



2019 TOURISM REPORT

ESTIMATES BASED ON INFORMATION AVAILABLE AS OF 3/26/2020

Tourism Tax Revenue:

2018	2019	
Washington Co. TRT		
\$8.5 Million	\$8.9 Million	⬆ 3.46%
Total State & Local TRT Taxes:		
\$1.34 Billion	TBA	TBA

Lodging:

	2018	2019
Lodging Revenue	\$202,335,388	\$209,346,094
Occupancy Rate	65.2%	62%
Average Room Rate	\$108.33	\$102.96
Total Hotel Rooms	5733	6293
New Short Term Rentals	1800	774

Visitor Spending by Region:

St. George	Hurricane Valley	Springdale/Zion
Domestic		
78%	12%	10%
International		
44%	17%	39%
*based on VisaVue		

International Spending 2019:

Utah: \$299M		Washington Co: \$71M	
Top 5 Spending Markets in Utah			
	2017	2018	% Change
China	\$138M	\$130.42M	↓ 5.79%
France	\$46.4M	\$47.03M	↑ 1.29%
Germany	\$46.3M	\$45.27M	↓ 2.22%
UK	\$41.3M	\$40.45M	↓ 2.05%
Australia	\$33.7M	\$35.45M	↑ 5.19%

Visitation:

Park	2018	2019	% Change
Zion	4,320,033	4,488,269	↑ 3.9%
Sand Hollow	766,564	864,751	↑ 12.8%
Snow Canyon	391,445	509,347	↑ 30%
Quail Creek	141,879	169,139	↑ 19%
Gunlock	40,126	71,052	↑ 77%
* SGU was closed for repairs for 4 mos. in 2019			
Airport	277,520	226,850*	↓ 18%

Sports & Adventure:

2018	2019
51 Newsworthy Events	44 Newsworthy Events
149K Visitors	187K Visitors
\$82M Economic Impact	\$100M Economic Impact

Golf:

2018	2019	% Change
216K Visitors	272K Visitors	↑ 26%
\$56.7M	\$61M	↑ 9%

Tuacahn:

2018	2019
210K Visitors	220K Visitors
\$73M Economic Impact	\$99M Economic Impact

Meetings & Conventions:

2018	2019
Dixie Center Events:	
54 Events	71 Events
230K Visitors	123K Visitors
\$63M Impact	\$60M Impact
Other Event Facilities:	
Data not tracked	188
	19K Visitors
	\$10.4M Impact