



## Media Tipsheet

### **Greater Zion Grows to Meet the Demands of Today's Traveler with New Resort Developments, Winery & Tasting Room Openings and World-Class Events**

*Top Athletes Travel to Greater Zion for 2021 IRONMAN 70.3 World Championship and 20<sup>th</sup> Anniversary of Red Bull Rampage*

**St. George, Utah – July 27, 2021** – According to the US Census Bureau, Greater Zion (also known as Washington County) is the fastest growing county in Utah as visitors continue to flock to the region to explore its 2,400 square miles of adventure and inspiration in southwest Utah. As the destination continues to draw visitors from all of the world, Greater Zion is evolving to meet the changing needs of today's traveler. New exciting developments are planned for the region, which range from full service golf and spa resorts to additional glamping resorts. New amenities such as wineries, tasting rooms and lounges also are opening.

Greater Zion's world-class appeal also has attracted events that draw athletes from around the globe including this fall's 2021 IRONMAN 70.3 World Championship as well as the 20<sup>th</sup> Anniversary of the Red Bull Rampage freeriding mountain-bike competition.

#### **New Resort Developments & Glamping**

##### **Phase One of Open Sky Luxury Glamping Experience Debuts**

Luxury camping, aka glamping, is elevated even more at [Open Sky](#). The resort's safari-style glamping tents allow guests to indulge with bamboo linens, soaking tubs and private outdoor showers while enjoying the stunning backdrop of Greater Zion. Phase one of Open Sky debuted in March with three luxury camps that include amenities such as stargazing lounges, clawfoot copper soaking tubs, private patios, outdoor showers, bathrooms and more. Additional camps are slated for phase two of the development along with an onsite spa tent and restaurant.

##### **Zion Weeping Buffalo Resort to Open in August**

[Zion Weeping Buffalo Resort](#) is a western experience with modern comforts scheduled to open in August near Virgin. The glamping resort offers several types of accommodations including covered wagons, tipis, cliff dwellings, cabins and RV sites. The resort is perfectly situated to provide breathtaking views of Zion National Park to the east, Gooseberry Mesa to the south, Smith Mesa and Kolob Terrace to the north and Pine Valley Mountain to the west. Weeping Buffalo's Pioneer Walking Trail connects the lodging areas with more than 20 acres of open space that includes a half-mile river walk and two pastures for buffalo viewing, along with natural open space along the cliff edges, pond areas and the Virgin River. The resort will offer private hot tubs in many of the dwellings, community pools, pickleball courts, fire pits and fishing in private ponds.

##### **Future Openings – Projects in Development**

Following are several exciting new resort, glamping and resort community developments that are opening in the Greater Zion region within the next year or two.

- [AutoCamp Zion](#) – Scheduled to open spring 2022, AutoCamp is bringing its popular Airstream, glamping resort to Greater Zion. The new location will offer 72 Airstreams, 10 luxury tents, five accessible suites and four X Suites. The site is located outside of Zion National Park with the Virgin River meandering through the property and views of iconic Gooseberry Mesa.
- [Desert Color](#) – Desert Color is one of the largest master-planned developments in Utah history. Located on the Utah-Arizona border, Desert Color includes residential accommodations, vacation rentals, a 2.5-acre lagoon, a 3,500-square-foot pool, sunbathing desk, restaurant, sports bar and more.
- [Black Desert Resort at Entrada](#) – This 600-acre project in Ivins will include a 150-room hotel, an open-air restaurant, rooftop steakhouse, expansive resort pool and spa. They recently broke ground on the new 19-hole, 7,200-yard golf course designed by Tom Weiskopf.
- [The Edge Resort](#) – Located in Santa Clara, this new condominium resort will boast residences ranging from studio to five-bedroom units. Amenities include a 500-foot lazy river, restaurant, group/corporate meeting space, a fitness center and spa along with resort services such as concierge assistance and daily housekeeping.

## **Tasting & Taprooms; New Sweet Treats**

### **Utah's Winemaking History Starts New Chapter with Opening of Tasting Rooms This Winter**

Utah's history of winemaking goes back to the original settlers of the area. Just one generation after Brigham Young and the first settlers with The Church of Jesus Christ of Latter-day Saints ventured into the Utah Territory in 1847, wine produced in southern Utah became one of the church's largest cash crops. Wine production is seeing a resurgence in the region with [Water Canyon Resort & Vineyard](#), Bold & Delaney Winery and [Zion Vineyards](#). The tasting room and vineyard at Water Canyon Resort, located in Hildale, is schedule to open this winter featuring a selection of red wines including Cabernet Sauvignon, Sangiovese and Barbera. The tasting room offers wine with a view as guests will look out on the backside of Zion National Park.

At the same time, [Zion Vineyards](#), founded in 2012, plans to open a new tasting room in Angell Springs in Leeds. The Leeds area of Greater Zion has the same temperature, climate and soil acidity as Tuscany, Italy, which provides excellent growing conditions. Zion Vineyards currently is focusing on the production of Zinfandel, Syrah, Petit Syrah, Tempranillo, Grenache, Malbec, Carignan and Sangiovese for its line of red wines. White wine selections are centered on Viognier, Sauvignon Blanc, Semillon and Grenache Blanc.

### **Hive 435 Serves Up Cocktails, Craft Brew & More Starting This Summer**

When Hive 435 opens later this summer, the taphouse will offer 30-50 regional craft beers, wine, mixed drinks, Silver Reef Rootbeer and an upscale menu. Located in the heart of downtown St. George, the taphouse will showcase a 37-foot bar, televisions, live music and more. The opening of Hive 435 adds to the social scene in downtown St. George, which recently saw the opening of the Station II Bar by Zion Brewing Company.

### **Balcony One Opens in Virgin**

Restaurant offerings recently expanded in the popular Virgin area with the opening of [Balcony One](#). The restaurant serves up American fare with a Mediterranean twist. Southwest influences can be found in the restaurant's smoked meats and all prime grade Creekstone Farms beef. The pub style restaurant offers a full bar and live entertainment on a weekly basis.

### **Dirty Sodas & Sweets**

The St. George area recently has witnessed the opening of several new fast casual or quick serve establishments that offer unique experiences. [Swig](#), known for its Dirty Sodas, can be found in three St. George locations, serving up popular drinks such as the Dew Gooder with Mountain Dew, pineapple, fresh lime, raspberry puree and coconut cream or the Buttery Beer with root beer, butterscotch and vanilla crème. Sweet treats of another kind are served at the new [Farmstead](#), a European-style bakery. The bakery offers savory sandwiches and salads but is known for its donuts, croissants and cookies. Popular donut options include the Key-Lime-filled donut and Sea Salt Caramel.

## **IRONMAN World Championships & 20<sup>th</sup> Annual Red Bull Rampage**

### **Greater Zion Welcomes Triathletes from Around the Globe for 2021 IRONMAN 70.3 World Championships**

The IRONMAN 70.3 World Championship will welcome the world to St. George, Utah Sept. 17-18, 2021. Only a handful of cities in the United States have hosted this event. St. George serves as the host city for the race, however, competitors will travel throughout the Greater Zion region in southwest Utah as the course weaves through several communities. The region has a storied history with IRONMAN having hosted its first race in 2010, introducing several thousand endurance athletes to southwest Utah. Greater Zion's breathtaking scenery and views of the surrounding red rock canyons have made the community an ideal destination for athletes for years. The course has historically started in the beautiful Sand Hollow Reservoir before embarking on a bike course through picturesque Snow Canyon State Park, prior to a run through the Red Cliffs Desert Reserve. The IRONMAN 70.3 North American Championship St. George also earned accolades in the 2019 IRONMAN Athlete Choice Awards, ranking in the Top 10 for two categories – eighth in Best Overall Venue Experience and ninth in Best Overall Bike Experience.

### **Red Bull Rampage Returns; Celebrates 20-Year Anniversary**

[Red Bull Rampage](#), the premier big-mountain, freeride mountain-biking event, returns to Greater Zion this fall. Marking the 20-year anniversary of some of the biggest and baddest tricks, lines, and moments in freeriding history, 15 of the world's best riders will descend upon the rugged desert landscape of southwest Utah on October 15 for the return of Red Bull Rampage.

The competition format will remain the same, with an elite group of riders carving their ultimate lines into the side of near-vertical sandstone ridges with the help of their two-person build crews. In advance of the competition, riders and their support crew will spend four days building their lines, followed by a rest day, and then four practice days. All the preparation will end in an epic showdown in the desert, where only one will ride away as the champion of the 2021 Red Bull Rampage.

For more information on Greater Zion events, lodging options, cuisine, travel tools and more, please visit [GreaterZion.com](#).

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*Visit the Greater Zion [media asset](#) portal for high resolution, downloadable images and video of the destination.*

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