



Co-Op Marketing Funds for Tourism Related Events Available Through the Greater Zion Convention & Tourism Office

St. George, Utah – July 10, 2019 – The Greater Zion Convention & Tourism Office is accepting applications for co-op marketing funds to support marketing and promotional efforts for tourism related events in Washington County. This Tourism Office co-op program utilizes Transient Room Tax (TRT) dollars to help secure, support and sustain events that will stimulate the local economy by attracting visitors from outside Greater Zion, as well as contribute to the quality of life for county residents.

“Our co-op marketing program is a great way to launch new events throughout Greater Zion,” said Kevin Lewis, director of the Greater Zion Convention & Tourism Office. “Seed money like this has helped events grow to be big tourism drivers in our community, while at the same time, providing fun and rewarding opportunities for residents. We are always seeking the right events to help responsibly grow and enhance our tourism offerings.”

Funding awards are determined using several criteria, however, preference is given to nonprofit events that create new economic impact, add positive marketing exposure for the area, introduce the area to a new audience, market or demographic, as well as help fill hotel rooms during lower occupancy time periods. Overall, it’s another way tourism dollars are helping to make Greater Zion a world-class destination and build the culture and character of the community.

Applications for nonprofits organizations are reviewed twice a year with applications due August 1 and February 1. Awards are determined in September and March, respectively. For-profit organizations may submit applications once a year with the August 1 deadline. All applications must be submitted online.

Applications are reviewed by the Washington County Tourism Tax Advisory Board, which makes recommendations to the County Commission on the expenditure of funds collected from the TRT.

A detailed explanation of application requirements and guidelines, along with step by step submission procedures are available at www.greaterzion.com/services.

About Greater Zion

Located in the southwest corner of Utah, Greater Zion is a destination that offers more than 2,400 square miles of adventure and inspiration. Zion National Park, the fourth most visited National Park in the United States, is the premier attraction, but Zion is only the beginning. Four state parks and a multitude of year-round recreational lands set the stage for a burgeoning mountain biking scene, some of the best off-highway vehicle riding in the country, scenic and challenging play at 12 top-rated golf courses, world-class cultural performances at Tuacahn Center for the Arts and so much more. The vibrant communities of St. George, Springdale, Hurricane, Ivins and towns in between offer a wide range of lodging options, dining experiences and access to outdoor pursuits through local outfitters and tour companies. Home to the 2021 IRONMAN 70.3 World Championships, Greater Zion also is a world-class destination for sporting events, conferences and meetings. The Greater Zion Convention and Tourism Office is

a transient-room-tax-funded entity of Washington County, Utah. For more information, please visit GreaterZion.com.

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