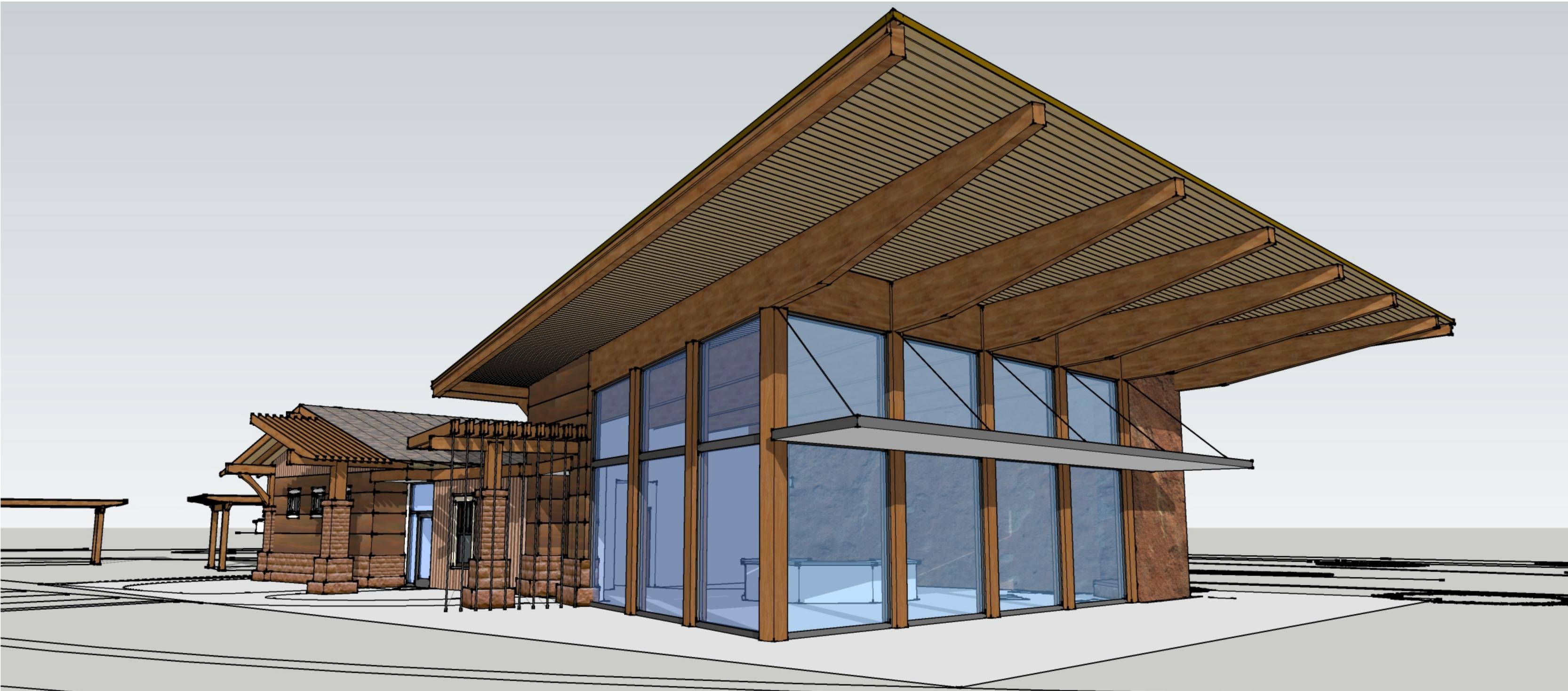


# St. George Welcome Center Update

**Vicki Varela | Managing Director**  
Utah Office of Tourism, Film and Global Branding

## PRIMARY USES OF THIS SPACE

- Information/trip planning
- Storytelling
- Rest and refresh
- Merchandise/booking







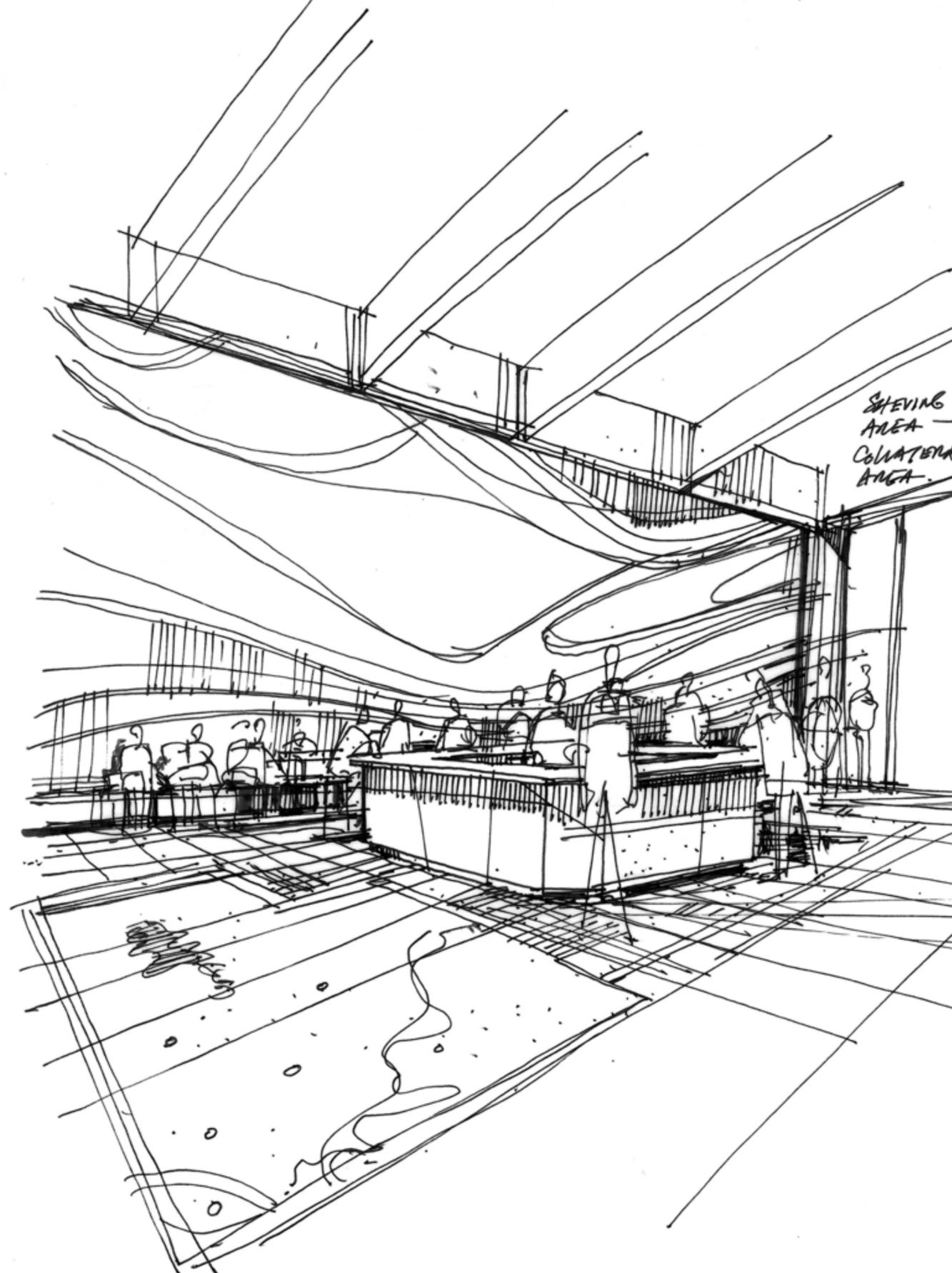


## FEATURE IDEAS and CONCEPTS

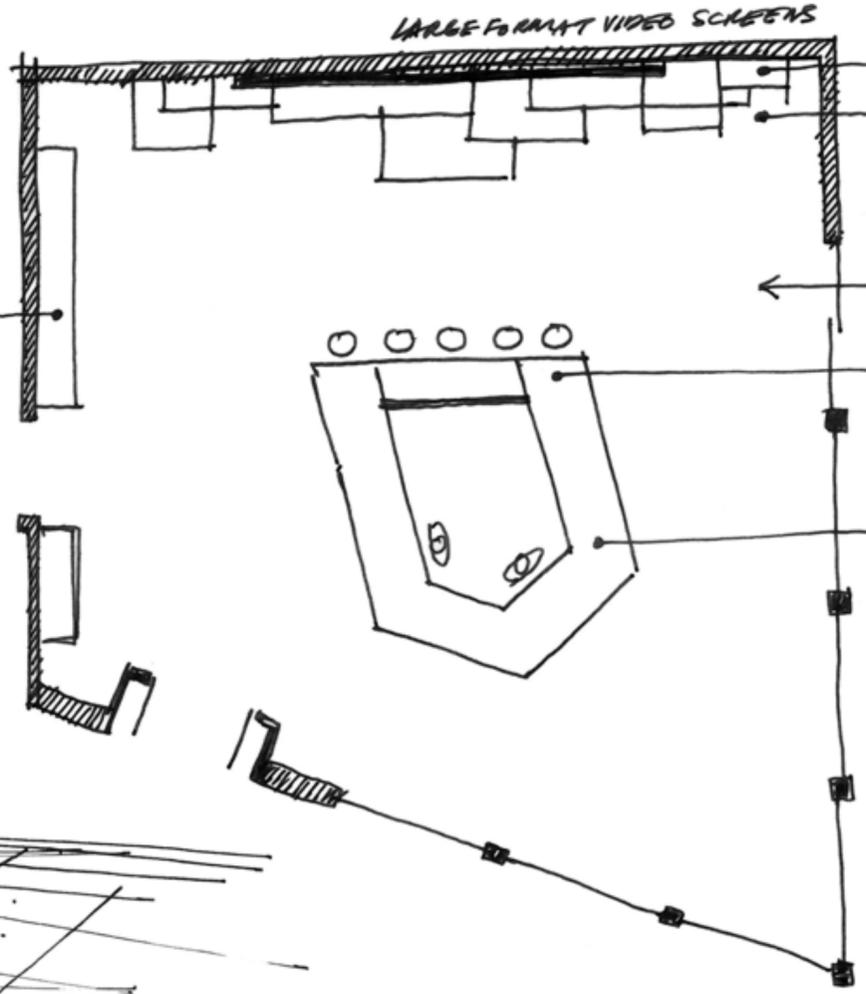
- Large format screen for video/photo
- Interactive trip-planning kiosks
- Booking concierge
- Large floor map of the state
- Interactive children's wall
- Life Elevated merchandising
- Exhibition space for local artist/partner museums

## VISITOR SURVEY FEEDBACK

- Top reason for visiting a welcome center is to obtain information
- A cafe/restaurant is consistently voted as one of the top new features visitors would like to see
- Other popular new features include gift shop, wi-fi connectivity and campground



SHEVING  
AREA  
COLLATERAL  
AREA

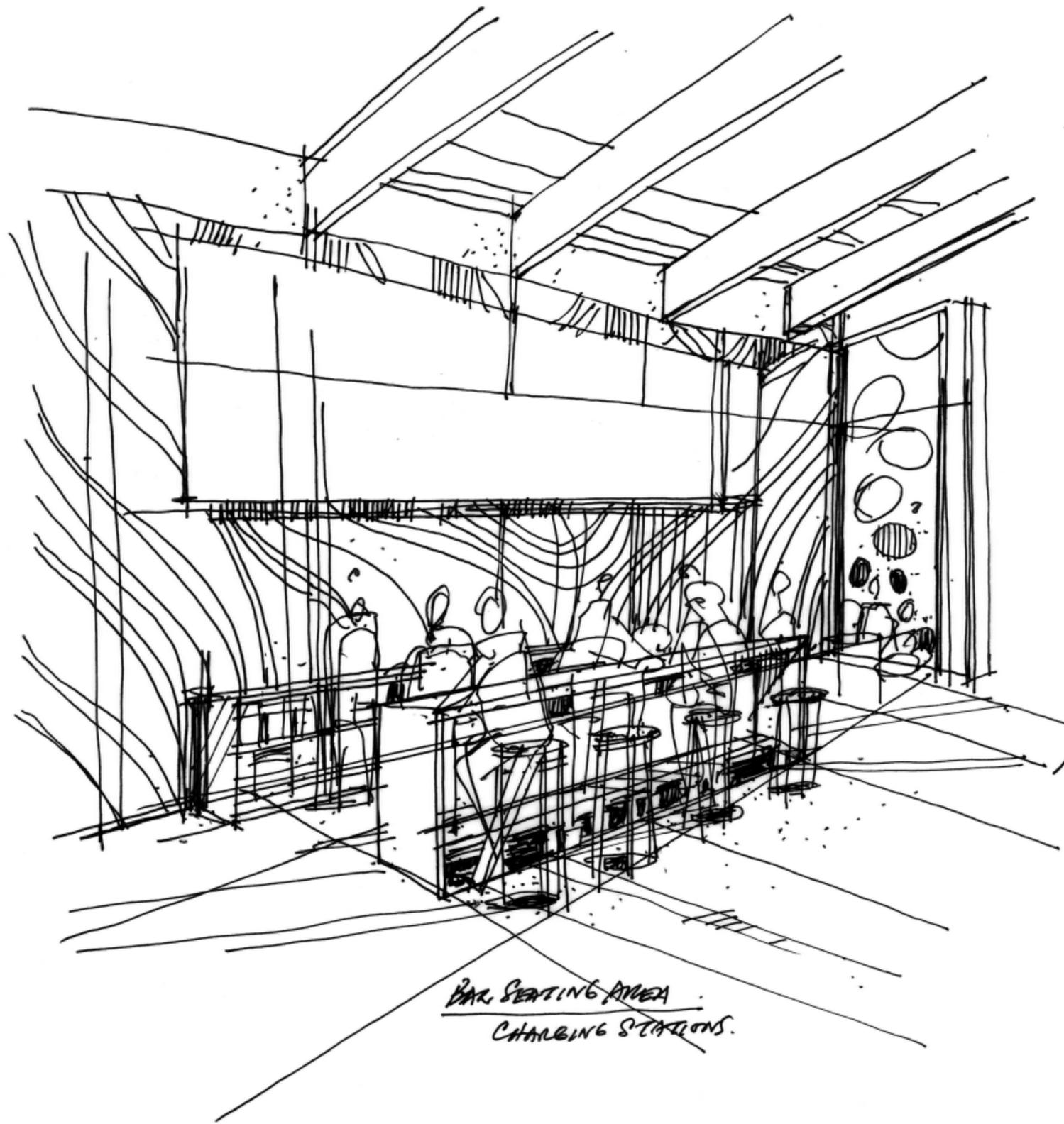


LARGE FORMAT VIDEO SCREENS

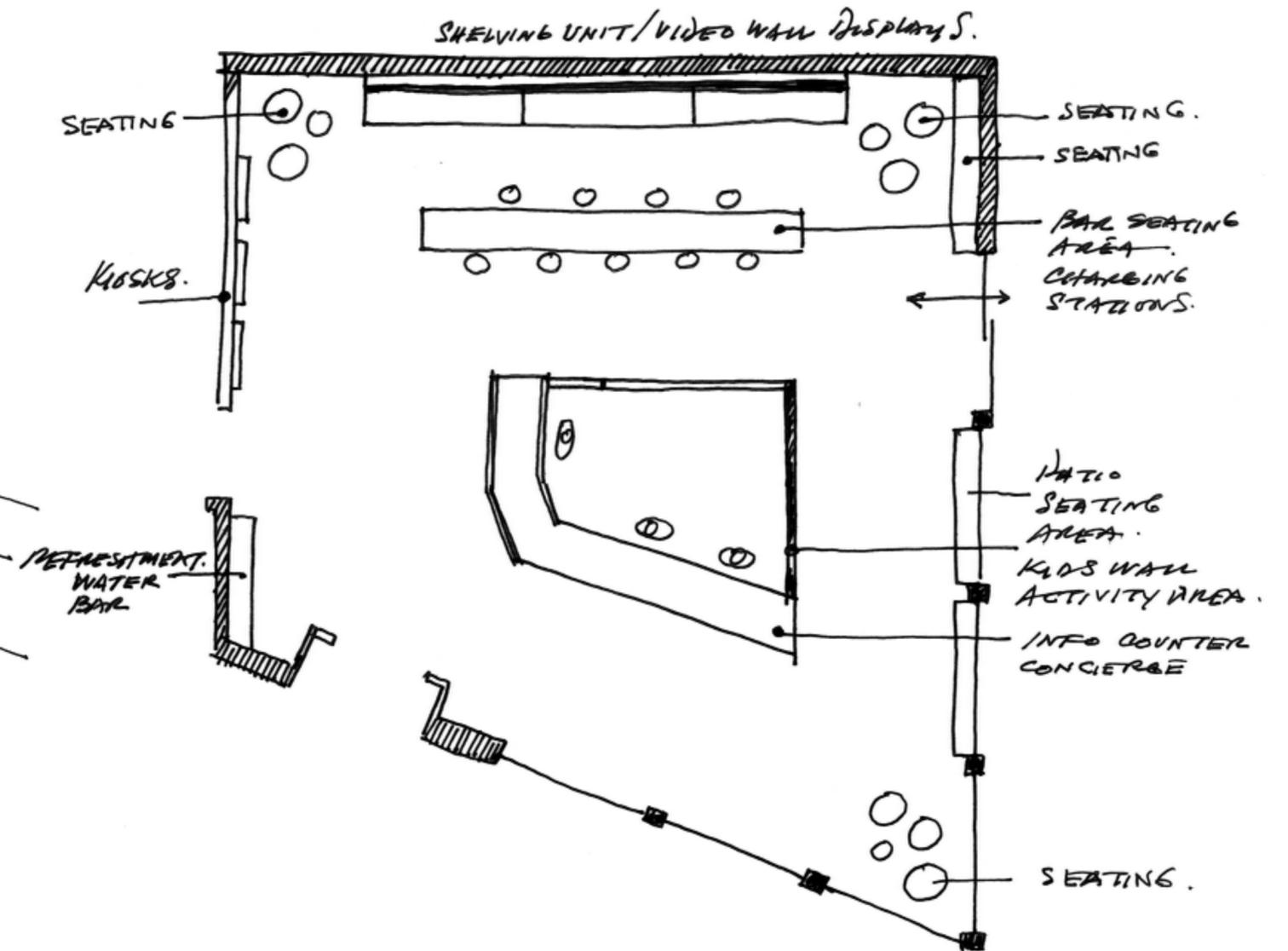
WALK SEATING AREA  
KIDS WALL/SEATING  
INTERACTIVE DISPLAYS.

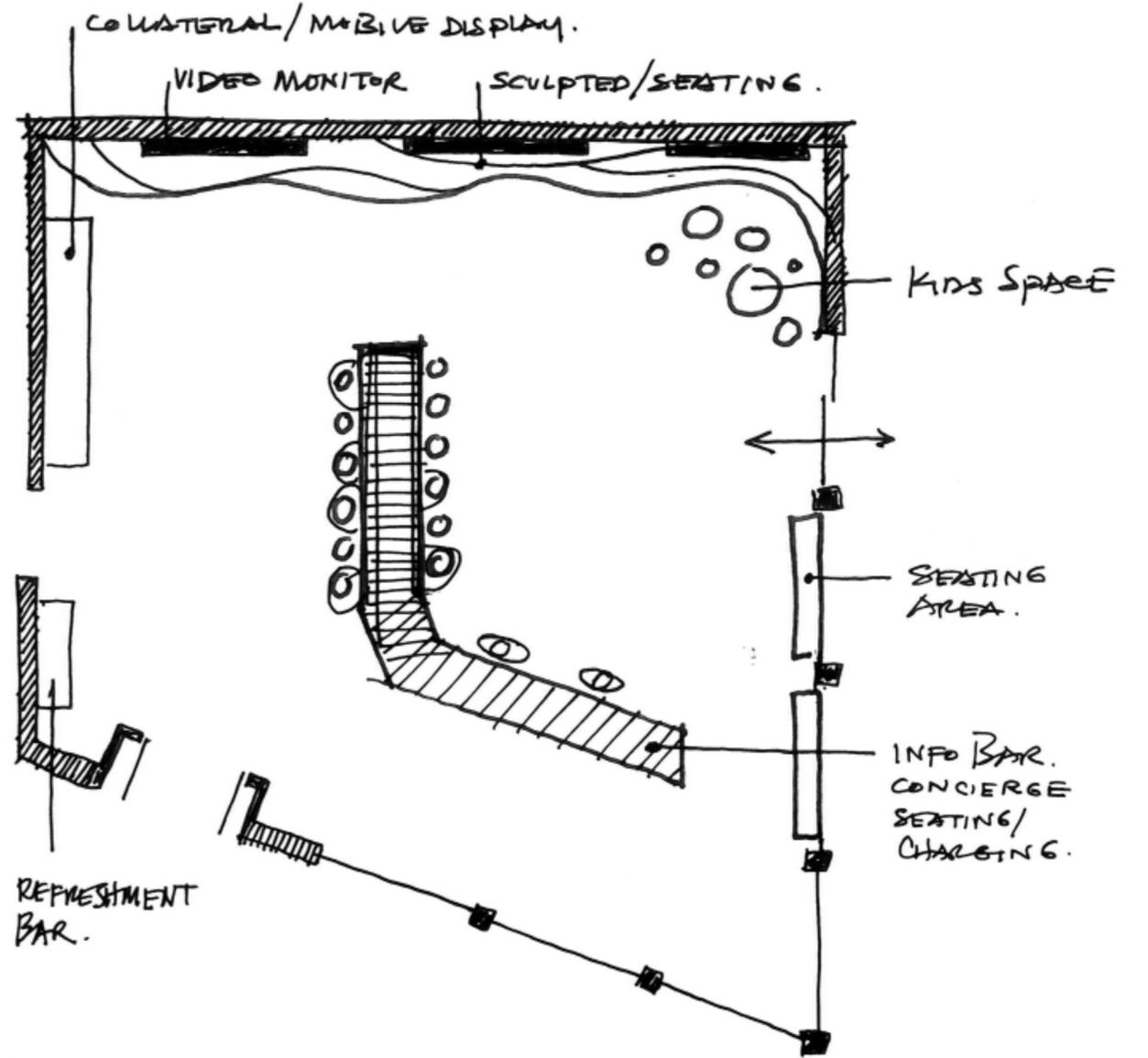
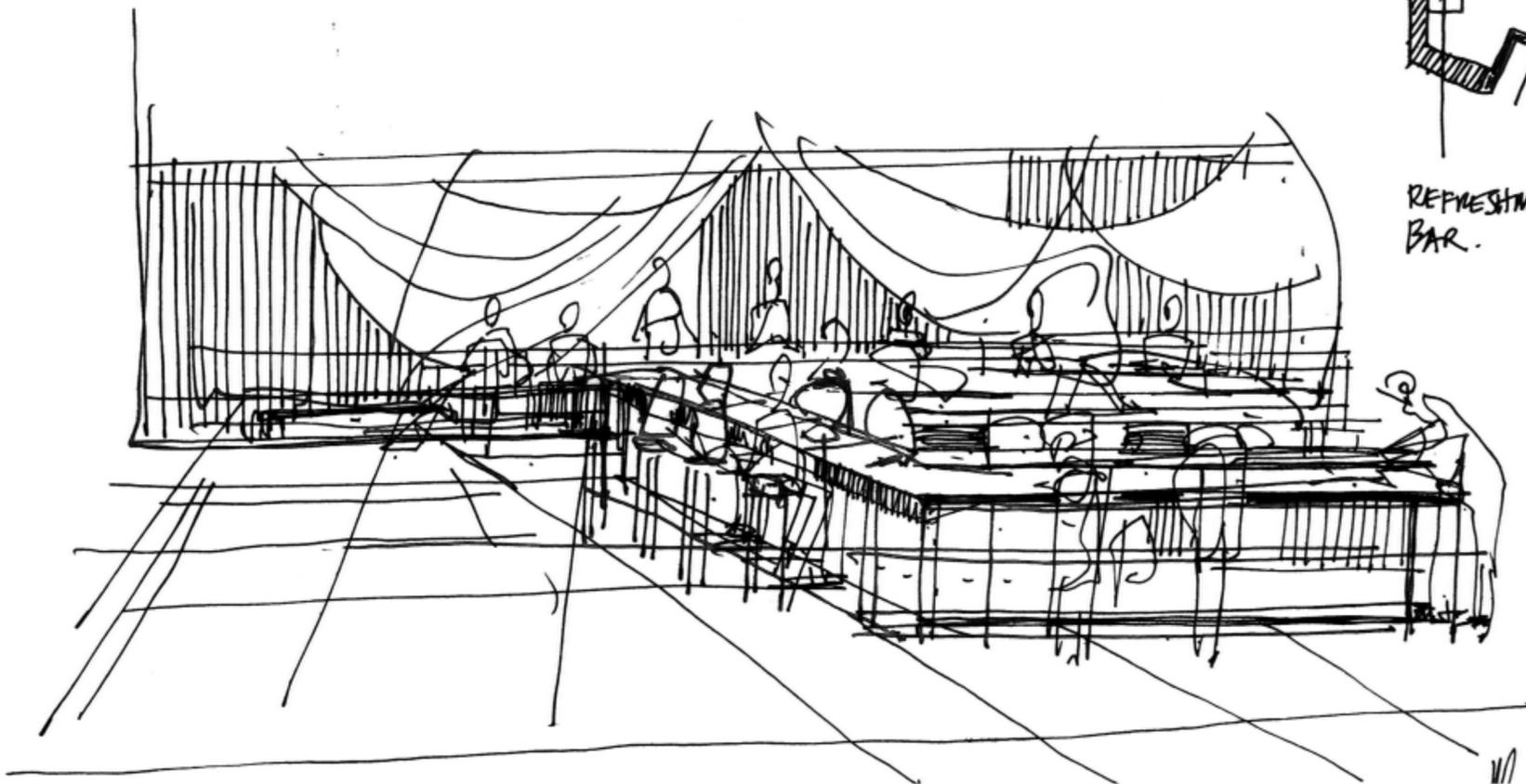
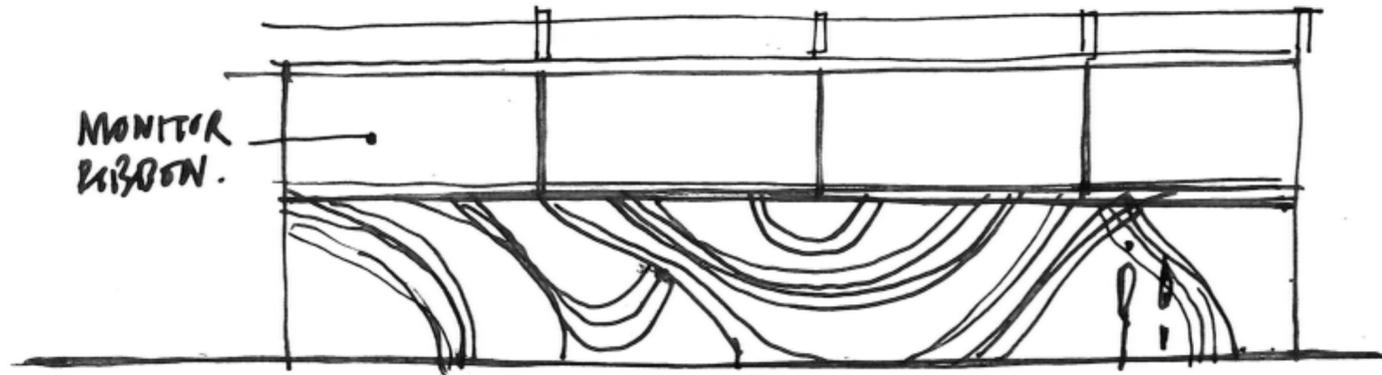
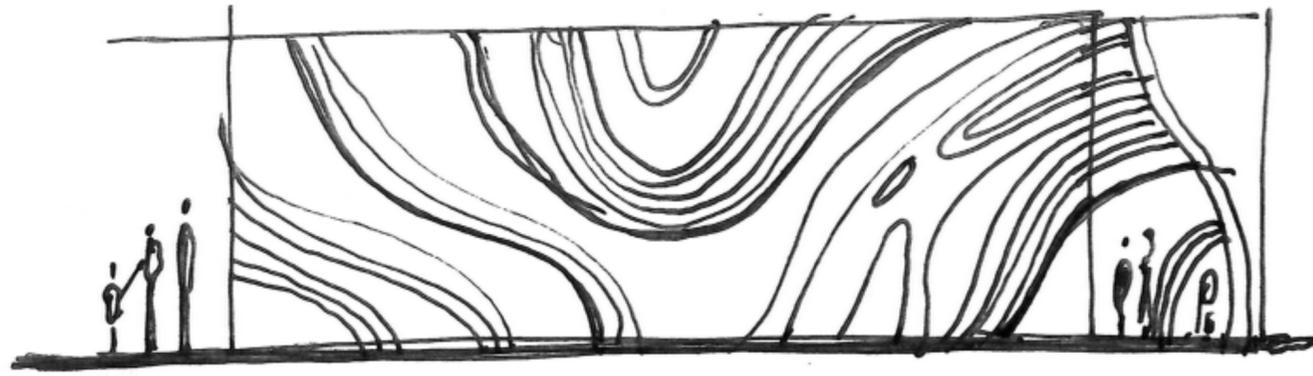
BAR SEATING  
AREA / CHARGING  
TABLE KIOSK.

INFO + CONCIERGE  
AREA.



BAR SEATING AREA  
CHARGING STATIONS.







# EXPRESSION



Ritual or inspirational?



Can you turn your smile upside down as well as he can?



Match this expression! Play MAKE A FACE in Gallery One.



Match this expression! Play MAKE A FACE in Gallery One.



Are expressions universal?



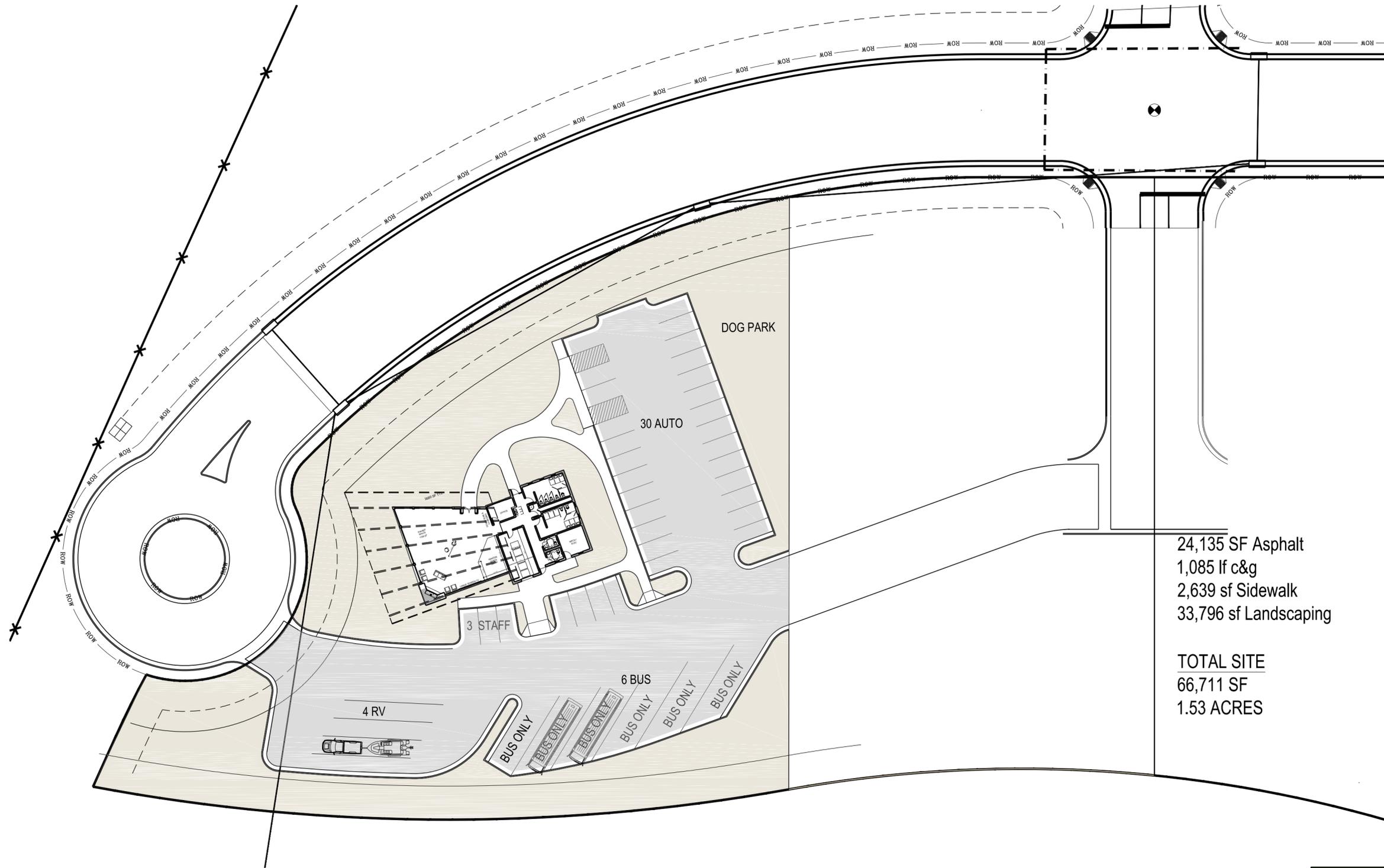
# EXPRESSION

**Proposal: \$200,000 TMPF for interior marketing tools**

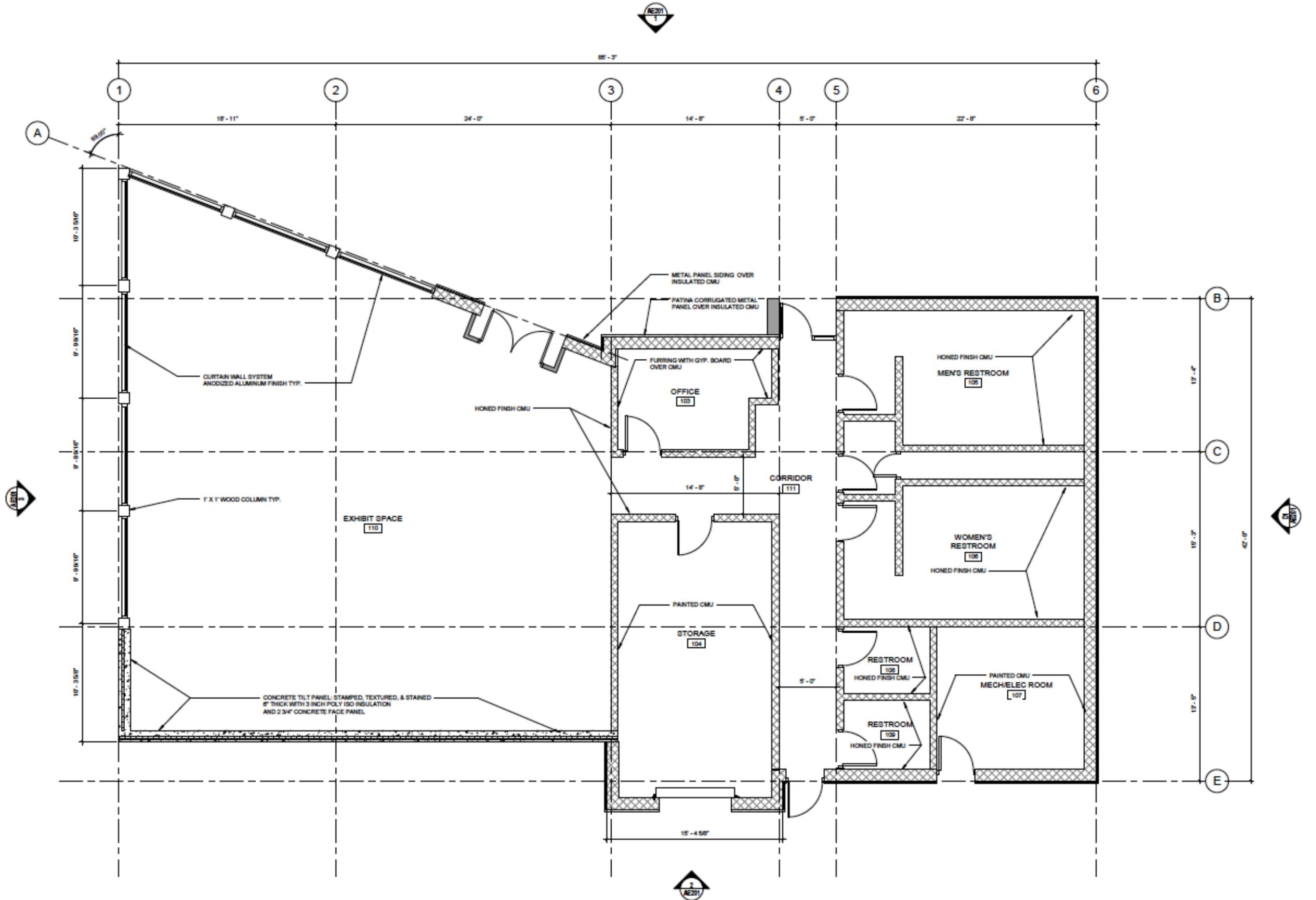


LIFE  
**UTAH**  
ELEVATED®

Thank You!



# INTERIOR





**FACING SOUTHWEST**



FACING NORTHWEST