



Boost tourism spending and encourage longer weekend stays this summer

Participate in the free Stay an Extra Day promotion

UDOT and the Utah Office of Tourism are offering a free promotion to help encourage additional patronage of your lodging property, recreation facility or travel attraction this summer.

Submit discounts or incentives that encourage travelers to extend their stays for any summer weekend.

- Discounts can be offered for any Thursday or Monday during the regular summer weekends.
- Discounts can also be offered for the Thursday before or the Tuesday after a summer holiday weekend, including Memorial Day, Independence Day, Pioneer Day and Labor Day.

Participating businesses and their offers will be listed on the UDOT Stay an Extra Day webpage. The Stay an Extra Day campaign will be promoted through radio and newspaper ads, TV segments, news stories and social media – all at no cost to you.

It's easy to participate. Submit the information below to Aaron Mentzer at 801-481-9482 or amentzer@utah.gov:

1. Business name, location, phone number, website
2. One- to two-sentence description of lodging property or attraction
3. Photo of property or attraction
4. Description of discount or incentive being offered
5. The date(s) the offer is valid
6. Any restrictions to the offer
7. Any special codes or instructions necessary to redeem the offer
8. Your name, title, email and phone number (for internal use only)