



TAKE YOUR TIME

STAKEHOLDERS GUIDE





Our award-winning **TAKE YOUR TIME** ad campaign has brought incredible success to the community. The campaign features TV spots, print ads and PR campaigns all highlighting the value of experiencing one more day in Garfield County.

We are now ready to take this campaign to the next level by involving our local partners and employees through the **Take Your Time Initiative**. This is an internal effort to involve and engage businesses throughout Garfield County. We want everyone in the county to understand how to experience the best of Bryce Canyon Country.





**TAKE YOUR
TIME**

The TAKE YOUR TIME Initiative

GETTING THE WHOLE COUNTY INVOLVED

The **TAKE YOUR TIME INITIATIVE** will accelerate an already successful campaign to a whole new level through the help and engagement of Garfield County employees.

We envision visitors interacting with county employees, discussing different activities around the area, discovering new ideas and adding plans to their itinerary. Maybe they'll plan another hike, book an extra tour or schedule a scenic drive.

No matter what they plan, we want our visitors to start thinking about how they can **TAKE THEIR TIME** in Garfield County.



WELCOME

TO GARFIELD COUNTY

**TAKE YOUR
TIME**

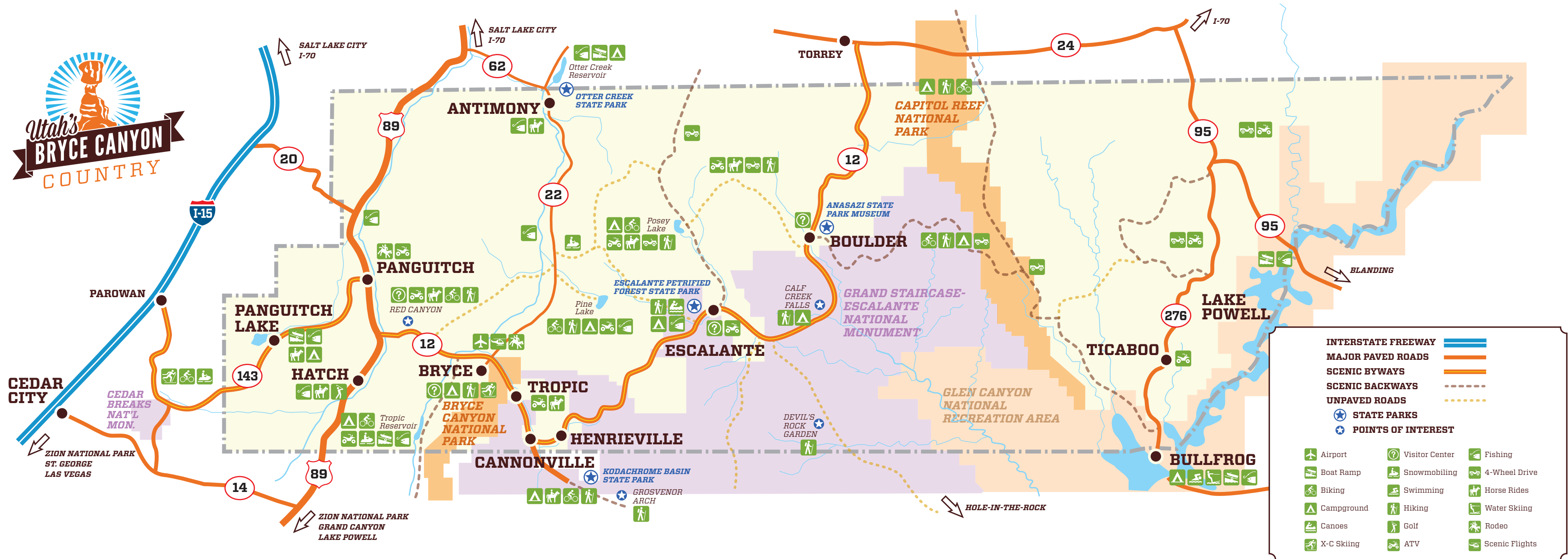


EXPLORE BRYCE CANYON | SCENIC BYWAY 12 AND 143 | GRAND STAIRCASE

TAKE YOUR TIME

GARFIELD COUNTY ACTIVITIES MAP

MANY ADVENTURES AWAIT IN GARFIELD COUNTY



INTERSTATE FREEWAY	
MAJOR PAVED ROADS	
SCENIC BYWAYS	
SCENIC BACKWAYS	
UNPAVED ROADS	
STATE PARKS	
POINTS OF INTEREST	

Airport	Visitor Center	Fishing
Boat Ramp	Snowmobiling	4-Wheel Drive
Biking	Swimming	Horse Rides
Campground	Hiking	Water Skiing
Canoes	Golf	Rodeo
X-C Skiing	ATV	Scenic Flights

Mileage From Bryce Canyon National Park

Anasazi State Park Museum	80
Antimony, Utah	41
Arches National Park	270
Boulder, Utah	80
Brian Head via Panguitch	72
Bullfrog via Burr Trail	147
Burr Trail via Boulder, Utah	80
Calf Creek Falls	65
Cannonville, Utah	16
Canyonlands National Park	340
Capitol Reef National Park	121
Cedar Breaks via Panguitch	83
Cedar City, Utah	78
Denver, Colorado	580
Escalante, Utah	50
Escalante Petrified Forest	48
Flagstaff, Arizona	285
Glen Canyon Dam	152
Grand Canyon, North Rim	160
Grand Canyon, South Rim	300
Hatch, Utah	24
Hells Backbone	64
Henrieville, Utah	19
Hole-in-the-Rock	100
Kanab, Utah	77
Kodachrome Basin State Park	26
Las Vegas, Nevada	271
Los Angeles, California	534
Mesa Verde National Park	431
Moab, Utah	275
Monument Valley	377
Natural Bridges Nat'l Mon.	283
Page, Arizona	152
Panguitch, Utah	24
Panguitch Lake	41
Phoenix, Arizona	422
Pine Lake	22
Pipe Spring Nat'l Mon.	105
Posey Lake	62
Red Canyon	8
St. George, Utah	125
Salt Lake City, Utah	260
Ticaboo via Burr Trail	132
Tropic Reservoir	15
Tropic, Utah	11
Widtsoe Junction	16
Zion National Park	83



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EMPLOYEE BENEFITS OF THE TAKE YOUR TIME INITIATIVE

There are many ways local businesses can get involved with the Take Your Time Initiative, and there are so many benefits from active involvement in this campaign.

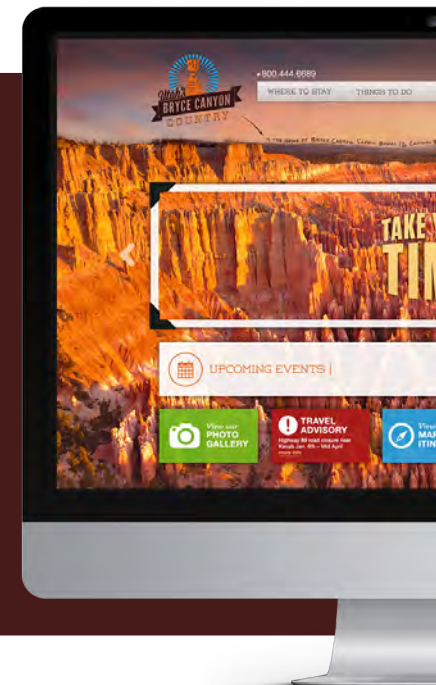
OVERALL EXPERIENCE | Engagement with local employees will enhance experiences throughout Garfield County when visitors receive insider tips about attractions they won't want to miss.

CUSTOMER EXPERIENCE | The customer experience will improve in your establishment as visitors feel a personal connection to the area and to the people they are interacting with. We want our guests to feel welcomed at local establishments, increasing the chances they'll put your business on their list of places they must hit the next time they come, or on the list of must-see places they suggest to their friends.

RETURN TRAVEL | More return travel will greatly pay off in the long term as visitors feel welcomed to the area and have personal experiences that leave lasting impressions.

Never answer "I don't know" when a guest inquires about available activities. Respond by saying, **"Let me find out,"** and use the resources provided in this toolkit as a reference to answer questions, suggest ideas and inform guests.

You can also refer guests to the appropriate visitor center for more specific details about a particular attraction.





WE'RE HERE TO HELP YOU BY PROVIDING THE RESOURCES YOU NEED

Included in this toolkit, you will find an Activity Cheat Sheet, a Quick Answers Guide and a copy of the Garfield County Travel Guide. These resources are designed to be taken with you and kept close by as a reference for suggesting new activities and new plans for visitors to take advantage of.

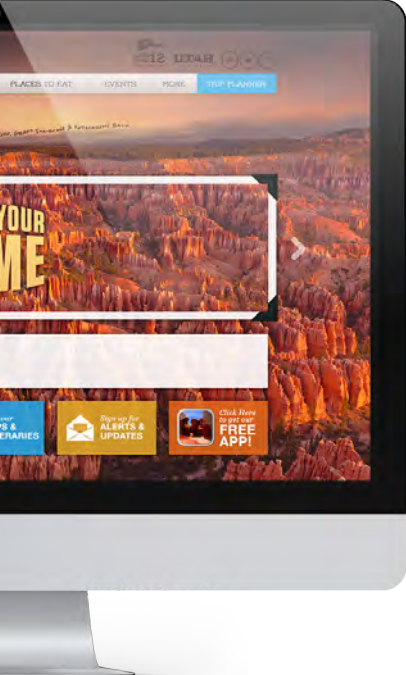
ACTIVITY CHEAT SHEET | Offers a list of both popular and lesser-known attractions around Garfield County. It will provide great suggestions for visitors who may ask for advice on what to do during their trip. From driving along the scenic byways to camping in the Grand Staircase-Escalante National Monument, we want visitors to extend their stay after learning about all there is to explore in every corner of the county.

QUICK ANSWERS GUIDE | Provides a list of potential questions that visitors could ask. In these situations, this guide will equip each employee with possible answers to give visitors a wide range of possible activities they may have not known beforehand. Whether they are looking for a weekend trip or a family-friendly activity, we want our visitors to discover new excursions and extend their stay.

TRAVEL GUIDE | Provides in-depth descriptions and pictures to help visitors visualize their trip and plan their itinerary. This resource also provides a detailed list of accommodations with contact information, which will be helpful to reference when guests ask questions or want to find out more information about a particular activity.

ADDITIONAL RESOURCES | Visit the website at BryceCanyonCountry.com for helpful information about popular attractions around the area in addition to numerous maps, guides and other resources. Here you will find a list of popular and lesser-known attractions, along with an accommodation guide.

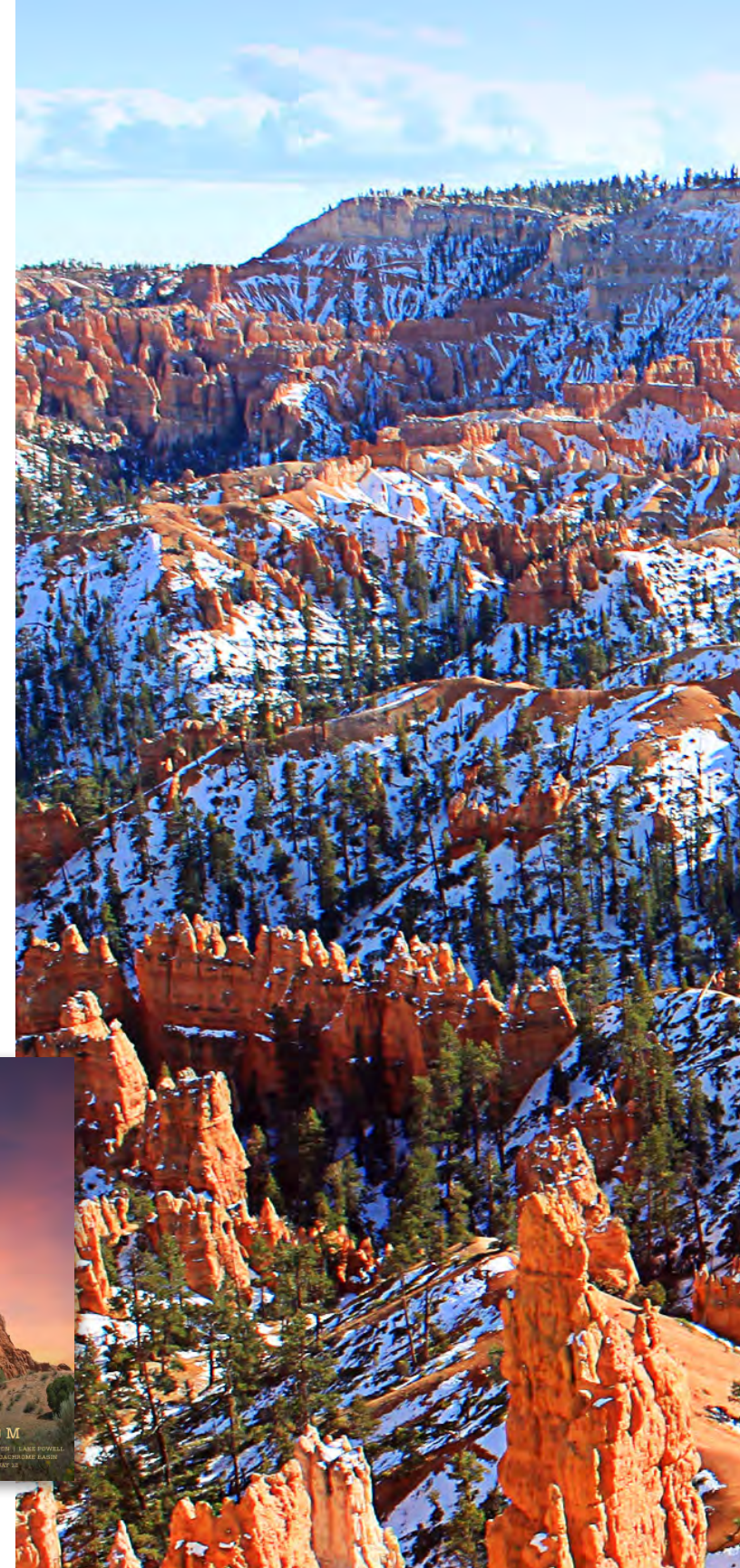
The Garfield County Travel Council is here to help you. Use us as a resource. Feel free to ask questions or voice concerns while implementing these initiatives. Our goal is to ensure each employee can explain how to “Take Your Time” in Garfield County.



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HOW TO GET INVOLVED AND HELP THE INITIATIVE

- 1** Place provided signs in traffic-heavy locations within your establishment. When visitors ask you about the signs, be ready to answer what it means to “Take Your Time” in Garfield County.
- 2** Review the cheat sheet of activity recommendations and use these examples to provide extra suggestions for visitors to add to their itinerary.
- 3** Read the quick answers to potential questions for ideas on the best ways to respond to visitor inquiries.
- 4** Review the map in this brochure for an overview of the county and become familiar with which areas feature popular activities.
- 5** Get Take Your Time certified online. Visit BryceCanyonCountry.com to review all materials and watch the training video. When completed, you will receive the Take Your Time certification.



TAKE YOUR TIME

HIKING | MOUNTAIN BIKING | CANYONEERING | SLOT CANYONS | FISHING | ATV TRAILS | RED CANYON
BRYCE CANYON NATIONAL PARK | CAPITOL REEF NATIONAL PARK | GRAND STAIRCASE - ESCALANTE NATIONAL MONUMENT
BOULDER MOUNTAIN | KODACHROME BASIN STATE PARK | ESCALANTE PETRIFIED FOREST STATE PARK | LAKE POWELL
DIXIE NATIONAL FOREST | ANASAZI STATE MUSEUM | SCENIC BYWAY 12