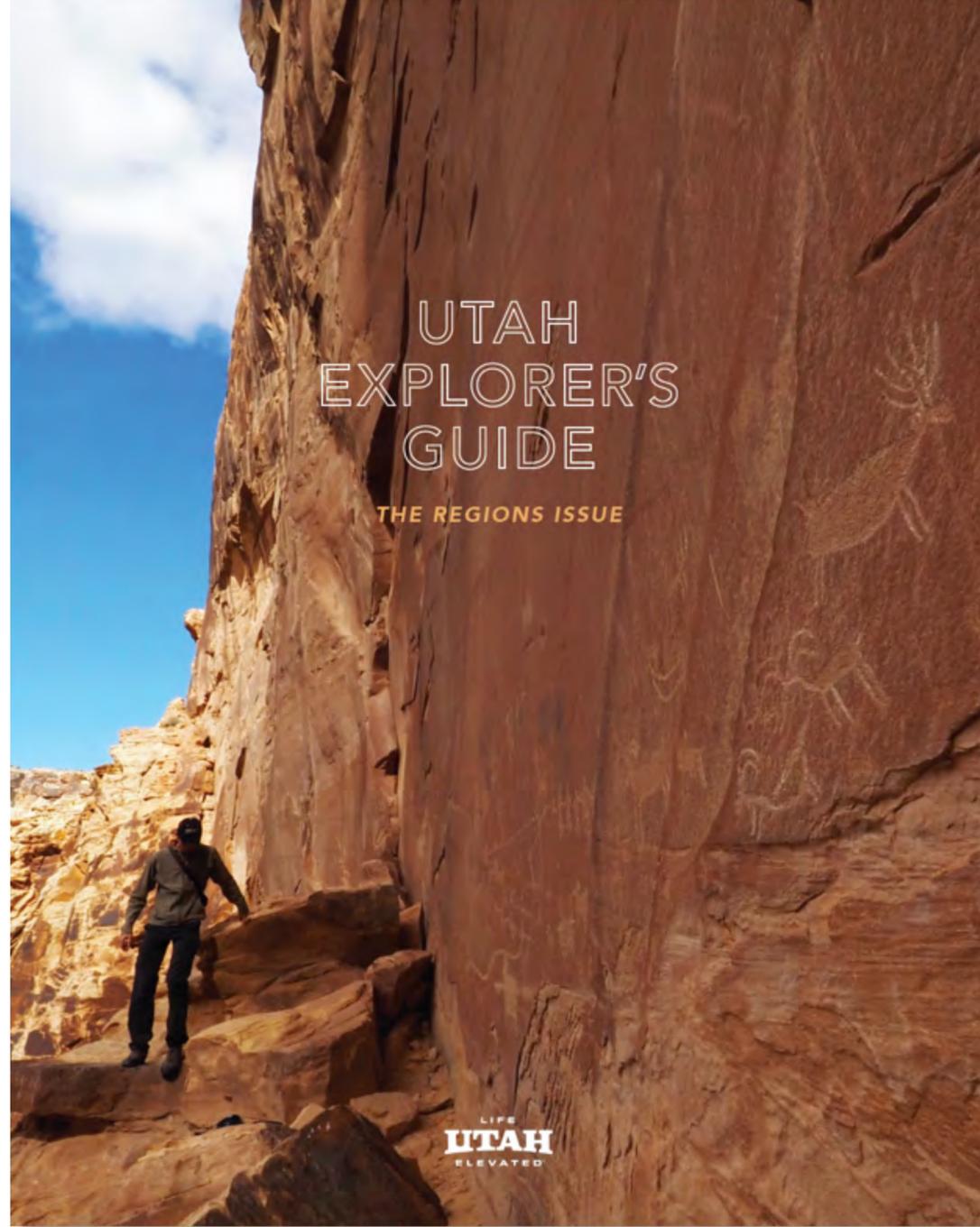




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September Board Update

Jay Kinghorn | Director of Communications & Digital Strategy
Utah Office of Tourism, Film and Global Branding



Targeted storytelling and distribution

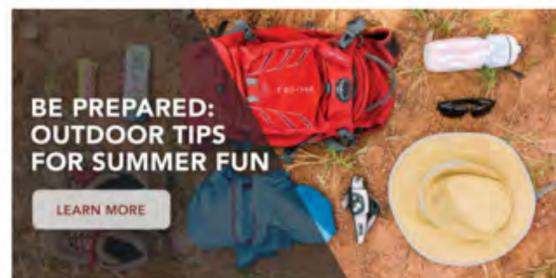
- Explorer's Guide
- Year-round digital
 - ATV, OHV, Fly-fishing
- Social advertising



10 FAMILY-FRIENDLY ACTIVITIES

NEAR SALT LAKE CITY

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BE PREPARED: OUTDOOR TIPS FOR SUMMER FUN

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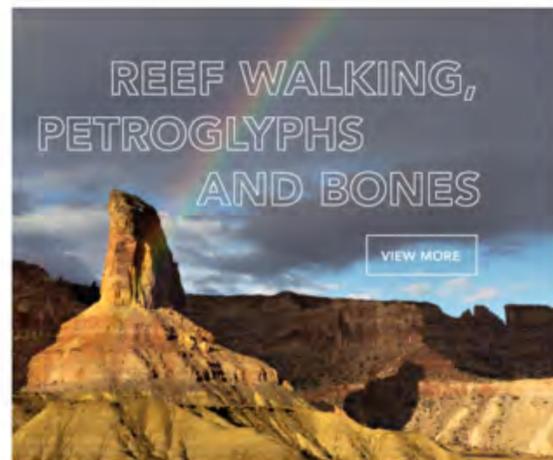
MOAB'S SINGLETRACK RENAISSANCE

GET STARTED



SOUTHERN UTAH'S NAVAJO BASKETMAKERS:

MEET THE ARTISTS



REEF WALKING, PETROGLYPHS AND BONES

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THE DINOSAUR TRACKS OF RED FLEET STATE PARK

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SOUTHERN UTAH HIKING WITH CHILDREN

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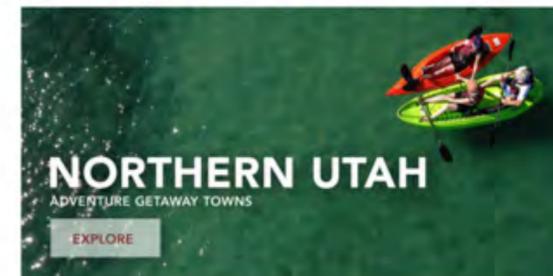
GATEWAY TO THE WORLD'S GREATEST WILD BIRD REFUGE

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EXPLORE



FISHING IN UTAH

FINDING SOLITUDE ON THE PROVO RIVER

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Photo by Cameron Kirby*

Home / Travel Tips Blog / The Most Scenic Trophy Trout Destination in the World

THE MOST SCENIC TROPHY TROUT DESTINATION IN THE WORLD

By RouteRainbow May 11, 2016

Articles

The word is out. People travel to Flaming Gorge from around the globe to fish for record-breaking trout and kokanee salmon. When they arrive, diverse and colorful landscapes greet them — and then stick around for the entirety of Flaming Gorge Reservoir's 91-mile length. This unique ecologic and geologic environment climbs steadily from the charming high desert of southwestern Wyoming to the attractive subalpine terrain of the northeastern part of the state, making Flaming Gorge unlike any other fishery in the United States, and a favorite destination for fishing vacations.



Photo by John Merand via Flickr CC

Every angler who visits is simultaneously rewarded with a bountiful catch and some of the most breathtaking scenery in the west. Flaming Gorge's name was actually inspired by John Wesley Powell's Green River expedition of 1869. As his crew drifted into the north slope of the Uinta Mountains, rays of sunlight reflected radiantly off the red and orange hues layered within the canyon walls making them look like they were on fire. Today you can witness the same photo-worthy shale buttes, sandstone cliffs, and quartzite canyons that tower above the reservoir's cobalt waters and that gave the area its name.

While it's true there are plenty of trophy lake, kokanee, and brown trout to be caught, Flaming Gorge and the surrounding waters also offer a variety and abundance of other fish that are accessible to folks of any skill and age. Small mouth bass, channel catfish and burbot are also plentiful and are a riot to catch. From first-timers to seasoned anglers, regardless of the catch you're after, everyone who visits the region can find the perfect amount of action.

Getting Started

If you're new to fishing, all you'll need to get started is a basic set up of a spinning rod with line, tackle, and bait and/or lures. There are so many easily-accessible fishing spots in the area that are perfect for children and first timers alike.

Adjacent to the 500-foot-tall Flaming Gorge Dam sits an ADA-accessible fishing pier. You can take in the views from atop the dam, then drop a line from the pier. Moose Pond is a small reservoir found along Scenic Highway 44 that is annually stocked with rainbow trout. Surrounded by mature lodge-pole pines, Moose Pond is easily accessed and if visited near sunset affords ample opportunity to view deer, moose and other wildlife foraging near its shores. Hanging above the gorge, the Greens Lakes at Red Canyon Lodge offer great catch-and-release fishing for rainbow and brook trout. Little Hole on the Green River is also a must-visit, whether you're fly-fishing or spin fishing. Located in the steep and scenic canyon below the Flaming Gorge Dam there is easy access to miles of trout-filled water where the average fish caught is over 15 inches. Buckboard, Lucerne, and Cedar Springs Marinas all offer great shore-side fishing as well.



Photo by Louis Anvalo

Home / Travel Tips Blog / Green River Fly-Fishing: Getting Started on the A Section

GREEN RIVER FLY-FISHING: GETTING STARTED ON THE A SECTION

By RouteRainbow Jul 16, 2015

Photography by Louis Anvalo

Some folks consider fishing the Green River below the Flaming Gorge Dam a rite of passage. If you are in the Flaming Gorge area and fish, even just a little bit, you shouldn't leave without spending at least one day throwing your line across the blue ribbon waters of the Green River.

Between the Flaming Gorge Dam and the Colorado border you can access the Green River at three sections. The dam to Little Hole is section A, from Little Hole to Indian Crossing in Browns Park is section B, and from Indian Crossing to the state line, also in Browns Park, is section C. The grade (flow) of the river is highest in section A, moderate in section B, and lowest in C. And likewise the highest populations of fish are found in A and diminish ever so slightly the further you get from the dam.



What Makes It Great

On a typical day you will have a chance to hook brown and rainbow trout along with whitefish. People have been known to reel in carp and the few and lucky have even landed outthroat trout.

- Fishing is limited to lures and artificial flies on this section of the river and catch and release is the norm, but a limited harvest is allowed. Fish between 13-20 inches must be released. You may keep two fish under 12 inches and one fish over 21 inches, if you are lucky enough to catch one.

Little Hole is what most people think of when you talk about fishing the Green River. The Little Hole boat ramp is seven miles below the dam and is a good spot to hit the river. On foot you can make your way up and down the scenic canyon to find a perfect spot to cast away. Insect hatches are almost a constant so be on the look out for what the fish are eating. Scuds work throughout the year. Blue-winged olive hatches are common in the spring. Cicadas, ants, hoppers, and other dry patterns are good during the summer months.

The Little Hole Trail is a well-used, well-maintained, seven-mile path along the river that runs between the dam and Little Hole. It's great for fishing access, but it's also great for families. So if the kids or significant other are not feeling the angling vibe they can follow this awesome trail through the grassy banks while you fish. The towering red walls and mature ponderosa pines make a perfect backdrop for seeing river otters in the water and birds of prey soaring high above.

If solitude on the river is what you're after you'll want to make the slow drive down to Browns Park and Indian Crossing Campground. About 24 miles from Dutch John this idyllic mountain basin is a completely different gear than the other sections of the Green River. From the campground you can follow a trail along the Green River to find a choice spot to cast the line. People come here as much to get away from it all as they do for the fish.

months the Bureau of Land Management offers daily tours of the general store, blacksmith shop, stone house, dugout, water wheel, and cemetery.

What You'll Remember

It's hard to forget all the fish that you'll catch, but even harder to forget the scenic landscape in which you caught them. The wildlife, towering red cliffs, ponderosa pines, and grassy shorelines are sure to stay you long after the fish has been fried. Whether you wade in from the shores or drift the Green River in a boat you will not regret casting your line across these magical waters. This fishery is simply a must-do, bucket-list destination, however you categorize your life list. Because of the different sections, you can experience it different ways. Seeking solitude? You can find it here. Bringing along the whole family? The area works for that as well.





Home Things To Do Outdoor Adventures OHV and Off-Road Paiute ATV Trail Photo by Flickr CC BLM/mypubliclands*

PAIUTE ATV TRAIL

After riding for several miles up a mountain road, the path levels out for a bit and rolls through thick forest. There are miles of trail — days, really — still ahead. But a bubbling brook seems like a tranquil place to stop, turn off the engine, and listen to the natural surroundings. Bird songs arrive first, complementing the soft trickle of the stream. Wait awhile, some deer are likely to skip through. It is cooler up at elevation, so you're comfortable hanging out. This is why you're here.

If you're an ATV enthusiast, you've probably heard of the Paiute Trail, located in central Utah. After all, it is one of the best and most extensive networks of ATV trails in the country. Driving the Paiute's trails on an ATV or other OHV will take you between pine and hardwood forests, over mountains and meadows, and back down through the valleys of the Sevier River. The entire system spans four adventure-rich central Utah counties in and around the beautiful **Fishlake National Forest** — though you won't notice when you're crossing into different counties, you will notice how friendly to ATVs they are as you effortlessly work your way from trail to town.

The trail is so extensive, you'll get different numbers in conversations with locals, but they seem to break down like this: the Paiute ATV Trail System is more than 900 miles, the primary loop is about 245 miles, and additional side roads and trails (trails designations typically limited to 50 inch trail legal UTVs and ATVs) in excess of 2,000 miles.

Primary Loop

The primary #01 loop through the Paiute ATV network is about 245 miles long, with an additional 1,000 miles of marked side trails. The trails are mostly rated greens (easiest) and blues (more difficult), with a handful of black (most difficult) side trails for more adventurous motorists.

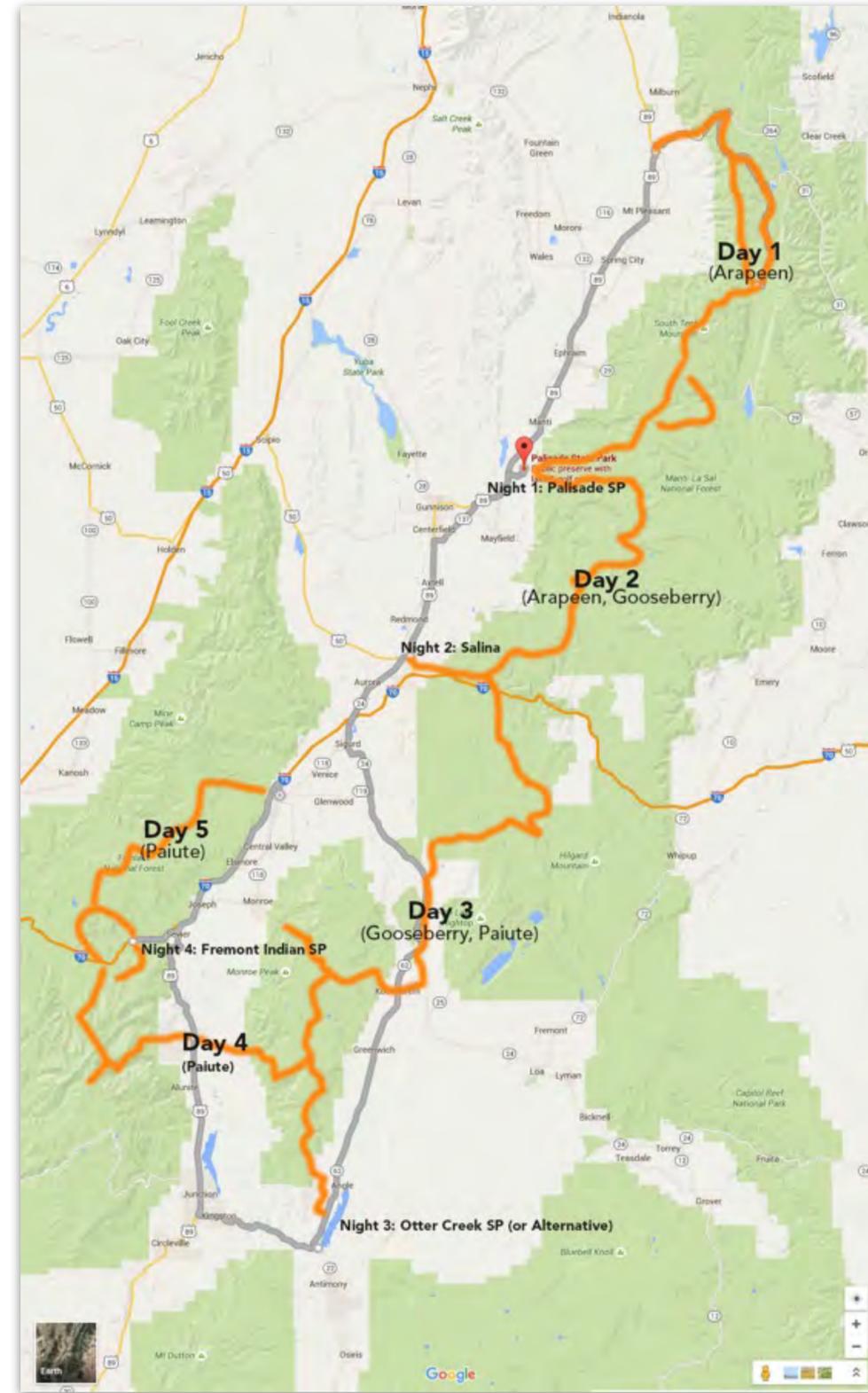
Richfield is the largest town in the area, and is a great spot to gear up for the journey. You can begin at one of the trailheads found right off Richfield's streets, or at a trailhead in the nearby towns of Eislinore, Annabella, Salina, Marysvale, Circleville, Junction, Koosharem, Antimony, Angel, Monroe, Joseph, Aurora, Fillmore, and Kanosh, as well as the **Fremont Indian State Park**. All of these towns are ATV-friendly, with places to rent and/or get maps and information. They even have special ordinances to allow OHVs to drive on the roads.



Credit: BLM via Flickr CC

Once you get on a trail, it won't take long to find yourself in the solitude of a remote wilderness. Even though the Paiute ATV trails are very popular, there are so many possibilities over such a large area, that even if there are hundreds of people riding on any given day, you could go hours without seeing another person. One of the best parts of riding this big loop is the eye candy: the varied scenery ranges from dense forests to sweeping mountain vistas. The trail tours through three mountain ranges (the Pavant Range, the Sevier Plateau, and the Tushar Mountains), and for many people the 11,500-foot ridge in the Tushar Mountains is the highlight of the trip. Besides the amazing landscape views (you'll want to take photos), be on the lookout for wildlife, like herds of deer and elk, traveling through the area.

During the loop, the trip takes about 20 hours, however, most people spread the driving out over three or four days, it has more, rather than a race to the end, the routes are meant to be traveled at a pace that will allow you to actually take in your surroundings. There are lots of nice campgrounds located along the trails, or some people choose to book motel rooms in the various towns.





Home Travel Tips Blog Best Rides: 10 Routes Chosen by Top Utah Cyclists

BEST RIDES: 10 ROUTES CHOSEN BY TOP UTAH CYCLISTS

By Max Durr May 8, 2015

Articles

Utah has so many incredible stretches of roads for your two wheels, it can be tough to decide where to begin — or where to go next. We reached out to cycling experts and enthusiasts, in some cases to people who literally wrote the book on cycling in Utah, to get a feel for some of Utah's best biking routes. Most recommended tours take place on paved, dirt or the occasional gravel road trails.

1. Journey to Antelope Island

Antelope Island Causeway and the Fielding Garr Ranch | 46.8 miles out-and-back | [Map](#)

By [Wayne Cottrell](#), author of *Road Biking in Utah: A Guide to the State's Best Bike Rides*

"This is a 46.8-mile out-and-back ride, starting and finishing at Joseph Holbrook Centennial Park, at 1800 South 2000 West in Syracuse. The route journeys to the Fielding Garr Ranch on [Antelope Island](#), which is effectively at the end of the road, and then returns. Antelope Island is in the Great Salt Lake, which is one of Utah's most famous and prominent natural features. The island is a Utah state park, with rocks, some of the oldest found in the U.S., dating from the Pre-Cambrian Era. The island has been used as a prison, a motion picture setting, and for sheep and horse ranching. Today, some 600 bison populate the island, along with an abundance of mule deer, pronghorn antelope (from which the island gets its name), bighorn sheep, and other mammals.



"The route of the ride is simple: head south on 2000 West to 2700 South. Turn right and head west on 2700 West, and then turn right and head north on 4000 West. At 1700 South, which is State Route 127, turn left. This road leads to the Antelope Island Causeway, which is a 7-mile bridge across the Great Salt Lake to the island (\$3 for bikes). Note that the causeway is just above water level, and has been submerged during extremely rare periods of flooding. Once at the end of the causeway, turn left at the Y intersection (no road signs on the island). After about three-fourths of a mile, turn left again. This 11-mile road takes you to the highest point of the ride (4,440 feet above sea level) and to Fielding Garr Ranch. (The low point of the bike ride is on the causeway, which is at 4,200 feet). Loop through the ranch parking lot, perhaps stopping for a visit, and return. You are bound to see bison along the road — maybe even crossing it — on the way to and from the ranch! To get to Syracuse, head north on I-15 to the Antelope Drive exit in Layton. Turn left and head west, toward Antelope Island. At 2000 West, turn left and head south to the park."

2. The All-American Road

Escalante to Boulder, Utah | 54 miles round trip | [Map](#)

By the Larry H. Miller [Tour of Utah](#)

If you are interested in a unique way to see a lot of beautiful Utah landscape, look no further than this ride down Utah's All-American Road, Scenic Byway 12. This famous state road is consistently found at the top of many travel magazine and internet sites "Most Beautiful Roads" lists. The pros in the Larry H. Miller



Home Road to Mighty Cycling the Road to Mighty

CYCLING THE ROAD TO MIGHTY

2-3 DAYS 186 MILES Carefully plan nutrition and hydration for long stretches without services.



VIEW MAP & TRAVEL TOOLS

Here are two days of professional-caliber cycling routes, inspired by the original Larry H. Miller Tour of Utah, on the stunning roads of scenic Southern Utah, followed by a warm-down ride in Capitol Reef Country. This Utah bike tour is the weekend warrior's dream, with options to push yourself to your physical limits or shorter routes to keep it real. Though Utah may be best known for its mtb singletrack, there's plenty of great road cycling to be had here.

Travel with your fellow warriors or bring the family for a supported ride. Either way, there are plenty of incredible destinations — including a few national parks — along the routes to keep non-cyclists entertained, and you'll certainly be glad for the support vehicle.

The highlights of day one combine a grueling 4,000-foot climb to 10,000 feet for top-conditioned riders along with the spectacular scenery of Cedar Breaks National Monument and the payoff of an exhilarating descent back to town.

Day two traverses Utah's [All-American Road Scenic Byway 12](#), which bears a top national designation celebrating the route's unparalleled beauty, which you'll have extra time to enjoy on two wheels. An organic, farm-to-table meal at Hell's Backbone Grill helps you replenish the calories around dinner time.

The final day is a bonus. One doesn't travel this far up Highway 12 and just skip Capitol Reef National Park. From your base camp in Torrey, you'll fully explore the red rock wonderland of S.R. 24 en route to the Capitol Reef Scenic Drive.

The itinerary is broken up into three shorter tours and the total mileage reflects the top end of the range of cycling miles, but each day has options to shorten it. There are additional driving miles between the starting points of each day.

There are a few more things you'll want to know about our adventures: we're not just here to brag — we're here to help you have the humblebrag of saying you did it by bike.

Day 1 90 Miles CEDAR CITY TO CEDAR CITY LOOP

- Cedar City to Cedar City Cycling Loop
- Parowan Gap
- Cedar Breaks National Monument



Day 2 56 Miles ESCALANTE TO BOULDER

- Cycling Scenic Byway 12
- Lower Calf Creek Falls
- Hell's Backbone Grill





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visitutah Weber River, one of Northern Utah's famous #BlueRibbon fisheries, is just 20 minutes northeast of @VisitParkCity. From humble beginnings in the Uinta Mountains, the Weber River descends into the "Thousand Peaks Ranch," a fly-friendly section, before making its way to the Great Salt Lake. #VisitUtah #VisitParkCity #FlyFishing #Fishing #WeekendGetaway

elizabeth_infocus @linda_5687 just for a little while!

kcnkc7 Please donate my mother really needs help.
www.gofundme.com/2v9nysb8

susankinhead01 Nice, peaceful

thewandering_aengus Fished it two years ago. Can't wait to get back to Utah!

fazio.cindy_2 I love fisherman God made the best man. 🐟🌊🍷🍺🍻

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Visit Utah ✓

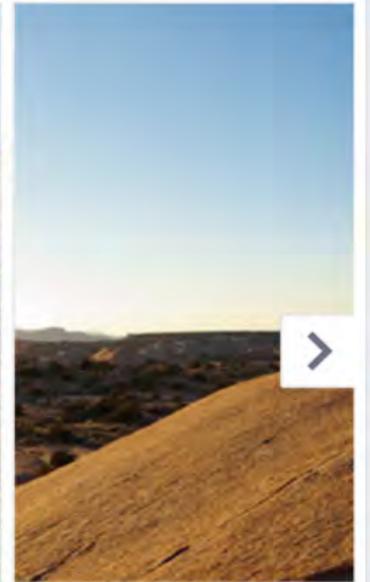
Written by Dorothy Tso [?] · August 31 at 7:24pm · 🌐

Find your next unforgettable adventure in Utah.



Fishing among red rocks

Learn More



Mountain biking on fabled tra

17,678 people reached

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1 City 5 Ways

SALT LAKE CITY

THERE'S MORE THAN ONE WAY TO DISCOVER A DESTINATION.
 BY JILL K. ROBINSON

UTAH'S HIGH-ELEVATION CAPITAL sits at the foot of the rugged Wasatch Mountains and extends to the shore of the Great Salt Lake, luring those with wilderness in their soul. The city's proximity to the great outdoors gives it a striking landscape, but its growth as a cultural center is appealing to more than just hikers and skiers. Restaurants and bars that serve a world of tastes; museums and attractions that entertain children and adults alike and nearby Park City's seemingly endless opportunities for recreation and living well all combine to please travelers with different agendas.

PHOTOGRAPH BY DEREK KIND DELTA SKY / MARCH 2016 75

1 City 5 Ways

SALT LAKE CITY

ADVENTURER

WHERE TO STAY ▶ The Cliff Lodge, Snowbird
 Snowbird's Cliff Lodge is perched in Little Cottonwood Canyon, and rooms either look out onto the mountain or canyon. Be sure to spend some time at the Cliff Spa, where the rooftop pool and hot tub have panoramic views. snowbird.com/lodging/thecliffodge

MORNING ▶ Bonneville Golf Course
 Just five minutes from downtown, this golf course's lush fairways and tall trees make it a pleasure to play. Built in the foothills of the city's East Bench, the course is renowned for its challenging greens, contours and slopes. slc-golf.com/bonneville-golf-course

FOODIE

WHERE TO STAY ▶ Hotel Monaco
 This downtown Kimpton hotel has a stylish vibe, with a daily wine hour where you can relax to plan your evening while sipping quality wine from socially responsible wineries. monaco-saltlakecity.com

MORNING ▶ Downtown Farmers Market
 Salt Lake City's farmers market is the best place to get fresh produce and discover new tastes—from coffee and kombucha to produce and pasta. November through April, the market moves indoors from Pioneer Park to the Rio Grande Depot. slc-farmersmarket.org

WITH THE FAMILY

WHERE TO STAY ▶ DoubleTree Suites by Hilton
 The entire family will be happy at this downtown hotel, where a freshly baked cookie is offered on arrival and you can walk or take public transportation nearby everywhere. doubletree3.hilton.com

MORNING ▶ Natural History Museum of Utah
 Get an introduction to the science of Utah's landscape by studying the state's paleontology discoveries and preserved artifacts from its prehistoric peoples. nhmu.utah.edu

ARTS AFICIONADO

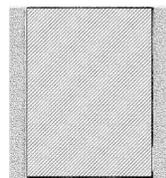
WHERE TO STAY ▶ The Grand America Hotel
 This massive 24-story building is a downtown landmark, but the real opulence lies inside, with its Italian marble and handcrafted Richelieu furniture. The location is within walking distance of many of the city's best restaurants and cultural highlights. grandamerica.com

MORNING ▶ Utah Museum of Contemporary Art
 Exhibits here showcase works by local, national and international artists, including recent features of Ben Gaalen's repurposed electronic devices, Tyrone Davies' video mashups and Frelai Báez's large-scale paintings. utahmoca.org

PARK CITY EXPLORER

WHERE TO STAY ▶ Main & SKY
 This boutique hotel in the heart of Park City blends the intimacy of a private home with the sophistication of a five-star luxury hotel. Wander out the door of your home base to historic Main Street. skyparkcity.com

MORNING ▶ Sunrise hot air balloon ride
 You won't mind the early hour when you see Park City from 3,000 feet in the air. After you get the best views from the balloon, celebrate with a glass of nonalcoholic sparkling wine or orange juice. pcballoonadventures.com



SAVEUR

FOOD

THE CRAFT CHOCOLATE CAPITAL OF AMERICA IS...UTAH?

Forget the East and West Coasts—if you want to find the country's epicenter of chocolate innovation, you have to head into the desert.

BY [AMBER GIBSON](#) POSTED 6 HOURS AGO



Maybe Brigham Young and the Mormons are right: Utah really is the Promised Land. At least if you're into good chocolate. In the triangle lined by Salt Lake City, Park City, and Provo are eight bean-to-bar chocolate makers, so close you could visit them all in one day, making Utah one of the least likely but most dense capitals of quality, small-batch craft chocolate in the nation.

Sparsely populated Utah might seem like an odd place for a chocolate boom, but operating costs are lower than in major cities like San Francisco or New York, and for Mormons (who aren't permitted to drink alcohol, coffee, or even tea) looking to participate in a burgeoning national food culture, chocolate is a smart option. Cheese, even subtly, suggests wine, but chocolate is perfect all on its own.

"Chocolate is the complete package by itself," says Matt Caputo, owner of [Caputo's Deli](#), where you can find 400 different craft chocolates—one of the largest selections in the country. "We have people from all different political and socioeconomic backgrounds participating heavily in the chocolate scene in Utah."



Instead of chocolate bars, Mezzo specializes in drinking chocolate made from 65 to 75% cacao bean. This is not your sugary, watery hot cocoa mix of yore; it's all chocolate, with eschewing bland creaminess for extra sediment that conveys deep, earthy flavor. There are flavored varieties inspired by Mayan recipes along with single-origin flavors from Madagascar, Bolivia, and Venezuela. For the clearest expression of cacao, drink with water; or you can mix with milk and even some cream for something more European-style.

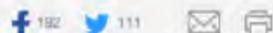
Coleman & Davis



The newest player on the scene and the first based in the city of Provo is just ramping up production with a couple bars available to purchase online. There's one from [Madagascar's Sambirano Valley](#), with strawberry and red currant notes, and another from [Del Oro, Ecuador](#) that's warmer and spicier, reminiscent of banana walnut bread (currently sold out). "They are investing in unique machinery unlike anything I have ever seen," Caputo says. "Their factory and store is gorgeous. All the glamour and luxury of France and Vegas combined with the manicured look of Disneyland."

8 vacation hot spots for serious treasure hunters

By Lyn Mettler - Published July 27, 2016 - FoxNews.com



From pirates who left behind buried booty to gold miners whose legendary stash was never discovered, there are plenty of mysteries out there about cash, gold and assorted treasure yet to be found.

These legends have inspired a variety of new TV shows including "The Curse of Oak Island" and "Legend of the Superstitions" on the History Channel. Now tourists can flock to these locales in search of real lost treasure.

Book a trip to any one of these locations steeped in gilded history. Who knows? You just might leave your vacation with a little something extra in your pockets.

3. Kanab, Utah



Does Utah hold the famed Montezuma's gold, a long lost treasure of the Aztecs?

Many believe the state does and those that do have spent years searching for this elusive hoard reputedly worth \$3 billion.

In 1914, Freddie Crystal arrived in **Kanab, Utah** with maps that purportedly displayed the location of the riches. In the 1920s, he discovered tunnels in Johnson Canyon, which he believed was a temporary holding place for the treasure. But Crystal -- and his maps -- mysteriously disappeared after the finding was reported.

In 1998, an Aztec symbol was found near Three Lakes pond, re-igniting the

Bottoms Up! 13 Great Places for Booze and Beers in Salt Lake City

Posted by [Kristy Alpert](#) on August 16, 2016 at 1:55:00 PM EDT | [Post a Comment](#)



Until recently, Salt Lake City was better known for its list of long rules than it was for its long pours. The city is legendary for its tough restrictions on alcohol, like how the legal alcohol content for a draft beer cannot exceed 3.2%, or how shots of liquor are dispensed via a metered system producing a perfectly calibrated 1.5-ounce measure. The most famous drinking law states that alcoholic beverages must be concealed from plain sight behind what has been dubbed the "Zion Curtain."

But things weren't always so dry in Salt Lake City. In fact, the city was once famous for its hopping beer brewing scene and vibrant whiskey trading in the mid-1800s. Back then, Main Street was known as Whisky Street, and the Salt Lake Brewing Company was one of the largest breweries outside of Milwaukee. The scene sobered up after a growing list of restrictions went into place following the repeal of prohibition, including the Zion Curtain rule and a rule requiring restaurants to offer food before serving any alcohol to diners.

Although many of the drinking laws still remain, there's a small swelling of creative residents and craft distillers that are shaking things up in Salt Lake City and brewing up an intoxicatingly cool scene of artisan cocktails, microbrews, and hand-crafted spirits. From a distilling duo cranking out phenomenal Salt Lake sipping vodkas to a speakeasy-style cocktail bar with a penchant for absinthe, here are the top 13 places to get a drink in Salt Lake City.

EAST LIBERTY TAP HOUSE

Fresh ingredients are key at [East Liberty Tap House](#), where everything from the simple syrups to the mixers is made in-house for their Prohibition era-themed cocktail menu.

STANZA



5 Reasons To Pack For Park City Right Now



Waldorf Astoria Park City

Photo Courtesy of Hilton Worldwide

Park City's **Sundance Film Festival** may have already concluded, but between the great outdoors, excellent restaurants and world-class accommodations, you don't need Hollywood to make this town glitter. After all, **Park City Mountain Resort** recently combined with Canyons Resort, making it 7,300 acres of skiable terrain and the largest ski resort in the country. But while skiing is definitely a draw, you won't need a love for the slopes in order to like the area. In fact, here are five fantastic ways to get down in the Utah ski town without your goggles and poles.

Get outside

With over 300 runs beckoning snowboarders and skiers from across the world, there is no doubt you can catch plenty of powder. But that's not the only winter sport worth checking out. Lately, fat tire biking has made the scene, and here you can easily rent a bike to take to the snowy trails. **White Pines Touring** offers these unique cycles, tour guides, plus a slew of other cold-weather adventures, all customizable to your group.

Another great option is dog sledding. Though it's not too common to find an outfitter that can take you out with a team of Huskies, **Rancho Luna Lobos** can book such jaunts. Try and get your spot secured early. Between weather requirements, space and time, these runs go fast.



Handle, Photo Courtesy of Handle

Eat well

One place you must make a reservation for is nouveau American eatery **Handle**. Chef Briar Handy whips up seasonal fare showcasing the bounty of the area. Not only that, with dishes that have included roasted mushrooms with gorgonzola and beef cheek sliders with pimento cheese, he demonstrates a real talent in the kitchen. Pair all of that deliciousness with the sommelier's mad wine skills and you have the perfect après-ski meal.

Another good bet is Forbes Travel Guide Four-Star **Powder**, the restaurant housed in Four-Star **Waldorf Astoria Park City**. Before you sample chef Ryker Brown's luscious clam chowder or the grilled buffalo rib eye, though, make sure to

pop into the seasonal Arctic Ice Lounge (open through winter) at the back of the space and get a glass of Moët's Ice Imperial Champagne.

If you find yourself wandering down the strip looking for elevated new American fare, try the Four-Star **Riverhorse on Main**. Seth Adams runs the kitchen at this tried-and-true establishment, serving up plates of tempura-battered prawns with soy-glazed sea bass, potstickers and an appetizer tower filled with restaurant specialties like wagyu beef cubes and goat cheese crisp. It also has an enclosed deck on the second floor, which means more seats and another reason to make a reservation.

Explore the town

Park City was settled by prospectors in the 1860s as a silver mining town. As they harvested more precious metals, the population grew until the area proved quite popular. But, as prices of silver dropped and World War I took a toll on the country, Park City declined as well.

Luckily, although mining no longer flourished, the idea of skiing in the Wasatch Range of the Rocky Mountains did. By 1960, Park City had been reinvented as a ski town. In 1981, the aforementioned Sundance Film Festival moved to Park City (the festival started in Salt Lake City three years prior) and brought a bit of fame to the area. Learn more details about the town's colorful history at the **Park City Museum** or have fun exploring its past by delving into the supernatural side and taking in a **ghost tour**.

Drink up

Contrary to what you might think about Utah, Park City has some awesome imbibing options. For example, **High West Distillery**, the first Utah distillery, has been operating since 1870. Not only is the place groundbreaking, but you can find a great rye, bottled barrel-aged Manhattans and stellar cocktails. For beer, Park City offers **Wasatch Brewery** and **Park City Brewery**, two hot spots serving excellent suds.



High West Distillery, Photo Courtesy of High West

Distillery

Sleep soundly

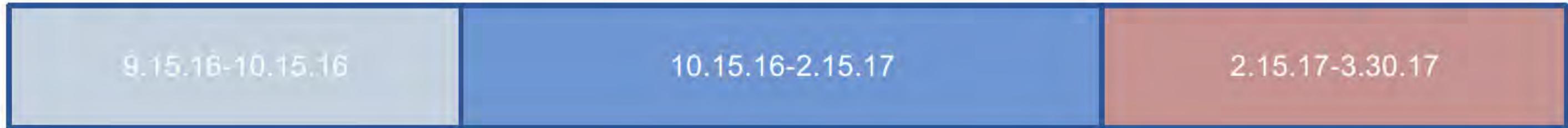
While Park City is covered with almost as many luxury hotels as ski lifts, there's something special about Four-Star Waldorf Astoria Park City. Each room sports a roaring fireplace, but if you desire more reminders of home, book a one-bedroom suite with a kitchen and living room. For even more amenities (not to mention 2,100 square feet of space), stay in the Waldorf Astoria Suite.

But no matter what room you choose, you will still have the benefit of a heated, outdoor pool and bubbling hot tubs, access to the Four-Star spa and the reassurance that you're within stumbling distance of Powder and Arctic Ice Lounge. To make the vacation even sweeter, the hotel has a private gondola located right outside, setting it up as a

A woman with long blonde hair, wearing a red ski jacket, a brown helmet with goggles, and brown gloves, is looking out a window from a ski lift. The scene is brightly lit with sunlight, creating a warm, golden glow. The window has a metal railing. In the background, a snowy mountain landscape is visible. A white shield-shaped logo is overlaid on the image.

THE
GREATEST
SNOW
ON EARTH®

	September					October				November				December					January					February				March			
	28	4	15	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	5	12	19	26
3 National Markets																															
National (Excluding Utah)																															
4 Regional Markets																															



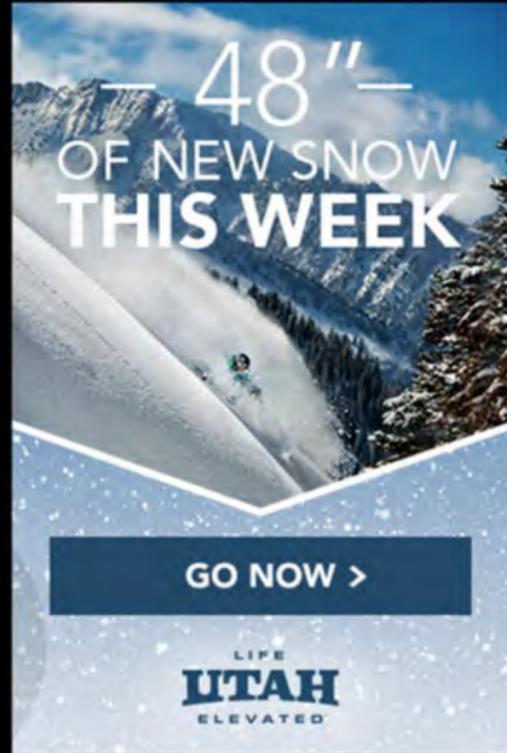
3 Markets

National

4 Markets

ENDEMIC- POWDER SKI WEATHER DYNAMIC

320x480



— 48" —
OF NEW SNOW
THIS WEEK

GO NOW >

LIFE
UTAH
ELEVATED

A vertical advertisement with a 320x480 aspect ratio. The top half features a scenic view of a snowy mountain slope with a skier. The text is overlaid in white. The bottom half has a dark blue background with a white chevron shape pointing upwards, containing a white button with the text 'GO NOW >'. Below the button is the 'LIFE UTAH ELEVATED' logo.

160x600



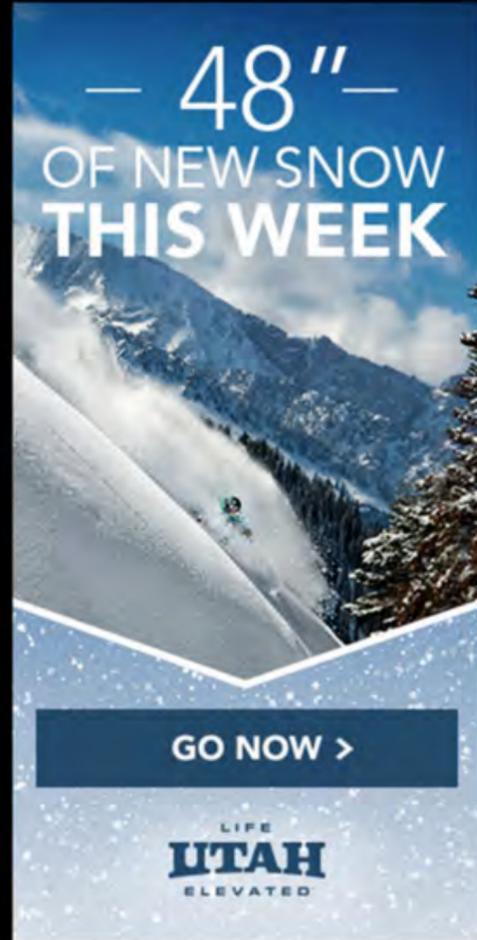
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300x600



— 48" —
OF NEW SNOW
THIS WEEK

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LIFE
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PROGRAMATIC- WEATHER STATIC

320x480



300 DAYS
OF SUNSHINE
500"
OF POWDER

EXPLORE NOW >

LIFE
UTAH
ELEVATED

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160x600



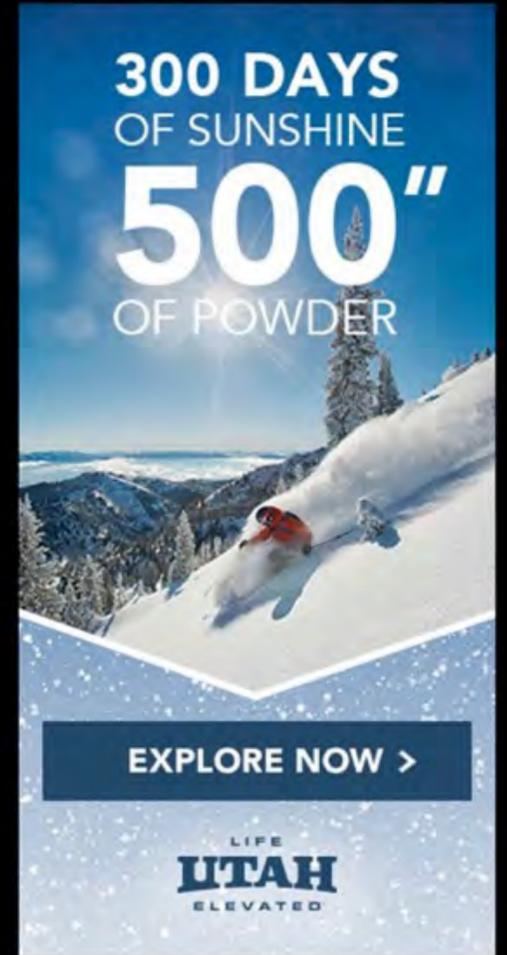
300 DAYS
OF SUNSHINE
500"
OF POWDER

EXPLORE NOW >

LIFE
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300x600



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OF SUNSHINE
500"
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EXPLORE NOW >

LIFE
UTAH
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PROGRAMATIC- FAMILY SKI

320x480



— FIND —
**YOUR
GREATEST**

EXPLORE NOW >

LIFE
UTAH
ELEVATED

160x600

10 RESORTS
LESS THAN
1HR FROM
SLC AIRPORT



EXPLORE NOW >

LIFE
UTAH
ELEVATED

300x600



— FIND —
**YOUR
GREATEST**

EXPLORE NOW >

LIFE
UTAH
ELEVATED

ENDEMIC- POWDER SNOWBOARD

320x480

— FIND —
**YOUR
GREATEST**



EXPLORE NOW >

LIFE
UTAH
ELEVATED

160x600

— FIND —
**YOUR
GREATEST**



EXPLORE NOW >

LIFE
UTAH
ELEVATED

300x600

— FIND —
**YOUR
GREATEST**



EXPLORE NOW >

LIFE
UTAH
ELEVATED



LIFE
UTAH
ELEVATED[®]

Thanks!