



Utah Valley

Convention and Visitors Bureau

FOR IMMEDIATE RELEASE

New Brand Brings Utah Valley Together

PROVO, Utah – May 4, 2010 – Today the Utah Valley Convention and Visitors Bureau (UVCVB) unveiled its new logo design and tagline, “Bring Everyone Together.” The branding direction was chosen by a consumer panel to emphasize Utah Valley’s tourism strengths and unify local tourism efforts.

“The unveiling of our new brand comes after months of extensive research,” said Joel Racker, President and CEO of the Utah Valley Convention and Visitors Bureau. “From the feedback we collected, it is clear that many consider Utah Valley to be a gathering place. We value our consumers’ opinions, and as the local event and tourism hub, (we’re) pleased to align our overall focus to support this finding.”

The UVCVB’s board members and executive team wanted to redefine the brand to capture what was most compelling about Utah Valley. UVCVB’s research spanned three phases: interviewing current stakeholders, collecting input from out-of-area visitors, and performing position assessment on target audiences. Over 600 individuals from across the country and region participated in a wide variety of discussions.

Research participants were quoted as saying:

- “It is a great meeting place, easier to get to than other locations.”
- “It is always right in the middle of where our families are, and a great place for us to meet.”
- “I feel like (it’s) not only for people to connect, but also a place to re-connect.”
- “There are a lot of things that draw us back to Utah Valley.”

“Utah Valley has so much to offer the traveler year-round from Sundance Resort to the Springville Museum of Art, the gardens, dinosaurs and world class golf at Thanksgiving Point, to the music, theatre and performances at Brigham Young University and Utah Valley University,” said Leigh von der Esch, Managing Director of the Utah Office of Tourism. “We are excited to participate with Utah Valley in this brand launch as it is a great partner with the Utah Office of Tourism in our efforts to grow this \$6.2 billion dollar industry.”

“The UVCVB is pleased to reveal its new logo that demonstrates the unifying force of the UVCVB and other local business and event entities to provide a place where the Valley population and visitors can come together,” said Racker. “Visitors to Utah Valley will find that its central location, affordable prices and stunning mountain backdrops make it a great place to get together time and time again.”

For more information on the UVCVB's new brand, tourism packages, events and festivals in Utah Valley, or to book a room, visit www.UtahValley.com, or contact the UVCVB at 1-800-222-UTAH (8824).

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