

“You’ve got to think about big things while doing small things, so that all the small things go in the right direction.”

- Alvin Toffler

The logo features a stylized white icon of a mountain peak or a series of connected lines forming a jagged shape, positioned to the right of the word 'GREATER'.

GREATER ZION

CONVENTION & TOURISM OFFICE

TITLE TEXT

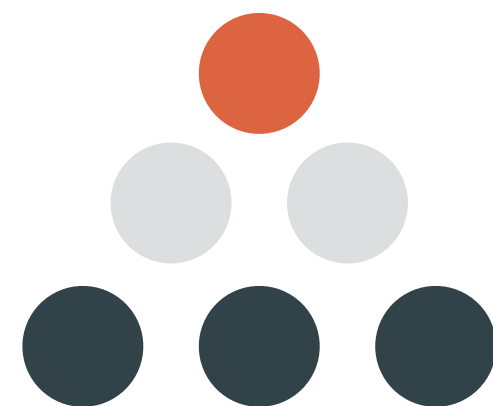
Unifying Entities



Tourism 2019 and Beyond



What we've been up to



Brand Audit

Weave together Strategic Positioning with mission, vision, values / pillars and brand essence to define the full brand architecture. Define naming structure.



Strategic Audit

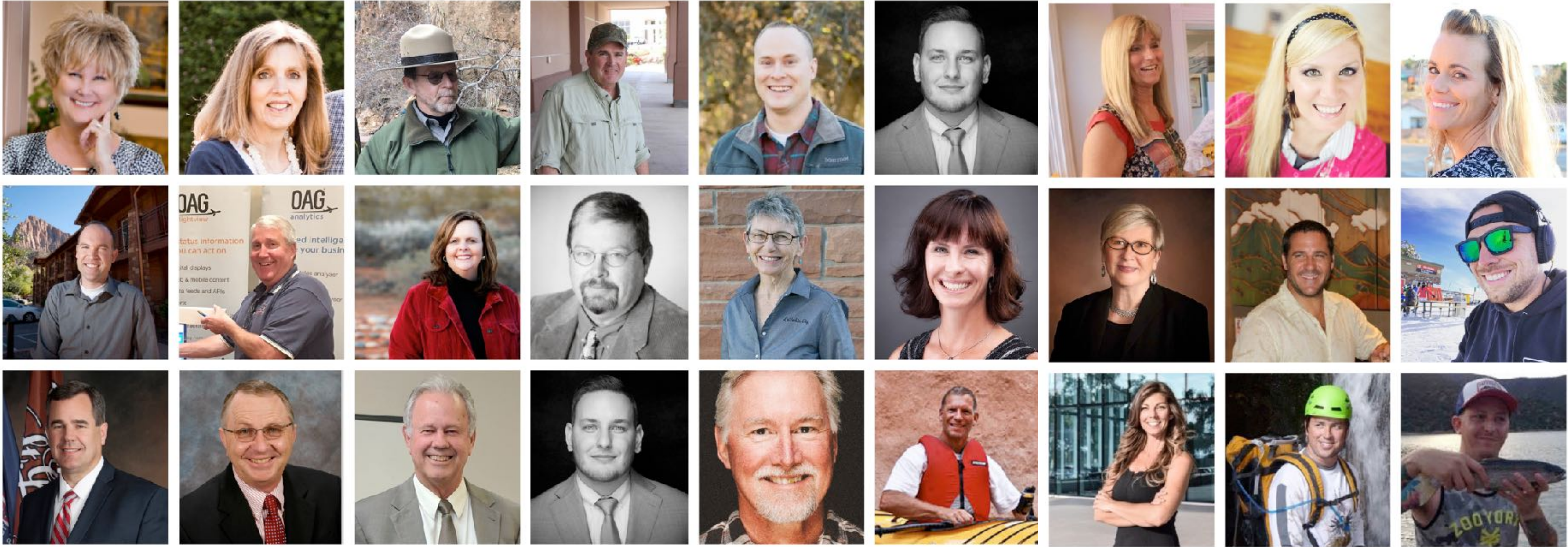
Conducted consumer + stakeholder research and audits to find the intersection of brand, category and audiences.



Marketing Strategy

Approach to three year plan including metrics and measurement.

75+ Stakeholder Interviews



FORMATIVE RESEARCH

Brand Study

530

Respondents

6

States

53%

25-44 age

Key Takeaways

1

We have an identity Issue. Most people outside the area don't connect the area's greatest tourism's assets with the county name. St. George is well known in state, but less recognized further away.

2

Zion National Park is the area's most recognizable tourism asset. **With Zion as the fourth most visited National Park in the country, Washington County is home to one of the most memorable tourism names in the world.**

3

We don't have an overcrowding issue, we have a distribution issue. Despite a robust tourism environment, as a whole, the area is still a hidden gem to our most valuable visitors - those who stay longer and spend more.



Key Questions

How do you utilize the strength of Zion to spread visitors to other areas?

How do you benefit from the recognition of the Park and not be dependent on it?

Naming Process



Categories, Channels, Names

over
100
Naming options
created

17
Filters utilized

5
Naming categories
created

Naming Criteria / Filters

- 1 Does the name represent all of Washington County?
- 2 Is the name own-able (not currently used / owned by someone else. Is there a URL?)
- 3 Will the name resonate with consumers? Does it communicate who we are?
- 4 Does the name make sense?
- 5 Is the name memorable?
- 6 Does the name have a ring to it? Is it interesting?
- 7 Is the name believable / true?
- 8 Is the name free from negative connotations?
- 9 Is the name future friendly? (Will it still ring true in 10 years)
- 10 Will the name resonate with residents of Washington County. Will they be proud of it?

Channel Filters

- 1 Sports & Adventure
- 2 General / Family Travelers
- 3 Events
- 4 Meeting & Convention
- 5 Visitor Services
- 6 International
- 7 Economic Development

Brand Manifesto





Why Greater Zion?

- 1 Benefit from the recognition of Zion, but not dependent on the park
- 2 Capitalizes on 3 meanings of “greater”: bigger, better, and area designation
- 3 Use of Zion was preferred by consumer research
- 4 Representative of the entire community and tourism offering
- 5 Local residents can be proud of it
- 6 Allows us to claim and own Zion

Design Benefits

Utilizes the recognizable Utah state shape

Features the name in the southwest corner





Example: Vertical frame, highlighting people engaging in activity, set over image.



Example: Horizontal frame, highlighting people engaging in activity, layered within image.



Example: Vertical frame, highlighting an element of the landscape, layered within image.



Example: Horizontal frame, highlighting an element of the landscape, set over image.

Functional design for a variety of uses

GREATER ZION EXAMPLES





GREATER ZION EXAMPLES



Behind the Name

WASHINGTON COUNTY TOURISM

Vision

Inspire Greater. Experience Greater. Live Greater.

Positioning Statement

Greater Zion is one of those rare places that neither words nor pictures can capture. Our communities are filled with individuals who are energized by nature, and inspired by achievement. When people come for the first time they feel something different here. They feel something greater.

The Greater Zion Convention & Tourism Office exists to enhance those feelings and the opportunities they provide.

Mission Statement

Our mission is to maximize the revenue generated by visitors to create a superior experience for visitors and residents.

Walton Foundation Study

30 Most Dynamic Metropolitan Areas (June 2019)

“Metrics show an economy that has capitalized on tourism”

“Tourism draws have become labor draws”

“Local govts are using [tourism assets] as a way to improve quality of life for residents”

“Growth has come from all age groups as they seek the metro’s unique natural ammenities”

“Creating an ecosystem with the potential to become the nation’s next great tech hub”

How we bring it to life

Embrace the
energy of our
natural
surroundings

Support the
economic
drivers of
tourism

Enhance our
recreational
opportunities

Fuel optimism
in our
communities

Create
inspirational
experiences

Celebrate
achievement

Reward effort

Inspire Greater. Experience Greater. Live Greater.





GREATER ZION



GREATER ZION



GREATER ZION

A wide-angle photograph of a rugged mountain range with reddish-brown rock formations. The sky is a clear, vibrant blue. In the distance, a range of mountains is covered in a thick layer of white snow. A thick, white mist or fog fills the lower portion of the image, partially obscuring the base of the mountains. The right side of the image is framed by a thick white border that has a stepped, architectural appearance.

GREATER ZION

GREATER ZION



GREATER ZION



GREATER ZION



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GREATER ZION

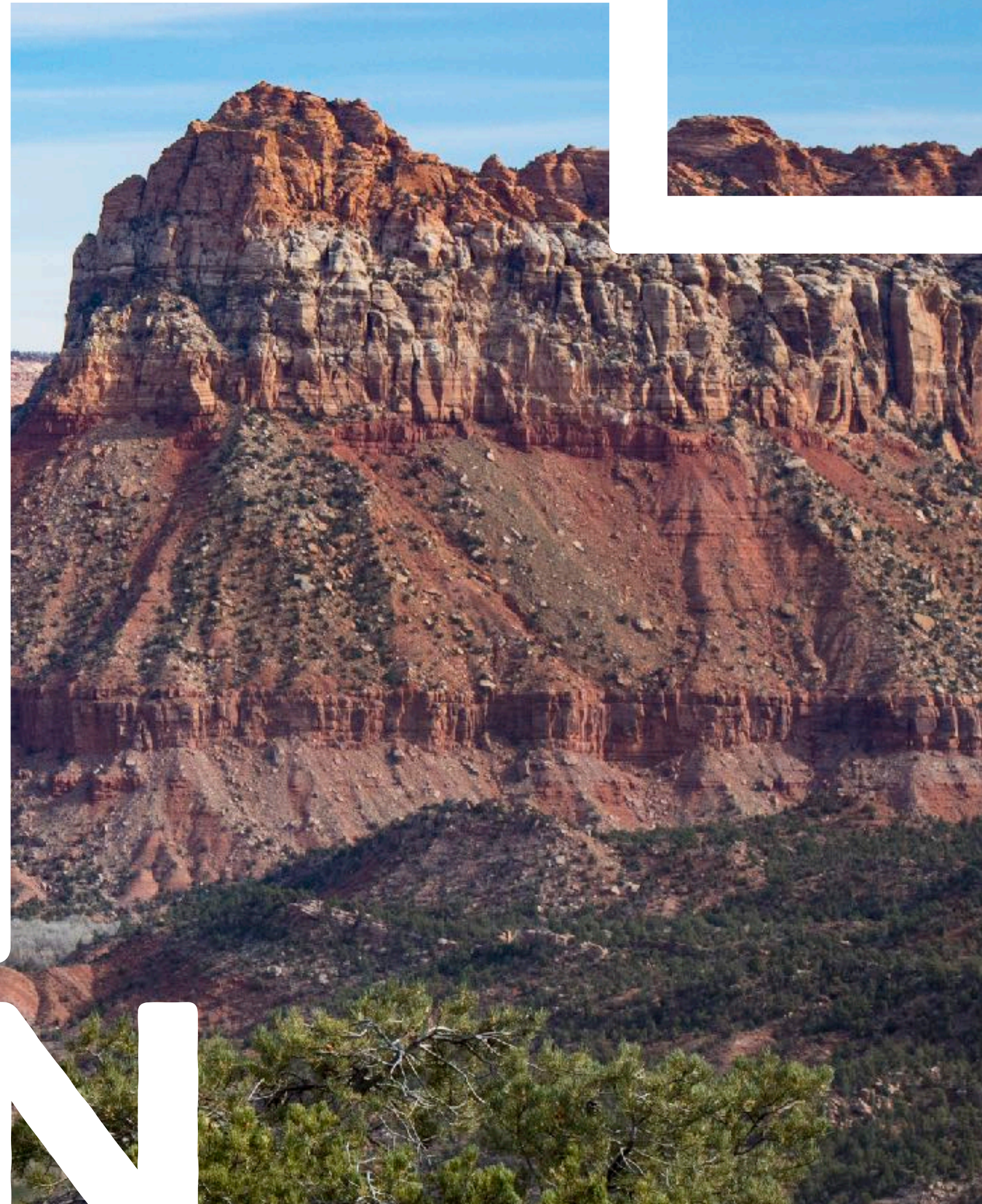




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GREATER ZION

The background of the image is a photograph of a massive, layered sandstone cliff face, likely in a desert environment. The lighting is warm, suggesting sunrise or sunset, with the cliff face glowing in shades of orange and yellow. In the foreground, the dark silhouette of a hiker stands on a rocky ledge, looking out at the cliff. Another person is partially visible sitting down nearby. The overall mood is one of adventure and natural beauty.

GREATER ZION



GREATER ZION