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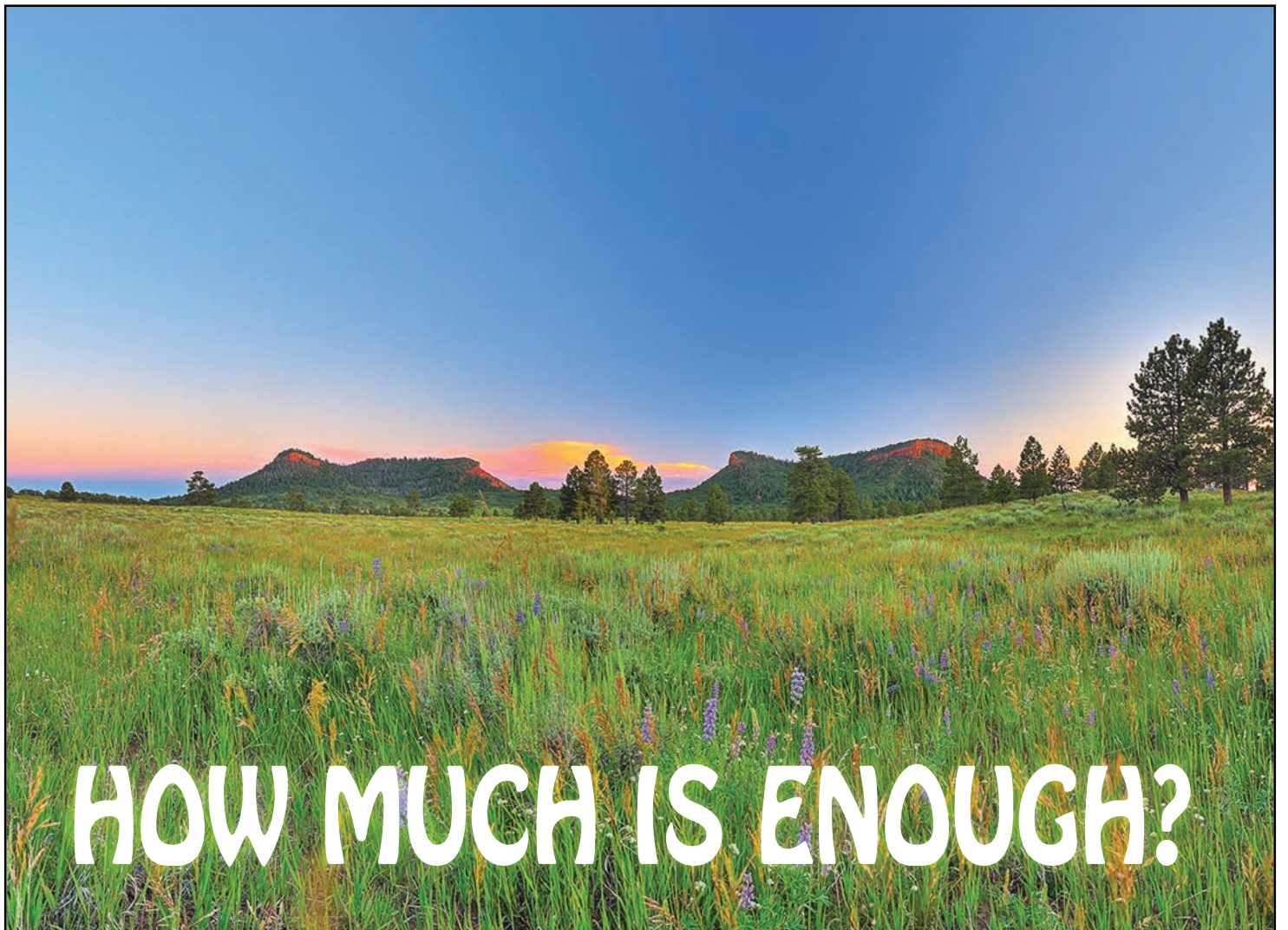
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The Bears Ears Buttes in San Juan County framed with summer wild flowers. Photograph by Tim Peterson/Bears Ears Coalition

Bears Ears National Monument fuels debate over amount of Utah land under federal control

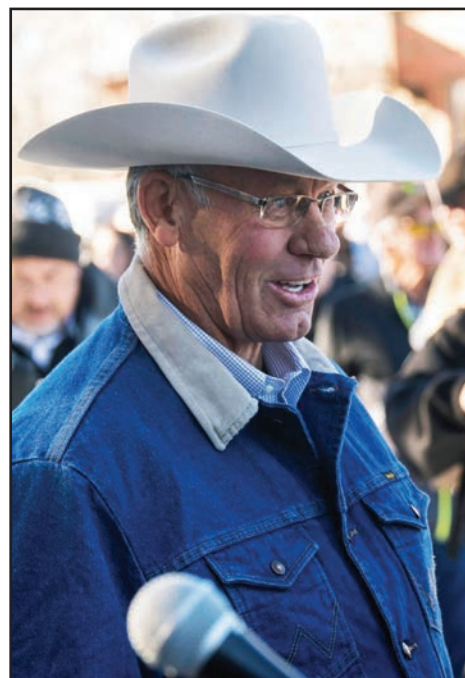
Frances Johnson

The Enterprise

There is no doubt that tourism is big business in Utah and the state's public lands — including “The Mighty 5” of Canyonlands, Arches, Capitol Reef, Bryce Canyon and Zion national parks — play a big role in attracting visitors. Travelers to the state spent \$8.17 billion in 2016, according to Jay Kinghorn, communications and digital strategy director for the Utah Tourism Office, which translated into state and local tax revenue of \$1.15 billion last year.

“The national parks and scenic areas within Utah are a significant draw to the state,” Kinghorn understated.

And Utah's reputation as a recreational destination has economic advantages other than tourism, such as the Outdoor Retailer trade show, which has for each of the past 20 years



“This designation won't protect this land any better than it's protected already.”

- San Juan County Commissioner Bruce Adams

brought nearly \$40 million to the state.

But, how much is enough?

With the recent designation in San Juan County of 1.35 million acres as the Bears Ears National Monument by Pres. Obama, however, tensions have arisen over how much protected land is best for the state as a whole and local economies in particular.

The Bureau of Land Management (BLM), which is responsible for the management of a large percentage of public lands in Utah, has concluded that public lands designations, which include multiple uses such as national parks and monuments, oil and gas leases and grazing lands, are beneficial to both the state and the local communities where they are located.

The BLM Canyon Country District Office includes the Moab Field Office and the Monticello Field Office. The

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In search of **WOW!** customer service

Bad customer service experiences are all too common. There's the clueless teenage employee at McDonald's, the ever-tired airline agent at the check-in counter and everyone's favorite, the listless government DMV worker. Let's face it — excellent customer service seems to be the exception and not the rule.

On the other hand, those moments of stellar customer service can leave clients saying, "WOW, that was amazing!" That is, of course, the response every business owner wants from his or her clients, but sometimes it can be hard to know how to motivate team members to deliver "WOW" customer service.

In his best-selling book *The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary Into the Extraordinary*, author Mark Sanborn explores this topic. He tells the story of a U.S. postal worker named Fred who gave him an uncommon, over-the-top customer service experience. Shortly after Sanborn moved into the neighborhood, Fred introduced himself, explained the way he works and told Sanborn what to expect. He also asked questions in an effort to get to know Sanborn and after learning that the author spent much of his time on the road, Fred offered to hold on to his mail for him until he got back in town. On one occasion, when delivering the mail while Sanborn was out of town, Fred noticed a package delivered by FedEx on the front porch. Fred then went out of his way to remove the package from the porch and put it in a more secure location in the rear of the home, leaving a note to Sanborn explaining where to find the FedEx package.

After several amazing experiences like this, Sanborn was led to write this book about Fred. It can sometimes feel like a "Fred" is as rare as a quiet baby on a long flight, but they do exist!

On a recent stay at the Ritz-Carlton Kapalua on the island of Maui, a resort employee provided a quiet, over-the-top customer service experience. A couple arrived back at the resort with extremely muddy shoes after an afternoon zip line tour, and they were hesitant to enter the lobby. They removed their muddy shoes and placed them in a bag. As they walked through the lobby with

stocking feet, this employee stopped and engaged them in conversation. Upon discovering the muddy shoes, the employee insisted on taking and cleaning the shoes and promised to deliver them later that day. Within 20 minutes the task was complete. This couple was astounded at this kind gesture, the speed at which it was performed and that it was done at no charge.

In another instance, while staying in Costa Rica, a guest inquired if Mountain Dew soda was available for his stay. While Mountain Dew can be found in Costa Rica, it's as hard to find as an

empowered his employees with this simple statement: "We are ladies and gentlemen serving ladies and gentlemen." He gave employees, including housekeeping staff, the ability to offer complimentary services, up to \$2,000, without approval from higher management. What does it say about a company that trusts its employees — 32,000 and counting — with that much trust and ownership of the tasks they perform and the guests they look after? It speaks volumes.

While the statement that "we are ladies and gentlemen serving ladies and gentlemen" can help in the abstract, here are some concrete tips for creating a company culture of

and genuine.

Not only do customers crave straight talk and transparency, but it is much easier to have employees operate on the premise of "what you see is what you get" than to teach them all the ways they should hide what they're up to and then get bugged when they aren't successful in their obfuscation.

3. KEEP COMMITMENTS and RIGHT WRONGS. Accomplish what you are hired to do. Be on time and within budget. Don't over-promise and under-deliver. Make commitments carefully and keep them at all costs. Make keeping commitments the symbol of your honor. When things go wrong, make them right! Apologize quickly and make restitution where possible.

Employees whose mistakes are met with grace are less likely to hide their failures; they simply right the wrong. Demonstrate to your staff that keeping commitments and righting wrongs will "WOW" your clients more than simply meeting their expectations.

4. DEMONSTRATE RESPECT and LOYALTY. Genuinely care for others. Respect the dignity of every person and every role. Treat everyone with respect, especially those

who can't do anything for you. Show kindness in the little things. Give credit to others. Speak about people as if they were present. Represent others who aren't there to speak for themselves. Don't badmouth others behind their backs.

Employees who know they are respected will treat others with respect. When they know that no one will claim credit for their successes or become nasty about their failures, they feel free to take risks and be generous with clients.

The world is thirsty for amazing customer service experiences. Though those cold cans of Mountain Dew were refreshing in the Costa Rican heat, the real thirst that was quenched was the client's need to be heard and treated with kindness. As companies create cultures of excellence and trust, employees are empowered to provide the "WOW" for their clients.

Kip Lambert is the chief culture officer and brand ambassador of Destinations Groups Incentives which specializes in group, meeting and incentive travel.



honest politician. Upon hearing about this inquiry, a team member went out of her way to acquire a 12-pack of Mountain Dew, put it on ice and deliver it to the guest's hotel room, again at no extra cost. Upon arriving at his room, this guest was flabbergasted that the employee heard his inquiry and, without his asking, turned it into her personal quest to deliver a "WOW" experience. Above all, this guest placed this experience at the top of his list in the post-vacation survey.

So where do these "Fred" come from? What is the magical formula for creating a "WOW" customer experience? How can we infuse our team members with a love for customer service and a desire to deliver the "WOW"?

Generally speaking, this kind of service stems from a natural desire in the employee to do good in the lives of others. To foster this desire, it is important to empower employees by building a culture of trust in the workplace.

The legendary Horst Schulze, founding member of the Ritz-Carlton luxury hotel and resort chain,

trust, condensed from Stephen M.R. Covey's *13 Trust Behaviors*, to deliver "WOW" customer service:

1. HAVE A CLEAR MISSION STATEMENT and EXPECTATIONS. Have a clear and concise mission statement and empower employees to live it by giving them simple instructions. Model the mission statement every day in the way you treat your employees and clients in every interaction. Disclose expectations. Discuss them. Validate them. Renegotiate them if needed and possible. Don't violate expectations. Don't assume that expectations are clear or shared.

Having clear expectations, modeling "WOW" customer service and rewarding the behavior you want to encourage will help team members produce results.

2. TALK STRAIGHT and BE TRANSPARENT. Be honest. Tell the truth. Let people know where you stand. Use simple language. Demonstrate integrity. Don't manipulate people nor distort facts. Don't spin the truth. Don't leave false impressions. Be open and authentic. Err on the side of disclosure. Be real

RECREATION EQUIPMENT COMPANIES

Ranked by Gross Sales 2016



List Development Manager Laneace Gregersen | laneace@senterprise.com

Company Name Address	Phone/Web	Business Category	No. Utah Employees	No. Utah Locations	Gross Sales 2016	Major Brands Carried	Year Est.
1 Parris RV 4360 S. State St. Murray, UT 84107	801-268-1110 parrisrv.com	RV	70	2	\$46.3 million	Winnebago, Rockwood, Attitude, Sandstorm, XLR, Cyclone, Edge, Alpine, Avalanche, Puma, Wilderness, Iconic, Roadtrek, Conquest, BT Cruiser, Shadow Cruiser, Retro, T@B, T@G, Innsbruck, Gulfstream, Salem, Powerlite	2011
2 Sierra RV 1010 S. 1700 W. Marriott-Slaterville, UT 84404	801-728-9988 sierrarvsales.com	RV	80	1	\$40 million	Keystone, THOR, Forest River, Winnebago, Dutchmen, Heartland, Voltage and Entegra	1996
3 Weller Recreation 936 W. 200 S. Kamas, UT 84036	435-783-4718 wellerrec.com	Powersports	25	1	\$19 million	BRP (Bombardier Recreational Products), PolarisYamaha	1962
4 Ray Citte RV 1677 W. Riverdale Road Roy, UT 84067	801-773-4951 raycitte.com	RV	50	1	\$18.5 million	Outdoors RV, Forest River, Coachmen, Heartland, Lifestyle, Evergreen, Cross Roads	1946
5 Executive Boat & Yacht 3600 S. Main St. SLC, UT 84115	801-288-0545 executiveboatandyacht.com	Watercraft	10	1	\$5.7 million	All brands of used watercraft	1999
6 Monarch Honda 398 W. 800 N. Orem, UT 84057	801-224-4070 monarchhonda.com	Powersports	15-20	1	\$5.1 million	Honda, Zero, Onewheel	1976
7 Marine Products Pro Shop 949 W. 1700 S. SLC, UT 84104	801-973-4017 marine-products.com	Watercraft accessories	20	1	\$5 million	Supra, Hyperlite, Ronix, Radar, H.O, Liquid Force, Billabong, Brixton, Hurley, Volcom	1979
8 Robertson Marine LLC 2033 S. Main St. SLC, UT 84115	801-534-1111 robertsonmarine.com	Watercraft	7	1	\$3.1 million	Ranger Boats, Crestliner Boats, Yamaha Outboards, Mercury Marine Outboards, Minn Kota Motors	1956
9 Access RV 550 S. Redwood Road North Salt Lake, UT 84054	801-936-1200 accessrv.com	RV	40	1	*	Arctic Fox, Cherokee, Flagstaff, Greywolf, Host, Little Guy, Nash, Palomino, Viking	1995
10 The Edge Powersports and Performance 14301 S. Minuteman Drive Draper, UT 84020	801-495-3278 utahktm.com	Motorcycles, cruisers, dirt bikes, adventure bikes, ATVs, sport UTV, UTVs, youth MX bikes, snowmobiles	18	1	*	KTM, Husqvarna, Suzuki, Arctic Cat, EX-GO Golf Carts	2003

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Resorts, environmental groups spar over approval for summer attractions

Frances Johnson
The Enterprise

While it's the "Greatest Snow on Earth" that attracts most people to Utah's many ski resorts, summertime activities in the mountains are growing in popularity and resorts around the state are doing their best to cash in.

At the beginning of the year, Snowbird announced plans to build a zip line that would descend 11,000 feet from Hidden Peak, across Peruvian Gulch and down to the Gad-lift base area, for a total ride of 2.75 miles. The goal of the zip line is simple: to attract more



summer business. It was met with immediate disapproval from conservation groups such as Save Our Canyons, who oppose what they call the "Disneyfication" of the mountains.

"It's no secret Save Our Canyons takes exception with amusement-park facilities in the canyons. It's inappropriate," the group's executive director, Carl Fisher, told *The Salt Lake Tribune* in January. "It's not Alpine recreation, rather a ride that provides thrills, not natural resource-based recreation."

After a series of city council hearings and several meetings of the Mountainous Planning Commission, plans for the Snowbird zip line have been

put on hold. But resorts' desire — and need — to attract summer visitors has not been put on hold in the least.

"We support anything that the resorts want to do to expand amenities and opportunities," said Paul Marshall, Ski Utah director of communications. "As the resorts expand and grow to attract the summer market, we are on board."

As Snowbird general manager Bob Bonar told the Mountainous Planning Commission earlier this year, the resort sees the zip line as an appropriate way to "engage the growing segment

see SUMMER pg. F8

The greater outdoors: The future looks bright for the RV industry

The modern recreational vehicle has played a major role in Americana for over a century. Manufacturers of RVs date back as early as 1910, and by the time the 20s roared their way through history, RV parks began popping up all across the country.

The RVs of the 30s saw a major design upgrade, shifting from beds-on-wheels up to tiny mobile houses with electricity and water. When the newly introduced U.S. interstate system in the 50s and 60s suddenly made cross-country travel much more accessible, motorhomes and travel trailers transformed into glamorous living pods, complete with all the trappings (right down the kitchen sink) of a modern home.

As the years rolled by, the American RV only became more refined and its popularity continued to gain speed clear into 2007 — until the industry was slowed by an unexpected traffic signal soon to be dubbed “The Great Recession.”

Discretionary spending came to a screeching halt, hitting hard against the leisure and travel industry. Newspaper headlines touted some banks as “too big to fail”, whereas others claimed “lending is locked up.” The RV industry, composed of hundreds of small, medium and large manufacturers, was definitely *not* too big to fail. By 2010, the 60-year-old classic behemoth Fleetwood RV had gone defunct. In some states, large manufacturing facilities laid vacant. Decals of popular brand RVs sat unused. Talented and experienced craftsman stood unemployed. There seemed no light at the end of the tunnel.

The industry found new life when business tycoons, such as Warren Buffett, doubled down on their invest-

ments and began purchasing these struggling and defunct brands, consolidating them into mega-manufacturers with more-efficient procedures.

The RVs of today range from the simple to the luxurious, featuring coaches so opulent that they appear nicer than their owners' homes. Upper scale trailers, fifth wheels and motorhomes can now be outfitted with residential refrigerators, stoves, convection ovens, island kitchen configurations, two bathrooms, electric fireplaces, giant top-line TVs, king-sized beds, top-grain leather massage recliners and multiple sliding rooms that substantially increase indoor living space. While many of these comforts have been around for years, it's the integration of new technology that makes these modern RVs far more intuitive.

An advantage of having such large manufacturers lies in their ability to produce more cutting-edge innovation. Phone applications are now available to save owners the manual labor of extending an RV's slide-out rooms and awnings. It's even possible now to remotely level a parked coach. With the swipe or push of a finger, owners can turn on their interior lighting and opt for a variety of color settings. They can power the generator, fine-tune the heating and air-conditioning settings, adjust the fireplace and stream music inside or outside the RV unit.

For recreationalists hoping to escape their phones, all of these functions can still be operated through their RV's built-in Wi-Fi hotspot, with their mobile devices set to the non-intrusive airplane mode. Purists who choose to leave their phones completely behind also need not worry. Many modern RVs come with tablet computers and

remotes that perform all of these services.

Mobile apps spiking in popularity amongst RV owners also promote the concept of RV-sharing. Through online services, such as Airbnb and Campanda, RV owners have the ability to rent out their unit when they don't need it. This technology also affords noncommittal buyers the luxury of an RV experience without a purchase, taking the entire lifestyle for a test drive. Also as a bonus, these services help relieve some of the financial burden on RV owners, who can now compensate their purchase through renting out their unit. Keep in mind, services like Airbnb and Campanda require renters to be insured either through the service's insurance or through a binder insurance on the renter's own policy.

But as tech-friendly as RVs have become, the industry is still a bit behind the curve. RVs have been pretty predictable for the last few decades. When one speaks of innovation, it's not uncommon to get an “I'll believe it when I see it” response. Nevertheless, the trickle-down technology from the automotive industry paints an exciting future for RVers and RV enthusiasts.

Many people envisioned the future of cars to be the hovering Jetson's mobile that beep-beep-beeped across the lollipop-house skyline. While that's yet to be proven to be an accurate depiction, the direction that automobiles are heading is something that many people never thought they'd live to see.

Imagine a day in the coming years when an RV won't need a physical driver. This future technology has the potential to revolutionize and catapult a steady industry into an even more thriving business. Busy road warriors could use their stressful commute as an office place to get their work done. Families

could leave their homes in the evening and wake up in the morning to their RV destination. Companies, such as Otto, Tesla and Embark have already begun working on this concept for small cars and semi-trucks. Should any of these companies be successful in this, expect to see a fully autonomous RV in the rearview.

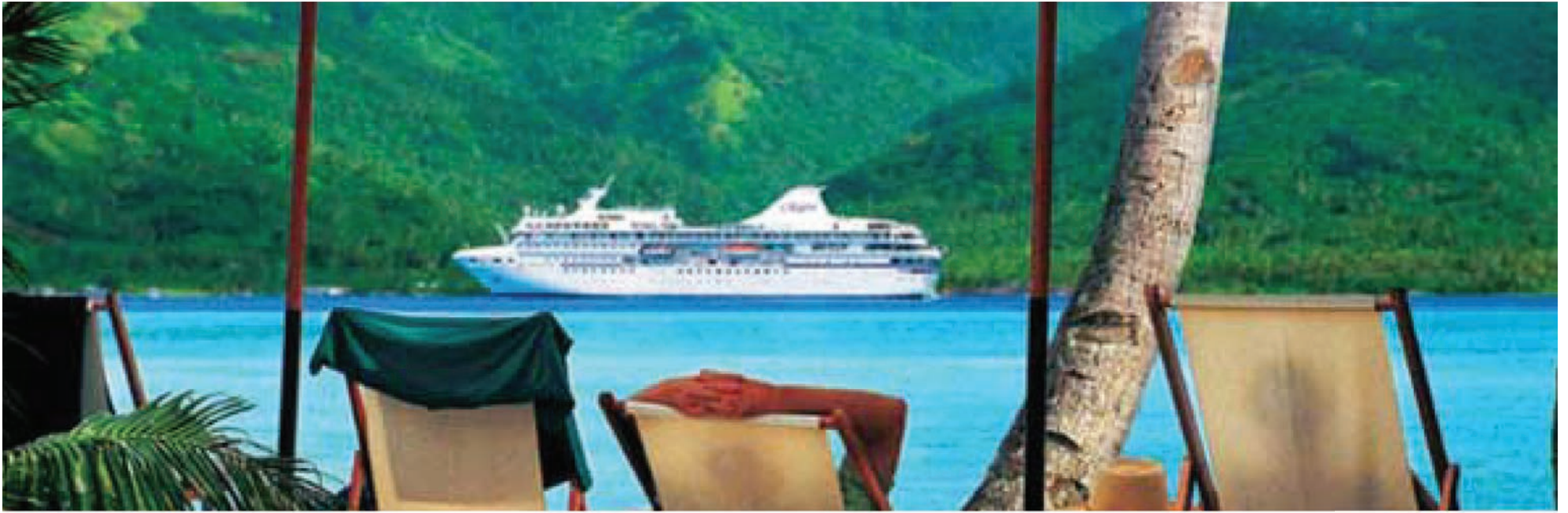
A common concern among potential RV buyers is MPGs. Gas is expensive and is often a factor in a buyer's decision to purchase. But if Salt Lake City's Nikola Motor Co. has anything to say about it, the new concern will be MPGE (miles per gallon equivalent). Nikola is currently building 100 percent zero-emission, hydrogen-powered, electric-drive semi-motors with up to a 1,200-mile range, running at nearly double the efficiency of the (already efficient) diesel engines on the roads today. If this more-efficient model takes hold in the trucking industry, the same technology would no doubt make for far more efficient RVs.

But for the time being, RVs play an important role not only in American culture but also in its survival. They are crucial for many small-business owners. They are the workhorse of the movie and entertainment industry. They are part of the backbone to Utah's bustling tourism economy. They are parked alongside homes across the state, waiting to host memories for thousands of Utah families during the weekends they work so hard for.

Whether it be in a teardrop trailer from the 50s or in a mega land-yacht of today, the view of Utah's landscape should be more than a picture on a promotional calendar in someone's office. For either work or pleasure, there is no time like the present to go RV-ing.

Blake Citte is a third-generation family member at Ray Citte RV in Roy and works in finance and insurance at the dealership.





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HOTELS - UPSCALE AND LUXURY

Ranked by Star Rating



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Company Name Address	Phone/Web	No. of Rooms	Year Est.	Amenities	Stars	General Manager
1 Montage Deer Valley 9100 Marsac Ave. Park City, UT 84060	435-604-1300 montagehotels.com/ deervalley	220	2010	On-site skier services and rentals, shuttle service, nightly s'mores, spa and fitness center	5	Allen Highfield
2 The St. Regis Deer Valley 2300 Deer Valley Drive E. Park City, UT 84060	435-940-5700 stregisdeervalley.com	172	2009	Ski-in/ski-out access to Deer Valley Resort, mountain views in all rooms, private ski beach, ski valet, split-level infinity pool, family activities, Remède Spa	5	Edward Shapard
3 Stein Eriksen Lodge 7700 Stein Way, P.O. Box 3177 Park City, UT 84060	435-649-3700 steinlodge.com	180	1982	Ski-in/ski-out access to Deer Valley Resort, valet & secure parking in heated garage, outdoor heated pool/hot tub, 24-hour front desk/room service/security/business center, etc.	5	Berkeley Tolman
4 Hotel Park City 2001 Park Ave. Park City, UT 84068	435-200-2000 hotelparkcity.com	100	2003	On-site golf course, spa & fitness center, heated indoor pool, 10,000-sq.-ft. meeting space, 15,000-sq.-ft. outdoor function space, underground parking	4	Ryan Overton
5 The Grand America Hotel 555 S. Main St. SLC, UT 84111	801-258-6000 grandamerica.com	775	2001	The Grand Spa, 24/7 fitness center, indoor & outdoor Pools, 75,000-sq.-ft. meeting space	4	Bruce Fery
6 Waldorf Astoria Park City 2100 Frostwood Drive Park City, UT 84098	435-647-5500 *	160	2009	Pool, spa, restaurant, IRD, fitness center, fitness classes	4	Kerry Hing
7 Hotel Monaco Salt Lake City 15 W. 200 S. SLC, UT 84101	801-595-0000 monaco-saltlakecity.com	225	2009	Complimentary morning coffee and tea service, complimentary onsite fitness center, same-day laundry and dry cleaning service, etc.	4	Daryn White
8 Red Mountain Resort 1275 E. Red Mountain Circle Ivins, UT 84738	800-407-3002 redmountainresort.com	130	1998	Spa, restaurants, outfitters shop, trails, bikes, fitness, pools, outdoor recreation	*	Tracey Welsh



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Here are some tips to help you plan a better vacation

A vacation could be a stress-free adventure full of activities to keep you busy — or could be doing absolutely nothing in a place away from phones and computers. People vacation to learn about different cultures, experience historic places, observe wildlife in nature, taste new foods or just to relax on a beach, all at a good value. A good vacation starts with good planning.

Here are a few tips that will help you with your planning:

First of all, do not go someplace just because you know someone who went there. You need to find a place full of the activities that interest you, not interest your friend! Do some research about your destination and understand what it has to offer. Be aware of the seasons at your destination. If a price is a lot lower at a certain time of year, it could be because it is the rainy season or because of something else that is keeping people

away at that time.

Everyone thinks they want the lowest price when they travel but in reality most people want a good value. Value rarely means the cheapest price. If you are going all the way to a beach destination, do you really want to save



GARY SORENSON

a few dollars and stay in a less-than-perfect hotel away from the beach? Sometimes just paying a little more can make the difference between a less-than-expected vacation and an unforgettable memory. There are still ways to save while staying at a good hotel by giving up your ocean view for a garden view room. You could also save by doing an all-inclusive resort or a cruise, rather than having to pay out of your pocket for every meal, which can be very expensive.

You can also save money if you can be flexible on your travel days. Sometimes the airfare is hundreds of dollars less by just going a day or two

earlier or later. The least expensive days to travel are generally Tuesdays, Wednesdays and Saturdays. The most expensive days are Mondays, Fridays and Sundays. The earlier you book your flights usually gets you the better price. The major airlines allow you to book 11 months in advance. Make sure of your dates before you book since nearly all airfares are non-refundable and require huge change fees. Be careful flying the ultra-discount airlines that charge for everything you can imagine, including paying for seat assignments, printing boarding passes, using a credit card, carry-on and checked luggage, water onboard and other charges. Always read the fine print! You can save some money with them if you follow their rules to the T.

People ask if there really are last-minute cruise deals. Yes, there are but you must be very flexible with your time. The last-minute cruise deals are usually sailing out of Florida or a distant country. The problem is that you

never know which date or itinerary they will be offering. If you find a last-minute deal in Florida, your last-minute airfare to get there will usually be sky-high. I find it better to book your cruise and your air as far in advance as you can and that will almost always work out to be the best price in the end.

Unexpected missed details can destroy a trip even before you leave your hometown. Make sure you know what documents are required for the countries you will visit and make sure you bring them. Some countries like Brazil require a visa to be secured, which sometimes takes up to a couple of months. Make sure your travel documents reflect the exact same name as on your passport. It is amazing how many people book travel assuming they know their own name when their passport is different. If you show up at the airport or the dock without the

see SORENSON pg. F10

SKI RESORTS

Ranked by Skiable Acres



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Company Name/ Address	Phone Snow Conditions Web	Skiable Acres	No. Runs	No. Lifts	Average Snowfall	Base Elevation	Summit Elevation	Vertical Drop	Miles to SLC Airport
1 Park City Mountain Resort 1345 Lowell Ave. Park City, UT 84060	435-649-8111 800-222-park parkcitymountain.com	7,300	336	41	360"	6,800'	10,000'	3,200'	32
2 Powder Mountain Resort 6965 E. Powder Mountain Road Eden, UT 84310	801-745-3772 801-745-3771 powdermountain.com	7,000	154	9	500"	6,900'	9,422'	2,205'	55
3 Alta Highway 210 Little Cottonwood Alta, UT 84092	801-359-1078 801-572-3939 alta.com	4,700	116	12	560"	8,530'	10,550'	2,020'	32
4 Snowbasin Resort 3925 E. Snowbasin Road Huntsville, UT 84317	888-437-5488 801-620-1100 snowbasin.com	3,000	107	11	300"	6,400'	9,350'	2,950'	45
5 Snowbird Ski & Summer Resort 9385 S. Snowbird Center Drive Snowbird, UT 84092	801-933-2222 801-933-2100 snowbird.com	2,500	168	11	500"	7,760'	11,000'	3,240'	29
6 Deer Valley Resort 2250 Deer Valley Drive S. Park City, UT 84060	435-649-1000 800-424-3337 deervalley.com	2,026	101	21	300"	6,570'	9,570'	3,000'	36
7 Solitude Mountain Resort 12000 Big Cottonwood Canyon Solitude, UT 84121	801-534-1400 801-536-5777 skisolitude.com	1,200	77	8	500"	7,988'	10,035'	2,047'	33
8 Brighton 8302 S. Brighton Loop Road Brighton, UT 84121	801-532-4731 855-201-snow brightonresort.com	1,050	62	6	500"	8,755'	10,500'	1,745'	35
9 Beaver Mountain 1351 E. 700 N. Logan, UT 84321	435-946-3610 435-753-4822 skithebeav.com	828	48	5	400"	7,200'	8,800'	1,600'	114
10 Brian Head Ski Resort 329 S. Highway 143 Brian Head, UT 84719	435-677-2035 * brianhead.com	665	71	10	360"	9,600'	10,920'	1,320'	35
11 Eagle Point P.O. Box 151 Beaver, UT 84713	435-438-3700 855-324-3615 eaglepointresort.com	600	39	5	450"	9,100'	10,500'	1,500'	217
12 Sundance Mountain Resort 8841 N. Alpine Loop Road Provo, UT 84064	801-255-4107 801-223-4510 sundanceresort.com	450	45	5	300"	6,100'	8,250'	2,150'	55
13 Cherry Peak 11000 N. 3200 E. Cherry Creek Canyon Richmond, UT 84333	435-200-5050 * skicherrypeak.com	200	20	4	322"	5,775'	7,050'	1,265'	99
14 Nordic Valley 3567 Nordic Valley Way Eden, UT 84310	801-745-3511 * nordicvalley.com	110	22	4	300"	5,400'	6,400'	1,000'	51

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SUMMER

from page F4

of summer and non-skiing users seeking natural recreation," the *Tribune* reported.

Bonar also pointed out that several resorts already offer zip lines, including Park City and Sundance, as well as the Utah Olympic Park. But despite

this and Snowbird's commitment to offset any environmental impacts — for example, the resort pledged to plant 10 trees for every one removed during the installation of the line — conservation groups would not be swayed.

"Many of those groups want no infrastructure at all. That's a hard ask," Marshall said. "Anything the resorts are doing now is highly studied. They're

not going to put in any infrastructure without considering the environmental impact. With growth in tourism and the population of Salt Lake City, you need to offer new amenities."

Summer amenities serve not only to attract non-skiers interested in other mountain activities such as hiking, biking and camping, but to provide a reason for regular winter visitors to come back in a different season. And while most re-

sorts can operate on just the profits of winter business — some resorts, including Alta and Brighton, close completely during the off-season — there is certainly an economic benefit to staying open year-round.

"I think the resorts are doing a good job capturing that business," Marshall said. "I think they're seeing opportunity. There are potential revenue streams in the summer."

ENOUGH

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Moab Field Office administers approximately 1.8 million acres of public surface lands and a similar amount of federal mineral estate, mostly within Grand County. The Monticello Field Office administers approximately 1.8 million acres of public surface lands and 2.5 million acres of federal mineral estate, almost entirely within San Juan County.

In Grand County, home to Arches and Canyonlands national parks as well as Dead Horse Point State Park, the BLM reports that BLM-managed activities and resources account for nearly 50 percent of employment, 38 percent of labor income and 40 percent of total output. In San Juan County, which includes portions of Canyonlands National Park, Lake Powell National Recreation Area and Natural Bridges National Monument, as well as the new Bears Ears National Monument, BLM-managed activities and resources account for approximately 13.2 percent of employment, 15.5 percent of labor income and 34.8 percent of total output.

"BLM reports and other economic data show that activities on public lands directly and indirectly contribute to Grand and San Juan counties," said Lisa Bryant, BLM's Canyon Country District spokesperson. "The independent research group Headwaters Economics shows that federal lands, including special designations, provide an economic benefit to surrounding communities."

Though the BLM does not have an official position on Bears Ears, Bryant did comment that, "Mostly what we've seen is that these types of designations do tend to benefit the local community."

Talk to people living in the communities that house these public lands, however, and you start to hear a more nuanced story.

According to Bruce Adams, a county commissioner in San Juan County and fourth-generation cattle rancher, public lands — including Bears Ears — are a complicated combination of pros and cons.

"The 'up' of the Bears Ears National Monument is that it will attract a lot of tourists and people from states that don't have a lot of public lands," Adams said. "They'll rent motels, buy gas and eat in restaurants. That's good for the county, for the tourism part of the county."

The flip side is that is a large influx of tourists can put a strain on the resources of a small county such as San Juan, with a year-round population of just 15,000 people. In addition, Adams said, public lands designations often end up limiting access to the very land they are designed to protect



A prehistoric granary overlooks the Cedar Mesa plateau, part of the recently created Bears Ears National Monument in Southern Utah. Photo by Josh Ewing/Bears Ears Coalition

and promote. Existing roads and access points are often closed or restricted, making it more difficult for local residents to use the land in the way they did previously.

"With those restrictions, the tourism doesn't do us any good," Adams said. "I think the designation could be more harmful than helpful."

In addition, the benefits of tourism generated from public lands doesn't come exclusively to the local communities where the public lands are located, Adams said. For example, the National Park Service let four concessionaire contracts for tour operators to take visitors through Canyonlands National Park. Three of them went to companies in Moab, Adams said, and only one to a tour operator in San Juan county seat of Monticello.

"Now we're going to have another big national monument here. Are people from Moab going to get those concessionaire contracts, too?" Adams asked.

But tourism and recreation-related public lands are not the only concern. The BLM also manages land used for oil and gas exploration and livestock grazing, and locals feel management of those lands is overly restrictive, to the detriment of their local economies.

Public lands become most contentious when there is no compromise between environmentalists and industry, said Mike McKee, Uintah County commissioner. Uintah County includes portions of Dinosaur National Monument.

"We want to see opportunities for the development of our extractive industries," McKee said. "Some people want to paint the oil and gas industry as villains. We object to those thoughts because our industry is built around that. We believe that we can be great stewards of the land. We believe that we are, and have been, great stewards of the land."

In Grand County, which includes Moab, mineral activities consist mostly

of oil and gas well operations, with 296 producing gas wells and 45 producing oil wells on BLM land in the county as of 2012.

BLM land in San Juan County hosts oil and gas operations as well as uranium and copper mining. Oil and gas account for more than \$1.5 million a year in labor income. The Lisbon Valley Copper Mine expects annual production of \$66 million in copper ore.

The state as a whole received \$160.1 million in total mineral lease payments from the federal government in 2011 with mineral lease payments to the counties totaling \$47.48 million in the same year.

But even mining and other natural resource exploration could be more lucrative with less government oversight and regulation, Adams said.

"We haven't met great success with the BLM managing public lands to the benefit of the citizens of the county," he said.

As an example, he cited the experience of a company that was interested in potash development about 10 miles away from BLM land in San Juan County. The company spent more than a year and \$20 million to prove the resource was viable. After a separate BLM resource management study, the company was granted permission to begin extracting the resource but was prohibited from using any surface equipment.

"You tell me how you extract a resource from the ground without any machinery on the surface," Adams said. "So we lost that whole industry in our county, which would have been thousands of jobs. We rely on the extractive industry and always have in this county and it's just getting less and less possible."

It is this strong opposition from those living closest to public lands, particularly the controversial Bears Ears designation, that have prompted action from

the Gov. Gary Herbert and Utah State Legislature to have that designation overturned, a decision that has been very unpopular with state and national conservation organizations and companies committed to outdoor recreation. Most notably, the twice-yearly Outdoor Retailer trade show has announced it will not renew its contract with Salt Lake City in protest of what organizers see as the state government's lack of support for the protection and conservation of public land.

On a phone call with several representatives of the Outdoor Retailer show on Feb. 16, Herbert told participants, "Some of those deep feelings about a monument still reside, particularly with a lot of the local people in the rural parts of our state who are struggling economically."

The governor also stated that the Bears Ears designation in its entirety, as well as the size of the Grand Staircase-Escalante National Monument, are overreaches of the 1906 Antiquities Act, which was used to establish them.

It's a sentiment local residents agree with.

"Public land really defines our county," McKee said of Uintah County. "I think we have all the value you can find in public land and I think most people support the public lands. But there are those who take it too far. We believe there can be a win-win for everyone. I think the best stewards of the land are people who live close by them."

Adams concurs. "The people who live here live here for a reason," he said. "They want to live here because they love it. They live here because this is where their ancestors established their home. They want to live in a county like San Juan. They're here 365 days a year, not for a weekend of fun and exploration. This designation won't protect this land any better than it's protected already."

TRAVEL AGENCIES

Ranked by Total Sales 2016



List Development Manager Laneace Gregersen | laneace@slenterprise.com

	Company Name/ Address	Phone/Web	Total sales 2016	%Business	%Vacation Leisure	Number Utah Offices	Number Utah Employees	Specialties	Year Established	President/CEO
1	Christopherson Business Travel 5588 S. Green Street SLC, UT 84123	801-327-7700 cbtravel.com	\$606 million	91%	9%	1	194	Business travel management, business travel technology	1953	Mike Cameron
2	Hess Travel 150 N. Main St., Suite 200 Bountiful, UT 84010	801-292-8687 hesstravel.com	\$142 million	95%	5%	1	38	Business travel management	1987	Al Hess, CEO Mike Davidson, COO
3	Get Away Today 1650 E. 5700 S. South Ogden, UT 84405	855-GET-AWAY getawaytoday.com	\$79 million	-	100%	1	50	Discount family travel to Southern California, cruises, Hawaii, Mexico & more	1990	Chuck Smith, President Julie Smith, CEO
4	Morris Murdock Travel 101 S. 200 E., Suite 100 (HQ office) SLC, UT 84111	800-944-8018 morrismurdock.com	\$70 million	-	100%	5	105	Leisure travel, incentive travel	1958	Brian Hollien
5	Columbus Travel 563 W. 500 S., Suite 180 Bountiful, UT 84010	801-295-9568 columbusvacations .com	\$30 million	-	100%	1	30	Leisure travel, group travel & incentive travel	2001	Mark Faldmo
6	Destinations Inc. 1194 W. South Jordan Parkway, Suite B/C South Jordan, UT 84095	801-446-5000 destinationsinc.com	\$25 million	95%	5%	1	20	We specialize in group, incentive & meeting travel	1990	Rick Lambert
7	Cruise & Travel Masters 4376 S. 700 E., Suite 200 SLC, UT 84107	801-268-4470 cruiseandtravel masters.com	\$19.8 million	40%	60%	1	40	Ocean & river cruises, international travel, honeymoons, destination weddings, family vacations, business, group & incentives	1984	Toby Nash
8	Snelgrove Travel Center Inc. 216 S. 1300 E. SLC, UT 84102	801-582-0303 snelgrovetravel.com	\$17.3 million	-	100%	1	22	Cruises, ski vacations, all-inclusive vacations	1990	Richard Snelgrove
9	Clawson Travel Service 216 S. 1300 E. SLC, UT 84102	801-582-0303 *	\$17 million	80%	20%	2	10	Unmatched international & domestic airline ticketing	1933	Brad Clawson
10	Wren International 320 E. 900 S. SLC, UT 84111	801-364-4481 wrenintl.com	\$10 million	90%	10%	1	9	International incentives for privately held companies	1996	Douglas Wren
11	Thomas Travel 535 E. 4500 S., Suite D 200 SLC, UT 84107	801-266-2775 thomatravel.com	\$6.5 million	20%	80%	3	11	Leisure travel, theater tours, European river cruising, escorted tours	1951	Robert Guymon
12	Wycoff World Travel 3501 S. Main St. SLC, UT 84115	801-487-5991 wycofftravel.com	\$5 million	70%	30%	1	4	Corporate travel management	1997	David Anderson
13	All Points Travel LLC 141 E. 5600 S., Suite 100 Murray, UT 84107	801-466-1101 allpointstravelonline .com	\$2.6 million	1%	99%	1	3	Group travel, destination weddings & honeymoons, cruises, family vacations	1992	Marjorie Donoghue Corina Johnson
14	A Travel Center 4376 S. 700 E., Suite 221 SLC, UT 84107	801-523-8030 yourvacationstation .com	\$1 million	-	100%	1	*	Specializing in tropical resort vacations & worldwide cruises	2001	James Svendsen



*Did not disclose. Please note that some firms chose not to respond, or failed to respond in time to our inquiries.

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SORENSEN

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proper documentation, you will not be allowed to board. Also, check your passport expiration date. Some countries require that you have six months of validity left on your passport from the date you return home from your trip.

Another important question is whether or not you can use your cell phone out of the country. It is critical to make sure you contact your cell phone company to see what the charges will be. Many companies will sell you a package that allows a certain number of

phone minutes and text messages. Make sure you don't exceed your purchased package or it could be very expensive. Be careful with your cell phone on a cruise ship. You can call and text from a ship but it is very expensive, and the ship will add their own charges to your cell bill, so turn your cell or device to airplane mode to avoid unexpected charges. You can buy Internet minutes on a ship but they are costly and the reliability is slow and patchy.

Many people ask if they should buy travel insurance. There are now so many non-refundable airfares and vacations that travel insurance has become very important. Most travel insurances

will cover you if you get too sick to travel but be aware of any pre-existing condition limitations on your policy. They may also cover you when traveling outside the country for illness or accident as well as other coverages for delayed flights, lost luggage and trip interruption. Most of your personal health insurance policies will not cover you outside the U.S. and most countries will require that you pay for the services before allowing you to leave the country. Most travel insurance prices are based on your age and the cost of the trip. Some lower-cost travel insurance offered by the cruise line or vacation company will not refund you

in cash or give you 100 percent of the value. Many will only give you a credit towards future travel with their company.

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Gary Sorensen is a vice president with Morris Murdock Travel and has worked in the travel industry for over 30 years.



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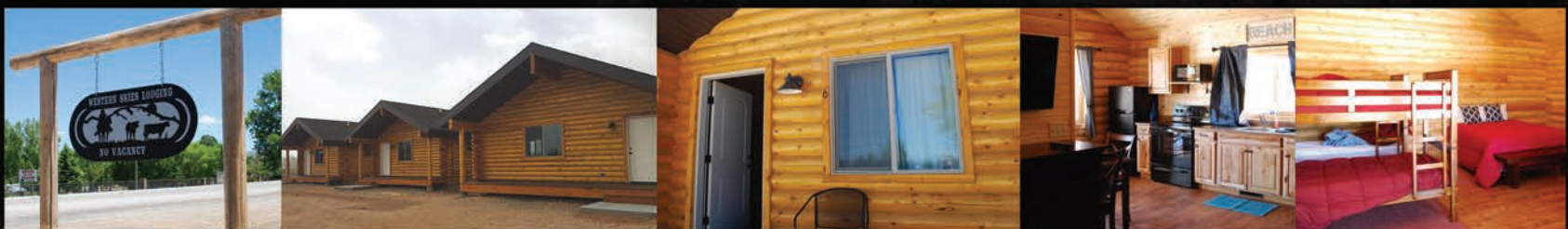


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