

1 **TOURISM PROMOTION PROGRAMS**

2 2003 GENERAL SESSION

3 STATE OF UTAH

4 **Sponsor: Sheryl L. Allen**

5 **This act requires the Division of Travel Development to collect and analyze data to**
6 **determine the state's efficiency in attracting out-of-state tourists as compared to**
7 **promoting in-state tourism. The act requires the division to make an annual report of its**
8 **findings to the Legislature.**

9 This act affects sections of Utah Code Annotated 1953 as follows:

10 AMENDS:

11 **9-3-204**, as last amended by Chapter 207, Laws of Utah 2002

12 *Be it enacted by the Legislature of the state of Utah:*

13 Section 1. Section **9-3-204** is amended to read:

14 **9-3-204. Division of Travel Development -- Powers and duties -- Travel**
15 **development plan -- Surveys, analysis, and annual report.**

16 (1) There is created within the department the Division of Travel Development under
17 the administration and general supervision of the director.

18 (2) The division [~~shall be~~] is under the policy direction of the director.

19 (3) The division shall:

20 (a) be the travel development authority of the state;

21 (b) develop a travel promotion program for the state;

22 (c) develop a plan to increase the economic contribution by tourists visiting the state;

23 (d) plan and conduct a program of information, advertising, and publicity relating to
24 the recreational, scenic, historic, highway, and tourist advantages and attractions of the state at
25 large; and

26 (e) encourage and assist in the coordination of the activities of persons, firms,
27 associations, corporations, travel regions, counties, and governmental agencies engaged in



28 publicizing, developing, and promoting the scenic attractions and tourist advantages of the
29 state~~;~~ ~~and~~].

30 (4) ~~[Any]~~ A plan provided for under Subsection (3) shall address, but not be limited
31 to~~;~~]:

32 (a) enhancing the state's image~~;~~];

33 (b) promoting Utah as a year-round destination~~;~~];

34 (c) encouraging expenditures by visitors to the state~~;~~]; and

35 (d) expanding the markets where the state is promoted.

36 (5) The division ~~[is encouraged to]~~ shall:

37 (a) (i) conduct surveys on tourism promotion activities undertaken by cities and
38 counties within the state; and

39 ~~[(b)]~~ (ii) in collaboration with the cities and counties surveyed, make an annual report
40 to the Legislature on the economic benefit of those activities to the state and the cities and
41 counties surveyed by the division~~;~~]; and

42 (b) (i) collect and analyze data to determine the state's efficiency in attracting
43 out-of-state tourists as compared to promoting in-state tourism; and

44 (ii) include the analysis in the annual report made under Subsection (5)(a)(ii).

Legislative Review Note

as of 11-20-02 4:21 PM

A limited legal review of this legislation raises no obvious constitutional or statutory concerns.

Office of Legislative Research and General Counsel

Interim Committee Note

as of 12-17-02 1:44 PM

The Workforce Services and Community and Economic Development Interim Committee recommended this bill.

Fiscal Note**Tourism Promotion Programs***11-Jan-03***Bill Number HB0014***4:07 PM*

State Impact

Any fiscal impact can be handled within existing budgets.

Individual and Business Impact

No fiscal impact.

Office of the Legislative Fiscal Analyst