



GREATER ZION

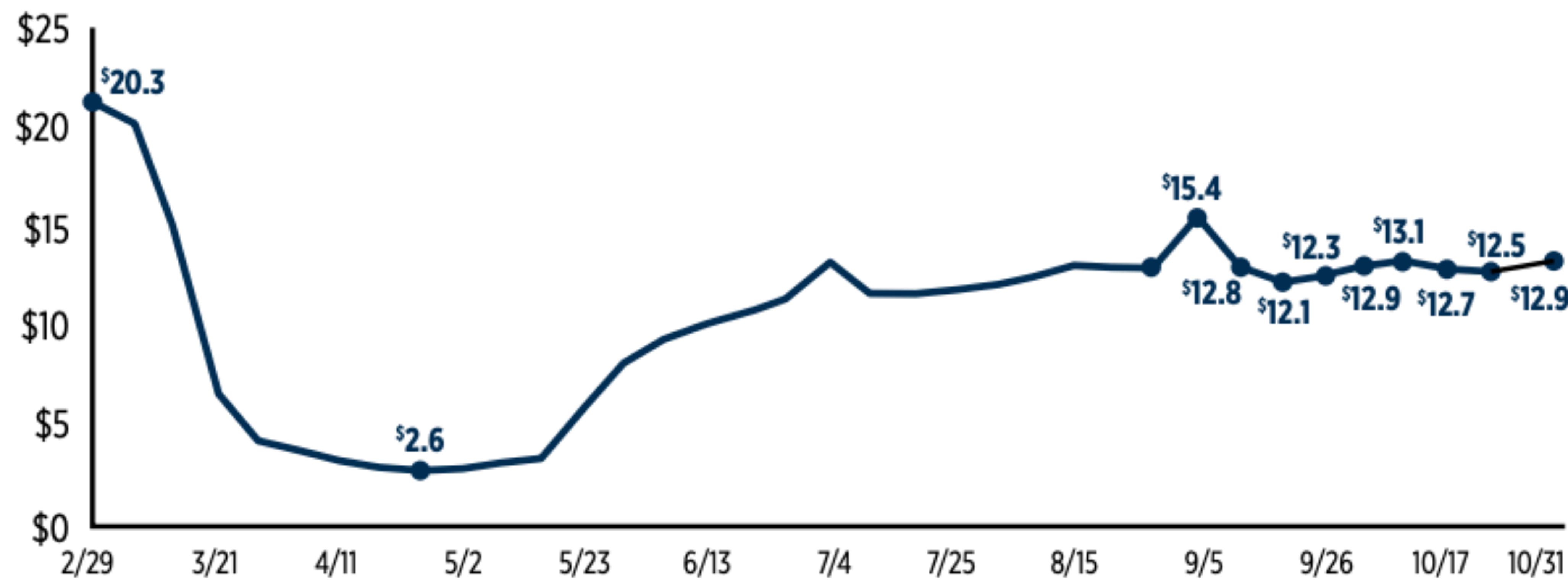
Tourism Report - Nov. 12, 2020

Speed 20.1 mph

0.0 mph

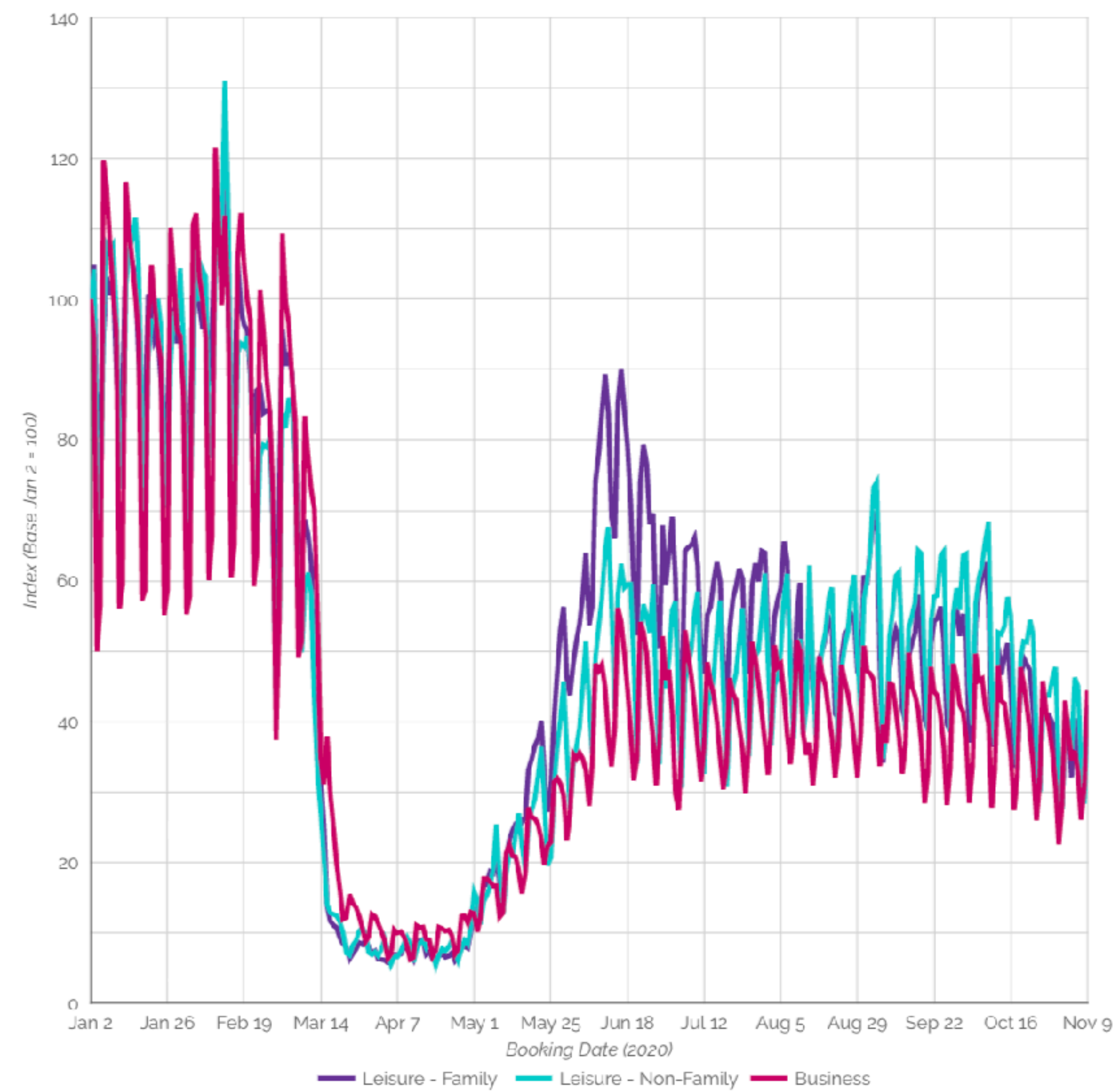
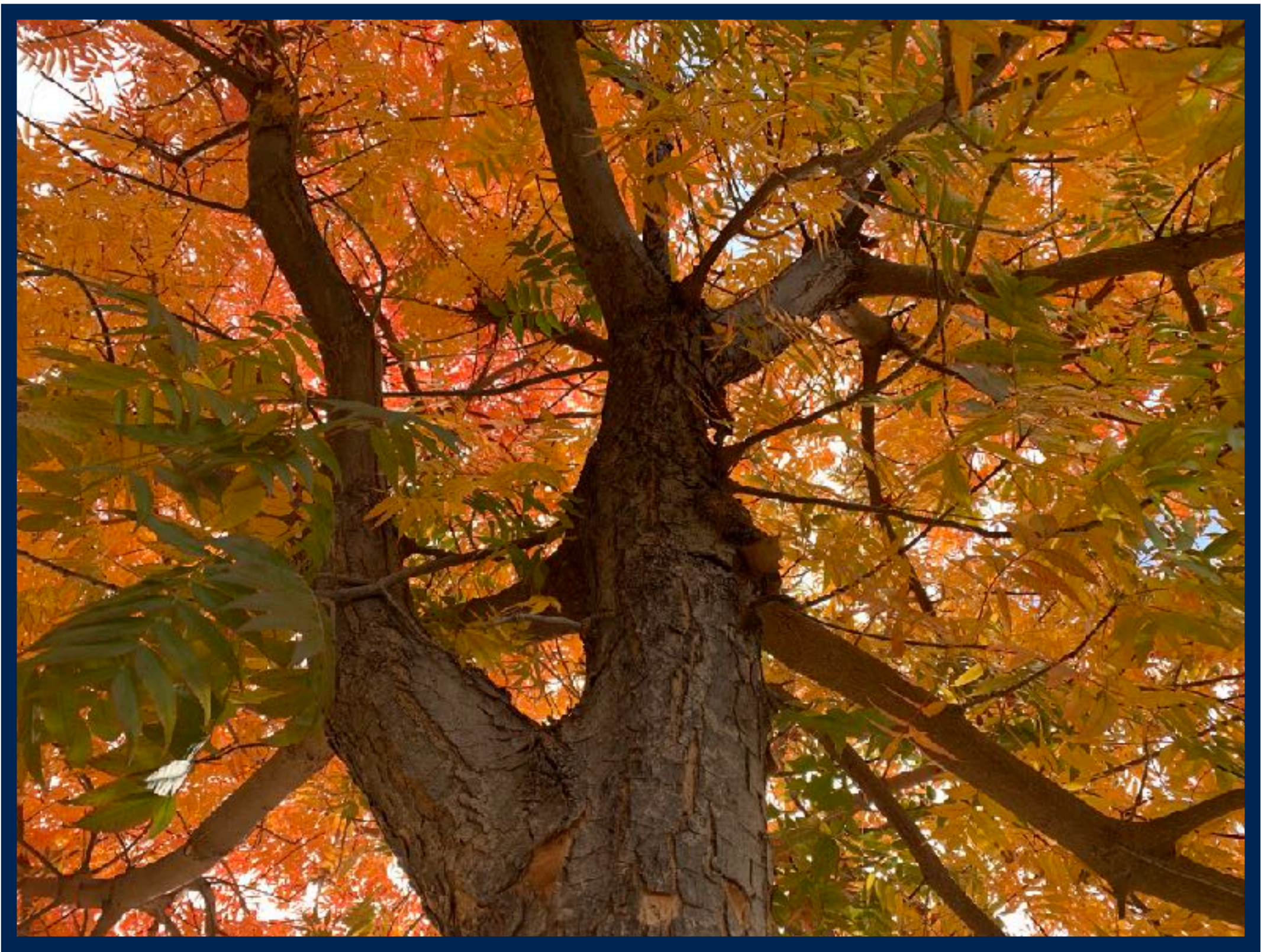
Travel Spending (through 11/5)

National Weekly Travel Spending
(\$ billions)

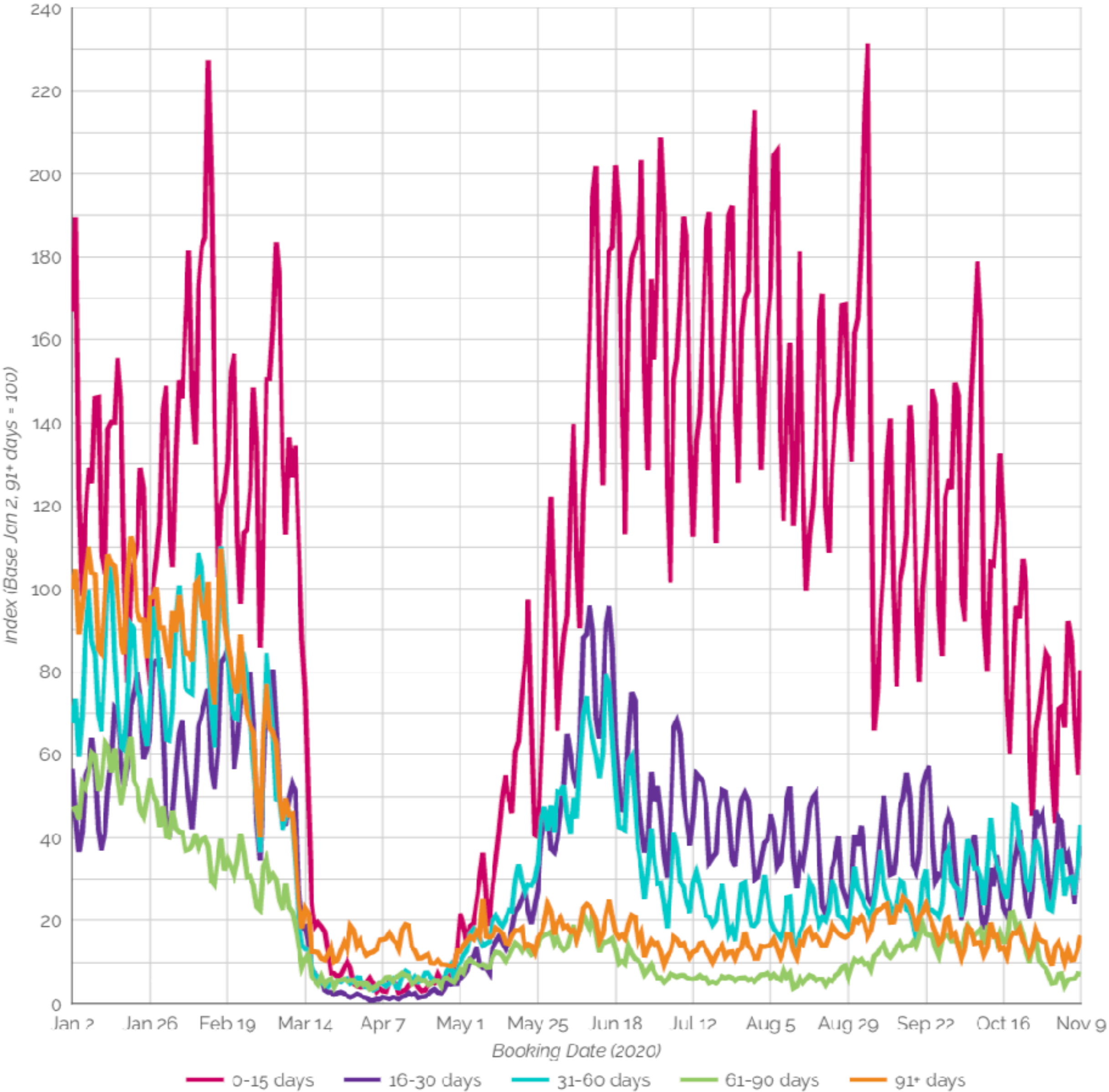


Source: Tourism Economics

National Hotel Occupancy



Hotel Booking Window



TRT

Year-over-year down 19% compared to 2019

Month	Up/Down	% Up/Down	YOY Total
Jan	+ \$113k	31%	\$113k
Feb	- \$1k	-0.28%	\$112k
Mar	- \$551k	-57%	-\$439k
Apr	- \$545k	-70%	-\$984k
May	- \$390k	-42%	-\$1.37m
June	- \$35k	-3%	-\$1.4m
July	-8k	-0.90%	-\$1.4m
Aug	+246k	30.73%	-\$1.17m

Lodging

Month	Occ 2019	Occ 2020	ADR 2019	ADR 2020	RevPar 2019	RevPar 2020
Jan	41.4%	41.8%	\$86.56	\$85.41	\$35.80	\$35.73
Feb	50.8%	55.4%	\$105.55	\$103.01	\$53.58	\$57.06
Mar	69.3%	41.5%	\$110.87	\$94.73	\$76.81	\$39.33
Apr	71.0%	19.2%	\$114.88	\$60.66	\$81.57	\$11.67
May	70.1%	43.7%	\$114.63	\$75.99	\$80.38	\$33.17
June	69.6%	57.6%	\$104.99	\$88.16	\$73.11	\$50.75
July	65.9%	64.0%	\$102.95	\$99.80	\$67.81	\$63.91
Aug	64.1%	63.7%	\$100.34	\$101.18	\$64.37	\$64.49
Sept	71.5%	68.7%	\$106.50	\$114.73	\$76.15	\$78.82

Airport

SGU Airport Passengers	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct
Total Passenger Count	25,992	24,700	16,951	2,930	4,885	7,088	11,264	14,662	17,580	20,220
% Change from Previous Year	7.05%	-10.02%	-45.14%	-90.41%	-80.8%	n/a	n/a	n/a	n/a	-32.02%

State Park Visitation

2020	June	July	August
Gunlock	17,594	18,742	13,584
% change from 2019	-13.05%	23.82%	57.06%
Quail Creek	59,754	27,435	63,007
% change from 2019	76.52%	-19.29%	174.91%
Sand Hollow	190,198	191,344	172,033
% change from 2019	11.84%	62.10%	113.06%
Snow Canyon	71,299	26,656	24,399
% change from 2019	36.05%	59.82%	72.97%

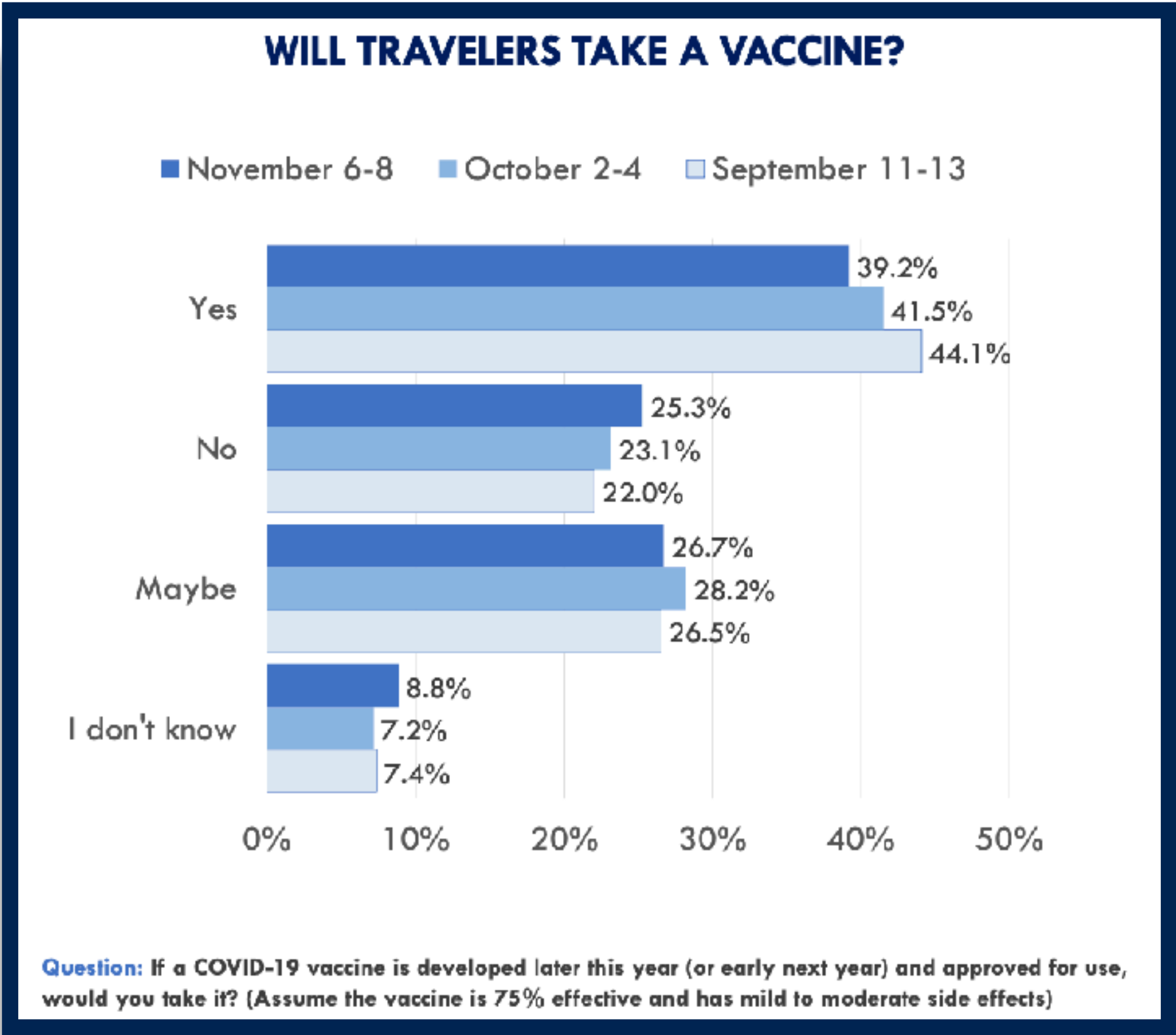
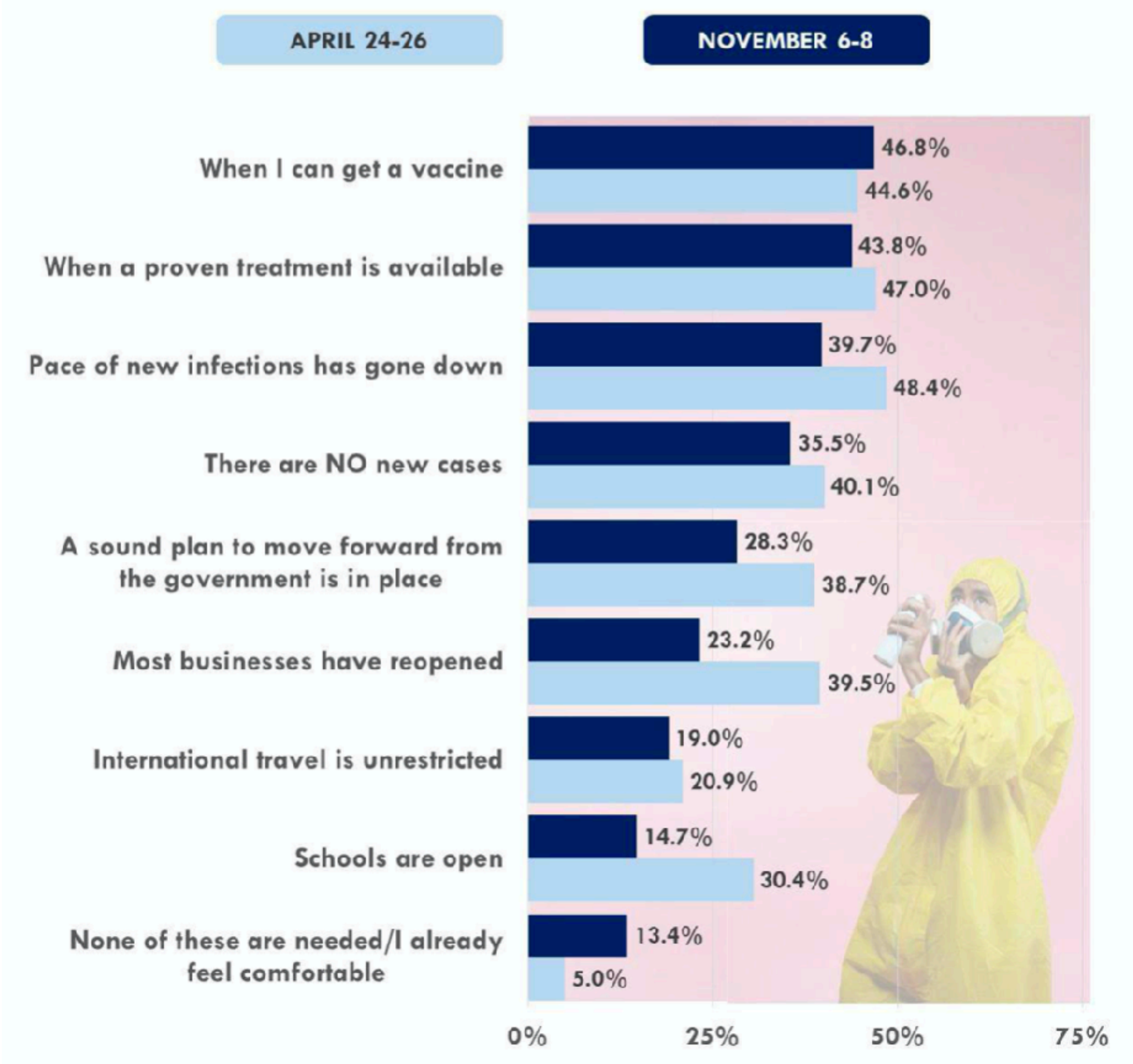
Zion National Park Visitation

2020	June	July	August	September	October
Visitors	326,139	449,518	450,183	520,987	559,342
% change from 2019	-45.18%	-28.63%	-15.90%	4.73%	30.2%

National Traveler Sentiment

- Post-Election - elevated sense of anxiety
- Fewer feel the virus situation will get worse in the next month
- 6 in 10 are thinking about travel
- 36.5% would be happy to see an ad promoting tourism in the place they live
- **Impact of recent increases in COVID cases**
 - 60.2% are less likely to travel in the next three months
 - 41.8% have cancelled or postponed an upcoming leisure trip
 - 67% think attending conferences and conventions is unsafe

What is needed to return to normal?



Local Factors

New State Restrictions / St. George City Closures

State of Emergency

COVID-19 is spreading rapidly throughout Utah. Hospitalizations and ICUs are nearing capacity and healthcare providers will be unable to care for Utahns in the coming days if this surge continues. The situation is dire and unsustainable. We must take action now to protect our hospitals and healthcare workers and to avoid further devastation on our families, communities, and businesses. Read the order at <https://coronavirus.utah.gov/state-of-emergency>.



Statewide mask mandate

• You must wear a face mask indoors and outdoors anytime you are within 6 feet of someone you don't live with. The mask mandate will remain in place for the foreseeable future, and does not expire when the State of Emergency expires.

The following restrictions are effective through November 23, 2020.



Social gatherings

• Only gather socially with people who live in your home.



Athletics, sporting events, and extracurricular activities

• No organized or school-sponsored extracurricular activities, including sports and intramural events.
• Currently scheduled high school football games are allowed to continue with increased restrictions.
• After November 23, 2020, weekly testing of participants in high school sports will be implemented.
• Athletic events run by private companies, such as dance and karate classes, are permitted if attendance, mask wearing, and physical distancing requirements are enforced.
• Intercollegiate sporting events are allowed.



Schools

• K-12 schools are open for in-person learning.
• College and university students who live on campus or attend an in-person class will be tested for COVID-19 each week. Testing is encouraged to begin as soon as possible, but must be implemented by January 1, 2021.



Businesses and event hosts

• Require employees to wear a face mask.
• Businesses must promote mask wearing among customers; event hosts must require it.
• Require at least 6 feet of distance between household groups or seating parties.
• Bars and restaurants may not serve alcohol after 10 p.m.
• Post signage that lists COVID-19 symptoms and face mask and physical distancing requirements.



- 8 Major Events Cancelled in November

- 11/6 - Snow Canyon Half – 1800 runners
- 11/6 - Desert Fall Championships Girls Softball – 80 Teams
- 11/7 - 80 Team Lacrosse Tournament
- 11/13 - Desert Fall Championships Girls Softball – 60 Teams
- 11/18 - UAC Convention
- 11/20 - SU Baseball – 30 Teams
- 11/26 - Gobbler Run – 1200 participants
- 11/27- Dixie Invitational Soccer – 80 Teams

In the Press

- New York Times
- VICE News
- The Today Show
- Travel & Leisure
- Forbes

The New York Times

THE Coronavirus Outbreak > [LIVE Latest Updates](#) [Maps and Cases](#) [Vaccine Tracker](#) [Positive Early Vaccine Data](#) [Answers to Your Questions](#)

Sizing Up the Rural-Urban Travel Divide: Who's Up and Who's Down

Remote U.S. destinations, where social distancing is easier, are generally faring better than cities, which are trying hard to get a bigger share of the leisure crowd.



With business travel drastically down, convention cities like Las Vegas (left), are reaching out to leisure travelers with promotions. More remote locations, like Zion National Park in Utah, remain firmly on the radar of leisure travelers seeking social distancing. From left: Bridget Bennett for The New York Times; Ruth Fremson/The New York Times

By Elaine Glusac

Published Oct. 6, 2020 Updated Oct. 12, 2020

[f](#) [t](#) [b](#)

The pandemic has been hard on travel. According to the U.S. Travel Association, it has caused \$386 billion in cumulative [losses](#), but the pain

Major Projects



A graphic element for the Ironman 70.3 logo, depicting a stylized landscape with a yellow sun, orange mountains, and blue water with white waves.

IRONMAN[®] 70.3[®]

WORLD CHAMPIONSHIP

PRESENTED BY



UTAH SPORTS
COMMISSION[®]

St. George Utah | USA

[Logo](#) • [Brand Guidelines](#) • [Video](#) • [Local Organizing Committee](#)





Fall Co-Op Campaign Success • Winter Strategy • New Creative for Spring





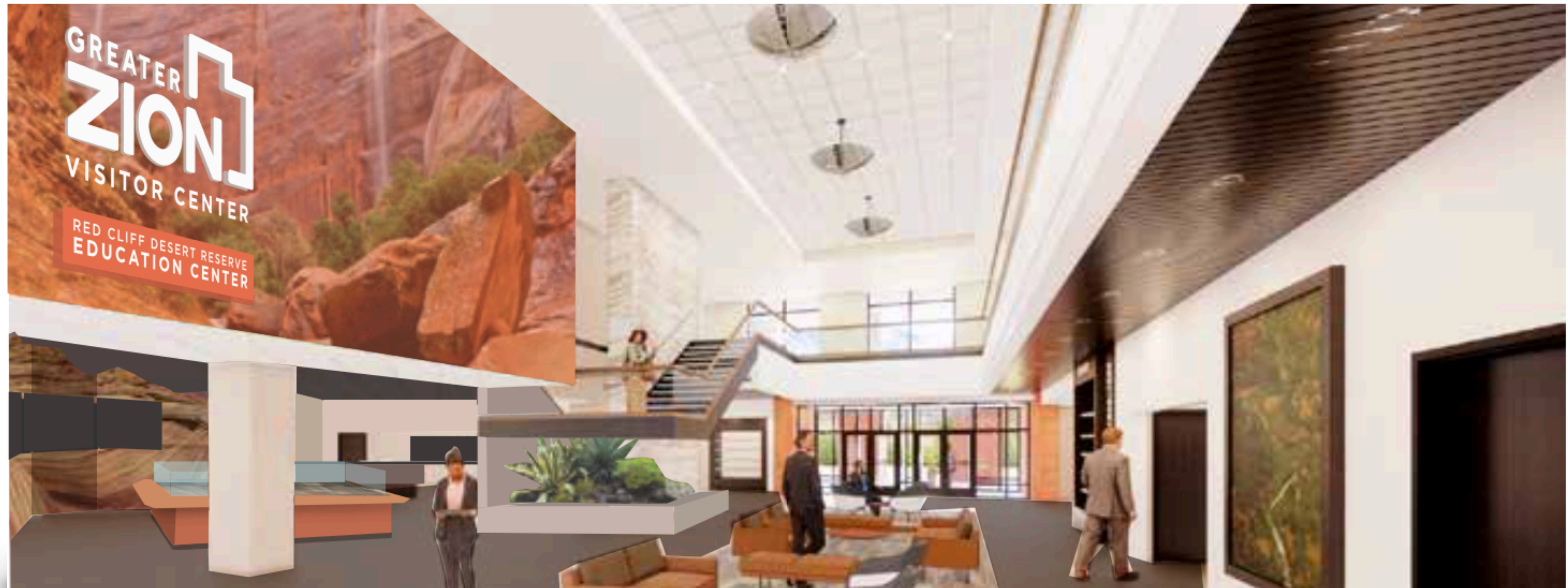
Parking • Entrances • Shuttles • Trails

Fam Tours		Advertising		Agency		Promotional Items		Media Production		Print & Production	
\$100,000.00		\$360,000.00		\$1,750,000.00		\$40,000.00		\$40,000.00		\$120,000.00	
Familiarization & Site Visits	\$50,000	International Co-Op Projects		Advertising Agency(s)	\$1,515,000	Items Used to Support	\$40,000	Media Asset Production	\$36,000	Vacation Planner (qty 60,000 x 2)	\$65,000
International Media		Complair	\$18,750	Traditional Media		Travel/Trade Shows		Outside the Scope of		RRGT Planner (qty 10,000)	\$6,000
International Tour Operators		SkiMax	\$17,500	Digital Media		Fam Tour Bags		Agency		Tear Sheet Maps	\$8,000
Domestic Media		American Unlimited	\$18,750			Local Events				Dining Guides	\$3,000
Domestic Tour Operators		Alldays	\$17,500	Specific Breakdown TBD		Auctions for Various Organizations				Stroll Thru History Guides	\$4,500
Film Site Visits		Advertising Outside the	\$150,000	DFW	\$97,400	Clubs				Misc. Brochures	\$5,000
M&C Site Visits		Scope of Agency		Washington State	\$137,500					Snow Canyon Brochure	\$3,000
Promo Packages										105 Things	\$15,000
Sports & Event Site Visits		CVENT - DC	\$4,000							Misc. Rack Cards	\$5,000
Pow-Wow Post Tour	\$30,000.00	Small Market Meetings	\$20,000								
Small Market Meetings	\$10,000.00	Legacy, SSP, DC	\$60,000								
		Local Co-Op	\$40,000								
	\$90,000.00		\$346,500.00		\$1,750,000.00		\$40,000.00		\$36,000.00		\$114,500.00
Sponsorships		Event Funding		Ironman		NJCAA		Dixie State Marketing Partnership		GYLAH	
\$225,000.00		\$350,000.00		\$320,000.00		\$20,000.00		\$500,000.00		\$10,000.00	
Non Profit		Non Profit		Rights Fees	\$100,000	St. George City Host Agreement	\$20,000	Dixie State Marketing	\$500,000	Give Your Land a Hand	
August Applications		Winter 4x4 Jamboree	\$12,000	Centralized Booking System	\$40,000			Partnership		Marketing Expense	\$10,000
Silver Reef Dixon/Powell	\$7,500	Arts Council Arts & Healing Conf.	\$3,500	Volunteer Party	\$10,000			20 Years at \$500,000			
DocUtah	\$15,000			Street Pole Banners	\$5,000						
Arts to Zion Studio Tour	\$9,000										

Budget Time

Crunch Numbers • Estimate • Adapt and Change





3D Topographical Map • Interactive Multi-Media • Live Animals



GREATER
ZION

