**News Release**

**For Immediate Release**

June 25, 2013

**Contact:**

Andrew Dash Gillman  
Marketing and Communications Coordinator

(801) 538-1759, (801) 538-8747  
[agillman@utah.gov](mailto:agillman@utah.gov)

**Summer in Southern Utah Showcases the Best of The Mighty 5™**  
*Utah’s five national parks combine iconic landscapes with unique culture and adventure*

**Salt Lake City, UTAH —** Summer has officially started and adventure is heating up at Utah’s five national parks, known as The Mighty 5™. Zion, Bryce Canyon, Capitol Reef, Canyonlands and Arches National Parks each offer a unique summer and fall visitor experience, but they can also be enjoyed together, as highlighted in the Utah Office of Tourism’s [The Mighty 5™ advertising campaign](http://www.visitutah.com/parks-monuments/mighty5/). With record visitation and a season full of events, the time is right to visit Utah. The Mighty 5™, whether visiting one or all five, offer life experiences like no other in the world.

“Our stunning national parks that comprise The Mighty Five are unique in the nation and showcase Utah’s year-round recreational opportunities for travelers and businesspeople from around the world,” said Governor Gary R. Herbert. “As I’ve led trade missions internationally, we’ve found that business leaders not only come to Utah to play, they come to Utah to do business.”

Utah is home to five national parks, but also boasts 43 state parks, seven national monuments, two national recreation areas and The Greatest Snow on Earth®. Combined, Utah represents the best of both the Rocky Mountains and the Desert Southwest.  Utah has it all — holding true to Utah’s Life Elevated® brand.

“The Mighty Five campaign is inspiring people from around the world to have a bucket list life experience by visiting one of our five national parks,” said Vicki Varela, managing director of the Utah Office of Tourism, Film, and Global Branding, an agency of the Governor’s Office of Economic Development (GOED).  “Everyone can experience our world famous red rock landscapes on their own terms, whether it’s family fun, white water, biking, hiking or the solace of nature.”

Visitation has continually increased at Utah’s national parks, even in a down economy, thanks to a unique blend of tourism attractions, recreational diversity and nation-leading economic momentum. In fact, Utah has a six-year-running [top ranking for economic outlook and competitiveness](http://www.deseretnews.com/article/765630707/Utahs-economic-advantage-continues.html?pg=all), and the $6.9 billion tourism industry and unrivaled outdoor and luxury accommodation assets are an important part of the state’s continued success.

From the Bicknell International Film Festival near Capitol Reef and the Moab Music Festival to Southern Utah’s “Dark Sky” status for stargazing and endless outdoor adventures throughout, now is the time to schedule a visit to the best of the American Southwest at Utah’s five national parks.

All that is not to mention the internationally acclaimed Utah Shakespeare Festival in Cedar City, which kicked off its 52nd season June 24th.  
  
Three, five, seven and ten-day itineraries to visit The Mighty 5™ parks can be found online at <http://www.visitutah.com/parks-monuments/mighty5/>.

###

**Editor’s note:** this release is the beginning of a series that will individually highlight each park’s upcoming attractions and travel opportunities.

**About Utah**

Home to five national parks, The Mighty Five™, 43 state parks, seven national monuments, two national recreation areas and “The Greatest Snow on Earth®,” Utah represents the best of both the Rocky Mountains and the Desert Southwest. Whether it’s heart-thumping downhill skiing, picturesque fly fishing, life-defying rock climbing, serene bird watching, thrill-seeking white water rafting or just communing with nature, Utah has it all – holding true to the state’s “Life Elevated®” brand.  
  
For information on planning your Utah vacation, visit us online at [visitutah.com](http://www.visitutah.com/) or contact the Utah Office of Tourism at (800) 200-1160 or (801) 538-1900.

**About the Utah Governor’s Office of Economic Development (GOED)**   
**Web:** [**http://www.business.utah.gov/**](http://www.business.utah.gov/)

The Governor’s Office of Economic Development (GOED) charter is based on Governor Gary Herbert’s commitment to economic development statewide. Utah’s economic development vision is that Utah will lead the nation as the best performing economy and be recognized as a premier global business destination. The mandate for this office is to provide rich business resources for the creation, growth and recruitment of companies to Utah and to increase tourism and film production in the state. GOED accomplishes this mission through the administration of programs that are based around targeted industries or “economic clusters” that demonstrate the best potential for development. GOED utilizes state resources and private sector contracts to fulfill its mission. For more information please contact: Michael Sullivan 801-538-8811 or [mgsullivan@utah.gov](mailto:mgsullivan@utah.gov)