

2020

TOURISM TAX REVENUE

2019	2020	% Change
Washington Co. TRT		
\$8.9 Million	\$8.7 Million	-2%
Total State TRT		
\$1.34 Billion	\$1.16 Billion	-13%

LODGING

	2019	2020
Lodging Revenue	\$209,346,094	\$205,163,224
Occupancy Rate	62%	52%
Average Room Rate	\$102.96	\$94.32
Total Hotel Rooms	6,293	6,337

VISITOR SPENDING BY REGION

St. George	Hurricane Valley	Springdale/Zion
Domestic		
55%	10%	34%
International		
49%	22%	29%
*based on VisaVue		

TRAVEL & TOURISM JOBS

2018	2019	% Change	2019	2020	% Change
9,439	10,409	10%	10,409	TBA	TBA

INTERNATIONAL SPENDING

Utah: \$157.3 Million		Washington Co: \$	
Top 5 Spending Markets in Utah			
	2019	2020	% Change
Canada	\$161.1M	\$45.6M	-72%
China	\$93.7M	\$11.9M	-87%
Germany	\$42.5M	\$6.4M	-85%
France	\$39.3M	\$7.3M	-81%
UK	\$36.3M	\$6.6M	-82%

VISITATION

Park	2019	2020	% Change
Gunlock	71,052	114,923	61.7%
Quail Creek	169,139	295,290	74.5%
Sand Hollow	864,751	1,315,668	52.1%
Snow Canyon	509,347	597,883	17.3%
Zion	4,488,269	3,591,254	-20%
Airport	277,520	180,102	-20.6%

SPORTS & ADVENTURE

2019	2020
44 Newsworthy Events	15 Newsworthy Events
187K Visitors	69K Visitors
\$100M Economic Impact	\$92M Economic Impact

GOLF

2019	2020	% Change
272,000 Visitors	404,287 Visitors	49%
\$61 Million	\$91 Million	49%

MEETINGS & CONVENTIONS

2019	2020
Dixie Center Events	
71 Events	18 Events
123K Visitors	8K Visitors
\$60M Impact	\$7.2M Impact
Other Event Facilities	
188	175
19K Visitors	22K Visitors
\$10.4M Impact	\$13.8M Impact