



News Release

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Outdoor Retailer to Remain in Salt Lake as Winter OR Show Kicks Off

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SALT LAKE CITY, January 22, 2013— Nielsen Expositions, owners of the Outdoor Retailer Summer and Winter Market trade shows, announced today at the annual Winter OR On-Snow Demo held at Solitude Mountain Resort that Salt Lake will remain the host city for the Outdoor Retailer trade shows through at least 2016. The announcement came following an in-depth search for the ideal location to host these prestigious trade shows; the selection confirms Salt Lake's standing as the outdoor capital of North America and its relevance as a convention destination.

With the announcement of Outdoor Retailer remaining in Salt Lake through at least 2016 comes the fact that Utah's capital city will enjoy the substantial economic impact the Summer and Winter OR shows bring to the community and state, an estimated \$40 million annually. The 2013 OR Winter Market, which begins in earnest Wednesday at the Salt Palace Convention Center and runs through Saturday, is projected to bring more than 20,000 manufacturers, retailers and suppliers to the outdoor industry, generating approximately \$18.5 million in total visitor spending to Salt Lake and the state of Utah.*

"Our hospitality and convention facilities—located right next to the greatest snow on earth—make Salt Lake County the place, we believe—for Nielsen Expositions and the Outdoor Retailers. I'm very pleased that the county, the city and the state will continue to reap the economic benefits that come with hosting this prestigious trade show. I appreciate the effort leading up to this exciting news and thank Nielsen Expositions and the Outdoor Retailers for renewing their commitment to be here. The future looks bright for everyone involved," said Mayor McAdams.

"We couldn't be more thrilled with Nielsen's

announcement to stay in Salt Lake as we kick off yet another OR show here in the beautiful Wasatch Mountains at Solitude Mountain Resort," said Scott Beck, president & CEO of Visit Salt Lake. "As host city of the OR shows since 1996, and partners with Nielsen and Outdoor Industry Association to produce excellent shows year in and year out, we genuinely feel our community's service-first mentality and our unparalleled access to this industry's proving grounds, the great outdoors, makes Salt Lake the obvious choice for the OR shows."

In Utah, active outdoor recreation continues to fuel tremendous economic growth, contributing \$5.8 billion annually to the state's economy, supporting 65,000 jobs, generating nearly \$300 million in annual state tax revenues, and producing nearly \$4 billion annually in retail sales and services across Utah, accounting for almost five percent of the Gross State Product.

"Not only do we recognize the enormous financial impact of the two OR trade shows, but we also appreciate how these shows speak to the 'ethos' of what our community has to offer the outdoor recreationalist throughout the year," added Beck. "Of course, with this announcement comes an even greater opportunity and need to continue to look for ways to improve our city as a travel destination, both for trade shows like Outdoor Retailer and for all of our visitors."

Visit Salt Lake is a private, non-profit corporation responsible for the promotion of Salt Lake as a convention and travel destination. Visit Salt Lake's mission is to improve the area economy by attracting and providing support to conventions, leisure travelers and visitors while being a leader in environmental responsibility. Salt Lake is a unique fusion of metropolitan city and quaint mountain town; the towering Wasatch Mountains that embrace Salt Lake offer a dramatic backdrop to the vibrancy and activities of downtown. For more information on all that Salt Lake has to offer, go to www.VisitSaltLake.com.

** Total visitor spending figures are based on surveys of convention delegates conducted by the University of Utah's Bureau of Economic and Business Research (BEBR). Surveys conducted by BEBR over the last five years indicate the average delegate spends \$923 while attending a convention in Salt Lake.*

