



Tourism & Economic Development
Chamber of Commerce

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State Tourism Conference Exceeds Attendance Record in Heber Valley

On September 27 – 29, Heber Valley Tourism will welcome Governor Gary Herbert, Lt. Governor Spencer Cox and over 350 of Utah's tourism industry leaders to the Zermatt UT Resort for the state's annual Tourism Conference hosted by the Utah Tourism Industry Association.

Conference organizer, the Utah Tourism Association (UTIA) is a nonprofit organization that works to bolster tourism throughout the state and serve as an advocate for the industry to state officials.

Nan Anderson, executive director of UTIA, said this year's conference has a "great line up of speakers and educational opportunities," and has already exceeded previous year's attendance records.

"Each year this conference grows and grows in attendance, showing us that this is a premier event for those in the industry to network and do business," said Anderson.

Tourism is a \$7.98 billion industry in Utah and continues to grow. Heber Valley in Wasatch County has experienced similar growth in the past several years as well. Since 2012, transient room tax, or taxes raised by those staying overnight in the county, has grown year over year. So far in 2016 taxes collected are up 17.5 percent over the same time period in 2015.

Ryan Starks, director of Heber Valley Tourism and Economic Development, said it is an honor to host so many tourism industry leaders from all over the state and welcomes the opportunity to showcase all that the Heber Valley has to offer.

"Hosting the tourism conference is exciting for us because we get to welcome the entire state to our beautiful valley for a few days, to show our state and local leaders the vital role that travel and tourism plays in our community," said Starks.

Hosting the tourism conference in Heber Valley wouldn't be possible without the help of local partners. The Zermatt UT, Homestead Resort and several other outfitters, retailers and restaurants have all come together to help welcome guests to the area.

For more information about the 2016 Tourism Conference or to attend visit utahtourism.org.

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As Utah's Adventure Escape, the Heber Valley office of Tourism, Economic Development and Chamber of Commerce (HVTED) works to promote the Heber Valley and Wasatch County as an excellent destination to live, learn, work, and play for travelers and businesses from Utah and beyond. By providing the local businesses with resources they need to succeed, HVTED helps to stimulate the local economy through tourism, partnerships, and proactive communication. Connect with the #HeberValley at www.gohebervalley.com.