

Utah Valley: Bring Everyone Together

By Vanessa Stone

Bringing everyone together for any business meeting, event or group reunion takes a lot of planning and forethought. So how do you decide where to hold your next gathering? You likely look for overall appeal and convenience so you can focus on the details of your event, and we have the resources you need in Utah Valley to do just that.

The Utah Valley Convention and Visitors Bureau recently introduced a new logo and brand tagline, *Bring everyone together*, to emphasize the position that Utah Valley is the perfect place to gather.

While researching people's feelings about, and reasons for visiting Utah Valley, we found five major themes that support why visitors find Utah Valley the perfect place to gather and create lasting memories.

First, nearly all visitors have some type of previous connection to the Valley, whether that is friends, family, reunions, meetings or conventions.

Second, visitors frequently described Utah Valley as the ideal gathering place because of its central location in the state along the I-15 corridor, as well as the wide variety of activities and events.

Third, visitors appreciate the beautiful mountain scenery. This stunningly scenic valley at the mouth of two major canyons provides an ideal gathering place for all seasons. Year round recreation is minutes away at attractions such as Sundance Resort and Timpanogos Cave National Monument. The Provo River offers a world-class fly-fishing and Bridal Veil Falls has breathtaking scenery just a few steps off the beaten path.

Fourth, although many visitors recreate in the outdoors during their stay, few come for the sole purpose of outdoor recreation. The purpose of your stay may be a business meeting, family or group gathering, or other event, but the Valley provides more reasons to stay an extra day so you can also enjoy additional activities.

Lastly, visitors describe Utah Valley as fun, youthful, happy, friendly and accommodating.

Plan your next meeting, group or family gathering or event in Utah Valley's magnetic environment and enjoy the ease, convenience and affordability of *bringing everyone together*.

For more information visit UtahValley.com or call 801-851-2100.

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