



Vicki Varela
Managing Director
Utah Office of Tourism and Film

Vicki Varela is the Managing Director of the Utah Office of Tourism, Film and Global Branding for the state of Utah. She oversees the state's national and international tourism brand and marketing strategy. Core components of the Utah Life Elevated brand include the Mighty Five National Parks and the Greatest Snow on Earth. The Utah tourism economy has expanded dramatically under her leadership, currently generating \$1,200 in tax relief per Utah household. She recently launched the Utah Red Emerald Initiative to create the highest quality experience for tourists and host communities. She has been recognized by U.S. Travel as the U.S. Travel Director of the Year.