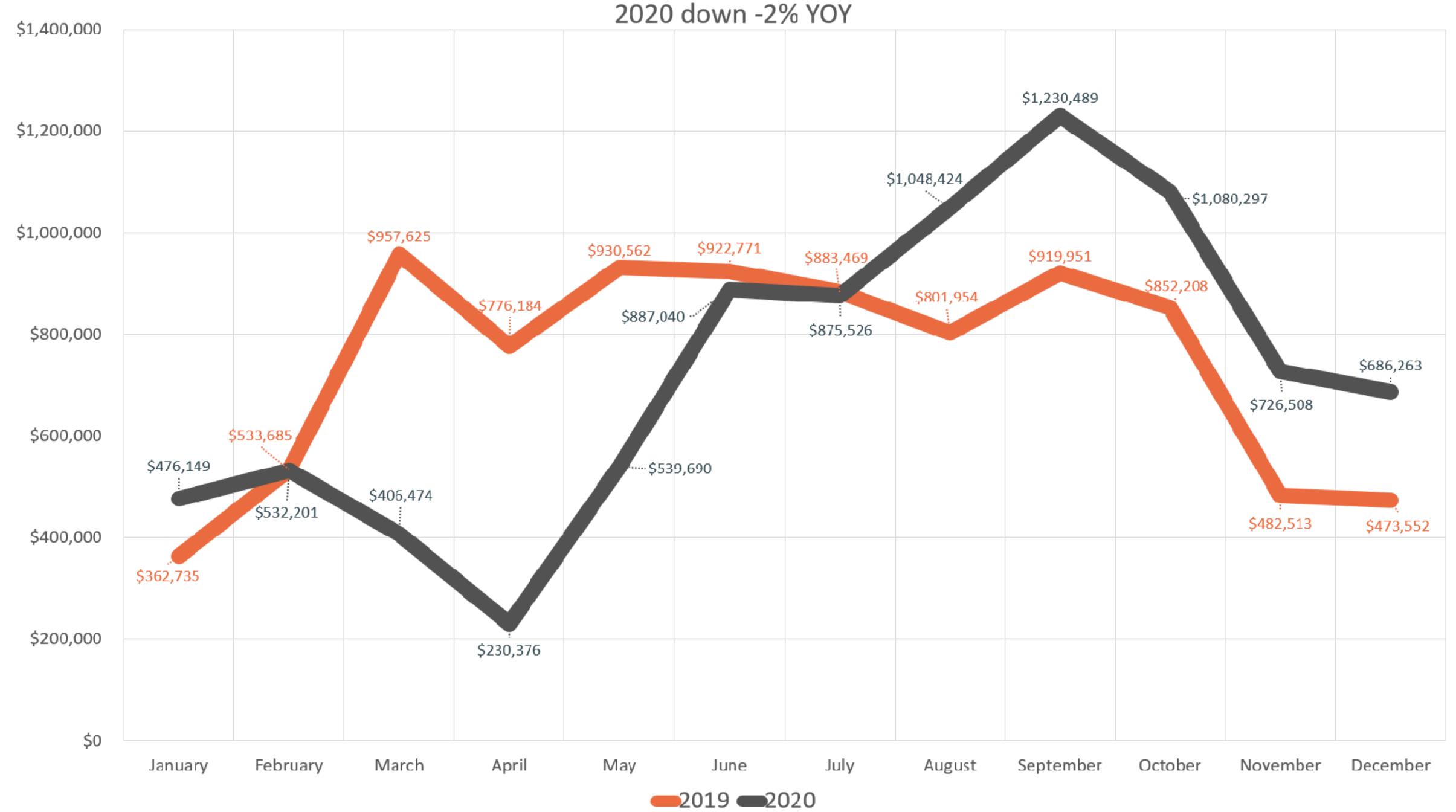
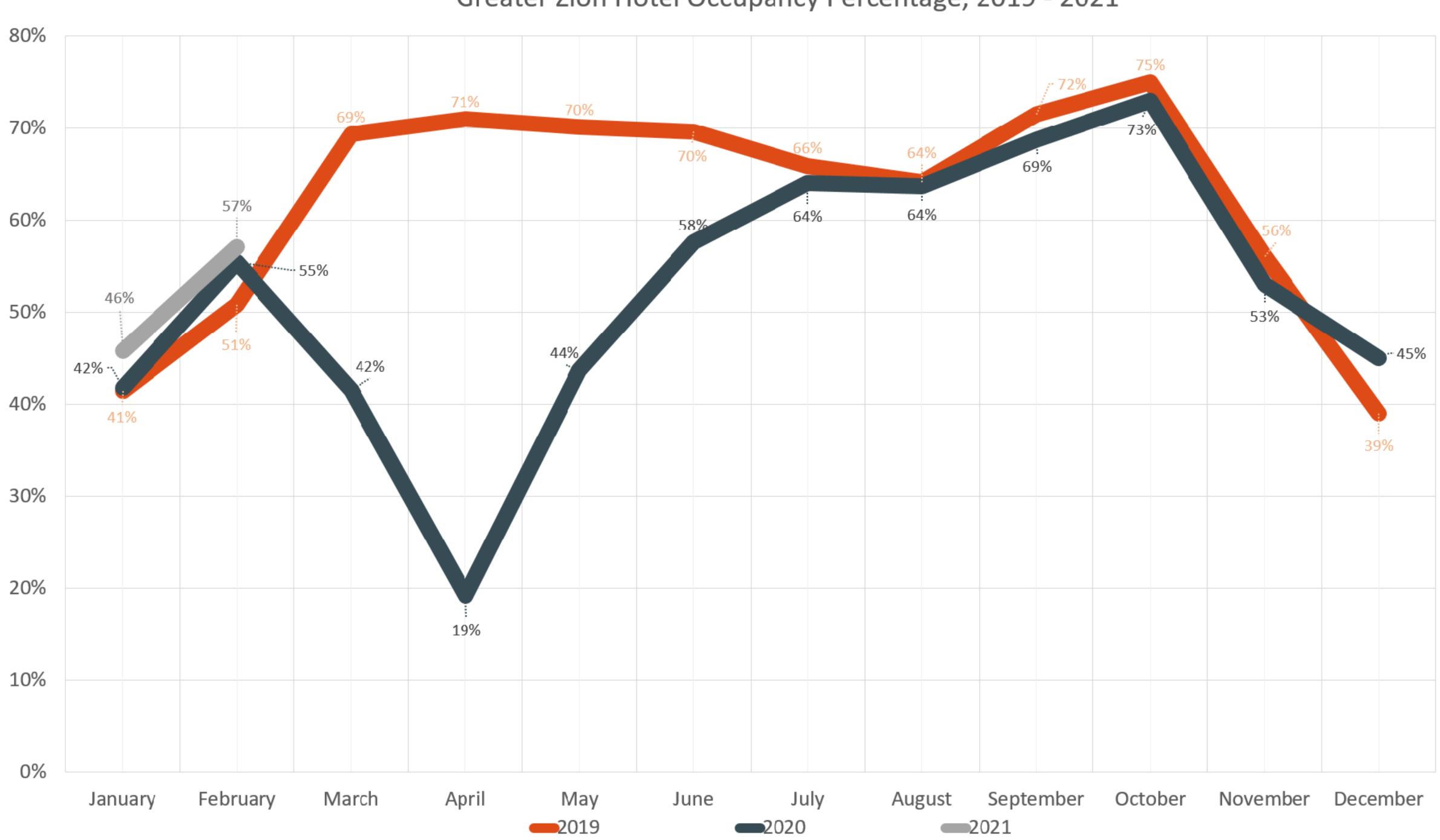


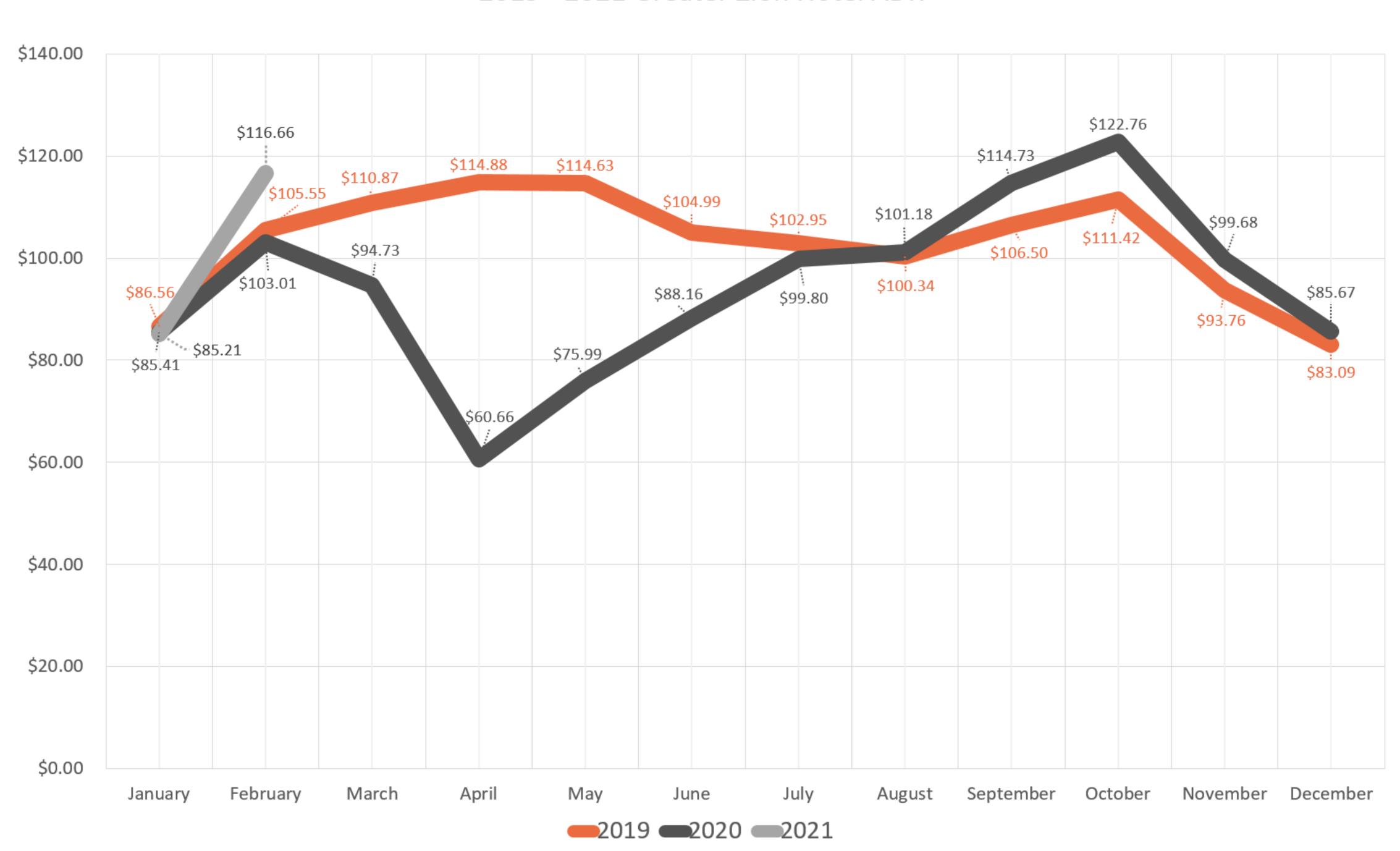
2019 vs 2020 Greater Zion TRT 2020 down -2% YOY



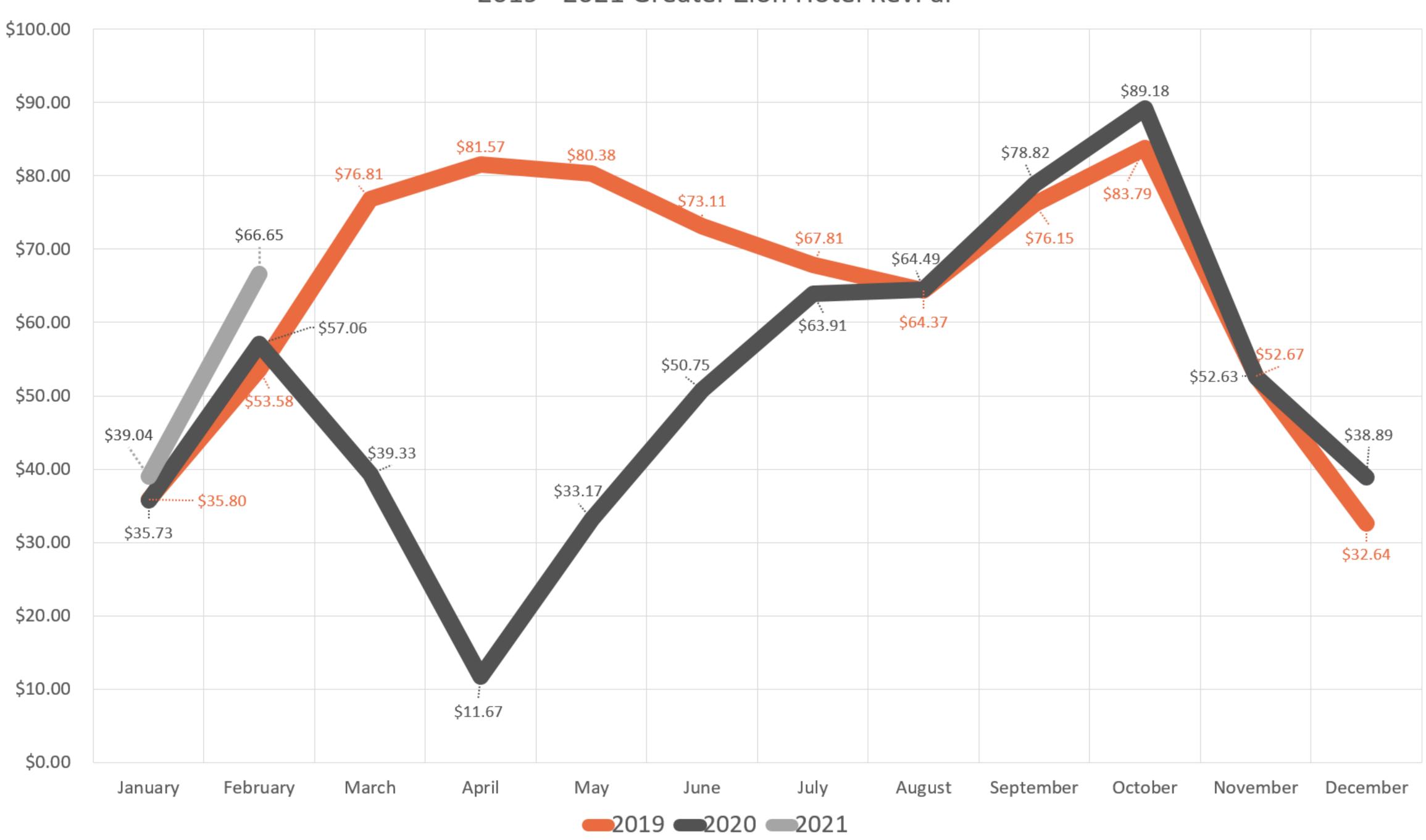
### Greater Zion Hotel Occupancy Percentage, 2019 - 2021



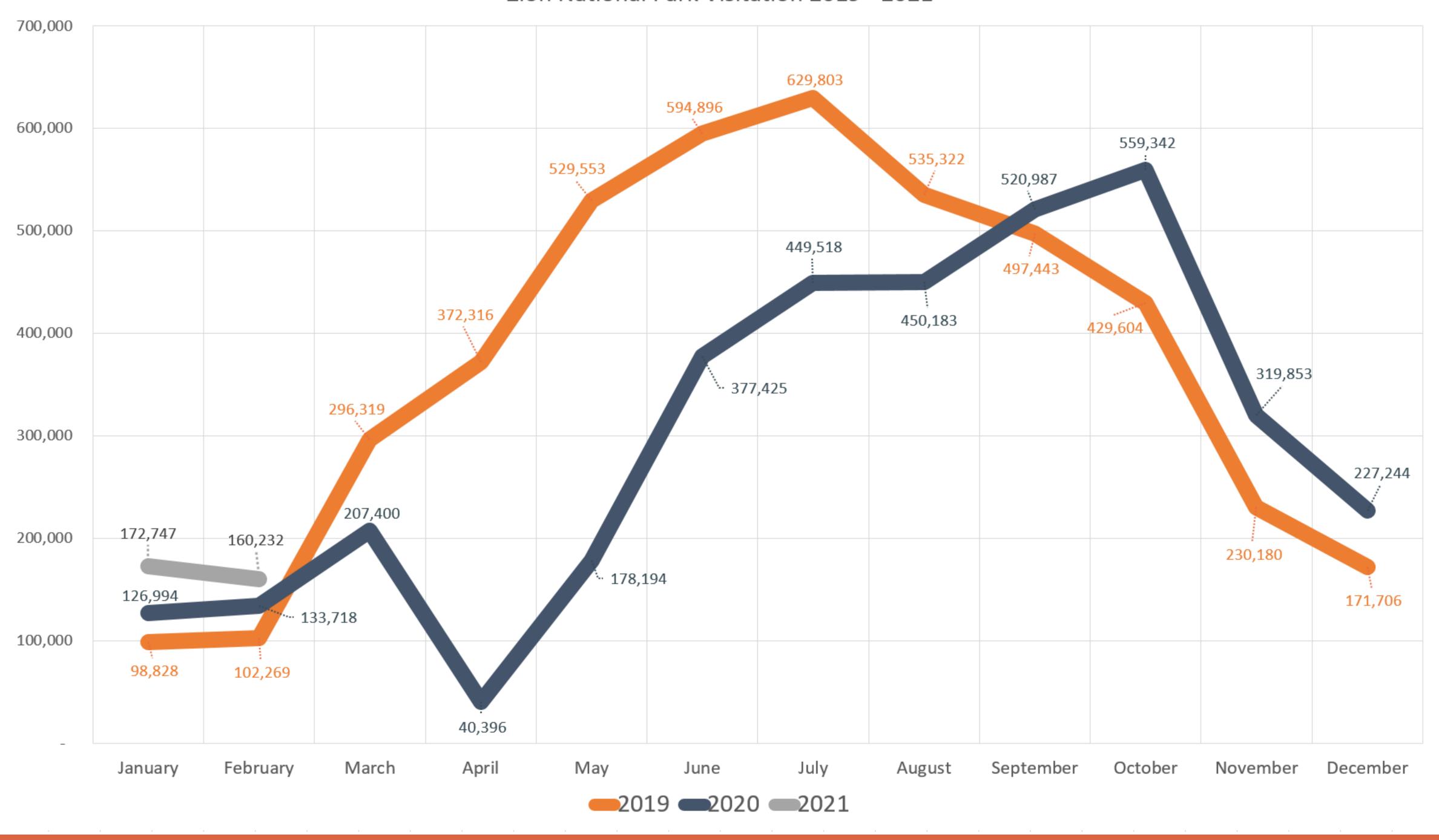
### 2019 - 2021 Greater Zion Hotel ADR



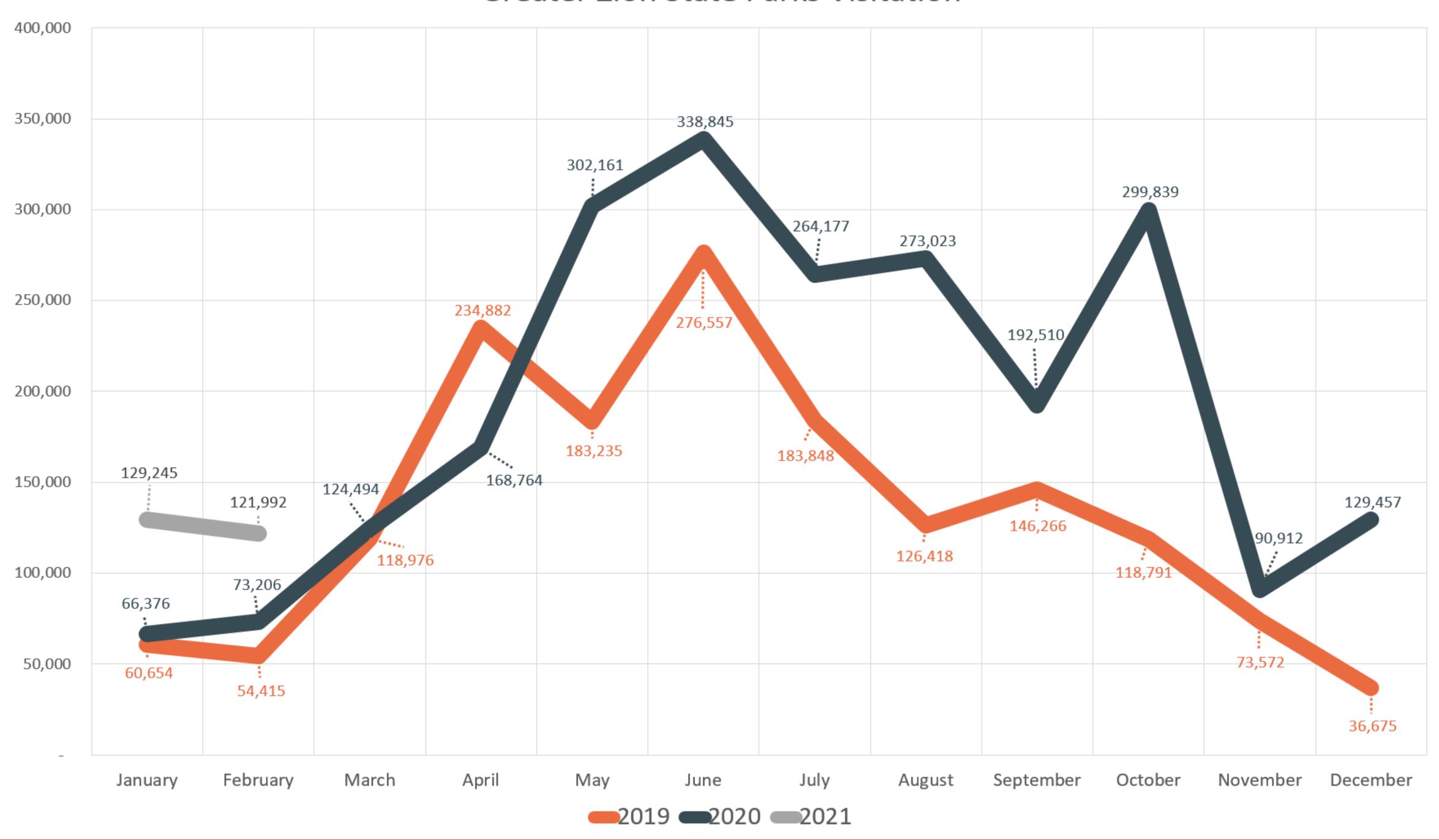
2019 - 2021 Greater Zion Hotel RevPar

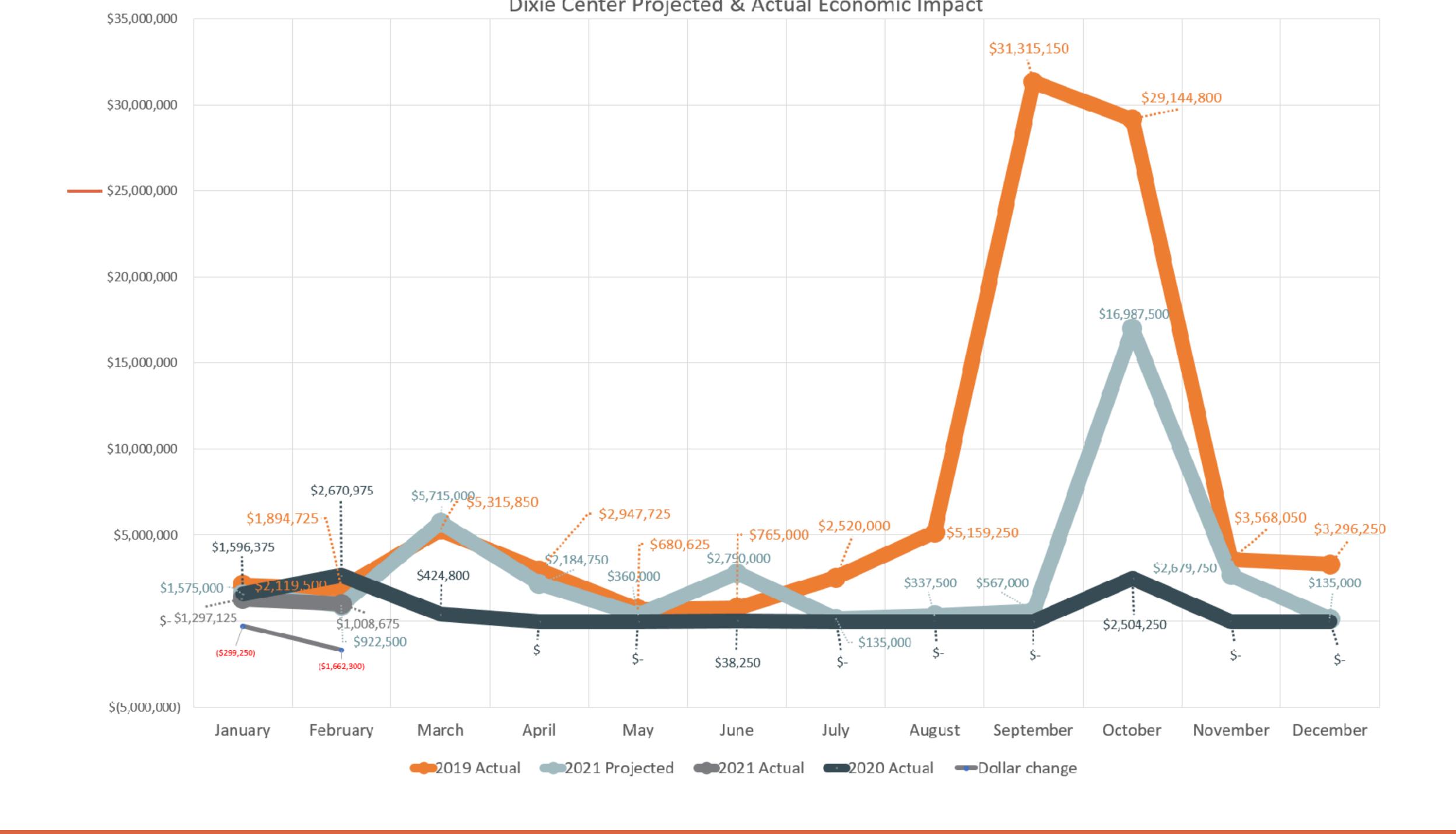


#### Zion National Park Visitation 2019 - 2021



### **Greater Zion State Parks Visitation**















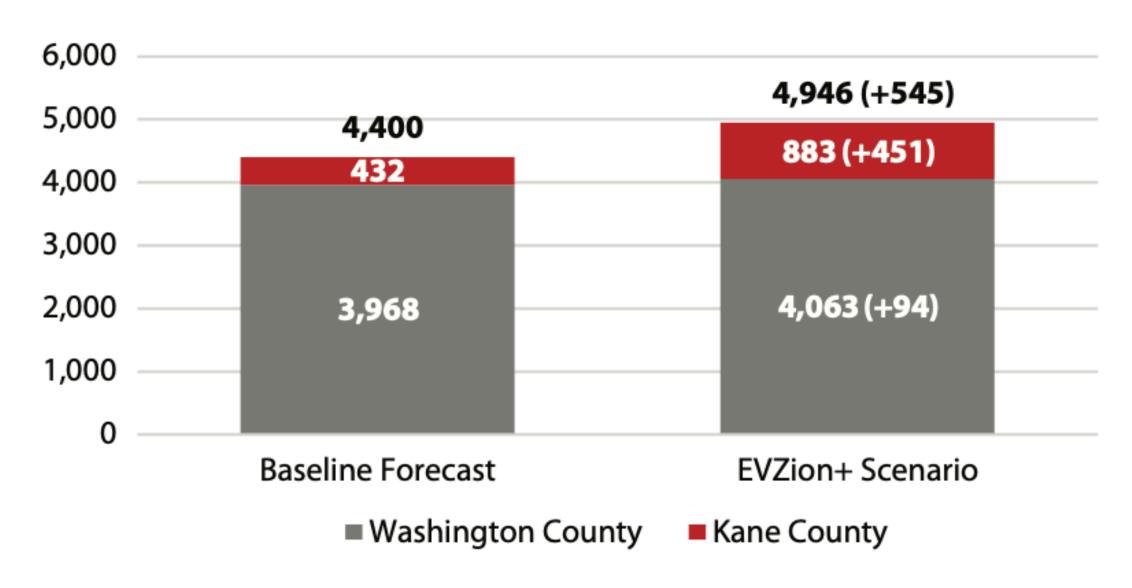




### East Zion Development

### **EVZion+ Total Economic Impacts, 2020–2030**

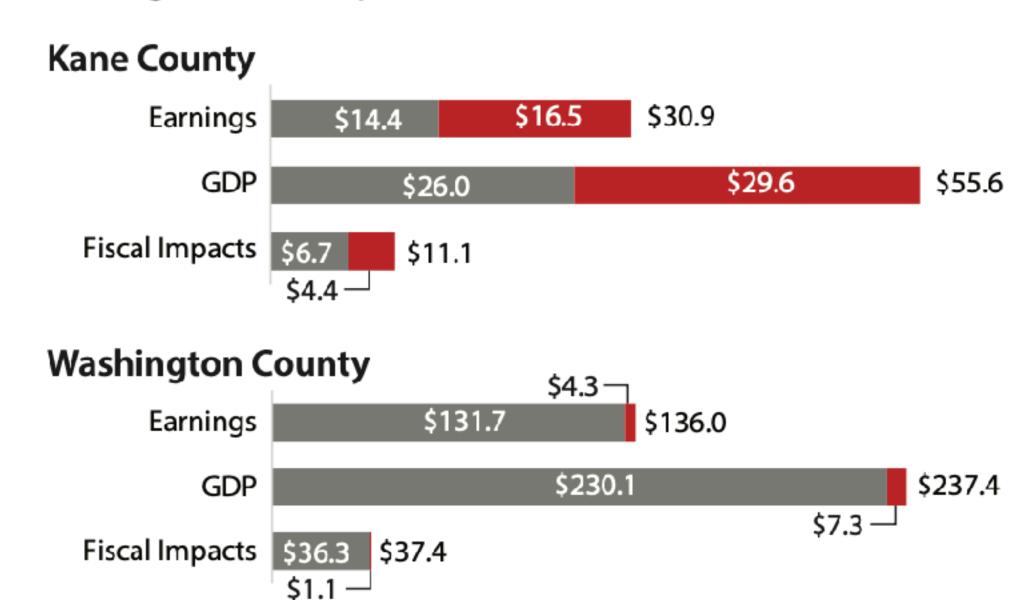
(Average Annual Jobs)



#### Economic Impacts of EVZion+ by County, 2020-2030

(Average Annual Impacts; Millions of 2020 Dollars)

Baseline



EVZion+

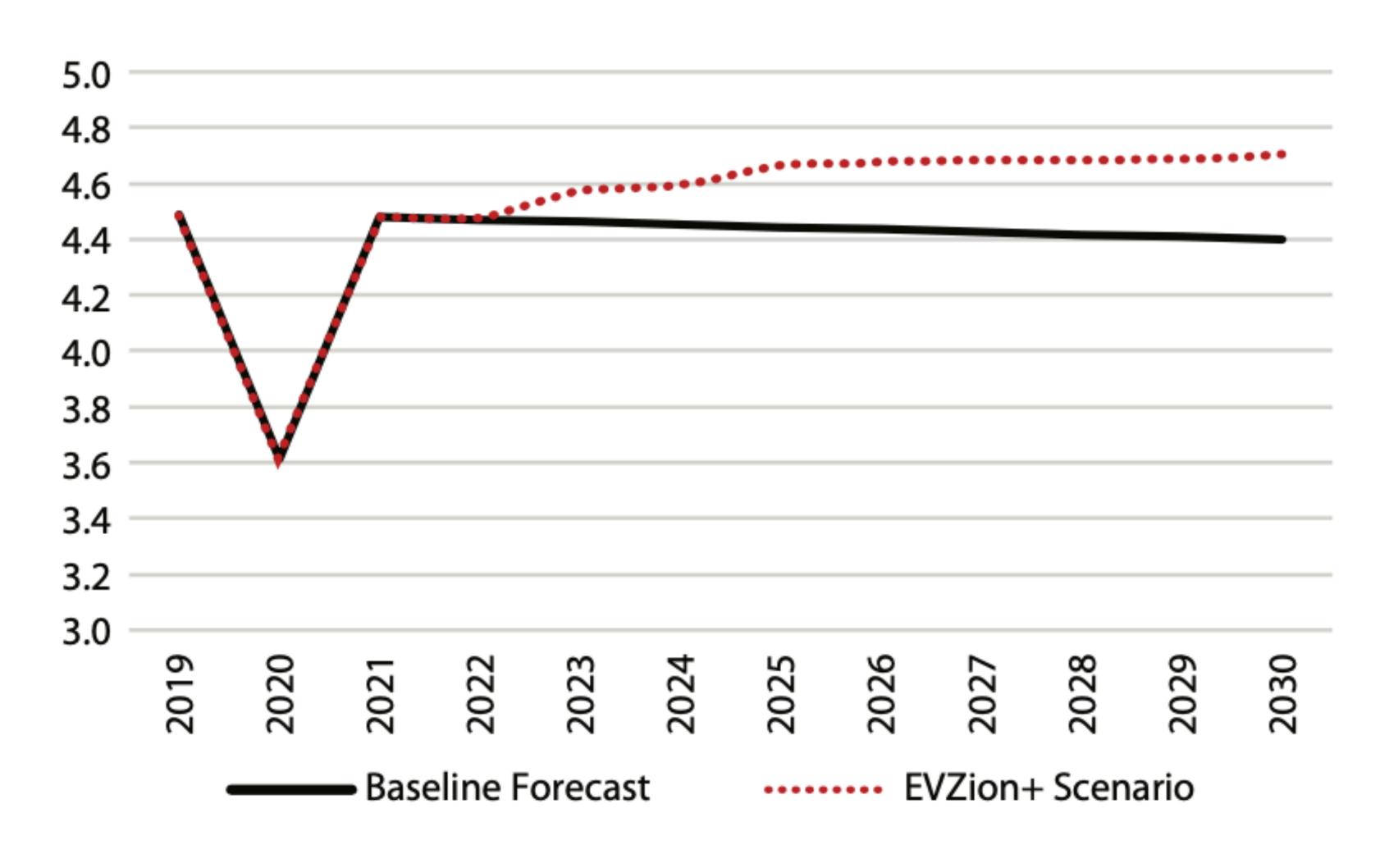
### Washington Co. Impacts from east park developments (2020 - 2030)

- 94 new jobs (annual)
- \$4.3m additional earnings
- \$7.3m GDP
- \$1.1m state & local taxes

### Zion Visitation Projections

Figure 7: Projected Zion NP Visitation, 2019–2030

(Millions of Visitors)



## Legislative Wrap-up

HB0247

Spring Session to appropriate COVID relief

# Sand Hollow Road Project





# Marketing Report



# Marketing Series Returns

April 7: Working with Media in 2021

Presented by Malen Yantis Public Relations + Utah Office of Tourism

May 25-26: Advertising through TripAdvisor and other OTAs

Presented by LOVE Communications + TripAdvisor Partners

Sessions in both St. George and Springdale (or Hurricane)

Email invites forthcoming



### Find Your Space —> New Campaign in April



Current "Find Your Space" campaigns wraps March 31

New launches April

Adding new target audience (geographic)



LOVE Communications onsite next TAB Meeting



Looking ahead to co-op projects

# Marketing Highlights/Priorities

- Hire of Web Developer and Content Specialist
- Onboarding
- Web & content development
- New campaign creative
- IRONMAN

