

FFOCUS

The Enterprise p.16

March 12, 2018

TRAVEL & RECREATION

INSIDE

Travel & Recreation Lists:

Recreational Equipment Cos.
page 18

Travel Agencies
page 20

Ski Resorts
page 22

Issue Sponsor:



UTAH'S TOURISM PROMOTION BUDGET

Is it worth the investment?



Frances Johnson
The Enterprise

Tourism is big business in Utah and, with Gov. Gary Herbert's requested \$1.5 million bump in funding for the Tourism Marketing Performance Fund from the state Legislature, the business of tourism will only get bigger.

The Tourism Marketing Performance Fund was established in 2005 as a way of marketing Utah as a tourism destination — something that hadn't really been done before then. Many people were unsure Utah could even support a robust tourism economy, so legislators made appropriations for the fund contingent on certain tourism-related performance measures and capped annual contributions at \$3 million.

As it turned out, Utah tourism was up to the challenge.

"We've had consistent, really strong performance for the past several years," said Vicki Varela, managing director of the Utah Office of Tourism.

In 2016, the most recent year for which complete numbers are available, tourists spent \$8.4 billion in Utah, which translated into \$1.2 billion in state and local tax revenue for the state. Put another way, every Utah household paid \$1,200 less in taxes that year thanks to tourism-related income.

Thanks to income tax revenue generated from Utahns employed in the tourism industry, schools across the state saw an extra \$200 million in funding in 2016. And Utah tourism shows no sign of slowing down. At the end of 2016, the editors of the travel guide *Fodor's* named the one tourist destination in the world they thought was the best. It was Utah.

"It was one of those milestones that made us realize, 'Wow, this industry has really taken off,'" Varela said. "Tourism is a major part of the Utah economy."

The governor's office and state legislature agree.

LIFE
UTAH
ELEVATED

see INVESTMENT page 18

Now's the time to plan your next corporate golf event.



Crater Springs GC is the perfect venue for a golf tournament or golf outing. Full catered food and beverage is available to make your event a great success!



Homestead
RESORT
WELCOME HOME

www.homesteadresort.com

To hold your next corporate golf event at one of the most scenic venues in Utah, please call Chris Briscoe, Head Golf Professional at: **435-657-3845**.

There's no place like Homestead

RECREATION EQUIPMENT COS.

Ranked by Gross Sales 2017



List Development Laneace Gregersen | laneace@slenterprise.com

	Company Name Address	Phone Web	Gross Sales 2017	Business Category	No. of Utah Employees	No. of Utah Locations	Major Brands Carried	Year Est.
1	Parris RV 4360 S. State St. Murray, UT 84107	801-268-1110 parrisrv.com	\$56.5M	RVs	85	2	Rockwood, Attitude, Sandstorm, Powerlite, Shadow Cruiser, Stryker, T@B, Columbus, Mesa Ridge, Palomino, Alpine, Avalanche, Cyclone, Weekend Warrior, Puma, Wilderness, Sonoma, Salem, Retro, Terry Classic, Lance, Vintage Cruiser, Gateway, Highlander, XLR, Sandsport	2011
2	Sierra RV Sales 1010 S. 1700 W. Marriott-Slaterville, UT 84404	801-728-9988 sierrarvsales.com	\$40M	RVs	95	1	Thor, Heartland, Forest River, Winnebago, Spirit, Voltage, Road Warrior, Elkridge, Big Country, Aerolite, Aspen Trail, Trail Runner, Kodiak, Thor Motorized, XLR Toy Haulers, Stealth	1996
3	Weller Recreation Inc. 936 W. 200 S. Kamas, UT 84036	435-783-4718 wellerrec.com	\$21M	Powersports, snowmobiles, ATVs, UTVs, motorcycles, generators	26	1	Polaris BRP (Ski-doo, Can-am) Yamaha	1962
4	Ray Citte RV 1677 W. Riverdale Road Roy, UT 84067	801-773-4951 raycitte.com	\$16.5M	RVs	35	1	Manufacturers Forest River, Outdoors RV & Thor totaling 13 different brands	1972
5	Access RV 550 S. Redwood Road North Salt Lake, UT 84054	801-936-1200 accessrv.com	\$15M+	RVs	40	1	Cherokee, Flagstaff, Cardinal, Palomino, Arctic Fox	1995
6	Monarch Honda and Powersports 398 W. 800 N. Orem, UT 84057	801-224-4070 monarchhonda.com	\$5M	Motorcycles & ATVs	20	2	Honda Zero Husqvarna (motorcycles)	1976
7	Robertson Marine LLC 2033 S. Main St. SLC, UT, 84115	801-534-1111 robertson-marine.com	\$3.2M	Watercraft, fishing boats & outboards	9	1	Ranger Boats, Crestliner Boats, Mercury Outboards, Yamaha Outboards, Minn Kota Motors	2010
8	Motor Sportsland 4001 S. State St. SLC, UT 84107	801-262-2921 motorsportsland.com	*	RVs	65	1	Winnebago, Keystone, Thor, Forest River, Heartland, Pacific Coach, KZ, Starcraft, Columbia Northwest, Aliner	1968
9	Marine Products 949 W. 1700 S. SLC, UT 84060	801-209-4823 marine-products.com	*	Watersports, lifestyle	20	1	Supra, Moomba, Alumacraft boats, Ronix, Radar, Liquid, Force, Hyperlite, Ho, Connelly, Slingshot, O'Neill, Hydrofoil, O'Brien, Mercury, Mercruiser, Yamaha, Brigade, Bic, Yeti and more	1970



*Did not disclose. Please note that some firms chose not to respond, or failed to respond in time to our inquiries. All rights reserved. Copyright 2018 by Enterprise Newspaper Group. The Enterprise strives for accuracy in its list publications. If you see errors or omissions in this list, please contact us at lists@slenterprise.com.

INVESTMENT

from page 16

“Investing in tourism marketing is one of the ways Utah continues to have a balanced, thriving economy, particularly in our rural communities,” Herbert said in a statement. “These visitors create jobs, entrepreneurship opportunities and their taxes help fund state and local government services.”

Since 2005, the Tourism Marketing Performance Fund has grown to a current total of \$21 million. Most recently that money has been used for two major marketing campaigns under the Life Elevated brand.

For winter tourists, the Utah Office of Tourism launched the “Greatest Snow On Earth” campaign, with an emphasis on the fact that that snow lies within an hour’s drive from a major international airport.

“Nobody in the world can compete with us on that,” Varela said.

To boost summer tourism, the

office introduced the “Mighty 5” campaign, highlighting Utah’s five national parks.

The governor’s funding recommendation would bring the Tourism Marketing Performance Fund total up to \$22.5 million, and if the Legislature approves the full \$3 million possible appropriation hike, the fund would hit \$24 million. Whatever the final number is, Varela said, the money will go to the Office of Tourism’s newest marketing effort, the Red Emerald Initiative.

Red emeralds are a very rare and valuable stone that is only mined here “and that’s the way we want people to see Utah as a tourist destination,” Varela said. The idea behind the Red Emerald Initiative is to target high-quality — and high-spending — visitors who are willing to stay for longer periods of time, hire local guides, use local services and explore more of Utah, such as the 43 state parks, BLM-managed lands and other less-visited recreational areas.

“These visitors by definition will create a better-quality experience for

our communities that are hosting them, they will likely spend more money and they are more likely to become repeat visitors,” Varela said.

As many local communities — in particular in and around Moab — start to feel the pressure of large amounts of seasonal visitors, the Office of Tourism hopes the Red Emerald Initiative will create a more sustainable and manageable tourism industry for the state.

“We pay very close attention to communities that are feeling constraints,” Varela said. “We are not just going to keep on packing people in. That’s not sustainable growth. We want to continue to grow the industry but do it very, very thoughtfully in partnership with the local communities and how they want to grow. These are really important years to get it right.”

The tourism office also hopes positive tourism experiences will help grow other sectors of the state’s economy. For example, satisfied repeat visitors are more likely to consider relocating their businesses or their families to the state. That economic diversity

will help Utah weather any economic highs and lows that lie ahead.

As the legislation currently stands, the Tourism Marketing Performance Fund will be capped at a total of \$30 million. Varela said that’s plenty for now.

“The funding we have available enables us to do a very effective job and additional funding increases will continue to enhance that,” she said. “We want to be a strong contributor for the foreseeable future.”



Traveling with technology

TEN TIPS FOR HANDLING YOUR DEVICES WHEN YOU LEAVE HOME



Whether you have to work when you travel or you simply have a smartphone or other device that can access the Internet that you plan to bring with you on your trip, it is important to make sure to not turn your wonderful travel adventure into a tech disaster. Unfortunately, vacations are not immune from hackers, criminals, malware, etc. While you may be taking a break from some aspects of your regular life, you cannot take this break as it relates to your technology security and privacy.

To help maintain security when traveling, but to keep it simple so you can more quickly return to relaxation, here are 10 tips to help you stay safer while on the road:

1. Watch where you go and what you visit online. Avoid any websites that hold your sensitive information when you are on public Wi-Fi, particularly if the network is unsecured. This information includes, but is not limited to, online banking passwords, credit card information, etc. To determine if the network is safe, you can often contact your IT department or outsourced IT provider and have them remotely log in to your computer and determine what settings you may want to activate and whether the network is in fact secure.

It is also incredibly important to log out of any of the sites you log into — especially if using a public computer. It is not worth risking an auto-login

or even providing a potential criminal with your username and the chance at guessing your password. It may take longer, but it will be much quicker than having to deal with the repercussions of a hack.

2. Lock your devices. If you are working or playing on your device, either in your room, at the pool or in any other public space, lock your device when it is not being used. This includes locking when you leave the device in a hotel room. Even though you lock your hotel room upon leaving, you do not want to risk any potentially curious or untrustworthy person becoming overly interested in anything you have on your device. Requiring a password anytime you step away from your machine — whether to grab a drink, get your lunch or leave your hotel room for the day — is an incredibly simple way to add a useful barrier to protect your sensitive and private information.

3. Pack useful cords. If you must work or plan to use your devices while traveling, double-check your cords and wires. Are you traveling somewhere with unique power plugs? Do you need any adapter cable to connect to traditional devices? Is internet so required, it may be worth packing an ethernet cable to ensure you do not have to rely on wireless at your location? Also, don't forget the power cords. So often we have cords in our home and work offices and forget to have, or pack, a mobile power cord. In certain coun-

tries, this may create a very challenging problem. This is worth putting on your final travel pack checklist.

4. Disable auto-connect on your devices. As another safety step, disabling auto-connect will require you to join any network, but it will in fact ensure that you are intending to join the particular network.

5. Watch out for your Bluetooth connectivity. Disabling Bluetooth connectivity whenever unneeded — or as much as possible — will help lock down your phone or device from other users who can potentially hack in your device through its Bluetooth function. This will also help save the battery. So, it's not a bad option to take when you do not necessarily need active Bluetooth.

6. Be careful on public computers. Public computers may be infected with malware — either tracking your passwords or activity or simply tracking where you go and what you do online. It is also important to remember a point from tip No. 1: Log out of all websites, clear your username, etc. Don't give potential criminals the leg up on guessing your information. It is also useful to watch to ensure nobody is watching too closely or is too interested in-person as to what you are doing. Be sure to grab anything you print off the printer or anything you copy off the copier as well.

7. Keep things updated. This is something you should do whether you are at home or traveling. Keep your devices updated, patched, etc. While

you may be taking a vacation, troubles are not. As such, you must keep the same high standard on all devices — borrowed, community or your own as it relates to updates as you would back home.

8. Check local laws. If traveling abroad, a quick understanding of the cybersecurity laws in the country you will be traveling in can be quite useful. To determine where to start, you can check the State Department's Consular Information Program: <https://travel.state.gov/content/passports/en/country.html>.

9. Back up your data. Before you even leave your house, as part of what hopefully is already a strong backup routine, make sure your devices are fully backed up before you go on the road. It is not worth risking any of your data in case of loss or destruction of your device. Too often, people have devices fall in water while traveling or other such misfortunes. It is annoying enough to find (and spend time finding) a new device while out of town but try to make that the worst part and skip losing the data as well.

10. Turn off geotagging. Turn off your geotagging on social media sites to keep your location private. This is a great way to use technology to avoid letting criminals back home know your home is unattended.



BAHAR FERGUSON

Bahar Ferguson is president of Wasatch I.T., a Utah provider of outsourced IT services for small and medium-sized businesses.

TRAVEL AGENCIES

Ranked by Total Sales 2017



List Development Laneace Gregersen | laneace@slenterprise.com

	Company Name Address	Phone Web	Total Sales 2017	Percent Business Travel	Percent Vacation/ Leisure	No. of Utah Offices	No. of Utah Employees	Specialties	Year Est.	President/CEO
1	Christopherson Business Travel 5588 S. Green St. SLC, UT 84123	801-327-7700 cbtravel.com	\$614M	78	22	1	178	Business travel management, travel technology	1953	Mike Cameron
2	Hess Corporate Travel 150 N. Main St. Bountiful, UT 84010	801 292-8687 hesstravel.com	\$119M	95	5	1	40	Global business travel management	1985	Alan H. Hess
3	Get Away Today 1650 E. 5700 S. South Ogden, UT 84403	855-GET-AWAY getawaytoday.com	\$104M	0	100	1	55	Disneyland Resort, Southern California, Hawaii, Mexico & cruises	1990	Julie Smith CEO Chuck Smith President
4	Morris Murdock Travel 101 S. 200 E., Ste.100 SLC, UT 84111	801-487-9731 morrismurdock.com	\$82M	0	100	5	105	Cruises, tours, escorted travel, meetings & incentives	1958	Brian Hollien
5	Columbus Travel 563 W. 500 S., Ste. 180 Bountiful, UT 84010	801-295-9568 columbusvacations.com	\$33M	0	100	1	30	Leisure travel, group & incentive travel	2001	Mark Faldmo Larry Gelwix
6	Destinations Inc. 1194 W. South Jordan Pkwy., Stes. B&C South Jordan, UT 84095	801-446-5000 destinationsinc.com	\$25M	98	2	1	28	Group, meeting & incentive travel	1990	Rick Lambert
7	Cruise & Travel Masters 4376 S. 700 E. SLC, UT 84107	801-268-4470 cruiseandtravelmasters.com	\$21M	40	60	1	40	Managers of corporate travel & bucket-list vacations	1984	Toby Nash
8	Snelgrove Travel Center Inc. 145 W. Gentile St. Layton, UT 84041	801-544-1800 snelgrovetravel.com	\$17.4M	5	95	1	21	Vacations & cruises	1991	Richard Snelgrove
9	Clawson Travel 216 S. 1300 E. SLC, UT 84102	801-582-0303	\$15M	75	25	1	4	Corporate, group, international, cruises & vacations	1933	Brad Clawson President/CEO
10	Wren International 320 E. 900 S. SLC, UT 84111	801-364-4481 wfintl.com	\$10M	95	5	1	8	International travel incentives for private companies	1996	Douglas Wren
11	Thomas Travel 535 E. 4500 S., Ste. D200 SLC, UT 84107	801-266-2775 thomasttravel.com	\$6.5M	20	80	3	10	Leisure travel, escorted tours & packages	1951	Robert Guymon
12	All Points Travel 141 E. 5600 S., Ste.100 Murray, UT 84107	801-466-1101 allpointstravelonline.com	\$3.1M	1	99	1	4	Destination weddings, honeymoons, group & family travel	1992	Marjorie Donoghue Corina Johnson



Please note that some firms chose not to respond, or failed to respond in time to our inquiries. All rights reserved. Copyright 2018 by Enterprise Newspaper Group.

The Enterprise strives for accuracy in its list publications. If you see errors or omissions in this list, please contact us at lists@slenterprise.com.

Vacationing the right way: How to travel like a millionaire

Anyone can “travel like a millionaire.” You just have to have the right cards and know how to play them.

But, how in world are you going to accomplish such a feat when money is limited and you want to give your family the vacation of a lifetime? To travel like a millionaire, you have to play smart. It’s all about getting the best value for your vacation. In other words, get more from your trip than you pay for. Possible? YES!

Book through a travel agent. While travel agents may not wait on you hand and foot, they take care of everything from booking your vacation and answering questions to sending you travel documents. If there is a flight cancelation or you, by

chance, miss a flight connection, a travel agent can get in contact with the right people who will get you to the right place. A travel agent also books through multiple cruise line and resort suppliers so you can count on unbiased, open travel-minded people to guide you in the right direction and to help your vacation fit your preferences.



HAYLEE MICKELSON

Flying like a boss. These days, space between seats in an airplane seems to be getting smaller and smaller. To get that extra degree of comfort — or at least a little wiggle room — upgrade your seat to “comfort plus.” It’s cheaper than first class and will give you more leg room. Or, chance it all and try upgrading to an exit-row seat for free

when you get to your departure gate. If you are planning on going this route, make sure you arrive at your departure gate extra early. As for enjoying the flight, bring your own earphones. Noise-cancelling headsets are lifesavers as they block the aircraft sound as well as any noisy neighbors. This also protects your eardrums by helping you not turn up the volume too loud and allows you to sleep without getting awakened by people walking up and about around you.

Battle of the germs. While traveling on an aircraft, be aware that germs are everywhere. Who sat in your seat previously? Were they sick? Do they wash their hands on a regular basis? How can you battle the germs when you are surrounded in an aircraft? Bring wipes and hand sanitizer. That’s right,

these are your battle tools. Wipes come in handy for you to wipe down your seat, tray table and arm rests. Hand sanitizer is a blessing to use after a pitstop to the restroom. These tools are not only helpful in an aircraft, but in all other public areas you may encounter.

All-inclusive resorts — hitting the jackpot. When you stay at an all-inclusive resort, all of your meals, drinks, tips, gratuities, flights and accommodations are included. Thus, the jackpot of all vacations. Enjoy the liberty of seeing shows, going out for dinner and basking under the sweet sun, all for one price. Often, exercise classes and entertainment for adults as well as programs

see MICKELSON page 22



*Travel
Confidently
with Hess*

Business travel
management that
really makes
a difference.

Sometimes you just need a friend, an ally. In the tough business of business travel, you need someone who has your back. We know that business travel is hard work and we have spent more than 30 years helping businesses and travelers navigate their way to success.

State-of-the-art tools • Seasoned professionals • Global reach

Find out what the Hess team can do for you.

801.292.8687 | 800.882.8028 | hesstravel.com

150 NORTH MAIN STREET, BOUNTIFUL UTAH 84010

SKI RESORTS

Ranked by Skiable Acres



List Development Laneace Gregersen | laneace@senterprise.com

	Company Name Address	Phone Web	Snow Condition Phone No.	Skiable Acres	Number of Runs	Number of Lifts	Average Annual Snowfall (in inches)	Base Elevation (in feet)	Summit Elevation (in feet)	Vertical Drop (in feet)	Miles to SLC Airport
1	Park City Mountain Resort 1345 Lowell Ave. Park City, UT 84060	435-649-8111 parkcitymountain.com	800-222-PARK	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 powdermountain.com	801-745-3771	7,000	154	9	500	6,900	9,422	2,205	55
3	Alta 10230 Highway U210 Little Cottonwood Canyon Alta, UT 84092	801-359-1078 alta.com	801-572-3939	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 snowbasin.com	801-620-1100	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 snowbird.com	801-933-2100	2,500	168	11	500	7,760	11,000	3,240	29
6	Deer Valley Resort 2250 Deer Valley Drive South Park City, UT 84060	435-649-1000 deervalley.com	800-424-3337	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 skisolitude.com	801-536-6777	1,200	77	8	500	8,755	10,500	1,745	35
8	Beaver Mountain 1351 E. 700 N. Logan, UT 84321	435-946-3610 skithebeav.com	435-753-4822	828	48	5	400	7,200	8,800	1,600	114
9	Brian Head Ski Resort 329 S. Highway 143 Brian Head, UT 84719	435-677-2035 brianhead.com	435-677-2035	665	71	10	360	9,600	10,920	1,320	35
10	Eagle Point P.O. Box 151 Beaver, UT 84713	435-438-3700 eaglepointresort.com	855-324-3615	600	39	5	450	9,100	10,500	1,500	217
11	Sundance Mountain Resort 8841 N. Alpine Loop Road Provo, UT 84064	801-255-4510 sundanceresort.com	801-223-4510	450	45	5	300	6,100	8,250	2,150	55
12	Cherry Peak 11000 N. 3200 E. Cherry Creek Canyon Richmond, UT 84333	435-200-5050 skicherrypeak.com	435-200-5050	200	20	4	322	5,775	7,050	1,265	99
13	Nordic Valley 3567 Nordic Valley Way Eden, UT 84310	801-745-3511 nordicvalley.com	801-745-3511	110	22	4	300	5,400	6,400	1,000	51



Please note that some firms chose not to respond, or failed to respond in time to our inquiries. All rights reserved. Copyright 2018 by Enterprise Newspaper Group. The Enterprise strives for accuracy in its list publications. If you see errors or omissions in this list, please contact us at lists@senterprise.com.

MICKELSON

from page 20

specifically designed for kids are also included at many resorts. Call your travel agency or the resort you want to stay at to see what is included. No tricks, gimmicks or catches. You pay extra for shore excursions or fancy onsite restaurants. Vacation packages like these are hard to skip out on.

Your cruise stay. On a cruise, get a balcony. End. Of. Story. These cabin rooms allow natural sunlight to enter and give more space to move around. *Again, with that space!* Enjoy the outside air without worrying about other people around you. Plus, watch the sunrise or sunset in privacy. This is your vacation and sharing it with a whole

bunch of people may not be ideal for every moment of the day. Take advantage of the kids' programs, recreation equipment, poolside relaxation and entertainment that are all included in your cruise fare. For those extra activities that pull a bit more cash out of your wallet, make sure you book early and look for discounts or cruise promotions that already include them in your cruise package (Need help with this? A travel agent can help).

Eat like a king onboard ship. A millionaire doesn't need to worry about food and neither should you. Food is a major part of any travel experience, so if you want something that is not on the menu or would like more than one entrée, just ask. Regularly, cruise lines will provide multiple entrées at no extra cost. If you don't want to leave your

stateroom and face the hungry cruise crowd, consider ordering room service. Be sure to watch out for after-hour fees and keep in mind that some cruise lines charge additional for room service or premium restaurants onboard.

Communication is key. Whether you are traveling with one person or a large group, it is nice to be able to communicate without racking up a large phone bill. Many cruise lines now have apps you can use which may have a small fee that is likely far less than roaming charges. Not your thing? Other options could be to purchase a phone card, use walkie-talkies, wait until you're in port or plan a meeting point. Also, remember to turn your phone on airplane mode while on board the ship to avoid roaming charges. If traveling outside of the country, check with your

phone company to see the data rates for international travel. Doing so ahead of time will help you stay within your budget and be able to communicate with your travel companions almost anywhere you go.

Traveling like a millionaire doesn't mean you actually have to be a millionaire. It just means you are traveling smart and getting the best value for the money you spend. If you feel like you are going to get lost in the thick of things, then grab a travel agent and hold on tight. Whether you are going on vacation to explore the world or to relax and let the worries slip away for a while, every vacation should feel like a million bucks on a budget.

Haylee Mickelson is an agent at Columbus Travel in Bountiful.

Stonebridge Golf Club

Utah's Tournament Expert



Stonebridge Golf Club is Utah's tournament expert. Experience tournament golf the way it is supposed to be done - First Class! This means terrific service with attention to every detail, a championship golf course with a spectacular banquet room for awards and lunch and the best catering you will find anywhere.

Tournament dates still available for 2018.

"You and your staff made every person feel as though they belonged to the golf club. Not one of our other tournament courses does it like Stonebridge, simply first class!"

- Dr. Dave Compton
Zerex Celebrity Challenge

**Contact Tournament Director
Paul Phillips now to reserve your 2018
tournament date.**

801-957-9000
or email pjphillips@pga.com

www.golfstonebridgeutah.com

FREE CONTINENTAL BREAKFAST
when you book your tournament and refer Enterprise

