



GARFIELD
COUNTY
2015
YEAR IN
REVIEW





Dear Friends of Tourism,

Thank you for helping Garfield County succeed in 2015! It was an exciting and rewarding year to be involved in the tourism industry. Now, more than ever before, we are bringing in visitors from all over the world to experience the unique lifestyle that we enjoy each day.

2015 concludes another record-breaking year in Garfield County with Transient Room Tax collection pacing to be up more than 12 percent from 2014. In addition, visitation to each of our county assets has increased this year and tourism-related tax revenue has also seen a boost.

One major goal for our tourism office in 2015 has been to raise awareness for visitors to TAKE YOUR TIME. We launched this award-winning campaign last year, and it continues to pick up steam. We were honored to have the Utah Tourism Industry Association and the Utah Office of Tourism award us with the "Best Ad Campaign" for 2015.

We also had the awesome privilege of hosting the Utah Tourism Conference in October with the Utah Office of Tourism and Utah Tourism Industry Association. Many of Utah's elected officials joined tourism representatives from across the state to partake in the great speakers, workshops, camaraderie, and, of course, our breathtaking scenic adventures. Thank you to the amazing partners that helped make it one of the most successful state tourism conferences ever.

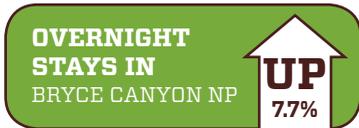
For the first time in 2015, we allocated money for marketing to potential visitors living along the Wasatch Front. We have always been a top international destination but thought it would also be advantageous to entice folks from our own great state to see what's in their backyard. Our initial findings on this have been very encouraging, and we will continue to invest resources for our in-state marketing programs.

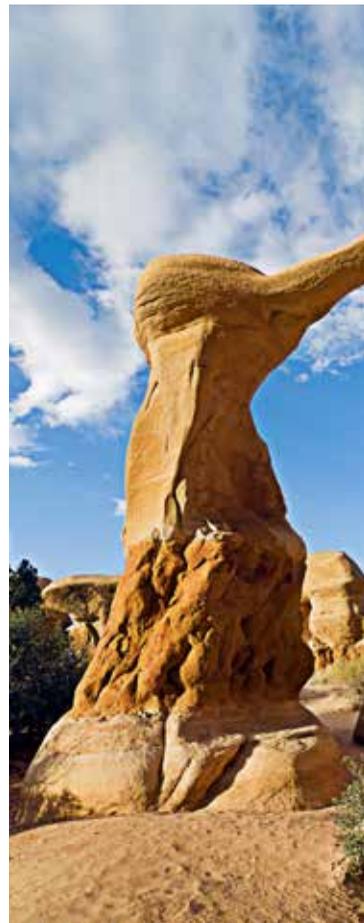
I am so fortunate to have such a great Tourism Advisory Board and hard-working commissioners who see the economic value of the tourism industry as they continue to support the continued efforts of tourism in Garfield County.

Again, thank you!

Falyn Owens

Falyn Owens





2015 UTAH TOURISM CONFERENCE

There's no better place for Utah to talk about tourism than on the doorstep of one of our state's acclaimed national parks. So it's only fitting that Garfield County welcomed more than 330 tourism professionals, elected officials and decision makers to Bryce Canyon City in October for the 2015 Utah Tourism Conference.



Organized by the Utah Office of Tourism and the Utah Tourism Industry Association, the three-day conference focuses on networking, social media skills, reputation management and best practices in destination marketing.



The Bryce Canyon location was so desirable that for the **first time in its history**, the conference **sold out** before it started and on-site registration was not available. As the host location, Garfield County treated guests to a **one-of-a-kind opening reception** on private property owned by Ruby's Inn that provided stunning sunset views of Bryce Canyon, the Escalante Mountains and Powell Point.





During the opening reception, Utah Governor Gary Herbert challenged the tourism industry to increase state and local tax revenues generated from tourism to \$1.2 billion by 2020, up from \$1.07 billion today.

**“WOW, WHAT A GREAT
CONFERENCE!”**

-UTIA Director Nan Anderson



Conference attendees listened intently to the kick-off speech from speed skater and Olympic Medalist Derek Parra. Parra told the crowd how he overcame many challenges before winning the gold medal during the 2002 Winter Olympics in Salt Lake City.



Did you know?

China is now second only to Canada in international visitation to Utah. During his remarks at the tourism conference, Governor Herbert predicted that next year will be the “year of the Chinese tourist” in Utah because of China’s travel-eager middle class.





Utah Tourism Conference Attendees were encouraged to explore Bryce Canyon Country and tag their photos with **#ihikedthehoodoos** as part of a photo contest organized by Garfield County. Daily winners received “I Hiked The Hoodoos!” medallions and other great prizes.

Local businesses provided discounts and deal packages that were included in the welcome kit. It definitely furthered the “Take Your Time” campaign by giving the conference goers an extra incentive to explore more of Bryce Canyon Country.

2015 UTAH TOURISM CONFERENCE PHOTO CONTEST

BRYCE CANYON IS MEANT TO BE EXPLORED... AND PHOTOGRAPHED!

Show your friends back home all the fun you're having—and win some great prizes. To enter, simply share your photos on Facebook, Instagram or Twitter with the hashtag **#ihikedthehoodoos** and **#utahbrycecanyon**.

GUARANTEED PRIZE: Any hiking photos tagged with **#ihikedthehoodoos** wins a commemorative “I Hiked The Hoodoos!” medallion.

This year you are automatically entered to win other prizes courtesy of Bryce Canyon

TAKE YOUR TIME

EXPLORE GARFIELD COUNTY

Enjoy these **EXCLUSIVE OFFERS** for tourism conference attendees.

Cowboy Buffet & Steak Room
10% OFF your meal
BRYCE CANYON CITY • 435-834-8342

Rising DT Trail Co.
2 for 1 Horseback Trail Ride (2 h)
ESCALANTE • 435-676-8048

Adobe Sands Motel
50% OFF walk-in rate, stay two nights
PANDUITCH • 435-876-8048

Llamasboot
FREE interactive llama-packing session
BOULDER • 435-690-8110

DINE AROUND

LOCAL BRYCE CANYON COUNTRY

Enjoy these **local favorites** just minutes away from Ruby's Inn!

Cowboy Buffet & Steak Room — 0.0 miles
28 South Main Street
Bryce Canyon, UT 84784
(435) 834-8342

Shmeger's Barn & Grill 0.5 miles
110 Center St
Bryce Canyon, UT 84784
(435) 834-8341

Cowboy Ranch Home 1.0 miles
12500 E. Highway 12
Bryce, Utah 84784
(435)-834-8381

Bryce Canyon Lodge 4.0 miles
UT-63, Bryce
UT 84784
(435) 834-8700

The Pines 6.3 miles
Highway 12 mile marker 10
Bryce, UT 84784
(800) 885-7923

Stone Hearth Grill 10.6 miles
1380 W Stone Canyon Ln
Tropic, UT 84778
(435) 679-8823

THANK YOU!

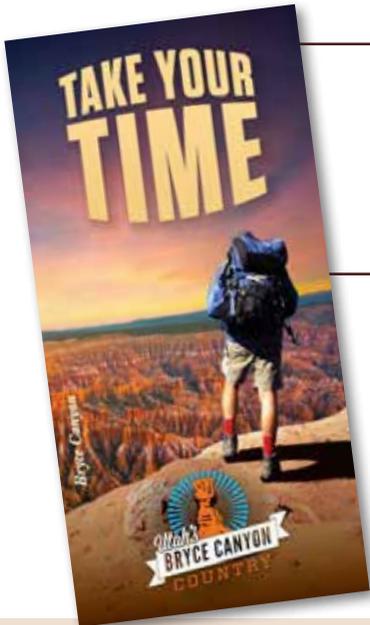
Thank you to the Bryce Canyon Natural History Association for the special gift—a petrified beehive—given to Governor Herbert and also the in-room gifts for the conference attendees.

And thank you to Bryce Canyon National Park for providing activities for conference attendees, including the exclusive stargazing opportunity with the Dark Rangers. The successful conference would not have happened without the heroic efforts of Canyon Trail Rides, the Garfield County Commission, Ruby's Inn, and Bryce Canyon City.

New for 2015, Garfield County launched an in-state advertising campaign to encourage Utahns to visit Bryce Canyon Country. With 85 percent—more than two million residents—of Utah's population living along the Wasatch Front, advertising to our fellow Beehive State residents is proving to be a smart move for two reasons:

1 First, Utahns are more likely to venture off the beaten path, visit small towns and explore more of our expansive county.

2 Second, the advertising sees more immediate results, especially during slower times of the year—because Utah residents can easily drive to Bryce Canyon Country for a weekend visit without much planning.



In-State Marketing Campaign:

- KSL.com Ads and Banners
- Pandora Campaign in SLC and Utah Counties
- Online Banners on Utah.com
- Search Engine Marketing
- Online Retargeting



In addition to Garfield County's independent in-state buys, the county also teamed up with the Utah Office of Tourism for additional in-state outreach through the state's **"Explore Your Own Backyard"** campaign, which included:

- Radio Spots
- Deseret News Brandview
- Custom Email Distribution
- Utah.com Retargeting
- Ads on KSL.com
- Ads on Utah.com

WEB RESULTS

KSL.COM

Total Impressions15,670,113
Total Clicks12,210

PANDORA

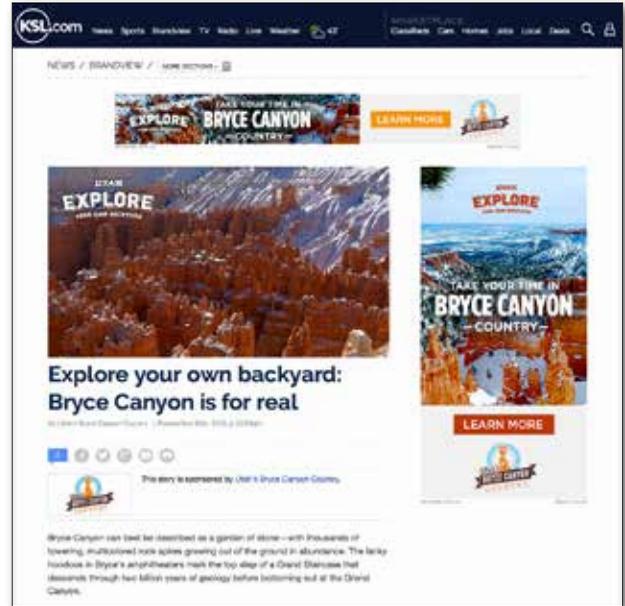
Total Impressions1,985,684
Total Clicks7,581

UTAH.COM

Total Impressions2,291,959
Total Clicks7,487
Garfield Video Views68,880

SEARCH ENGINE MARKETING (SEM)

Total Impressions2,327,706
Total Clicks17,788



WHAT IS SEM?

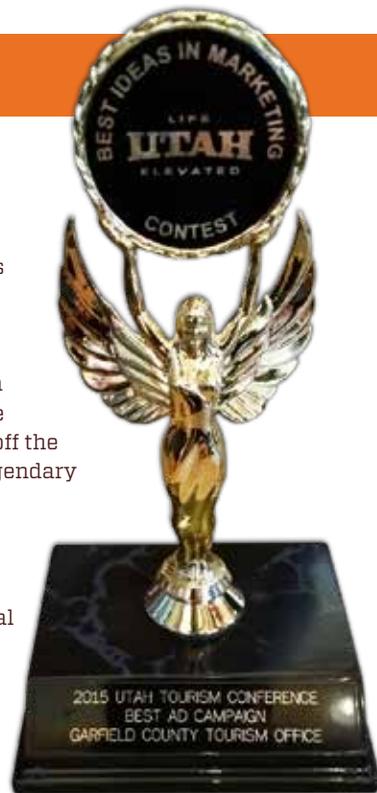
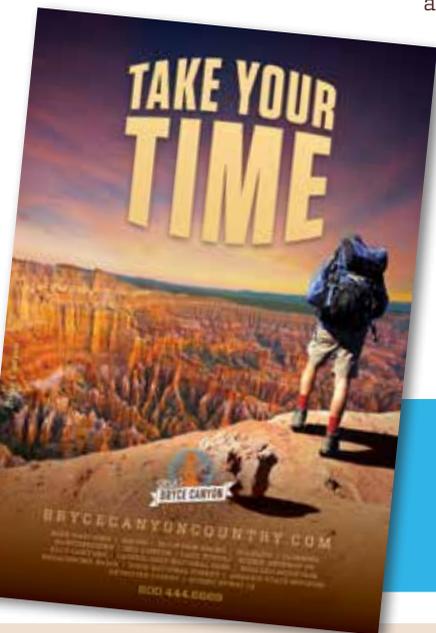
Search Engine Marketing is a form of Internet marketing that involves the promotion of BryceCanyonCountry.com by increasing its visibility in search engine results pages.

Garfield County Wins “Best Ad Campaign”

The Utah Tourism Industry Association and the Utah Office of Tourism presented Garfield County with an award for the Best Ad Campaign for 2015 for our **“TAKE YOUR TIME”** campaign. The prestigious “Best Ideas in Marketing” contest celebrates the industry’s most creative, effective and best ideas in advertising and marketing promotion.

Garfield County’s wide-ranging “Take Your Time” advertising campaign promotes all of “Bryce Canyon Country” as a secluded land of adventure and also highlights why visitors should step off the beaten path to experience more of the legendary landscape—not just the top destinations.

The advertising initiative includes new television/web commercials, billboards, search engine marketing, online behavioral retargeting, print advertisements, social media promotions, public relations outreach, email newsletters, trade-show videos and Pandora Internet Radio.



100% Funded Cooperative Grant

The Utah Office of Tourism awarded Garfield County with a 100 percent cooperative marketing grant for 2015. This is a dollar-for-dollar match to go toward out-of-state advertising. The total cooperative marketing fund for 2015 was nearly **\$280,000**.

The “Take Your Time” initiative debuted three new TV commercials in 2015. The cinema-quality commercials feature scenic highlights from all corners of Bryce Canyon Country. Two of the commercials have scripts based on Rudyard Kipling’s 1898 poem, “The Explorer,” and encourage visitors to take their time in Bryce Canyon Country.

The commercials are already airing in Utah and will be distributed more widely in 2016 on broadcast mediums both regionally and nationally. In addition, the commercials will be featured in digital marketing campaigns and on social media through YouTube, Pandora, Facebook, Utah.com, GoUtah.com and GoArizona.com.

TV COMMERCIAL SCRIPT

Based on Rudyard Kipling’s 1898 poem, “The Explorer”

Something hidden. Go and find it.
Something lost behind the Ranges.
Lost and waiting for you. Go!
I remember lighting fires;
I remember sitting by them;
I remember seeing faces,
hearing voices while I climb.
Very full of dreams that desert:
but my two legs took me through it.
Something lost behind the Ranges.
Now, go! And **TAKE YOUR TIME.**

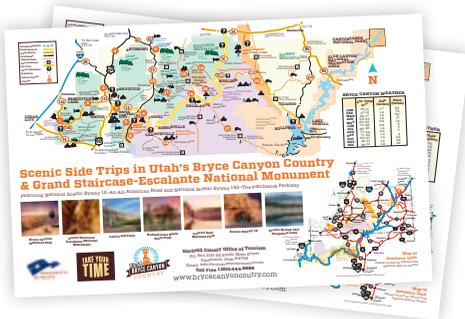


MARKETING MATERIALS

The **“TAKE YOUR TIME”** campaign features a new website, travel guide, accommodations guide, media kit and updated maps that use the “Take Your time” messaging. The collateral material provides visitors with all the information and motivation they need to plan a few extra days in Garfield County and enjoy all of the area’s stunning attractions.



• Travel Guide



• Side Trip Pads



• Media Kit Folder

TOP 5 STATES REQUESTING TRAVEL GUIDES

1. California1,382
2. Pennsylvania 703
3. Washington.....687
4. Texas 657
5. Florida.....654

**MORE THAN
20,000**
TRAVEL GUIDES DISTRIBUTED

As the Garfield County Tourism Office worked to implement the campaign throughout Utah, Southern California, Las Vegas and portions of Canada, we experienced an increase in quality traffic to our website that could be directly attributed to click-throughs from our “Take Your Time” online advertisements and Internet radio commercials.

194,442

WEBSITE VISITORS

TOP 10 NATIONS

- | | |
|----------------------|------------------------|
| 1. US143,956 | 6. Thailand.....1,944 |
| 2. Canada.....17,293 | 7. Russia.....1,873 |
| 3. UK.....3,606 | 8. Netherlands...1,255 |
| 4. Germany.....2,483 | 9. Australia.....1,064 |
| 5. France.....2,441 | 10. Italy.....1003 |



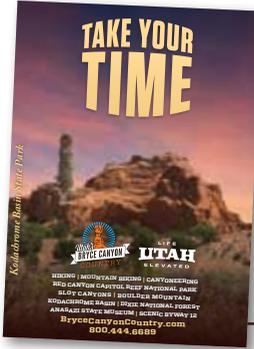
The success of the “Take Your Time” campaign can be partially measured by the increase of tourism in rural communities throughout Garfield County. For example, Resort Community Tax revenues are up dramatically in the following communities:

PANGUITCH
Resort Community
Sales Tax Revenue **UP**
8%

ESCALANTE
Resort Community
Sales Tax Revenue **UP**
22.9%

BRYCE CANYON
Resort Community
Sales Tax Revenue **UP**
6.5%

TROPIC
Resort Community
Sales Tax Revenue **UP**
30.1%



Print Ads

- Sunset Magazine
- AAA Western Magazine Network
- LVRJ Print and Online
- Grand Circle Travel
- Good Sam Savings Guide
- Outdoor Utah Adventure Journal
- Deseret News National Edition

Online Marketing

- Continued website updates and additions
- Blogging
- Social Media
- Search Engine Marketing
- International Tour Operator Newsletter
- Travel Guides



Pandora

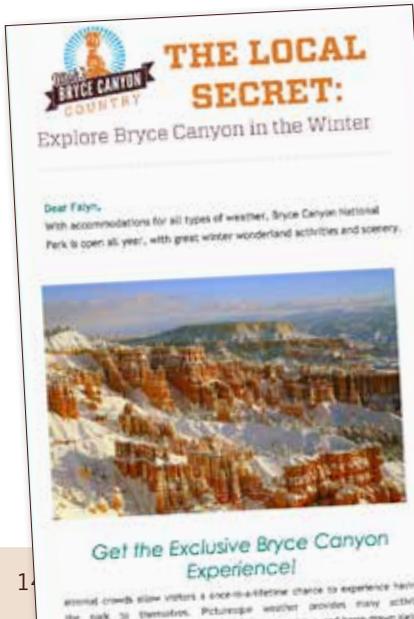
As a free and personalized radio service, Pandora is becoming the most popular method for people to listen to music. In 2015, the Garfield County Tourism office advertised on Pandora in Utah, California, and Nevada using banner ads and thirty-second spots. Among the three states, Pandora impressions reached more than 6 million.

Newsletters

Garfield County sent 5,596 newsletters to 700 international tourism professionals.

Consumer Shows Attended

- Prestige TravelFair - Las Vegas, NV
- International Sportsmen's Expos - Denver, CO
- Houston Travel Expo - Houston, TX
- Washington Sportsman Show - Puyallup, WA
- LA Travel & Adventure - Long Beach, CA
- Outdoor Adventure & Travel - London, UK
- The Big Outdoors Expo - Provo, UT
- San Antonio Home & Garden - San Antonio, TX



Trade Show Videos

In 2015, the Garfield County Tourism Office created three new YouTube videos highlighting the many attractions that Bryce Canyon National Park has to offer. Combined, these trade show videos have reached about 1,500 people throughout the year.



In The News

The "In The News" page on the website is new for 2015. This section keeps visitors up to date on the great things the world is saying about Bryce Canyon Country.

www.brycecanyoncountry.com/in-the-news/

Facebook Ads

Also, new for 2015, Garfield County used strategic Facebook ads to increase exposure on social media. Through October of this year, these ads have reached more than 119,000 unique users.



UTAH'S "MIGHTY 5"



In 2015, Garfield County continued to benefit from Utah's award-winning "Mighty 5" marketing campaign, which promotes travel to Utah's five national parks.

Based on research that Utah's national parks are the reason why many visitors come to Utah, the "Mighty 5" initiative portrays activities at Arches, Bryce Canyon, Canyonlands, Capitol Reef and Zion.

For 2016, the Utah Office of Tourism will unveil a new version of the "Mighty 5" campaign, called "Road to Mighty," that will focus on rural tourism and accessing Utah's national parks through epic road trips across Utah.

BY THE NUMBERS

ARCHES

2014	1,284,767
YTD	1,311,321
INCREASE	8.3%*

BRYCE CANYON

2014	1,435,741
YTD	1,509,696
INCREASE	22.7%*

CANYONLANDS

2014	542,431
YTD	614,179
INCREASE	21.2%*

CAPITOL REEF

2014	786,514
YTD	896,737
INCREASE	19.7%*

ZION

2014	3,211,596
YTD	3,370,952
INCREASE	15.5%*

*From same time last year



Did You Know?

International visitors stay longer and spend more money.

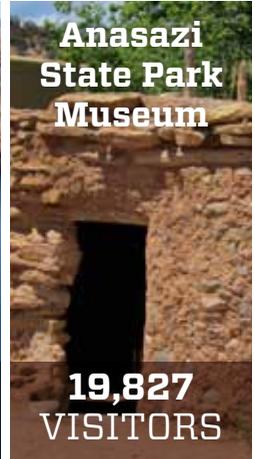
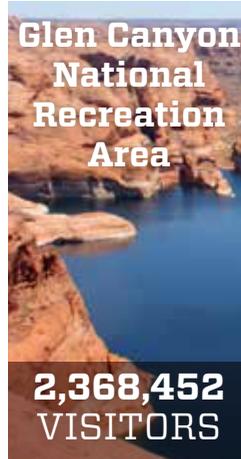
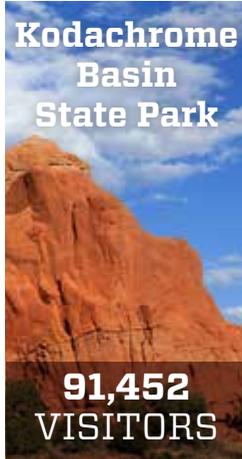
BEYOND THE MIGHTY FIVE

Visitation Increases at Garfield County's Other Wilderness Areas

The increase in tourism in Garfield County is not isolated to just the main attractions or national parks. The county's state parks and other wilderness areas are also welcoming more visitors. In fact, the Grand Staircase-Escalante National Monument reports visitation is at an all-time high.

Bryce Canyon is just the beginning of the family-friendly and adventurous attractions in Garfield County. The area is also home to the Grand Staircase's layered plateaus and the tall chimney rocks of Kodachrome Basin State Park.

The Dixie National Forest covers four geographical areas and elevation zones. The Escalante Petrified Forest provides an up-close experience with thousands of pieces of petrified wood, calcified fossils and dinosaur bones. Also, Panguitch Lake is known for having some of the largest rainbow trout in Utah.

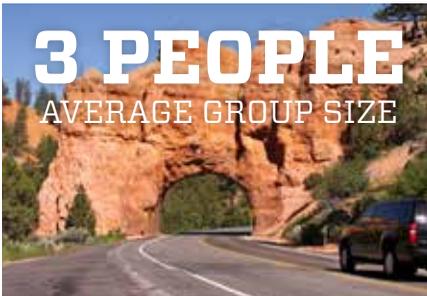




Scenic Byway 12 travels 124 miles through stunning canyons and ruggedly beautiful landscapes, offering a unique roadway destination with easy access to numerous state and national parks. Its full name, “Highway 12 — A Journey Through Time Scenic Byway,” perfectly describes this one-of-a-kind experience which brings in thousands of tourists each year. Motorists enjoy the striking scenery while driving through the geologic wonders unique to Garfield County.

In 2015, some significant edits were made to enhance the layout and content of the Scenic Byway 12 brochure. More than 200,000 guides were printed and made available to area businesses, visitor centers, and on the Scenic Byway 12 website.

Looking forward to next year, the county has set aside a 2016 budget dedicated to a campaign specifically for Scenic Byway 12. We are looking forward to the benefits these plans will bring to our community.



AIRPORT FLY-IN

Bryce Canyon's picturesque airport opened its doors Saturday, August 29, for a day of history, learning and fun at the second annual Fly-In and Airport Appreciation Day.

Built in 1934, the Bryce Canyon Airport's rustic ponderosa pine logs and gabled roof have made it an iconic fixture of the area's landscape and earned the airport a spot on the National Register of Historic Places.

A new attraction this year was the addition of three restored warplanes that joined the other aircraft landing at the airport. The celebrated warplanes complemented the airport's own unique history. Another new addition this year was a free barbecue lunch of hamburgers and hot dogs for the 500 attendees of the Airport Appreciation Day Open House.

Activities at the event included prize drawings, giveaways and an antique car show with awards given to the best car from three divisions (classic to 1960, 1961 to 1990, and 1991 to modern). Local boy scouts were also able to earn their aviation merit badge from the airport's ground-school pilot.

Provo's Daily Herald newspaper attended the fly-in and printed a glowing review of the event. The reporter highlighted the classic car show and hours of fun spent watching the planes fly over and land at the historic airport.

"If you haven't had the chance to visit Bryce Canyon and the historic airport, I encourage you to make the drive." -Daily Herald



In 2015 we saw an addition of new adventures, restaurants and attractions for visitors of Bryce Canyon Country to enjoy. Highlights include:

Water Rentals Escalante Boards and Boats now offers paddle boards in addition to kayak rentals for exploring the beautiful Wide Hollow reservoir.

Paddle Boarding Ticaboo Resort has added paddle boarding and increased rental options for visitors to experience the best of Lake Powell.

Shuttle Service High Adventure Rentals now offers unique access to unmatched scenic views around the Grand Staircase-Escalante National Monument.

Geocaching The state of Utah launched a geocaching program which allows scavenger hunters to find hidden treasure while exploring Bryce Canyon Country.

Multi-Use Pathway The new, multi-use path connects nearly two-dozen miles of bike and walking paths stretching from Bryce Canyon to Red Canyon on Scenic Byway 12.

Winter Lodging For the first time in its history, The Lodge at Bryce Canyon is remaining open throughout the winter months.

Tandoori Taqueria A new and unique restaurant offers a blend of Indian delicacies served traditionally over rice or in a taco made from Naan oven-baked bread.

Showhouse Reopening The historic Escalante showhouse has been restored and reopened as a dinner theater to provide fun, food, and entertainment for locals and tourists.

The Original Kenny Rays With a delicious selection of fresh Utah trout, this new restaurant is a must for food-loving visitors. The menu is quickly becoming a local favorite.



COOPERATIVE MARKETING PROGRAM

In only its second year, Garfield County's Cooperative Marketing Program awarded \$62,500 to nearly a dozen entities in 2015. The money helped expand their out-of-area advertising campaigns or to pay for tourism-enhancement projects within the county.

The new program is designed to support non-profit organizations and municipalities throughout Garfield County, improve local economies and increase visitation during the off-season and shoulder-seasons. In order to be awarded funds through the cooperative program, applicants were required to provide 35 percent of their project's cost.



ENTITY	PROJECT	AWARDED
Escalante City	Rebuild City Website	\$4,875.00
Tropic Town	Tourism Marketing Feasibility Study	\$3,900.00
Escalante Canyons Art Festival	Event Marketing	\$11,131.25
Tropic Town	Tourism Informational Kiosks	\$3,185.00
Panguitch City	City Signage and Information Project	\$16,014.87
Escalante Chamber	Website Enhancement and Optimization	\$4,642.00
Panguitch Quilt Walk	Quilt Retreat Advertising	\$3,646.44
Bryce Canyon Half Marathon	Marketing of BCHM Event	\$2,012.40
Panguitch Main Street	Marketing of Main Street Events	\$5,525.00
Bryce Valley Business Assoc.	32-Page Brochure	\$6,500.00
Utah Pioneer Heritage Arts	Panguitch Lake Legacy Project	\$1,090.00
TOTAL		\$62,521.96

EVENT FUNDING PROGRAM

In addition to the marketing program, Garfield County granted another \$43,500 to community events through the Event Funding Program. Most of the 16 selected events received the maximum amount of \$3,000, which can be used toward promotional expenses or hard costs associated with putting on an event.

The program is a way for the county to provide financial backing and recognize important community events that boost local businesses and draw positive attention to the county's numerous tourism attractions. Both the Cooperative Marketing and Event Funding programs utilize income generated by the county's Transient Room Tax—which is paid by visitors staying in area hotels, RV parks and campgrounds.



EVENT	AWARDED
Bryce ATV/UTV Rally	\$3,000
Bryce Canyon Astronomy Festival	\$3,000
Bryce Canyon Fly-In	\$3,000
Bryce Canyon Half Marathon	\$3,000
Bryce Canyon Music Camp	\$3,000
Boulder Arts Council	\$1,000
Boulder Heritage Festival	\$3,000
Color Me Fun Run	\$2,000
Escalante Canyons Art Festival	\$3,000
Escalante Canyons Marathon	\$3,000
Escalante Heritage Center	\$1,500
National Senior Pro Rodeo	\$3,000
Pacific Southwest Regional	\$3,000
Panguitch Lake Legacy Project	\$3,000
Panguitch Valley Balloon Rally	\$3,000
Quilt Walk Festival	\$3,000
TOTAL \$43,500	

787,800
PEOPLE REACHED

24,900
INTERACTIONS

22,900
UNIQUE USERS



Facebook

12,500 likes

160% INCREASE from last year



Twitter

580 followers

50% INCREASE from last year

Follower demographics:

Male: 60% Female: 40%



Instagram

230 followers

90% INCREASE from last year



TOP COUNTRIES

United States.....	294,100
Canada.....	26,100
France.....	12,500
Germany.....	8,600
Italy.....	7,800



TOP CITIES

Los Angeles, CA.....	33,800
Las Vegas, NV.....	31,700
San Diego, CA.....	11,500
Bakersfield, CA.....	11,000
Riverside, CA.....	5,700



INTERNATIONAL OUTREACH

The Garfield County Tourism Office is consistently working hard to expand outreach in the international market. In 2015, Garfield County participated in numerous trade shows and sales missions all over the world, in addition to meeting with more than 300 tour operators.

Bill Scoffield, an experienced international travel expert, represented Garfield County throughout the globe. We can see the benefits of these efforts as the number of international website visitors continues to rise, currently making up 23.4% of our total website visitors.

Trade Shows Attended

- National Tour Association
- Go West Summit
- International Pow Wow

Sales Missions

- Australia
- New Zealand
- ITB Berlin
- Italy
- France
- Amsterdam
- Canada
- WTM London
- Shanghai
- Beijing
- Hong Kong



London Taxis

In partnership with Zion National Park, Garfield County once again purchased 10 London taxi wraps during the World Travel Market. Refreshed with new artwork for 2015, the campaign provided extra brand exposure. Tourists left with photos of Bryce Canyon printed on their receipts.

Generating positive media attention is a crucial aspect of the tourism office's "Take Your Time" marketing plan. Garfield County's public relations outreach included press releases, pre-written news articles, advertorials, newsletters and story pitches to publications and news outlets from around the world.



The Power of PR

GEO Magazine France sent a journalist and photographer to attend a one-week survival program at the Boulder Outdoor Survival School. The Article, titled "Only in the Far West," spanned 16 glossy pages in the popular magazine. If paid advertisements occupied the same 16 pages, the value would be more than **\$430,000 dollars.**

ABC4 Road Trip

Utah's ABC4 visited Garfield County as part of the station's Good4Utah Road Tour. The station profiled the Escalante Petrified Forest State Park and hit the trails with High Adventure Rentals from Escalante. Viewers also learned about recreational opportunities and the science behind the rare rock formations.



Hosted 32 FAM Tours

- 10 Media/Press
- 22 Travel/Trade



What is a FAM Tour?

A FAM Tour, or familiarization trip, is a free or low-cost vacation for travel agents, media representatives and travel bloggers. The trips promote the best that Garfield County has to offer and frequently result in positive media attention

More Media Coverage

- Sports Illustrated Swimsuit Edition
- Deseret News National Edition
- "At Your Leisure" TV Program
- KUTV CBS 2 "Road Trippin"
- Customized TravelZoo Promotion
- Bryce Canyon Brand USA in Japanese
- Discover America "TripTuner"
- Red Book Magazine Article
- Fox News "Must See National Parks"
- BBC "Most Amazing Landforms"

Did You Know?

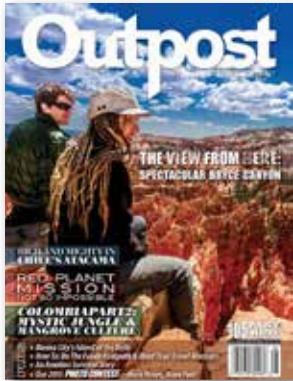
A news story or feature article in a well-respected media source is great advertising for Garfield County. Research shows consumers have the highest level of trust in personal recommendations, followed by editorial content, such as a newspaper article.

Media Exposure

Generating organic media content has been a priority in 2015, as studies show that this is one of the best ways to engage audiences. Over the year, Garfield County has been featured in many local, national, and international news platforms. Here are some of the many articles featuring Garfield County:

Outpost Magazine

Outpost Magazine featured Bryce Canyon National Park in its summer edition. The article, titled “The View From Here: Spectacular Bryce Canyon,” provided travelers with insight into park

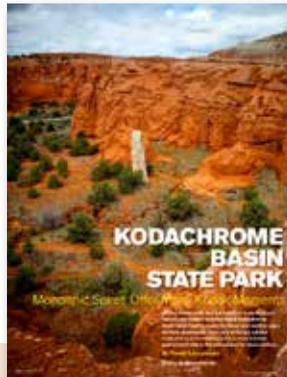


accessibility and what activities are available for adventure-seeking individuals and families. The magazine also gave potential travelers detailed

information about driving directions, lodging and amenities.

Heaven Can Wait

Dorado Magazine’s summer issues showcased the delicacies of Hell’s Backbone Grill in Boulder to more than 50,000 readers. The article, titled “Heaven Can Wait,” highlights southern Utah as an ideal destination for farm-to-table and artisanal cuisine.



Wonders of Boulder

Zions Bank Community Magazine’s fall issue features a series of articles about Garfield County. Writers bragged about the wonders of Boulder, Kodachrome Basin State Park, the Grand Staircase-Escalante National Monument, and Petrified Forest State Park.

GARFIELD COUNTY BY THE NUMBERS

GARFIELD COUNTY

#2

**STATEWIDE
TOURISM
RELATED JOBS**

1,435,741

**BEFORE CANYON NATIONAL PARK
ANNUAL RECREATION VISITATION**

1,293

**SEASONAL & NON-SEASONAL
JOBS**

**IN GARFIELD COUNTY
DURING THE 2015
PEAK SEASON**

\$1,439,426

**TOTAL TREX TAX
REVENUE IN 2014**

**OVER \$2
MILLION**

**GARFIELD COUNTY
TOURISM-RELATED
TAX REVENUE**

\$12.7 MILLION

**BYWAY 12 ANNUAL
ECONOMIC BENEFIT**

BYWAY 12

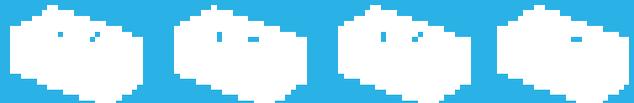
\$106

**AVERAGE DAILY
ROOM
RATE**

UTAH BY THE NUMBERS

\$7.8 BILLION

SPENDING BY TOURISTS IN UTAH



ONE OUT OF THREE
OUT-OF-STATE TOURISTS
VISIT UTAH'S STATE
& NATIONAL PARKS

TOURISM PROVIDES

**\$1.07
BILLION**



UTAH'S TAX REVENUE
FROM TOURISTS

IF TOURISM WAS AN
EXPORT,
IT WOULD BE UTAH'S
2ND LARGEST



BEHIND
PRIMARY
METALS

\$3.9 BILLION

TOTAL UTAH WAGES FROM
TOURISM RELATED JOBS



INCREASE
IN UTAH TOURISM
TAX REVENUE
OVER LAST YEAR

137K UTAHNS
EMPLOYED
IN TOURISM RELATED



INCREASE
IN UTAH TOURISM
REVENUE
OVER PAST 10 YEARS

\$611 MILLION

SPEND BY NON-LOCAL VISITORS
AT UTAH'S NATIONAL PARKS AND MONUMENTS
BY THE NATIONAL PARK SERVICE



The Garfield County Office of Tourism is **already planning** for a **very successful 2016**. For next year, the Utah Office of Tourism has awarded Garfield County with a **100-percent cooperative marketing grant** for out-of-state advertising. The dollar-for-dollar match will combine with Garfield County's own advertising budget to total **more than \$400,000** for advertising and marketing outside of Utah.

Because of our aggressive in-state and out-of-state advertising, visitors are **branching out to our smaller communities** and experiencing all of the wonderful things we have to offer. This visitor expansion benefits our local economies. In fact, many small communities throughout Garfield County are experiencing **increases** in their resort community tax collections—a tax generated by having “heads in beds.” For 2016, we will continue looking for new ways to encourage visitation to our local areas and will work in combination with the Utah Office of Tourism's rural tourism or “rourism” initiative.

Each year, our office provides funding to many great events that help bring dollars to our local communities. Our tourism bureau funded **\$43,500 for local events** in 2015, and we plan to award even more event funding in 2016. In addition, we will continue—for the third year in a row—our county-based cooperative marketing initiative to help local entities expand their out-of area advertising campaigns with more than **\$70,000 available** to be awarded for advertising campaigns or tourism-related projects.

Tourism is a vital part of the county's economic success. This could not be done without the hard work of our local tourism businesses that host the millions of visitors who show up on our doorstep each year. **Thank you** to the shops, restaurants, hotels, guides and outfitters as well as the many others who welcome these visitors and give them one of the **best vacation experiences of their lives.** Our county's friendly hosts and outgoing residents make it easy to invite the world to visit beautiful Garfield County!

We are so fortunate to live in such an incredible place. Cheers to another great year in 2016!

HAPPENING IN 2016

100 YEARS
NATIONAL PARK SERVICE
CELEBRATES CENTENNIAL

\$200,000
AWARDED TO GARFIELD COUNTY
by Utah for Advertising Programs

100 YEARS
Family-Owned Ruby's Inn
Reaches Centennial Milestone

20 YEARS
Grand Staircase-Escalante
NATIONAL MONUMENT



TAKE YOUR TIME

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800-444-6689 | brycecanyoncountry.com