



Quarterly Media Tipsheet

New Hotels, Restaurants & Golf Courses Opening in Greater Zion

St. George, Utah – Sept. 26, 2019 – 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 13 top-rated golf courses, world-class cultural performances at Tuacahn Center for the Arts and so much more.

As 2019 comes to a close, Greater Zion is full of exciting openings with new hotels, restaurants, golf courses and golf facilities. And, with new non-stop access from Dallas/Fort Worth International Airport to St. George Regional Airport, getting to Greater Zion to stay and play is even easier.

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

New daily, non-stop service on American Airlines from Dallas/Fort Worth International Airport (DFW) to [St. George Regional Airport](#) (SGU) begins on Sept. 26. The new service doubles the number 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 DFW-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.

Hotel News – New Properties & Programs

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

[The Advenire](#), an Autograph Collection Hotel, is the newest boutique hotel scheduled to open in St. George. The four-story, 60-room property is slated to open by the end of the year in the heart of downtown at the corner of Main Street and St. George Boulevard, across from Ancestor Square. 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 regionally inspired architectural elements, locally curated art, colorful tapestries resembling handmade rag rugs made by early settlers and other “pioneer chic” touches that make for a one-of-a-kind experience. The Advenire also includes Wood, Ash, Rye a five-star restaurant and bakery featuring an approachable twist on regional American cuisine. The Advenire is the final phase of a \$40 million project to redevelop nearly five acres in downtown St. George by Provo-based PEG Companies.

Gooseberry Lodges Opens, Offering Mountain-Bike Friendly Lodging

[Gooseberry Lodges](#) in Apple Valley recently opened providing new mountain-bike friendly cabin rentals. Located in the heart of Greater Zion’s mountain biking scene, Gooseberry Lodges is just five minutes from the popular JEM and Hurricane Rim trails and only 15 minutes from well-

known riding spots like Gooseberry Mesa, Grafton Mesa and Wire Mesa. Cabins include two queen beds and a foldout futon couch, full bathroom, kitchenette with microwave and mini refrigerator, outdoor patio chairs and firepit, as well as free WiFi. Each unit includes a wall-mount bike work stand. The property offers a bike wash and shared barbecue grills. The office at Gooseberry Lodges provides several items guests need to make their stay even more comfortable, from fire wood to small provisions, like propane bottles and charcoal. Gooseberry Lodges is in the process of opening additional one-bedroom units.

New SpringHill Suites by Marriott Opening in Washington This Fall

The new [SpringHill Suites by Marriott](#) in Washington is scheduled to open late October/early November. The hotel is conveniently located off of I-15 with easy access to the award-winning Green Spring Golf Course. The hotel features spacious guest suites with stunning views of the surrounding Greater Zion area including the Pine Valley Mountains. Guests have access to free continental breakfast and WiFi, as well as a fitness facility, outdoor pool and hot tub. The SpringHill Suites in Washington is a short drive to many popular area attractions including Quail Creek and Sand Hollow State Park.

Metabolic Booster Retreat at Red Mountain Resort

[Red Mountain Resort](#), a premier adventure and wellness destination located just outside of St. George, recently announced its new weekend wellness package, the [Metabolic Booster Retreat](#). Beginning with a personalized and comprehensive physical assessment performed by one of the resort's wellness professionals, the Metabolic Booster Retreat determines each guest's specific caloric needs to optimize and maintain their metabolism and achieve their health goals. By combining state-of-the-art wellness testing with the resort's proven mindful approach to meal planning, eating and exercise, guests will leave with strategies that can be implemented in their daily routines well beyond their stay. Highlights include: Resting Metabolic Rate Testing, InBody Composition Analysis, Mindful Meal Planning and a customized Take-Home Fitness Plan. The retreat's condensed nature also affords guests the opportunity to routinely return to the resort to check their progress without requiring a major time commitment.

Restaurant News – Three New Restaurant Debut Throughout Greater Zion

Wood, Ash, Rye to Feature Curated, Seasonal Menu at The Advenire, an Autograph Collection Hotel

Wood, Ash, Rye located at [The Advenire](#) an Autograph Collection Hotel, is a concept that was created by Chef Shon Foster and Jason Neeley of the award-winning Sego Restaurant located in Kanab, Utah. The new restaurant and bakery will feature regionally sourced ingredients and one-of-a-kind recipes that change with every season. The menu will offer a unique and comforting spin on American cuisine, coupled with a wide selection of unique craft cocktails available with meals or in the comfortable in-house lounge. Fresh breads and pastries will be featured daily. Wood, Ash, Rye is scheduled to open by the end of the year.

Award-Winning, Fast Casual Morty's Cafe Opens Second Utah Location

St. George is the second location for [Morty's Cafe](#), which evolved from a successful food truck and restaurant in Logan, Utah. The new location features everything the original is known for – a fast-casual, quick-serve experience with menu items that have been developed from high-quality ingredients. The menu includes their award-winning classic cheeseburger and several creative offerings including the Kimchi, a burger with house made traditional Korean Kimchi, pickled carrots, homemade Korean barbeque sauce, Sriracha mayo and cheese. Morty's also offers a selection of garden burgers, grilled sandwiches and quinoa salads. The restaurant serves breakfast sandwiches and burritos all day with classics like the Tried N True with an over-hard fried egg, ham, American cheese and Morty's sauce on a buttered bun.

Vuduu Pizza Opens in St. George Featuring Koal Fired Pizza

Locally owned and operated, [Vuduu Pizza](#) recently opened in St. George after the owners took more than eight years to find the perfect ingredients to make the freshest and most delicious pizza pies. Guests can make their own pie or select from several specialty pizzas, such as the Pear Pie with an olive oil base, garlic, prosciutto, pear, fresh mozzarella and arugula, or the Black Magic pizza with ham, pepperoni, mushrooms, jalapenos and green bell peppers. Vuduu Pizza also offers a selection of flat breads with white cheese dips. Desserts include beignets, the traditional French powdered doughnuts.

Golf News – New Course & Clubhouse

Hurricane's Copper Rock Golf Course to Open Spring 2020

Nestled in the southwest corner of Utah, Greater Zion offers a top-rated, year-round golf experience at a great value for golfers of all levels. Manicured green fairways pop against red rock cliffs, coral-colored sand dunes and rugged, black lava rocks at several courses across this unique desert setting. Combined with more than 300 days of sunshine, Greater Zion is a golfer's paradise. This winter, the golf experience gets even better with the opening of [Copper Rock Golf Course](#), designed by architect Dale Beddo. The 943-acre golf course community includes the 18-hole course, a clubhouse and custom-built private homes. Copper Rock promises to offer fun play with wide corridors, long-range views and back tees measuring 6,800 yards.

Greater Zion's Original Course – Dixie Red Hills Golf Course – Opens New Clubhouse

[Dixie Red Hills](#) was the first golf course to open in Greater Zion in the mid 1960s, representing the region's first effort to bring tourists to southwest Utah. In 2019, the course upgraded its experience with a new clubhouse to provide a modern, ADA-compliant facility for golfers and visitors. The nine-hole course's new clubhouse features player check-in facilities, an outdoor deck with panoramic views of the surrounding community and a snack bar.

Event News – Broadway-Style Performances to Participatory Sports

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
- 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:

- Red Bull Rampage – Oct. 25
- Tour De St. George – Oct. 26

Q1 2020 Events

- St. George Half Marathon 2020 – Jan. 18
- Road Rage Duathlon 2020 – Feb. 8
- St. George Area Parade of Homes – Feb. 14-23

- Tri-State ATV Jamboree – March 18-21

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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