



Quarterly Media Tipsheet

New Name, Non-Stop Flight, Hotel Happenings and More in Greater Zion

St. George, Utah – July 9, 2019 – With more than 2,400 square miles of adventure and inspiration, Greater Zion provides several reasons to visit this summer and fall. New non-stop service from Dallas/Fort Worth to St. George takes off in September, a new hotel is slated to open in downtown St. George and there are numerous creative happenings, tours and more.

Zion National Park, the fourth most visited National Park in the United States, is the region's 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.

Same Destination, Greater Name

The destination remains the same, but the name is greater. The Washington County Convention & Tourism Office is now the [Greater Zion Convention & Tourism Office](#) to better represent the diverse offerings found throughout the county. Greater Zion includes St. George, Springdale, Hurricane, Washington, Ivins and several towns in between. Not only does the destination include Zion National Park, but also four state parks and year-round offerings serviced by local outfitters, tour companies, rental shops and more. Greater Zion also is home to the 2021 IRONMAN 70.3 World Championships and has positioned itself as a world-class destination for sporting events, conferences and meetings.

New Non-Stop Flights from Dallas/Ft. Worth to St. George Regional Airport

American Airlines recently announced new daily, non-stop service from Dallas/Fort Worth International Airport (DFW) to [St. George Regional Airport](#) (SGU) starting Sept. 26, 2019. The new service doubles the numbers of connections travelers can make when flying to and from St. George, as the new flight provides access to more than 900 daily departures to 220 destinations. Flights depart DFW at 2:50 p.m. with a 4:37 p.m. arrival to SGU with Dallas-bound flights departing at 7:05 a.m. arriving at DFW by 10:44 a.m., allowing convenient access to connecting flights. SGU already provides daily, non-stop service to key hubs such as Phoenix, Denver, Salt Lake City and Los Angeles.

ATV & Jeep Adventure Tours Launches New Zion Area Off Road Van Tour

Explore above and beyond Zion National Park with [ATV & Jeep Adventure Tours'](#) new Off Road Van Tour. Discover several backcountry locations that are typically not easily accessible in ATV Adventures' enclosed, heated and air-conditioned off road vans. The tour highlights the amazing views and rock formations of Gooseberry Mesa, Smithsonian Butte and the hidden "cookie cutter" petroglyphs of Apple Valley that date back 2,000 to 8,000 years. The tour ends with a visit to Grafton Ghost Town, where several movies, such as "Butch Cassidy and the Sundance Kid," were filmed. The town also features the Grafton Cemetery where visitors can find graves

of pioneer men and Native Americans. The five-hour tour is offered daily starting at 10 a.m. Cost is \$119 for adults or \$69 for children 11 years old and under.

2021 IRONMAN 70.3 World Championships and IRONMAN 2020 St. George

St. George has been selected to host the [2021 IRONMAN 70.3 World Championship](#) and the full-distance IRONMAN St. George returns in 2020. The announcement marks the return of the IRONMAN 70.3 World Championship to North America and is the first time since 2013 that the event has been hosted in the Southwestern United States. St. George enters an elite group of destinations around the world bestowed with the honor of hosting this prestigious competition. The event originated in Clearwater, Fla., in 2006 and moved to Henderson, Nev., (2011-13) prior to embarking on a global annual rotation that began with Mont-Tremblant, Quebec, Canada (2014). The striking Southwestern community of St. George has been a host venue for IRONMAN or IRONMAN 70.3 North American Championship since 2010. St. George's breathtaking scenery and views of the surrounding red rock canyons have made the community an ideal destination for athletes for years. The course has historically begun in the beautiful Sand Hollow Reservoir before embarking on a bike course through picturesque Snow Canyon State Park prior to a run through the Red Cliffs Desert Reserve. The IRONMAN 70.3 North American Pro Championship St. George also earned accolades in the 2018 IRONMAN Athlete Choice Awards, ranking in the Top 10 for two categories - fifth in Best Overall Bike and ninth in Overall Host City Experience.

New Luxury Spa Opens Just Steps Away From Zion National Park

Cable Mountain Lodge is conveniently located just steps from Zion National Park in Springdale. The hotel recently opened [The Spa at Cable Mountain Lodge](#) offering luxury services to guests after a day of activities in Mother Nature's playground. With Zion at its footsteps and the Virgin River running behind the property, the area's outdoor environment inspired the look and feel, as well as treatments offered. The facility includes six treatment rooms, private lockers, showers, a lemongrass, eucalyptus-infused steam room and whirlpool. A coed relaxation lounge offers a lighted salt wall, moving art, fresh fruit and healthy beverages to create a serene location to rest before and after treatments. Spa treatments draw from the surrounding natural environment and include offerings such as the Emerald Pools Gemstone Massage that draws from healing powers of the area. Guests will discover their energy spectrum profile in this unique treatment which also includes quartz crystal-infused oils and vibrational energy mists. The Temple of Sinawava Facial is inspired by the nearby Virgin River and uses highly mineralized tonics and forest bark concentrate, along with gemstones to magnify energy points.

The Advenire, an Autograph Collection Hotel, to Open in St. George

[The Advenire](#) is the newest boutique hotel scheduled to open in St. George. The new four-story, 60-room Marriott Autograph Collection hotel is slated to open in late 2019 and is located in the heart of downtown. The property is designed to capture the vibrant community of St. George as well as the greater region with its outdoor pursuits and active lifestyle. The hotel features a mixture of modern and rustic aesthetics to create a warm, welcoming atmosphere.

New Red Fort Restaurant Wins Best of Southern Utah Awards

Open for just over a year, [Red Fort Restaurant](#) quickly made an impression on the local community as the current hot spot recently won three Best of Southern Utah Awards, including Best All-Around Restaurant, Best Lunch Spot and Best Asian Food. The restaurant, which features Indian cuisine, serves up favorites such as Onion Bhaji, Vegetable and Chicken Pakora as well as a selection of tandoori dishes, flat breads and chicken, fish, lamb and vegetarian options.

World-Class Performances at Tuacahn Center for the Arts

[Tuacahn Center for the Arts](#), which is set amid a stunning red rock backdrop, deep in Padre Canyon, is home to Broadway-style musicals with elaborate sets and costumes, seasonal

concerts and other special performances. The amphitheater features a 90-foot stage with a 2,000-seat amphitheater. Performances through the end of the year include:

- Disney's Little Mermaid
- A Gentleman's Guide to Love and Murder
- Disney's When You Wish
- The Sound of Music
- Thriller
- Fab Four
- GENTRI: The Gentlemen Trio
- Elf The Musical

Special Events & Activities

Greater Zion is home to several participatory sporting [events and signature activities](#) that draw guests from all over the country. Following are a few examples in the coming months:

- Washington County Fair – Aug. 7-10
- DOCUTAH International Documentary Film Festival – Sept. 2-7
- St. George Marathon – Oct. 5
- Huntsman World Senior Games – Oct. 7-19
- Red Bull Rampage – Oct. 25

For more information on Greater Zion events, lodging options, cuisine, travel tools and more, please visit GreaterZion.com.

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Visit the Greater Zion [media asset](#) portal for high resolution, downloadable images and video of the destination.

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