

# EXPOSED! How COVID unmasked the value of tourism to the economy of Greater Zion



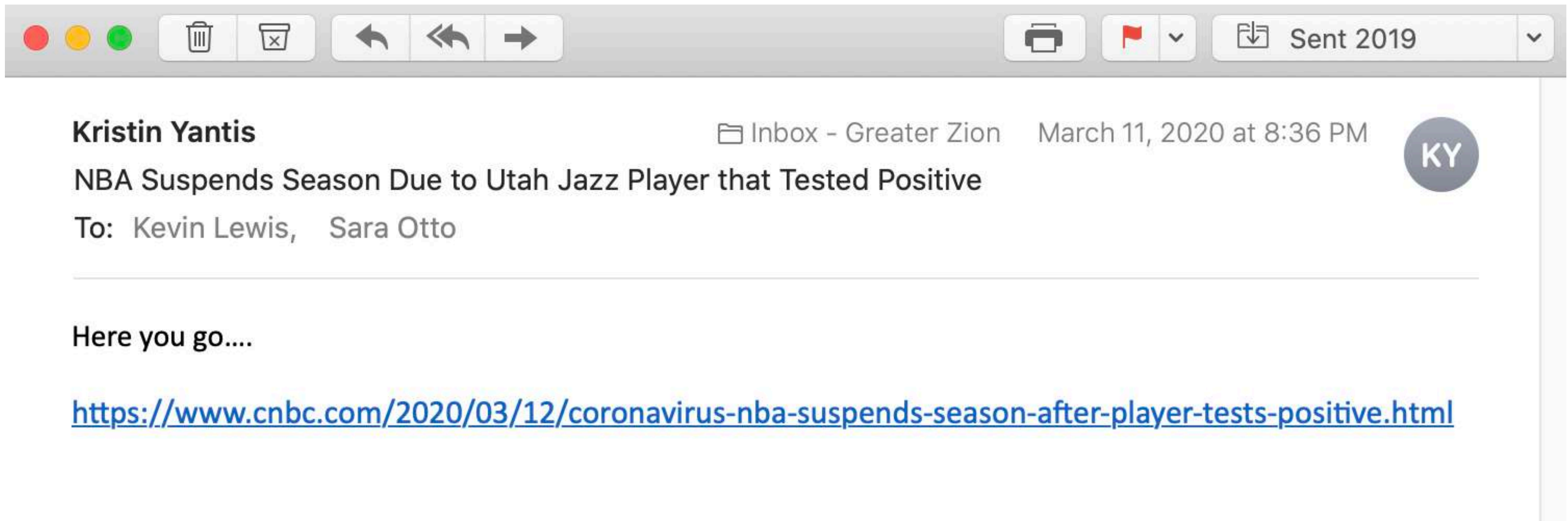


# March 11, 2020



# My story

---





# March 11, 2020



NBA TO SUSPEND SEASON FOLLOWING TONIGHT'S GAMES

- NBA Player Tests Positive for COVID-19 -

NEW YORK, March 11, 2020 – The NBA announced that a player on the Utah Jazz has preliminarily tested positive for COVID-19. The test result was reported shortly prior to



SPORTS

## NBA suspends season indefinitely after Utah Jazz player tests positive for coronavirus

PUBLISHED WED, MAR 11 2020-9:36 PM EDT | UPDATED THU, MAR 12 2020-7:22 AM EDT

Jabari Young  
@JABARIYOUNG

SHARE f t in e

### KEY POINTS

- The National Basketball Association suspended its season indefinitely after a Utah Jazz player tested positive for coronavirus.





# The weeks just before

---



- Tourism Day on the Hill
- Intermountain Health Care
- SUU Presentation
- Tourism Stakeholder Presentations



# Tourism Rollercoaster

March 16	<ul style="list-style-type: none"><li>• White House recommends limit of group sizes to 10 people</li><li>• NJCAA Women's Fast Pitch Championship Cancels</li></ul>
March 17	<ul style="list-style-type: none"><li>• State Health Office prohibits gatherings of more than 10 people</li></ul>
March 18	<ul style="list-style-type: none"><li>• Dine-in food services, restaurants and bars closed</li><li>• All businesses to implement social distancing plans</li></ul>
March 19	<ul style="list-style-type: none"><li>• IRONMAN sends official announcement postponing race from May 2 to Sept. 19</li></ul>
March 20	<ul style="list-style-type: none"><li>• Red Mountain Resort announces they will close doors on March 22</li></ul>





# Dixie Center



- By April 7, 46 events postponed or cancelled
- By year's end 83 events gone
- \$44 million in economic impact



# International Travel

- 425k visitors displaced
- \$93 million in economic impact





GREATER ZION

# Zion National Park



# Tuacahn





GREATER ZION

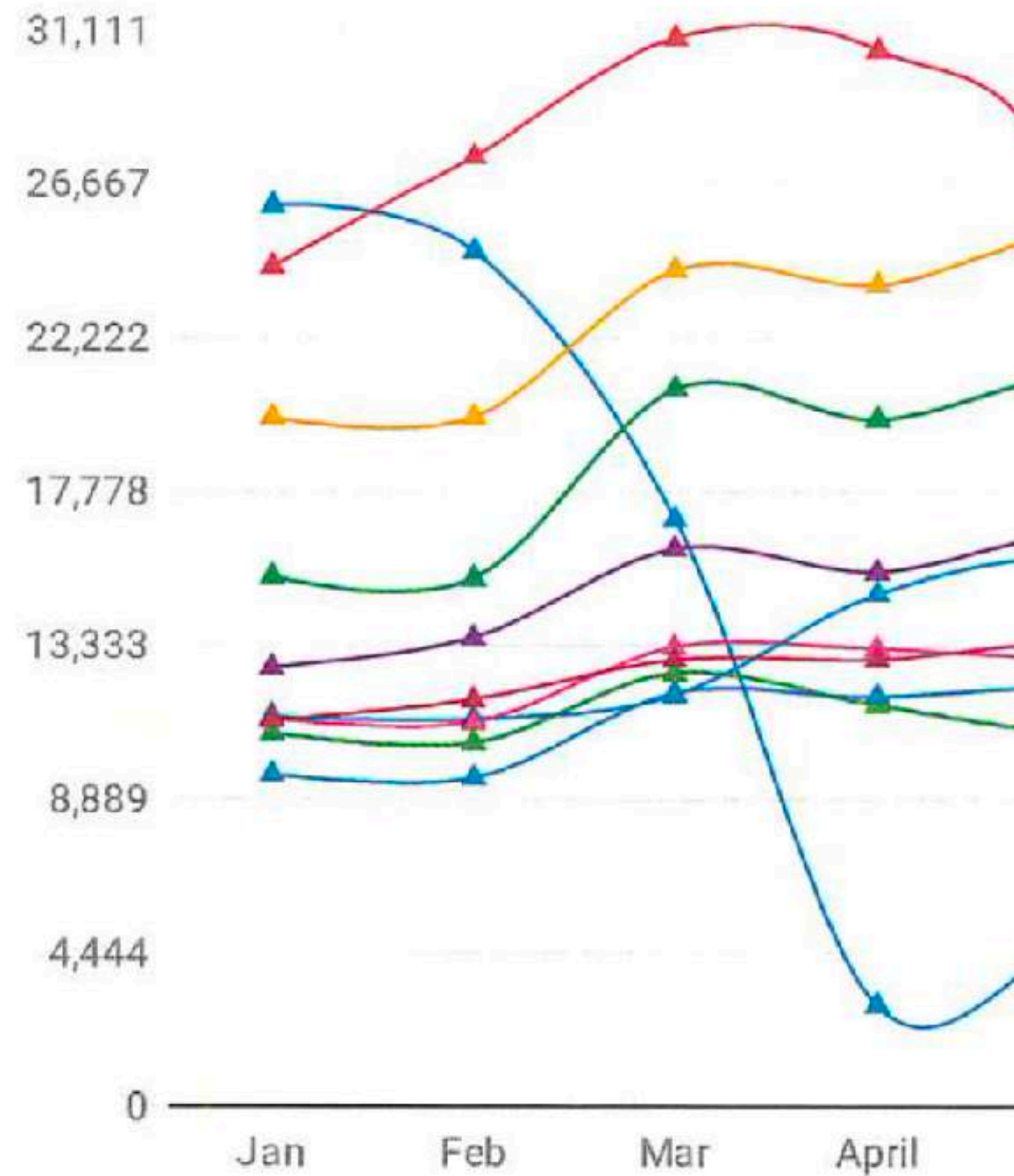
# Sports

- IRONMAN
- St. George Marathon
- Huntsman World Sr. Games
- 40 other events
- \$66 million lost





# St. George Airport



- Passenger counts dropped 90%
- Down 27,619 passengers in one month



# Golf Courses



- Closed for 3 weeks in April
- Lost 15,350 rounds & 23,000 visitors



# The ripple effect





# Tourism Economics

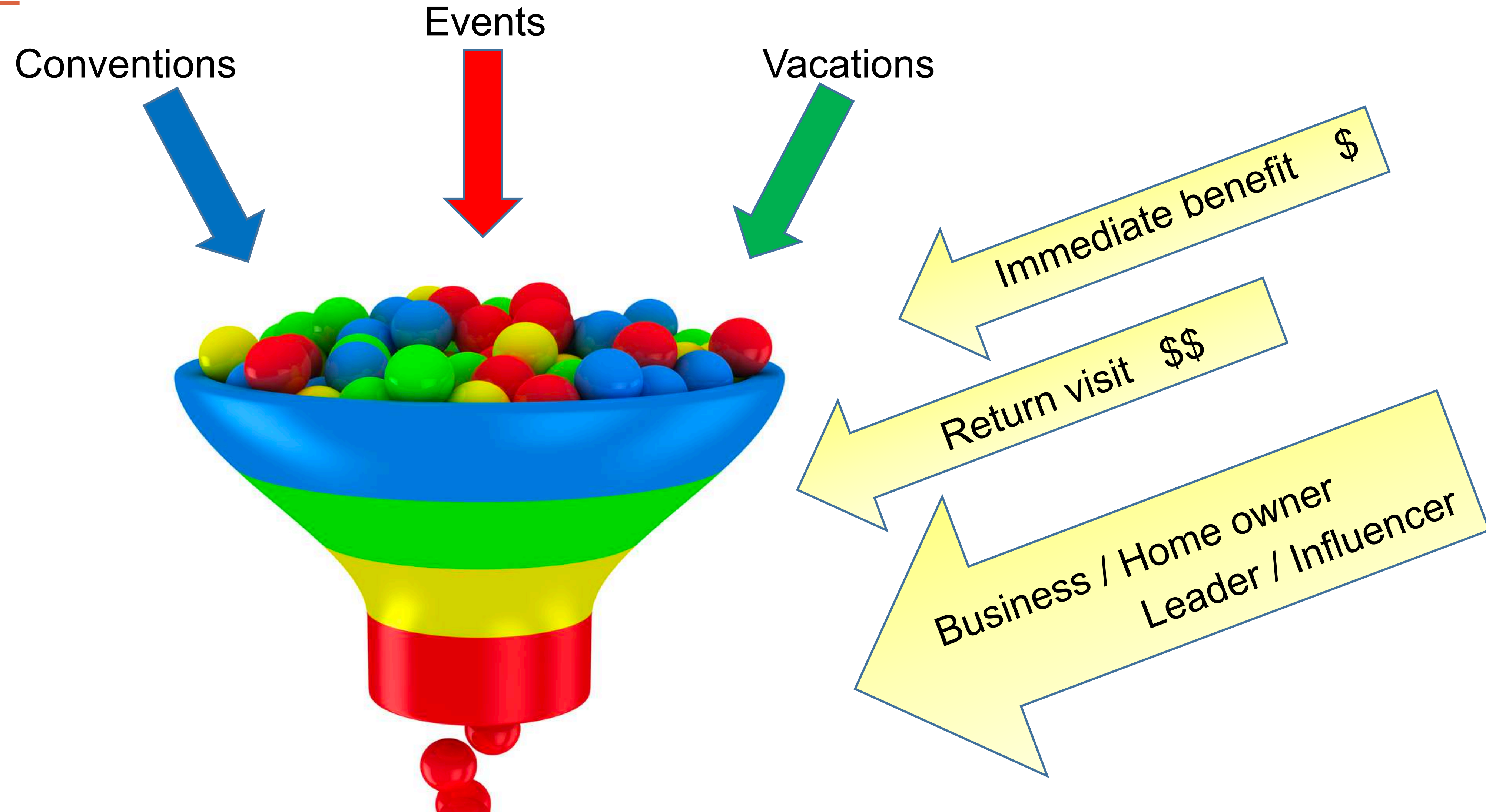
---

Lake Berryessa - Napa County California ( “The Glory Hole” )





# Tourism Economics



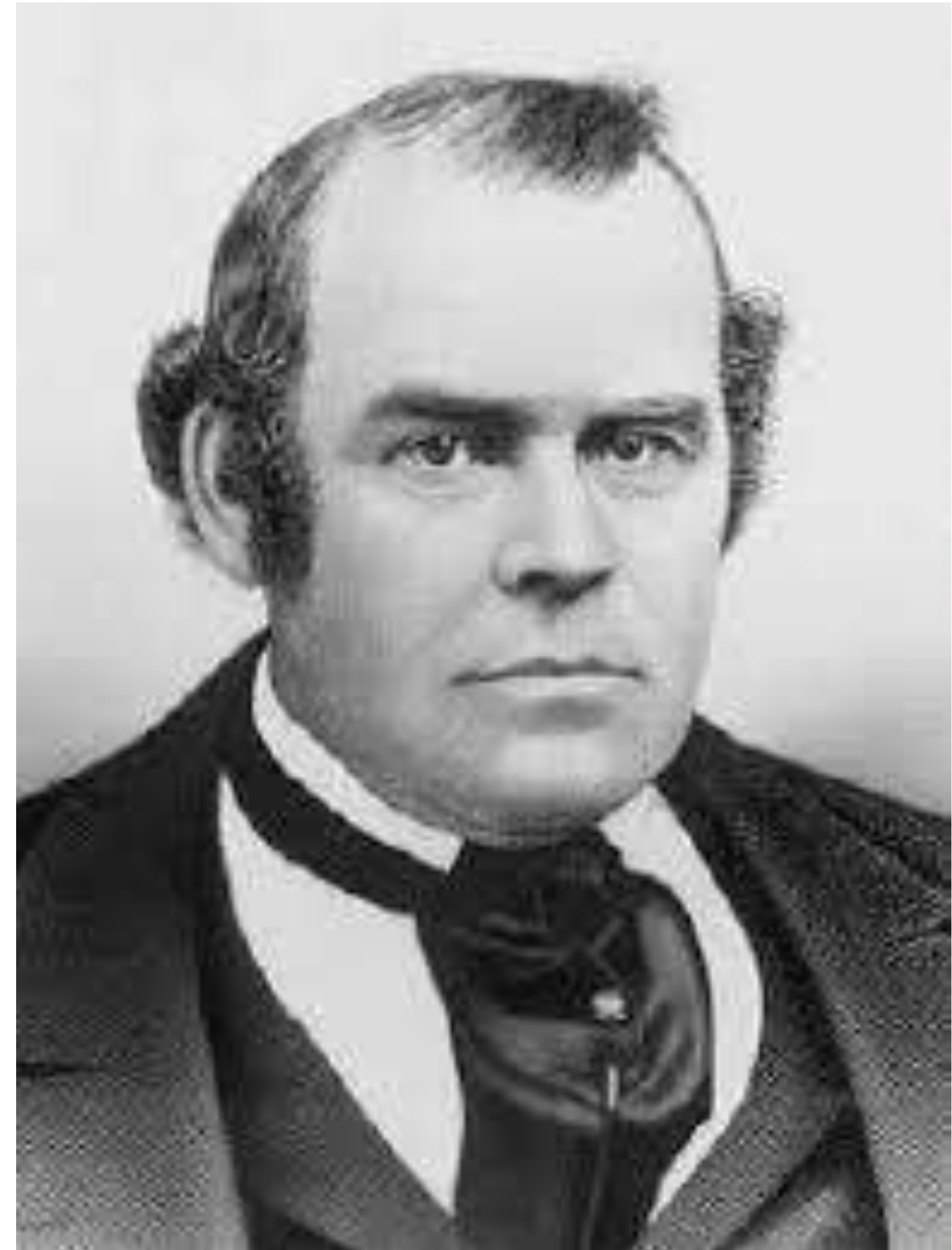


# Historically there wasn't a tourism component

---

*“A poor and worthless place.”*

- Parley P. Pratt





# Orval Hafen

---

*“Ever since this country was settled, people have been occupied almost exclusively with wresting a living from the soil and getting a toehold economically.”*

- Orval Hafen, early 1900s





# Early vision

---

*“Instead of the isolated little farms and cattle ranches, we may be in the midst of a recreational center, which will entirely change our attitudes, our outlook, our associations, our opportunities....Pine Valley mountain, Zion Park, Bryce, Grand Canyon, and more parks to be created around us, will draw millions of people in the next few years.”*

- Orval Hafen, 1930s





# It wasn't for the locals...

---

*“Our reasons for building a golf course are mostly to attract people from outside to come here and spend their money.”*

- Orval Hafen





# What it does for us





# Economic impacts of tourism

APPLIED ANALYSIS IMPACT STUDY - 2019

\$600m	Direct Spending by Visitors
8,900	Jobs Created
\$220m	Labor Income for County Residents
\$11m	State Income Tax
\$25m	Sale Tax
\$732m	Total Output for Businesses
\$379m	Value Added Economic Activity (providers for tourism businesses)



# Why it works

APPLIED ANALYSIS IMPACT STUDY - 2019

## Total Economic Impacts

### **DIRECT IMPACTS**

(Sourced to  
the Activity)

### **INDIRECT IMPACTS**

(Sourced to Supplier  
Purchases)

### **INDUCED IMPACTS**

(Sourced to Employee  
Spending)

**RIPPLE EFFECT**



# Why it works

APPLIED ANALYSIS IMPACT STUDY - 2019

## Total Economic Impacts



Totals may not sum due to rounding

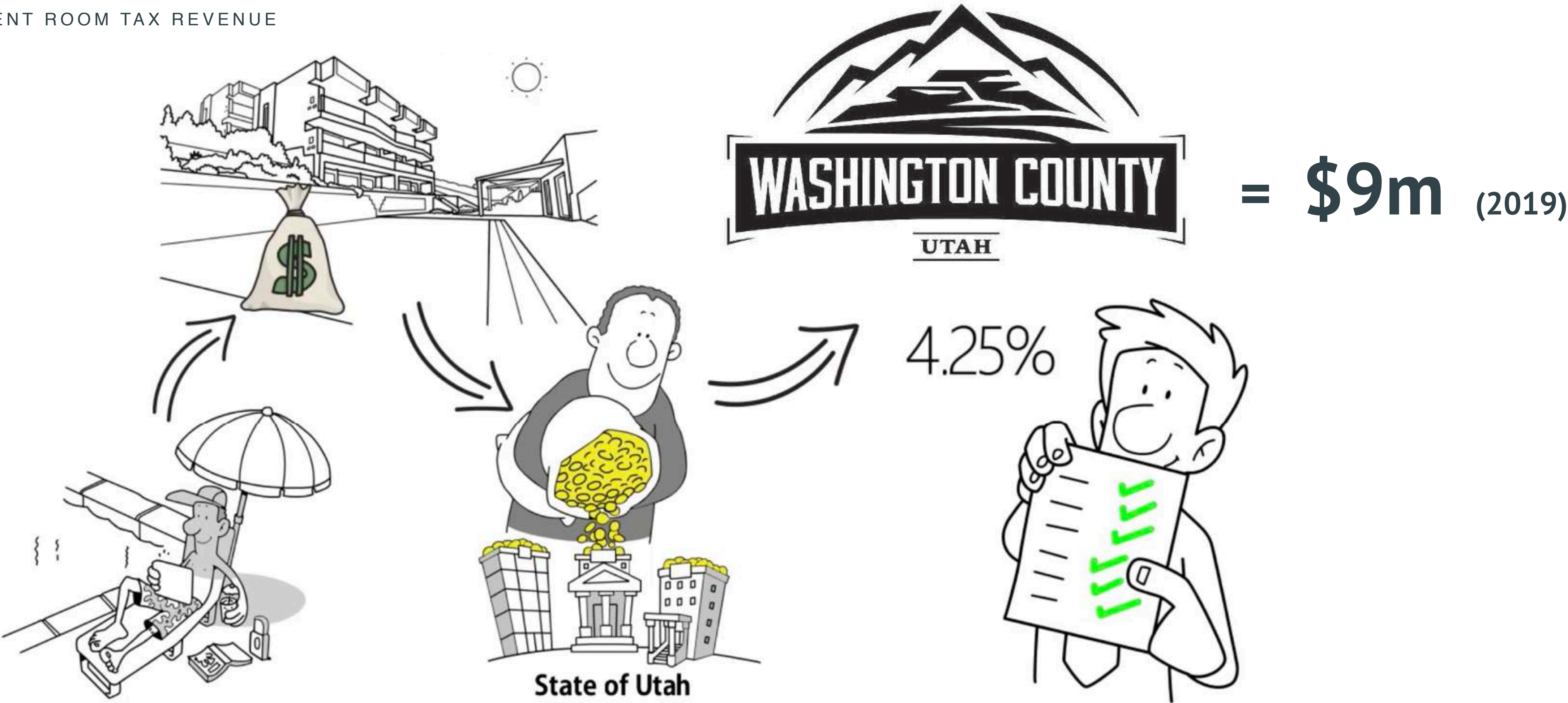
## Total Fiscal Impacts





# Additional Benefits

TRANSIENT ROOM TAX REVENUE





# Additional Benefits

---

TRANSIENT ROOM TAX REVENUE

## TRT Spending

- Tax Advisory Board
- County Commission





GREATER ZION

# Additional Benefits

TRANSIENT ROOM TAX REVENUE



53% for marketing

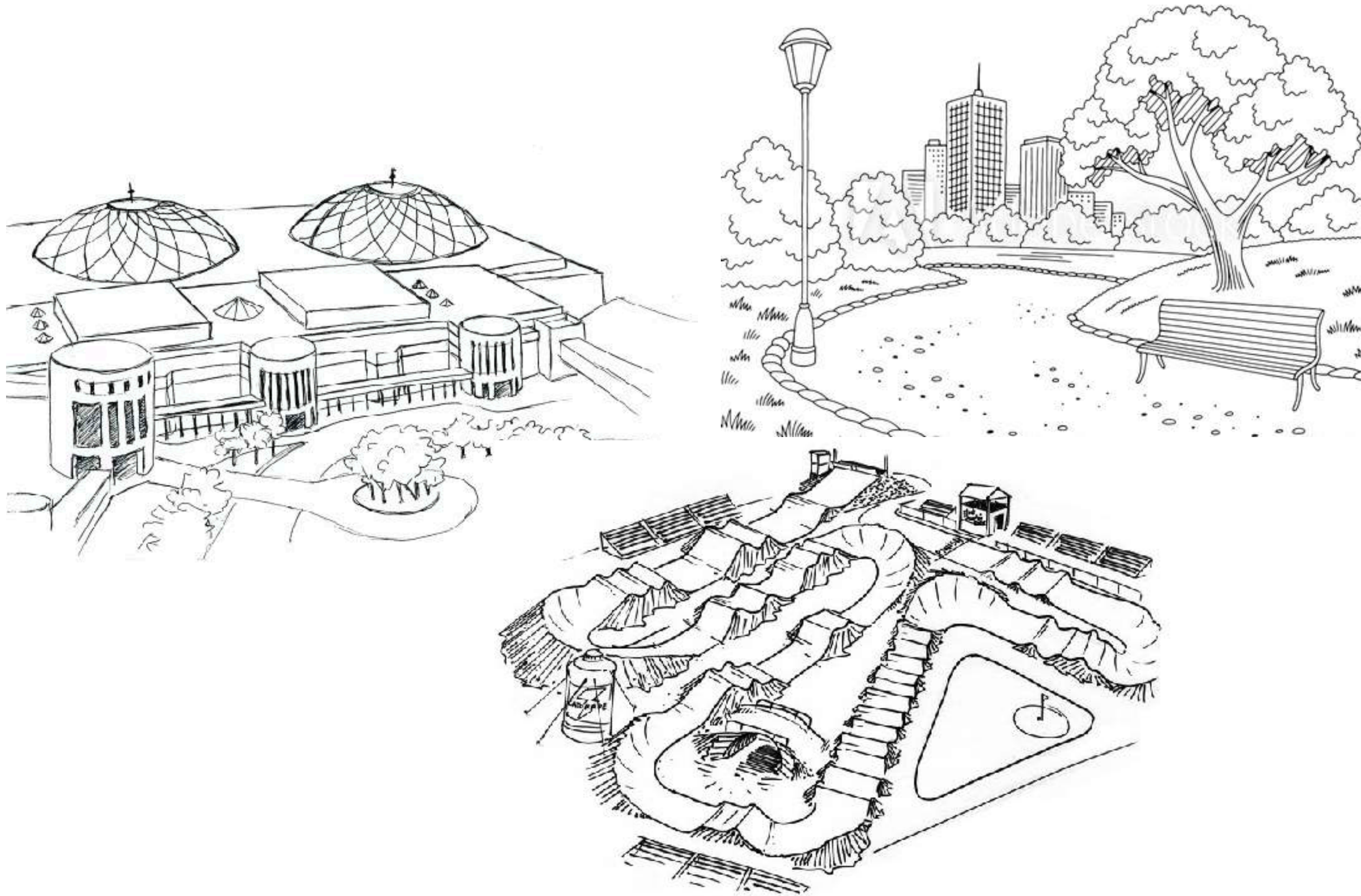
13% average growth  
(prior to COVID)





# Additional Benefits

TRANSIENT ROOM TAX REVENUE



## 47% for tourism facilities

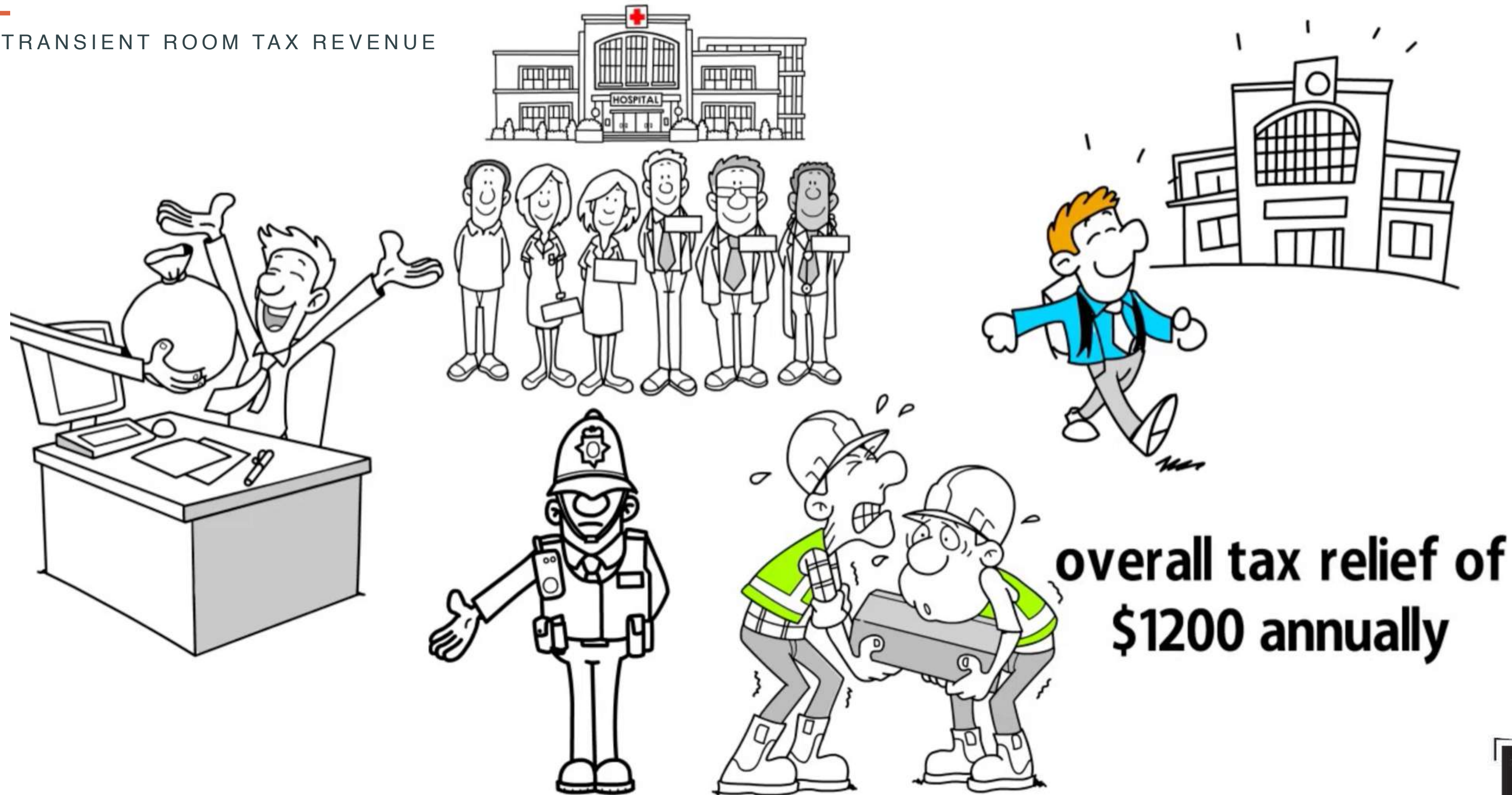
- Convention Center
- Tuacahn
- Trails
- Parks





# Household Tax Relief

TRANSIENT ROOM TAX REVENUE





# What COVID did to it



**In 2 months**

- **\$1.5m in TRT lost**
- **\$35m in economic impact**



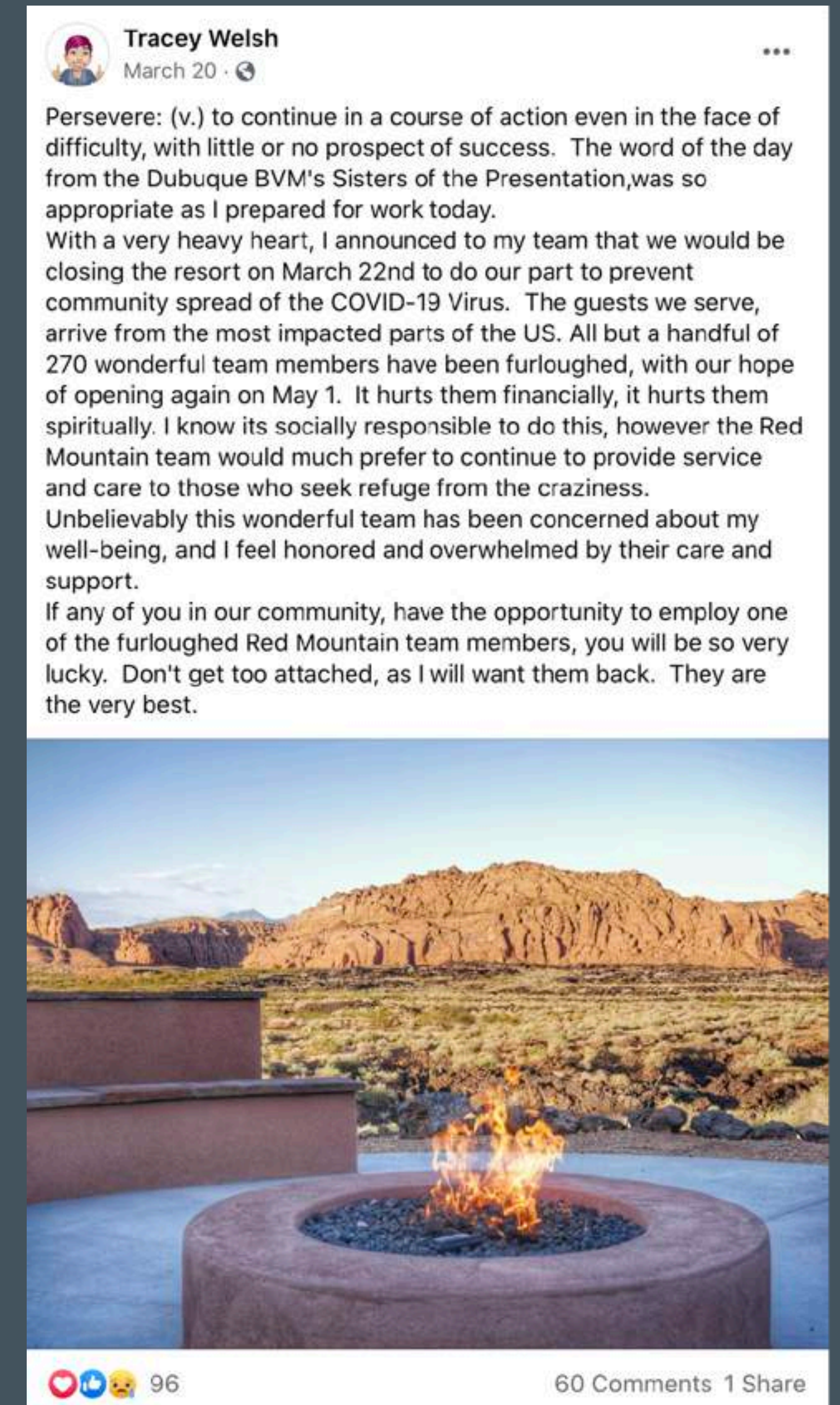
# Red Mountain Resort

## 2019 Awards

- #1 Spa of 2019 - Spas of America
- Top All-Inclusive USA Resort - U.S. News & World Report
- Best Hotels in Utah - U.S. News & World Report

## 2020 Crisis

- Closed Doors - March 22 - September 2
- Lost 13,000 room nights and millions in revenue
- 265 employees laid off





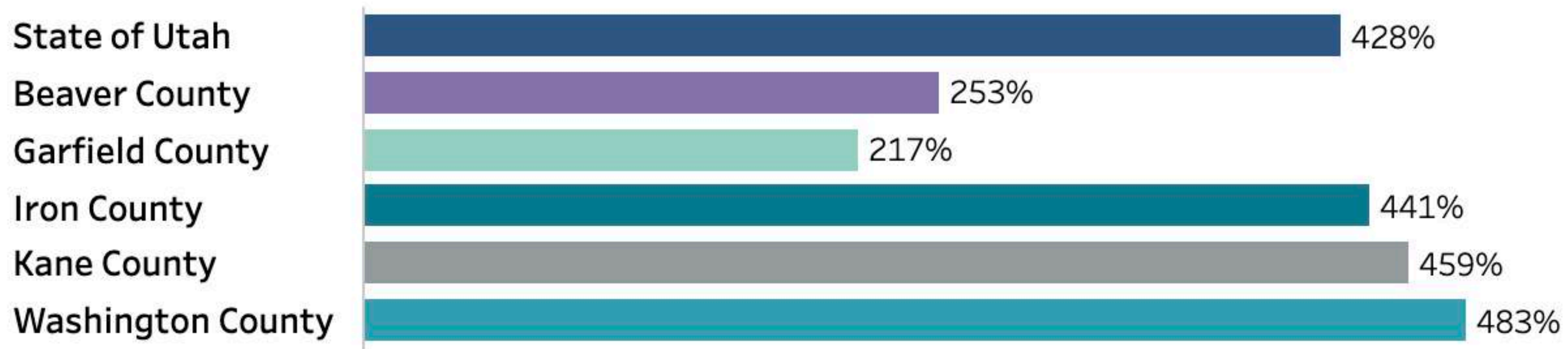
# Tuacahn

- 12 concerts cancelled
- 150 summer shows cancelled
- Lost \$4.4 million in revenue
- 40 full-time employees furloughed
- Salary reductions of 5% - 25%





# Unemployment claims



**Pre-to-post-pandemic increase in claims registered 1,668%**

**11% of claims are from tourism**

- 12,257 first time claims
- 2033 in accommodations/food service
- 350 in Arts/Entertainment/Recreation



# How our office reacted





StayGreater.com

# #STAY GREATER

GREATER ZION

## #STAYGREATER

EMBRACE THE BEAUTY  
SHARE INSPIRATION • ENCOURAGE • SUPPORT

GREATER ZION



♡ 💬 📍 📌

Stay Greater



TRACEY WELSH  
HOSPITALITY

We live in Greater Zion, a place of diverse beauty

< #staygreater

GREATER ZION Greater Zion Utah

Posted by St George  
March 30 at 10:39 AM • 🌐

In the face of challenging times, our way of life has been altered. But we Stay Greater. Join us. Stay Greater. Stay produc... See More



### #StayGreater

Learn how to get involved.

📷 WeAreGreaterZion 📘 WeAreGreaterZion

StayGreater.com

🔊

GREATERZION.COM  
Stay Greater

Learn More


👍❤️ 182 12 Comments 41 Shares 28K Views

👍 Like 💬 Comment ➦ Share



## How has COVID-19 Impacted Tourism?

KEVIN LEWIS | GREATER ZION CONVENTION & TOURISM OFFICE



Baby come back.  
(When you can.) Blame it all on me.

#StayGreater #SeeYouLater

GREATER ZION



Stay Greater Video #1

<https://www.youtube.com/watch?v=t3zLj2qNmAA>



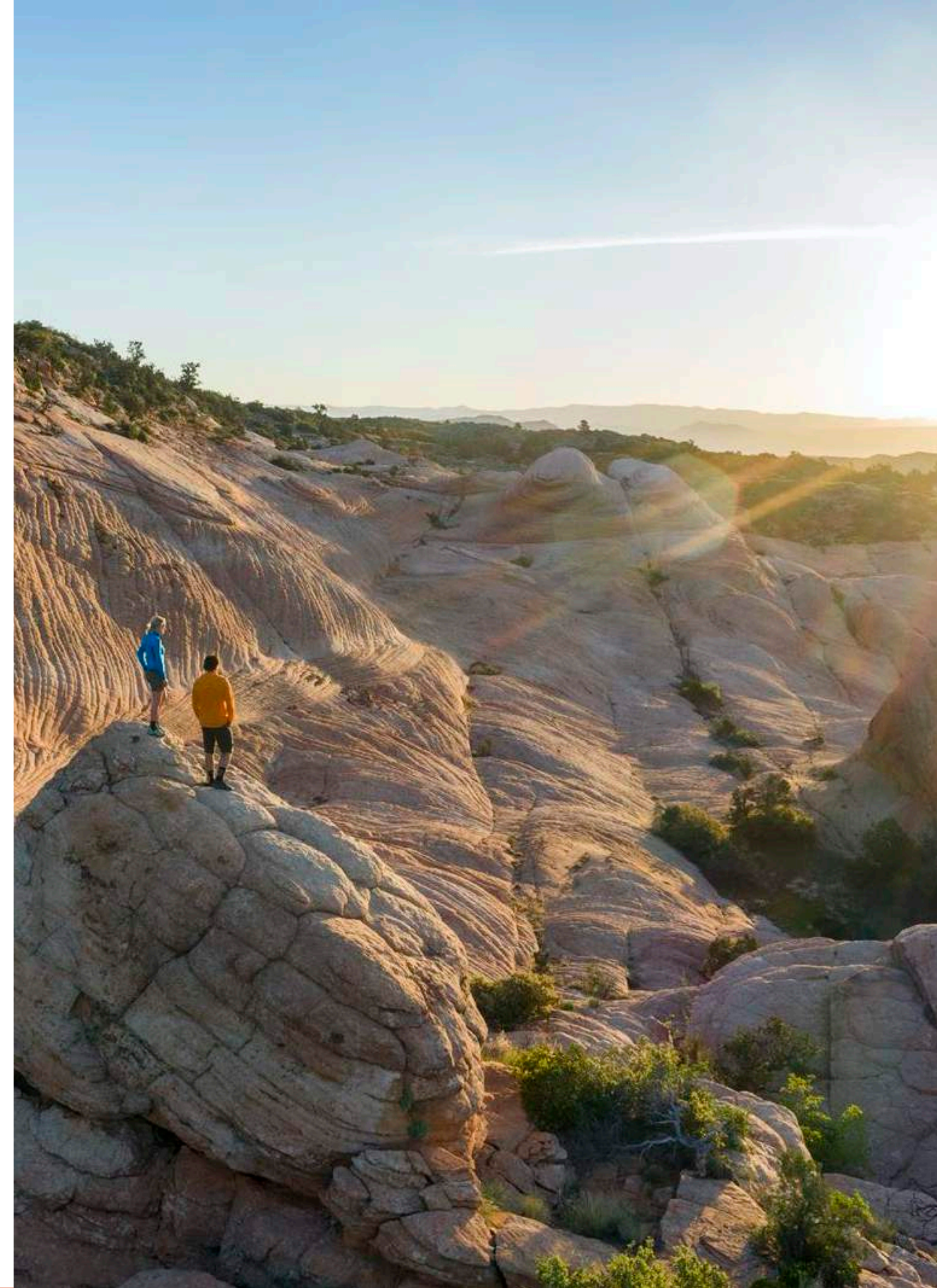
# Staged Marketing Approach

---

1 Empathy with simple, calm inspiring images & content

2 Optimism and reassurance that unites and inspires


3 Openness, safety, and authentic, welcoming inspiration





# Find Your Space


ADVENTURE TRAVELER:



FIND YOUR SPACE

GREATER ZION

MOUNTAIN BIKING:



FIND YOUR SPACE

GREATER ZION


OHV:



FIND YOUR SPACE

GREATER ZION

GOLF:



FIND YOUR SPACE

GREATER ZION



---

Find Your Space Video #1

<https://www.youtube.com/watch?v=z5c8-4qsnll>



Find Your Space Video #2

<https://www.youtube.com/watch?v=tg8FTih20pw>





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





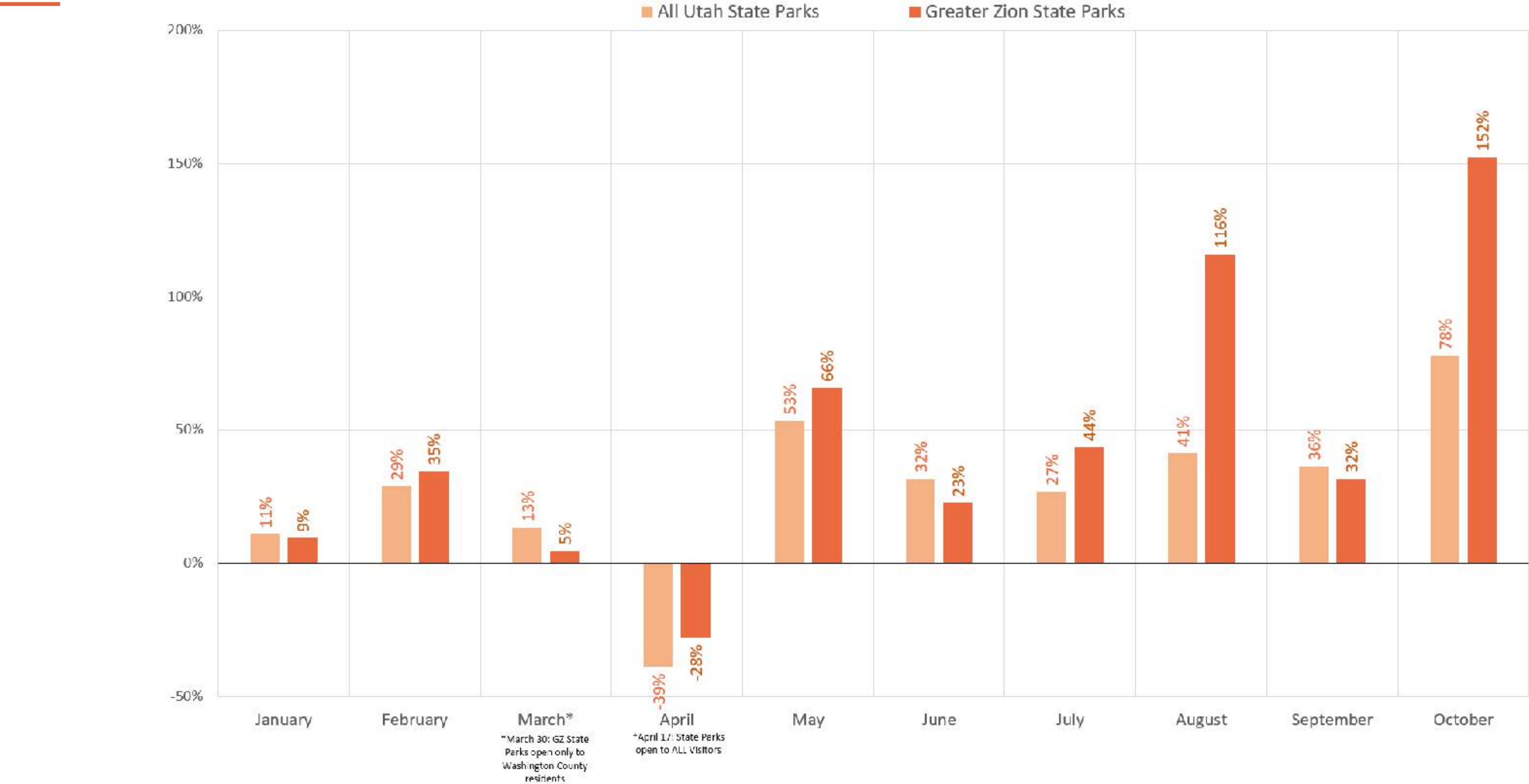
Find Your Space Video #3

<https://www.youtube.com/watch?v=qd4Y8pr4QJw>



# State Park Visitation

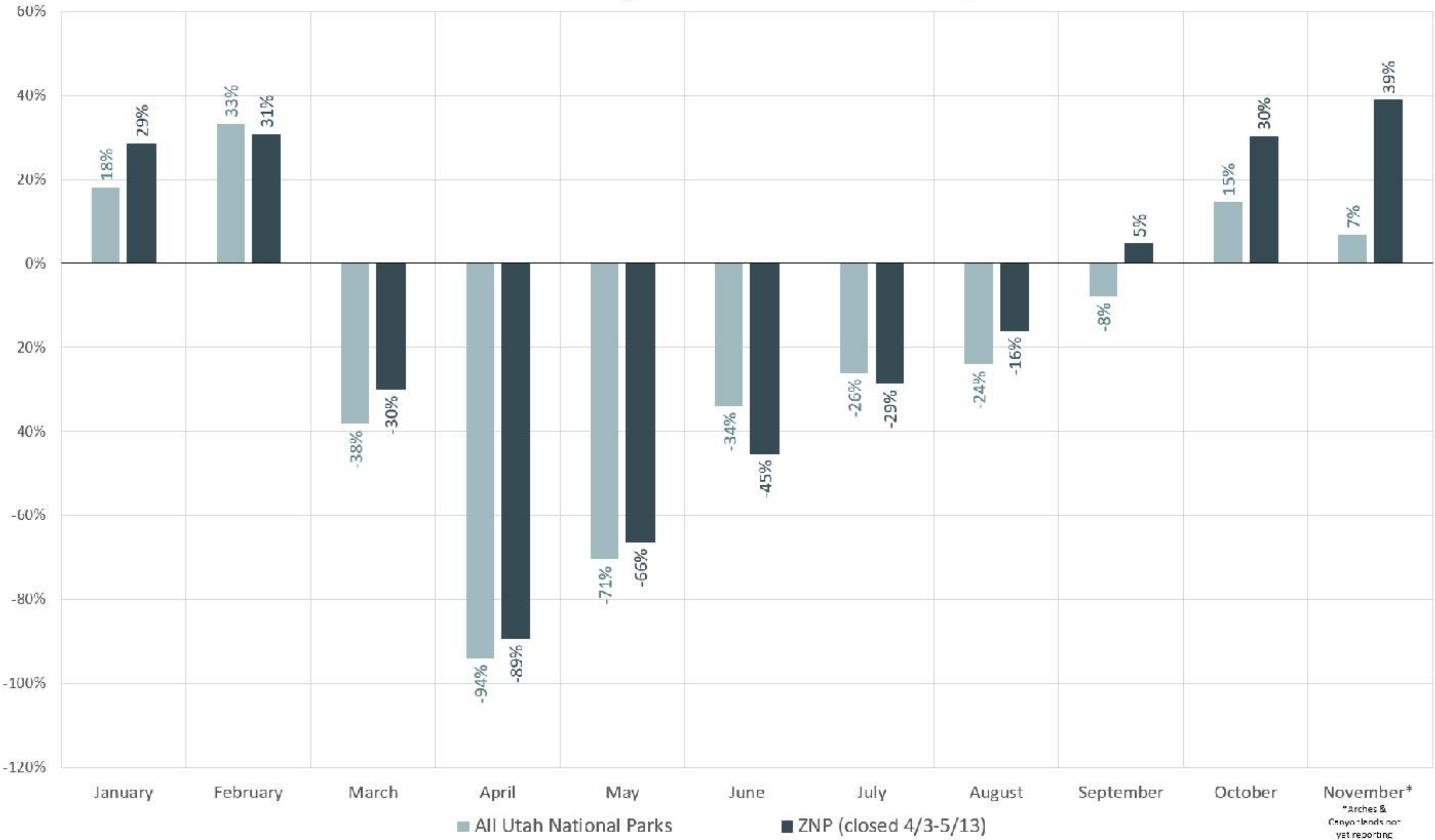
YOY Percent Change in State Park Visitation, 2019 vs 2020





# National Park Visitation

YOY Percent Change in National Park Visitation, 2019 vs 2020





GREATER ZION

# Sports Recruiting

- 12 regional tournaments



**Big City Hoops**

Turning Basketball players into Legends



**American Junior Golf Association**



**American  
Fastpitch  
Association**

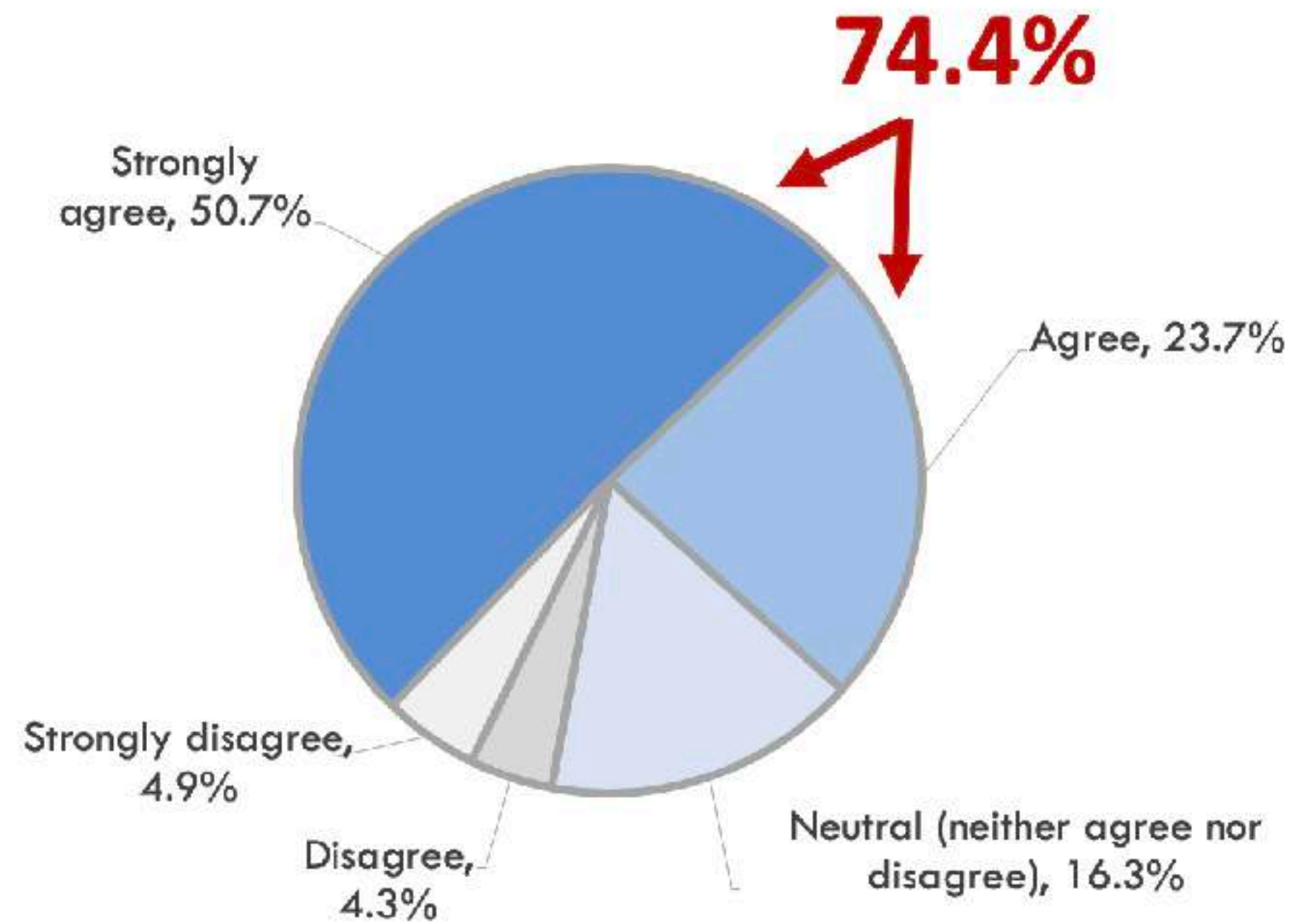




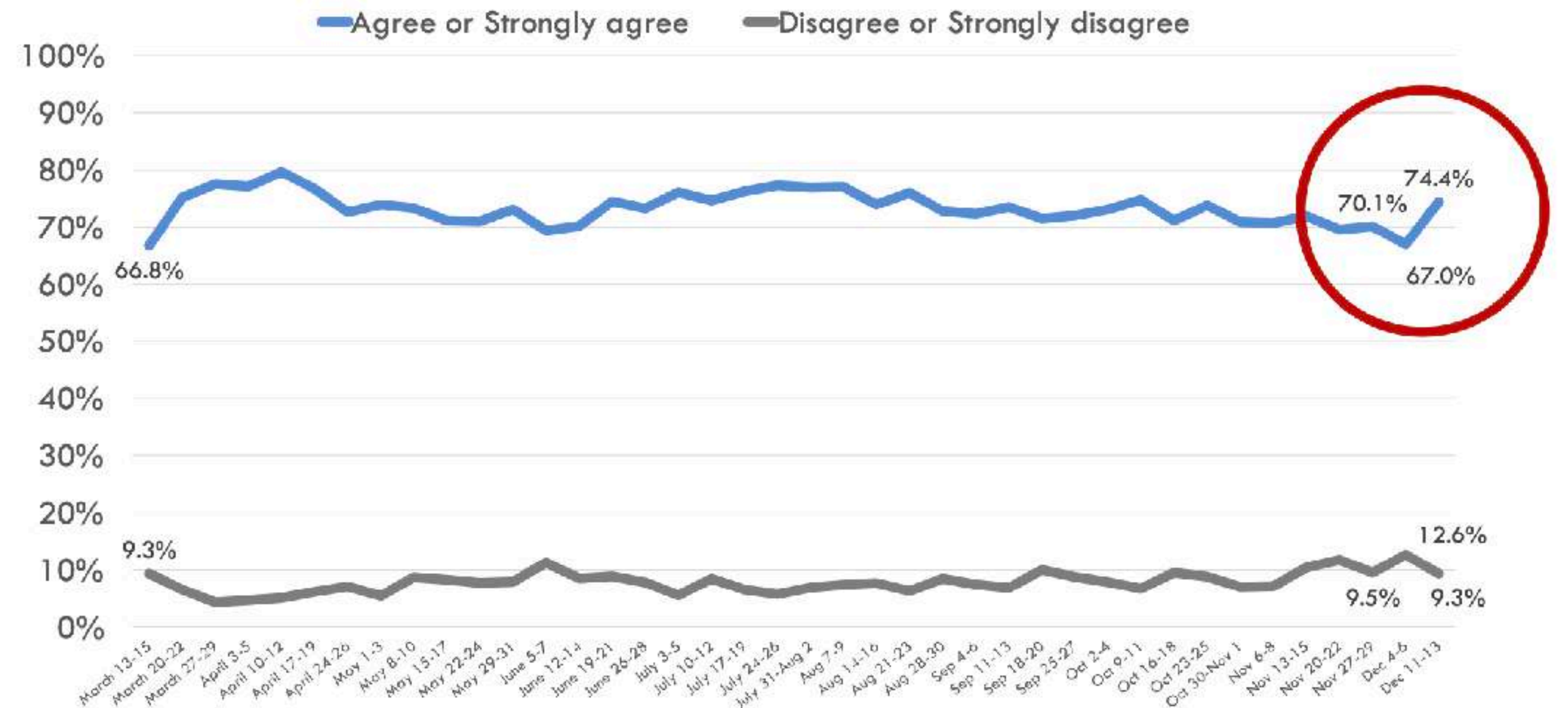
# AVOIDING CONVENTIONS & CONFERENCES

How much do you agree with the following statement?

**Statement:** I will be unlikely to attend any conferences or conventions until the coronavirus situation is resolved.



Historical data

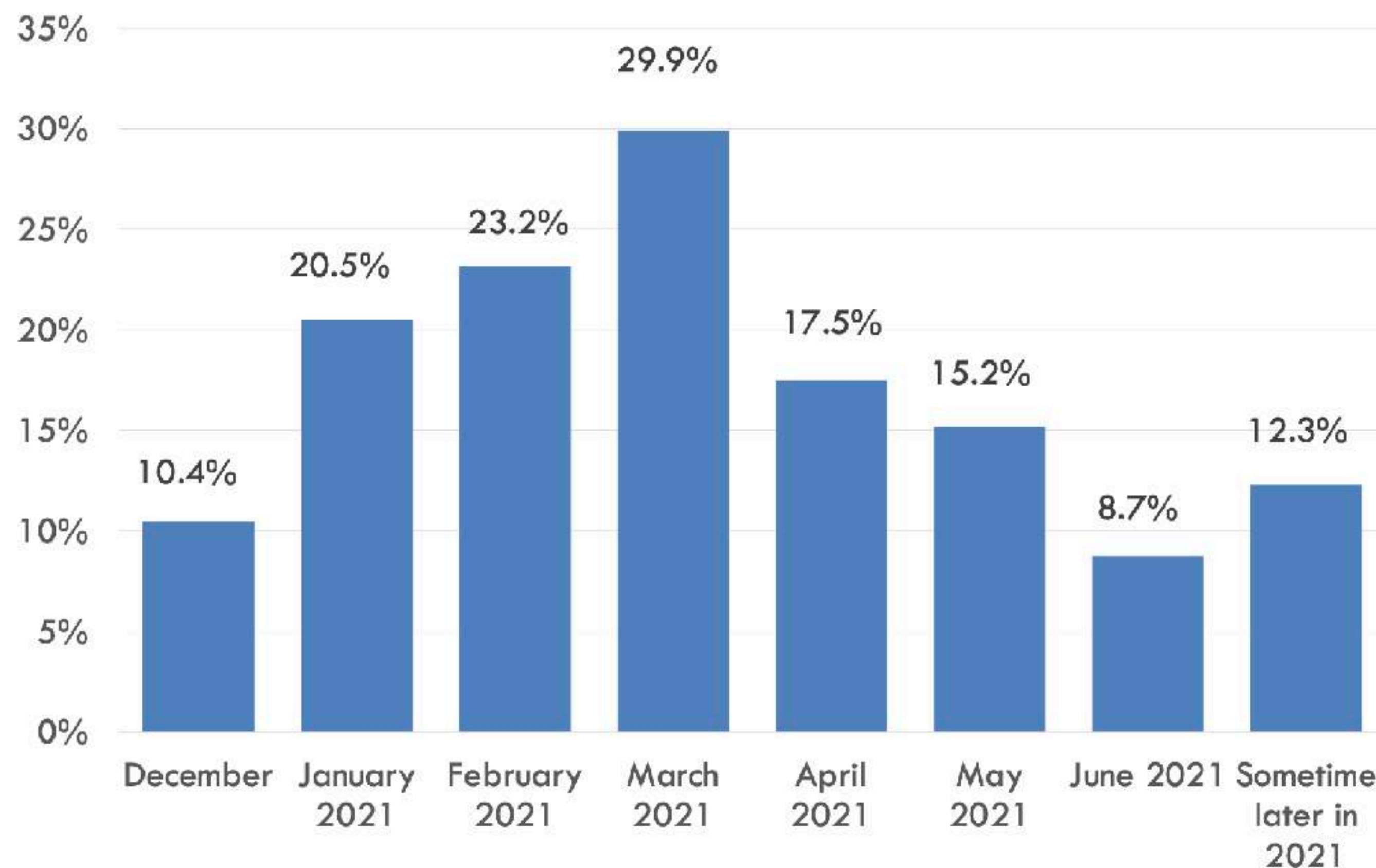




# MONTH OF PLANNED OR TENTATIVE GROUP MEETING TRIPS

**Question:** In what months do you have travel for a **CONVENTION, CONFERENCE OR GROUP MEETING** planned?

*(Base: Wave 40 data. Respondents with a group meeting trip at least tentatively planned, 184 completed surveys. Data collected December 11-13, 2020)*



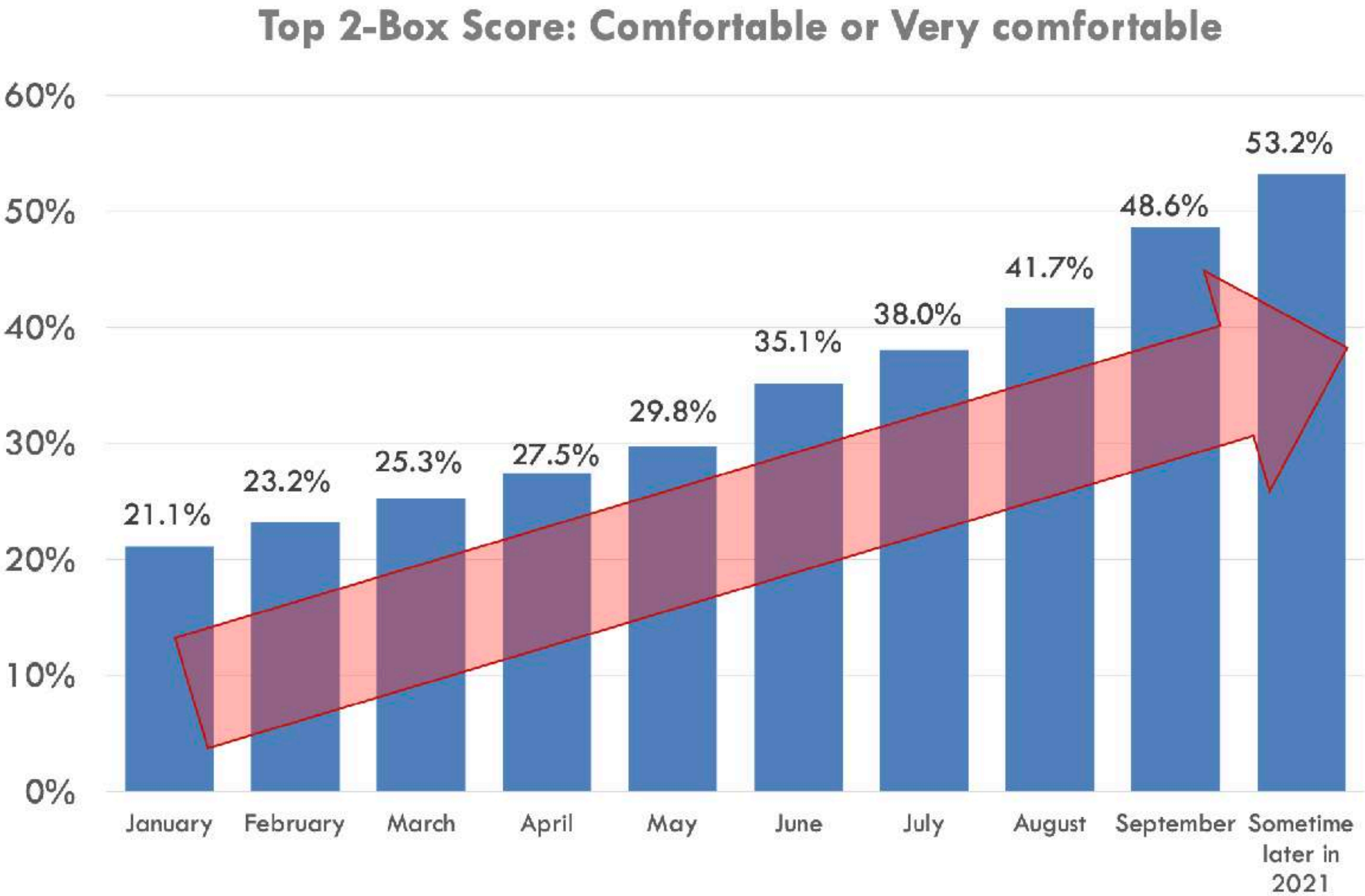


# MONTH WHEN ATTENDEES EXPECT TO FEEL COMFORTABLE

**Question:** Please think about the current path of the COVID-19 situation, and imagine your employer asks you to attend a convention of conference next year. For each month listed, how comfortable do you expect you would be attending the convention or conference? (Select one to fill in the blank for each month

I would be \_\_\_\_\_ attending a conference or convention in this month.

(Base: Wave 40 data. All respondents, 1,206 completed surveys. Data collected December 11-13, 2020)





# In the Press

- New York Times
- Newsweek
- Readers Digest
- Travel & Leisure
- Forbes

**Total Reach  
4.4 billion!**

# Social Media

- Record Social Media #s (up 500% from Oct.)
- Highest performing post in 2 years (5x higher)
- YouTube Video Views (1600 viewed 6 minutes)

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

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

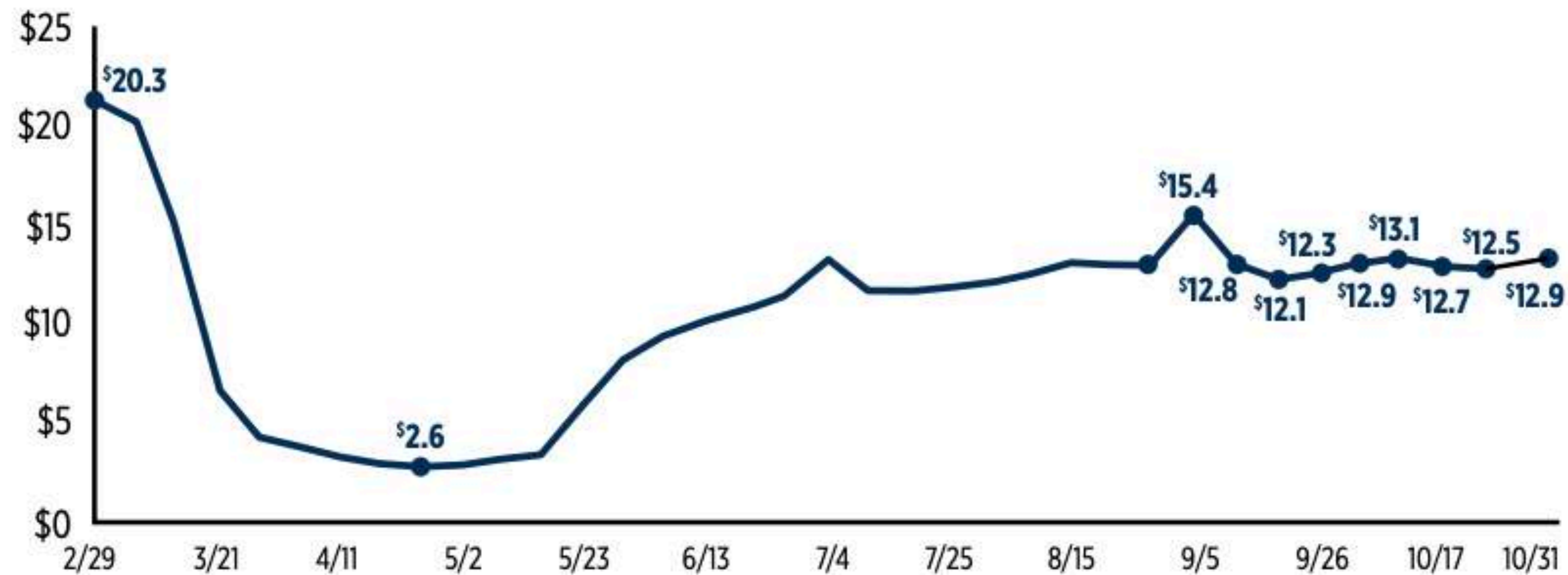


# Results



# National Travel Spending (through 11/5)

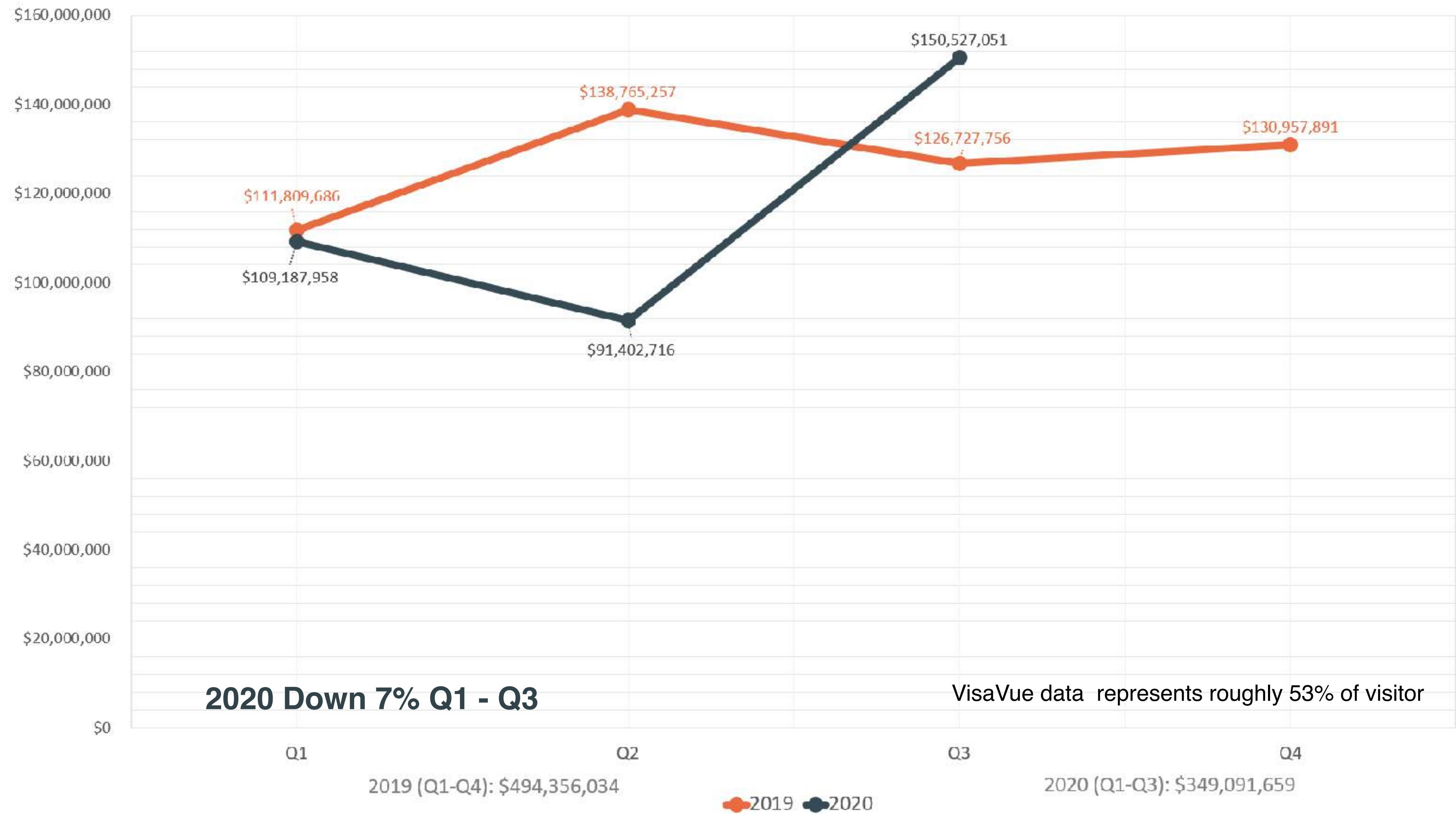
**National Weekly Travel Spending**  
(\$ billions)



Source: Tourism Economics

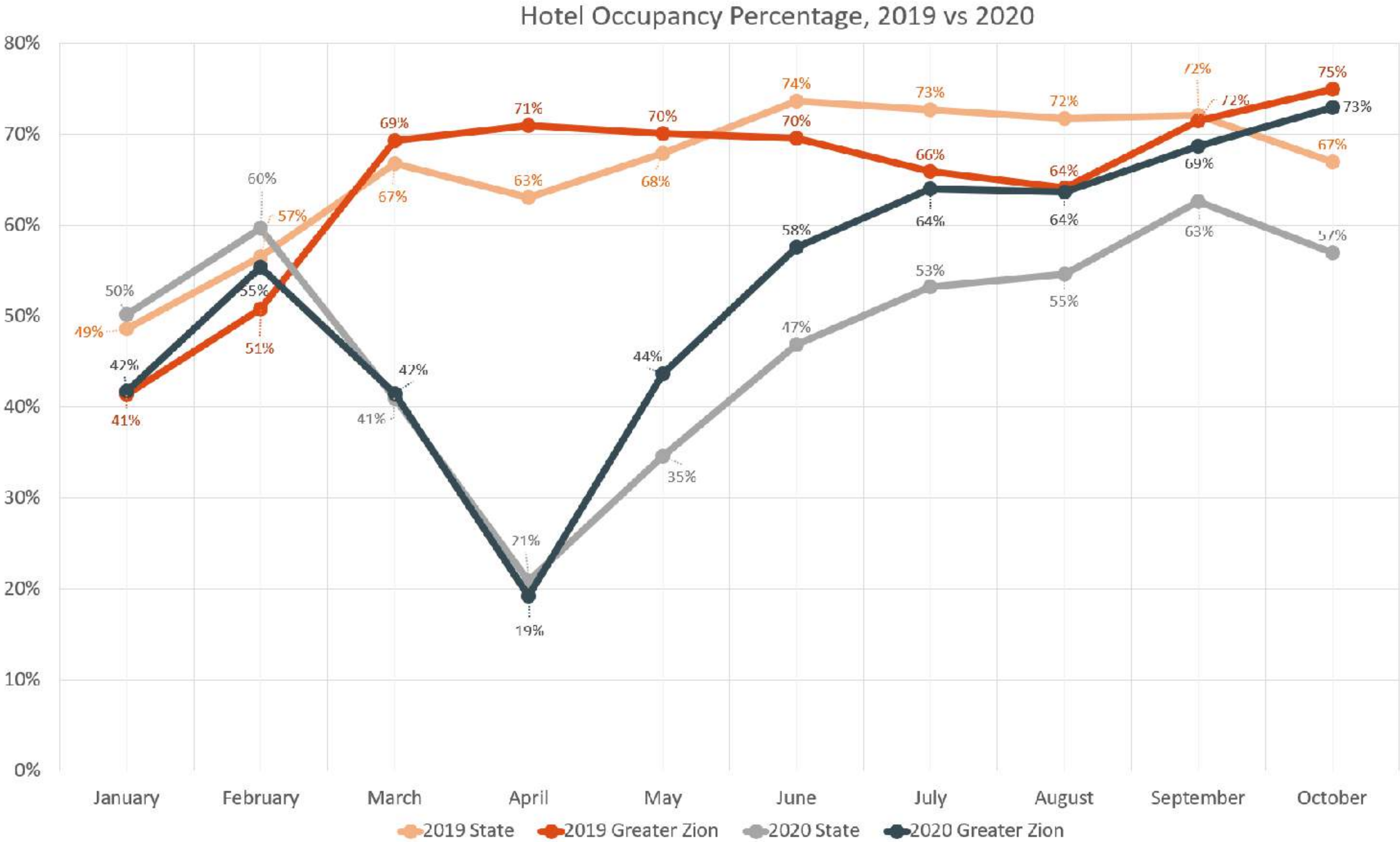


# Greater Zion Visitor Spending (through Q3, 2020)



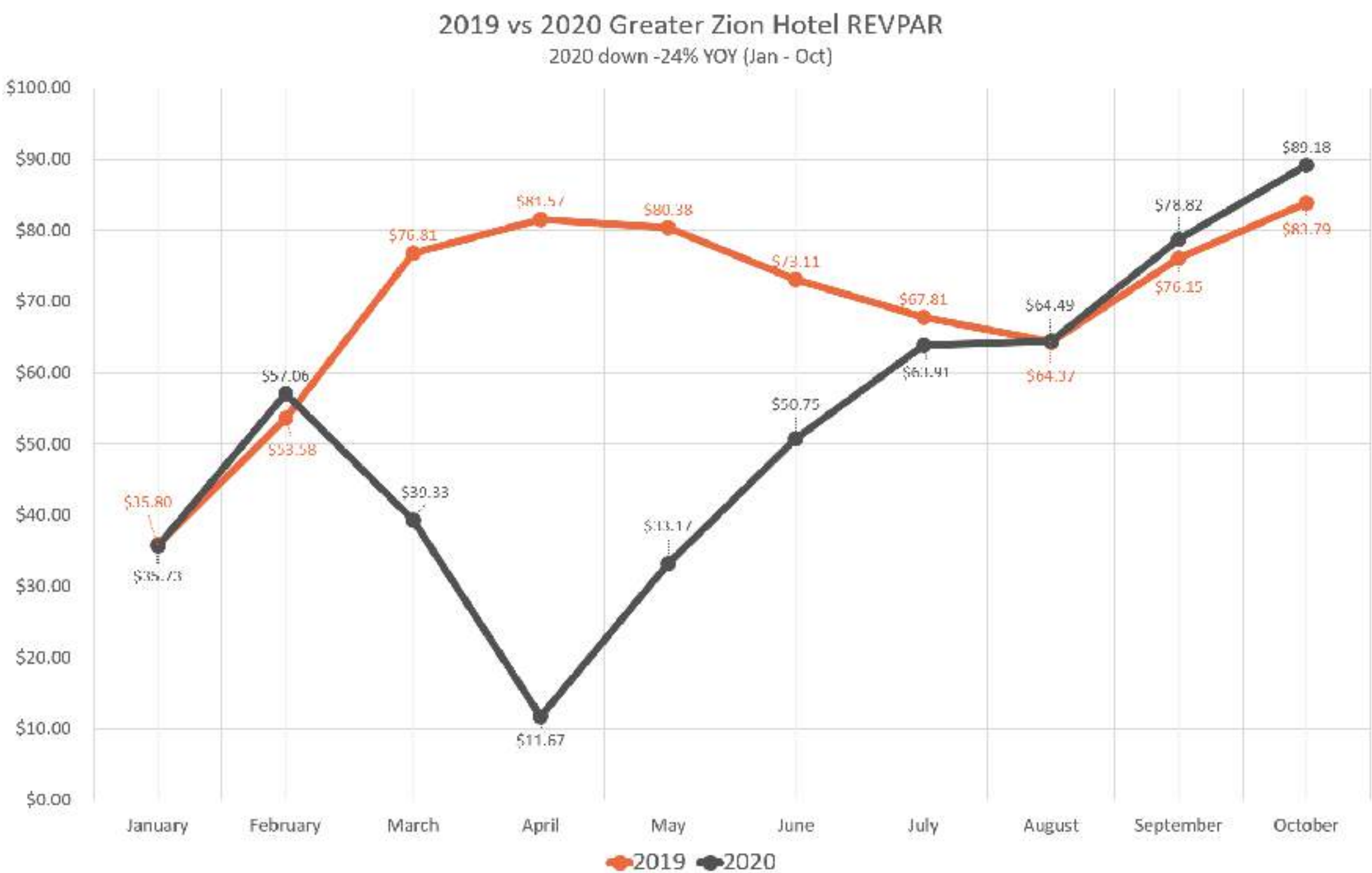


# Hotel Occupancy



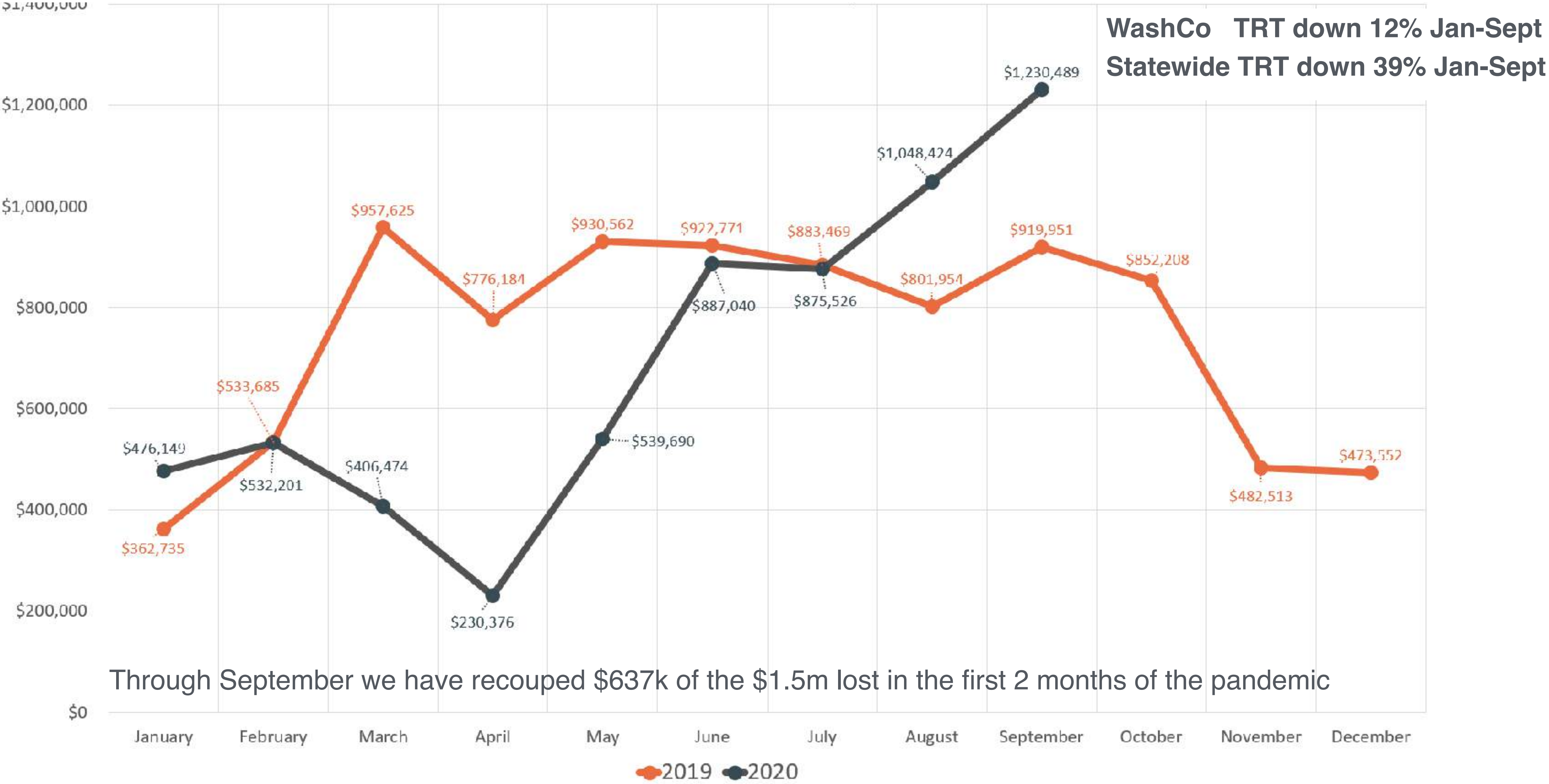


# Hotel ADR & RevPAR





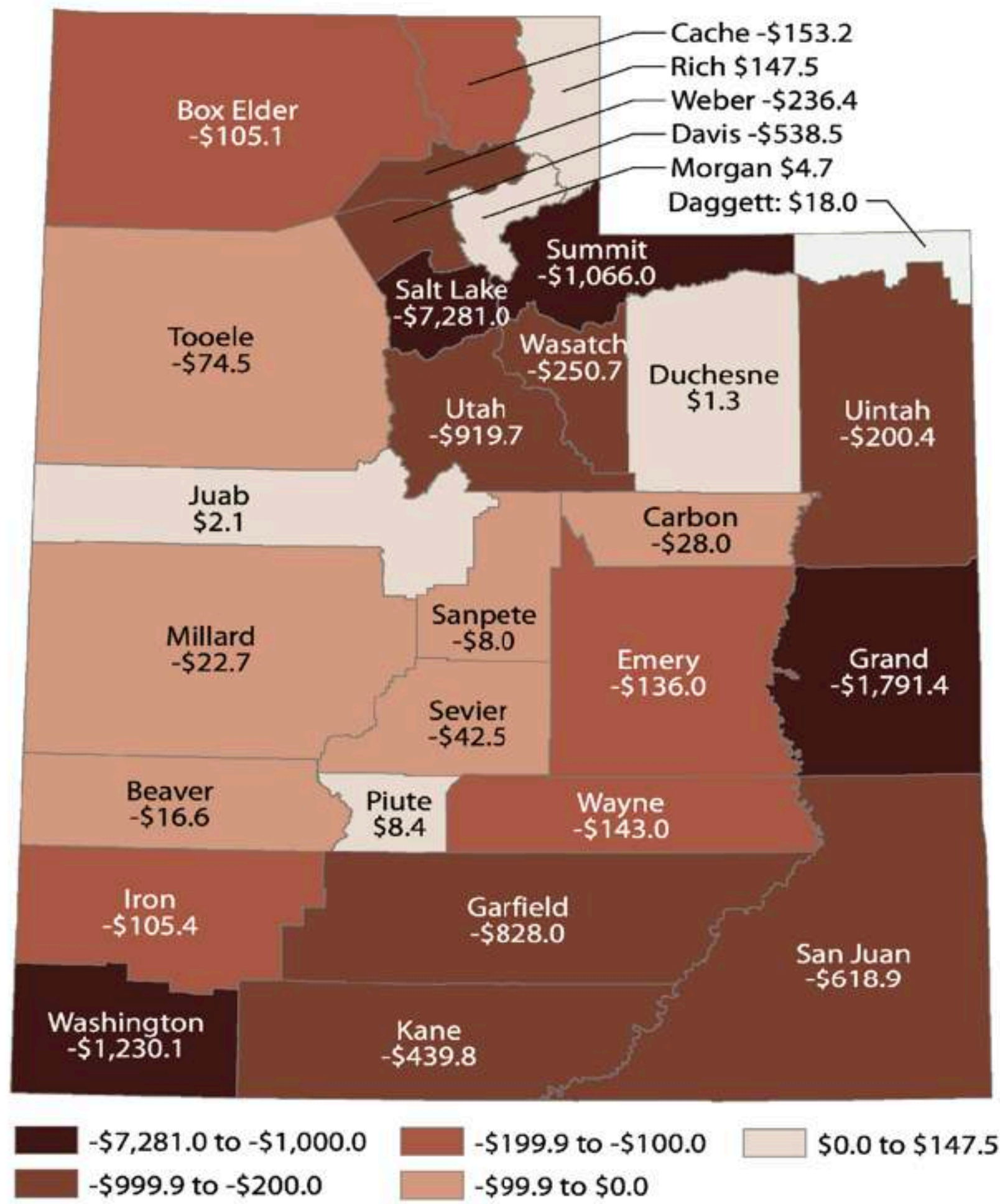
# Transient Room Tax Revenue





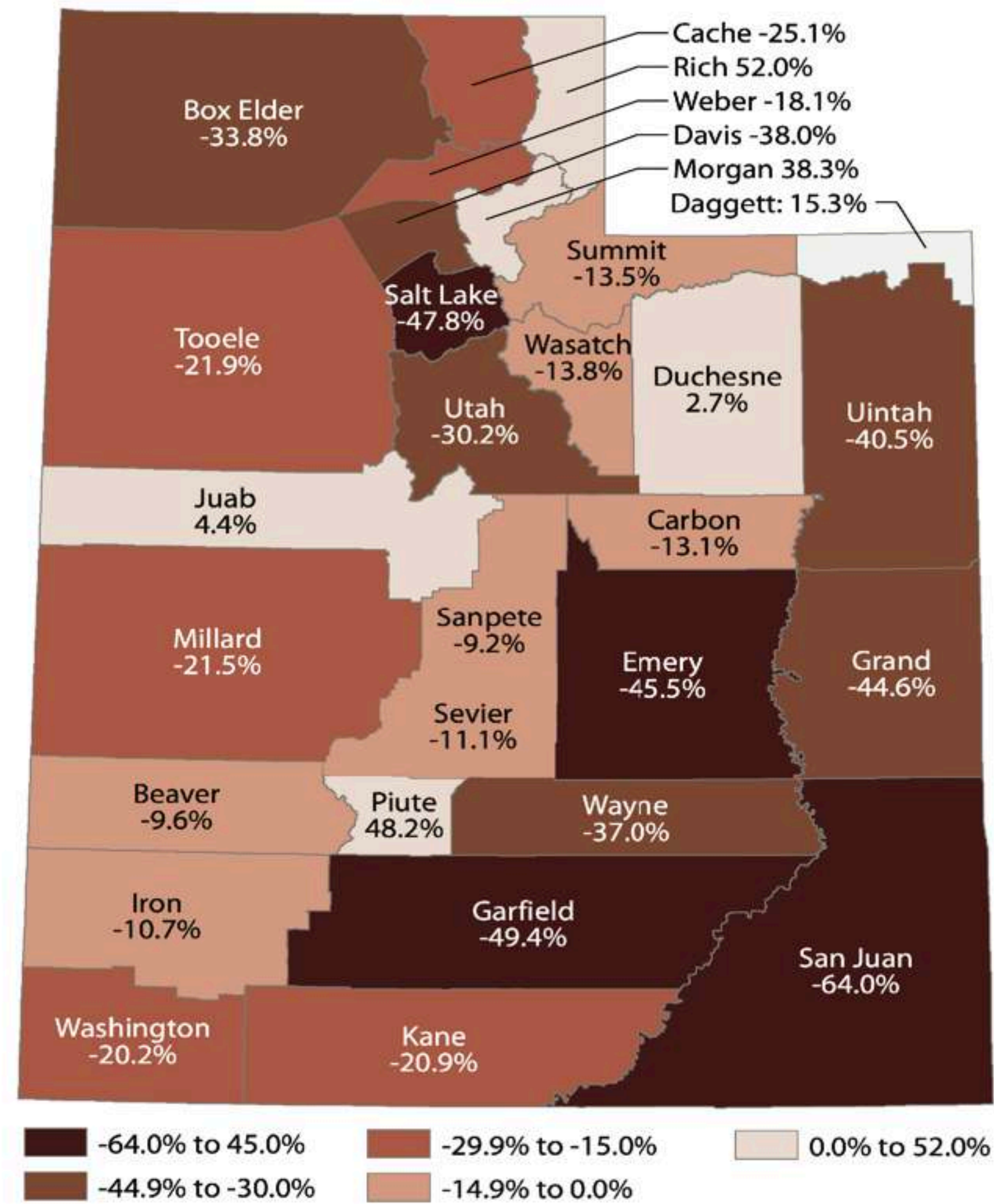
# Transient Room Tax YOY Change

Figure 7: YOY Change in County TRT Dollars, Jan.–Aug. 2020  
(Thousands of Dollars)



Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

Figure 6: YOY Change in County TRT, Jan.–Aug. 2020

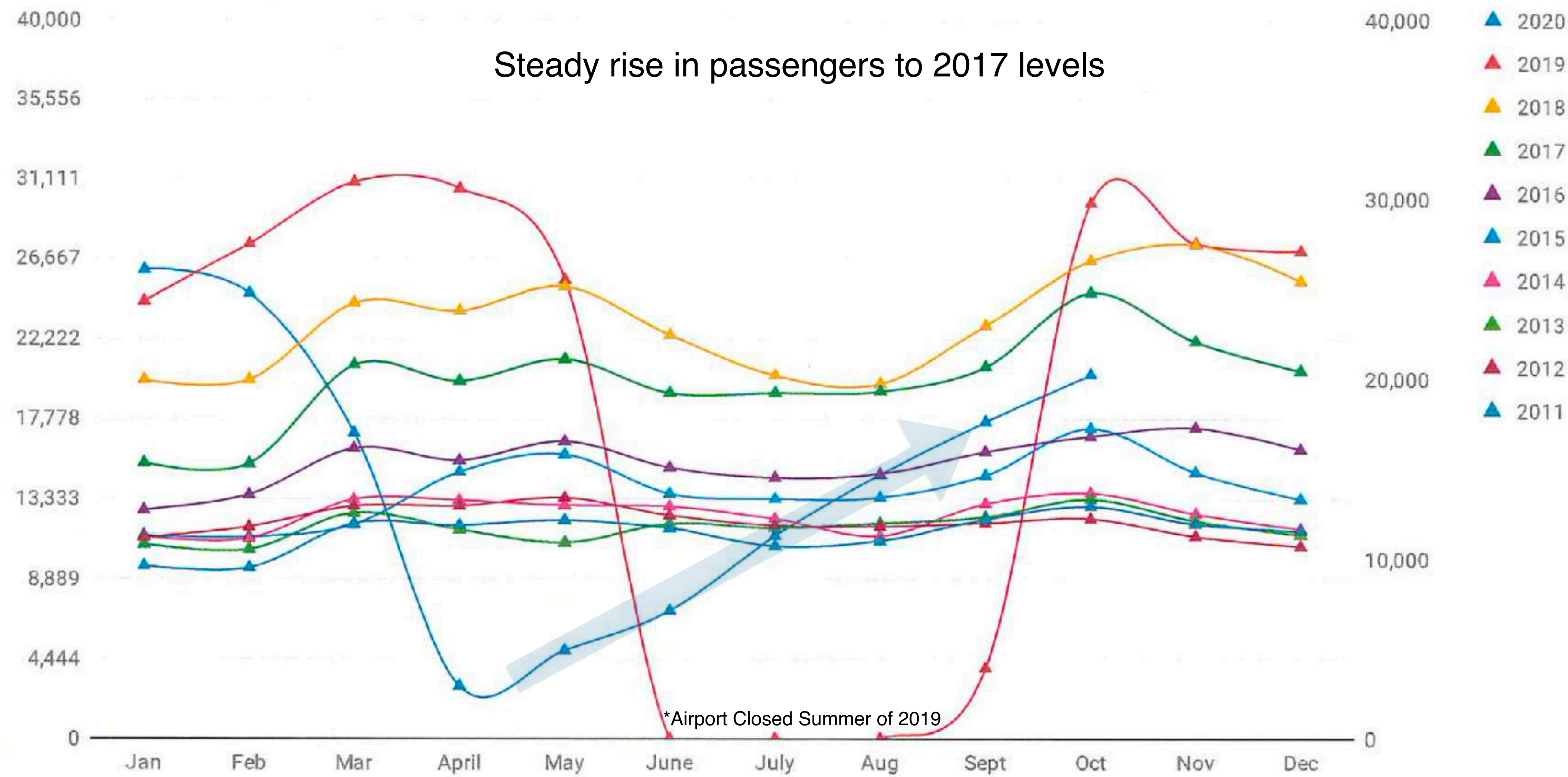


Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

- Washington County saw one of the greatest drops in TRT dollars totaling \$1.5m in two months.
- As a percentage it is lower than some counties because we have bounced back.



# St. George Airport





# Record setting revenue

## Despite losing

- International Travel
- Meetings & Conventions
- Entertainment
- Major Sports





# Where we're headed

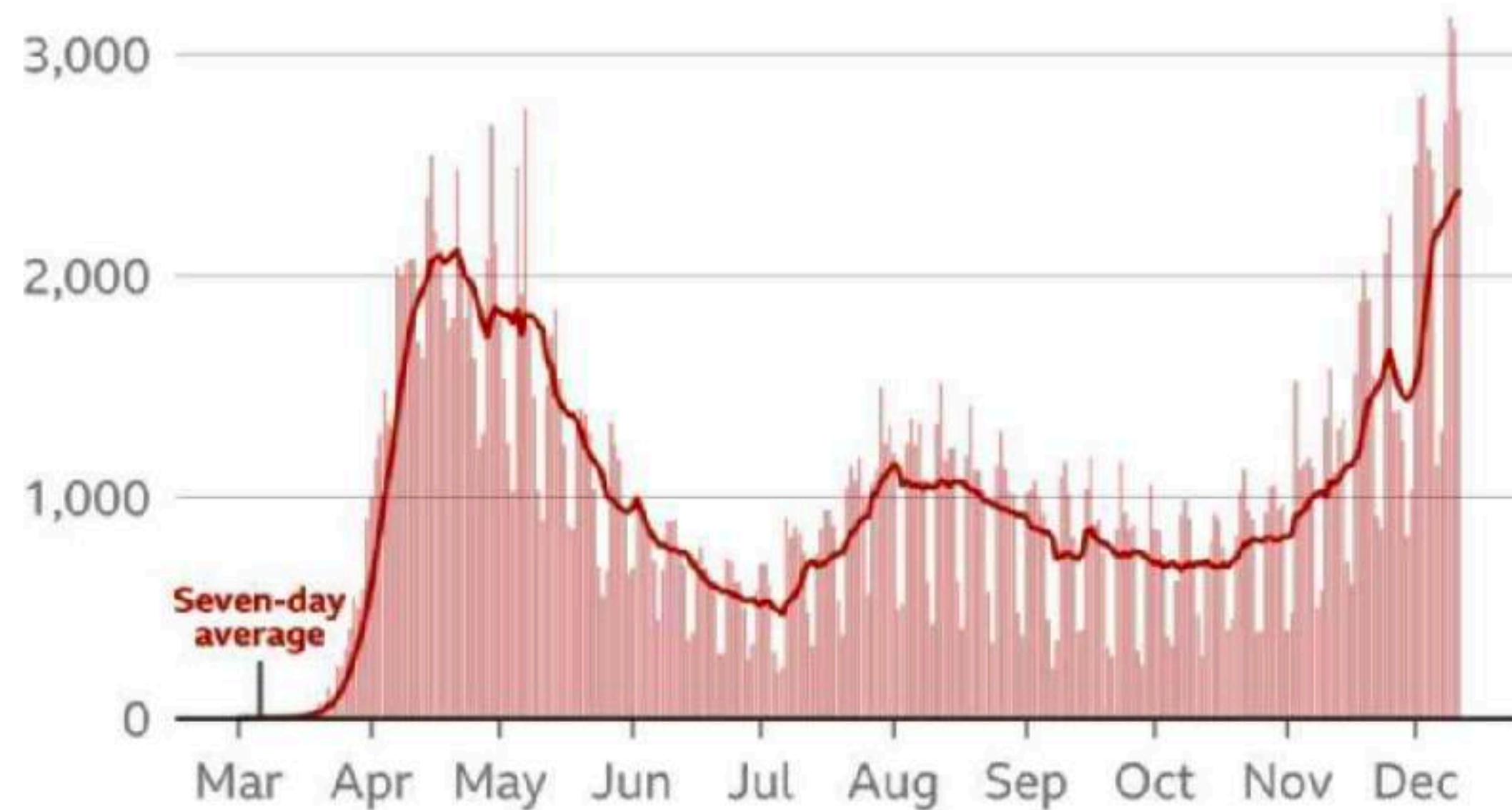




# Changing sentiment & circumstances

## Deaths now above levels seen in spring

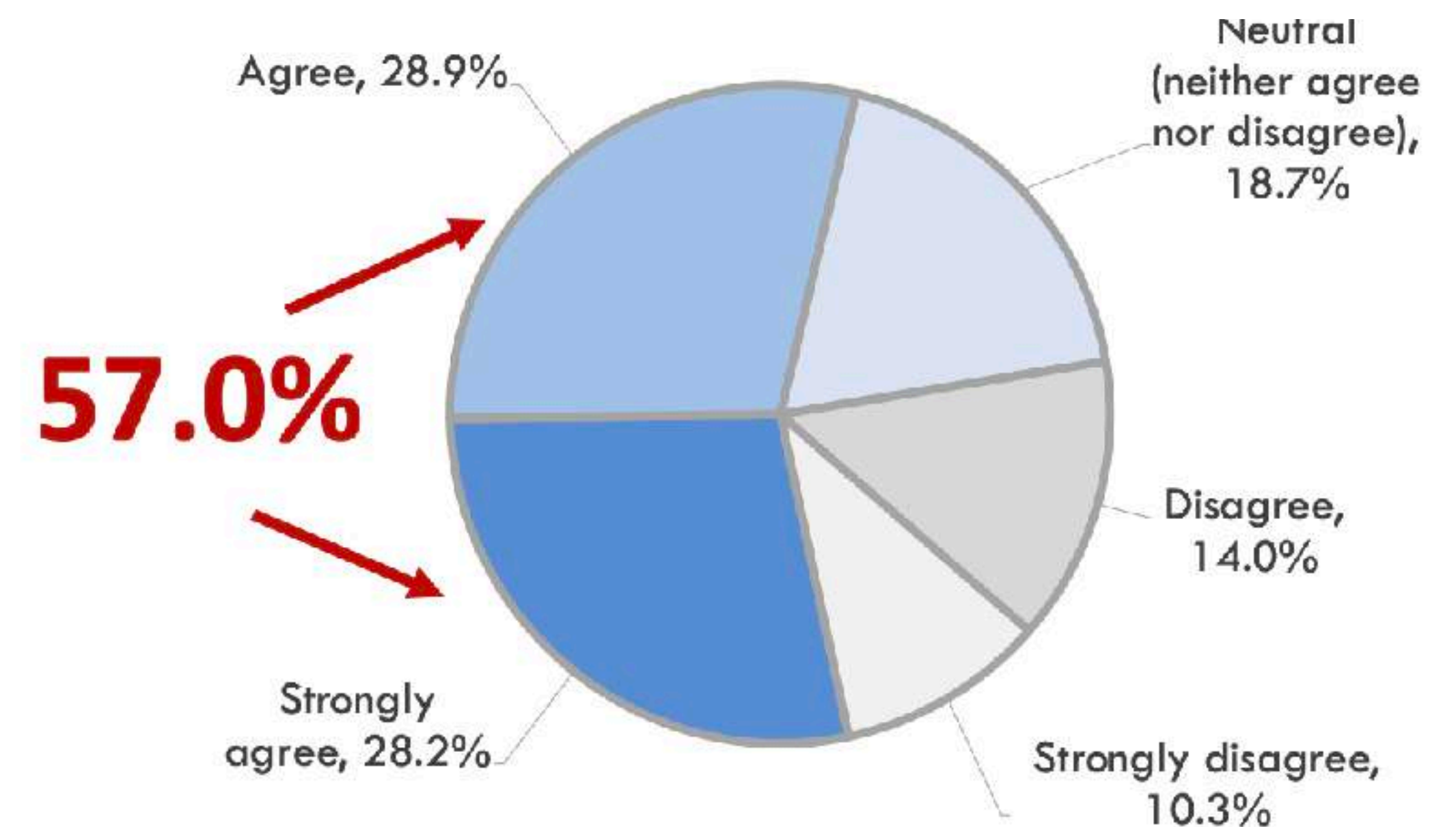
Number of daily reported coronavirus deaths in the US



Source: COVID Tracking Project

BBC

## Won't travel till the virus situation blows over





---

Find Your Space Video #4

<https://www.youtube.com/watch?v=0Aet6ISne30>



---

Find Your Space Video #5

<https://www.youtube.com/watch?v=dqfcK4aC5n4>



# What's ahead?







DSU Marketing Partnership





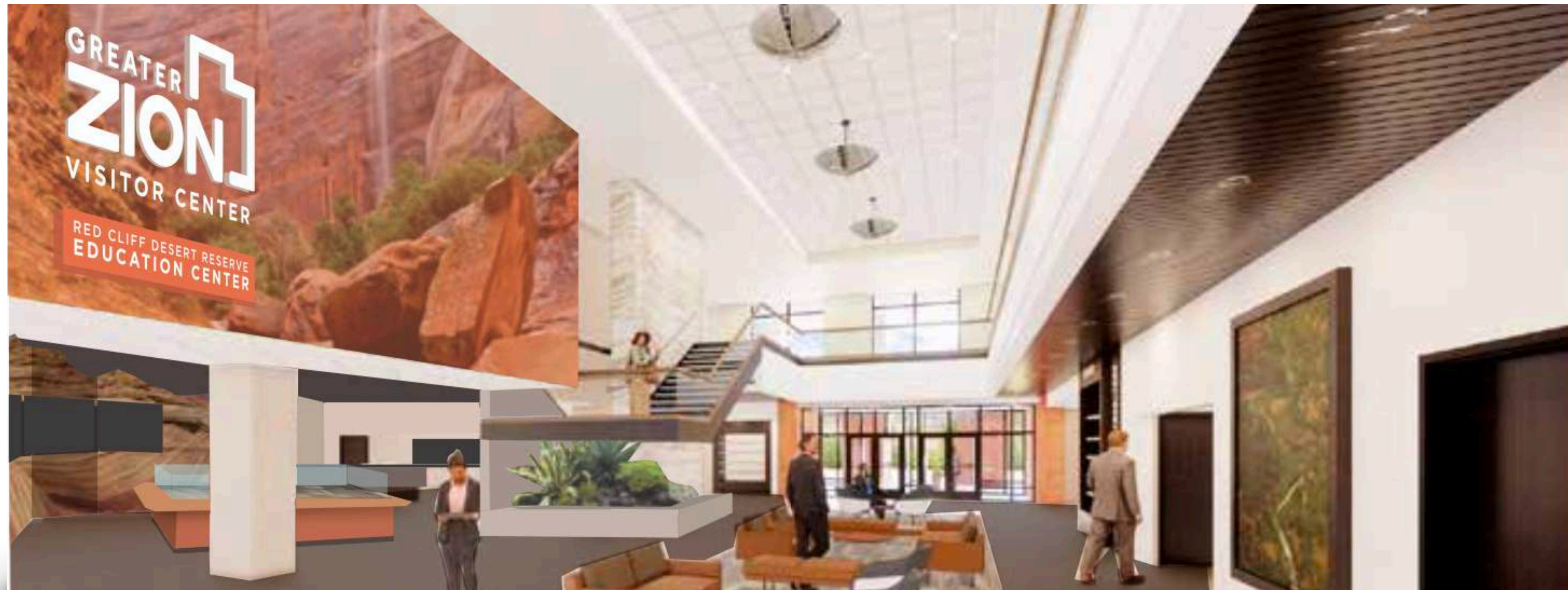
# Greater Zion App



Parking • Entrances • Shuttles • Trails



# Greater Zion Visitor & Discovery Center



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



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<sup>®</sup> 70.3<sup>®</sup>

## WORLD CHAMPIONSHIP

PRESENTED BY



UTAH SPORTS  
COMMISSION<sup>®</sup>

St. George Utah | USA

Largest global event to ever happen here





---

## IRONMAN 70.3 World Championship Sizzle Video



