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.
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.
GARFIELD COUNTY ACTIVITIES MAP
MANY ADVENTURES AWAIT IN GARFIELD COUNTY
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.

---

**EMPLOYEE BENEFITS OF THE TAKE YOUR TIME INITIATIVE**

- **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.
Excursions and extend their stay. In these situations, this guide will equip each employee with possible answers to give visitors 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.
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.

Review the cheat sheet of activity recommendations and use these examples to provide extra suggestions for visitors to add to their itinerary.

Read the quick answers to potential questions for ideas on the best ways to respond to visitor inquiries.

Review the map in this brochure for an overview of the county and become familiar with which areas feature popular activities.

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.
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