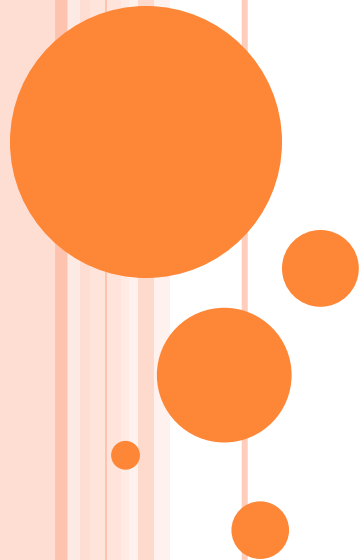




HOSPITALITY & TOURISM IN UTAH



HOSPITALITY

- The job field that creates a generous and friendly treatment for visitors.
- It is the service industry that includes lodging, event planning, theme parks, transportation, cruise line, food & drinks, and other services for the public.



TOURISM INDUSTRY



- People travel for recreation, leisure, religious, family, or business purposes, usually for a limited duration.
- The Tourism Industry provides hotels, restaurants, entertainment, etc., for those who are traveling. This industry caters to the tourist.
- Tourist: people who travel or visits a place for pleasure. Tourist usually sightsee and stay in hotels.



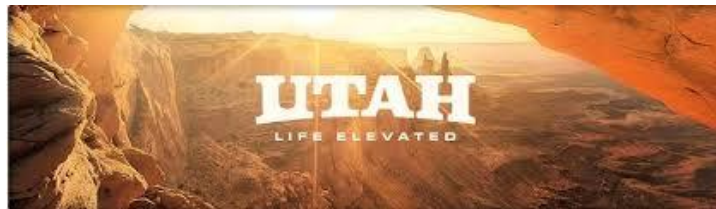
CAREERS IN HOSPITALITY & TOURISM

- Travel Agents
- Tour guides
- Hotel Owner
- Hotel Staff
- Director of Sales & Marketing
- Front Desk Supervisor
- Resort Manager
- Event Planner
- Catering Manager
- Chef
- Restaurant Owner/Manager
- Airlines, Cruises, and other transportation management
- Program Directors (cruise ships/resorts)
- Spa & Wellness Management



SIGNIFICANCE OF TOURISM

- Hospitality & Tourism is an important and vital source of income for many countries.
- Tourism brings in large amounts of income into a local economy.
- Tourism is the strongest industry in Utah. Tourism generates jobs and wages and supports Utah businesses.



WHO BENEFITS FROM TOURISM

○ Transportation services

- Airlines
- Cruise ships
- Taxicabs



○ Hospitality services

- Hotels
- Resorts



○ Entertainment Venues

- Amusement parks
- Shopping malls
- Music venues
- Theatres



WORLD'S TOP 10 TOURISM DESTINATIONS

1. France
2. United States
3. Spain
4. China
5. Italy
6. Turkey
7. Germany
8. United Kingdom
9. Russia
10. Thailand



Tourism is the strongest industry in Utah. Tourism generates jobs and wages and supports Utah businesses.



**WHAT DRIVES UTAH'S
ECONOMY?**

UTAH TOURISM FACTS

- National Park Visits – 6.3 Million
- Spending by tourists in Utah - \$7.4 Billion
- 129,000 people employed by tourism industry
- Utah ski visits – 4.2 Million
- Total state & local taxes generated by traveler spending was \$960.6 Million
 - State Government - \$571 Million
 - Local Government - \$389 Million



Utah's Best Destinations

Utah Destinations

[Arches National Park](#)

[Bryce Canyon National Park](#)

[Canyonlands National Park](#)

[Capitol Reef National Park](#)

[Castle Country](#)

[Cedar City](#)

[Central Utah](#)

[Davis - Antelope Island](#)

[Flaming Gorge](#)

[Grand Staircase-Escalante](#)

[Heber Area](#)

[Kanab - Grand Canyon](#)

[Lake Powell](#)

[Logan - Bear Lake](#)

[Moab](#)

[Monument Valley - Four Corners](#)

[Ogden](#)

[Park City](#)

[Salt Lake City](#)

[San Rafael Country](#)

[St. George - Zion](#)

[Utah Valley](#)

[Vernal - Dinosaurland](#)

[Wendover](#)

[Zion National Park](#)



UTAH'S TOP 10 ATTRACTIONS

- 1. Bryce Canyon
- 2. Arches National Park
- 3. Zion National Park
- 4. Canyonlands National Park
- 5. Salt Lake City
- 6. Park City
- 7. Temple Square
- 8. Dinosaur National Monument
- 9. Wasatch Mountain State Park
- 10. Lake Powell



- <http://www.attractionsofamerica.com/attractions/utah.php#.VIfd4THF-So>



TOURISM IN UTAH

- Tourism is a major industry in Utah, and is well known for its year-round outdoor recreational activities. With five national parks (Arches, Bryce Canyon, Canyonlands, Capitol Reef, & Zion), Utah has the third most national parks of any state after Alaska and California. In addition, Utah features seven national monuments, two national recreation areas, six national forests, and numerous state parks and monuments.



TOURISM IN UTAH

- Utah is well known for its winter activities and has seen an increase in tourism since the 2002 Winter Olympics. Park City is home to the US Ski Team. Utah's ski resorts are primarily located in northern Utah. In 2008, Deer Valley, in Park City, was ranked the top ski resort in North America. Northern Utah's ski resorts are well liked among tourists for their convenience and proximity to a large city and International Airport, as well as the close proximity to other ski resorts, allowing skiers the ability to ski at multiple locations in one day.



TOURISM IN UTAH

- Utah features many cultural attractions such as Temple Square in Salt Lake, the Sundance Film Festival in Park City, and the Utah Shakespearean Festival in Cedar City.



- Other attractions include Monument Valley, the Great Salt Lake, the Bonneville Salt Flats, and Lake Powell.



FUN FACTS ABOUT UTAH

- 45th state admitted to the Union on January 4, 1896
- 13th largest state
- 33rd most populated
- 2nd fastest-growing state in the US
- Overall best state to live in – Gallup survey 2012
- #1 Best State for Business – Forbes 2014



FUN FACTS ABOUT UTAH

- Capital: Salt Lake City



- Governor: Gary Herbert



- Colleges & Universities: University of Utah, Utah State University, Brigham Young University, Weber State University, Utah Valley University, Salt Lake Community College, Southern Utah University, Dixie State University, Snow College, etc.



FUN FACTS ABOUT UTAH

○ Senators: Orrin Hatch, Mike Lee

Senators

Each state elects two senators for staggered 6-year terms. Senators represent the entire state.



Senior Senator

ORRIN HATCH

Took Office: Jan 4, 1977

Next Election: 2018

Party: Republican



Junior Senator

MIKE LEE

Took Office: Jan 5, 2011

Next Election: 2016

Party: Republican



FUN FACTS ABOUT UTAH

- Representatives: Rob Bishop, Chris Stewart, Jason Chaffetz, Mia Love

Mia Love
(R)



Jason Chaffetz
(R)



Rob Bishop
(R)



Chris Stewart
(R)



FUN FACTS ABOUT UTAH

- Origin of name: Ute Indians
- Nickname: Beehive State
- Motto: Industry
- Emblem: Beehive
- Slogan: Life Elevated
- Bird: Seagull
- Animal: Rocky Mountain Elk
- Fish: Bonneville Cutthroat Trout
- Insect: Honeybee
- Tree: Quaking Aspen
- Fruit: Cherry

