1900, (800) 200-1160. The guide is also available online at www.visitutah.com.

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