



# Utah Hotel & Lodging ASSOCIATION

## **The Utah Hotel and Lodging Association hires a new Executive Director.**

Salt Lake City, UT- After a broad search the Utah Hotel and Lodging Association has selected Michael Johnson to be the new Executive Director. This new appointment marks an exciting new step for an association that has been the driving force behind growth in the travel industry for nearly five decades.

Johnson, a Layton resident, comes from the Davis County Chamber of Commerce where he managed the community television station, Davis Cable 17. The association chose Johnson because of his great energy, his diverse background and his unique set of skills. According to the associations President Leila Neilson, they selected him because "He brings a strong background in marketing, progressive ideas as well as a good sense of the political arena where he will be working. He understands the needs of the association and of our member hotels. We are excited to have him on board."

"I am honored to work for a group which over the years has done so much to improve the economic conditions of the state of Utah," says Johnson. "This association has been vital in helping to put Utah on the map for travelers from all over the world."

The Executive Director is responsible for representing the association in its efforts to serve and protect travelers in Utah through serving hotel owners and managers. According to Johnson, "Educating the Legislature and helping them to understand the tourism industry, encourages hospitality laws that benefit travelers and bring additional tax dollars into the state."

The Executive Director position replaces the management services of Pinnacle Marketing whose existing contract was not renewed.

Visit [www.UHLA.org](http://www.UHLA.org) for more information about the Utah Hotel and Lodging Association.

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