

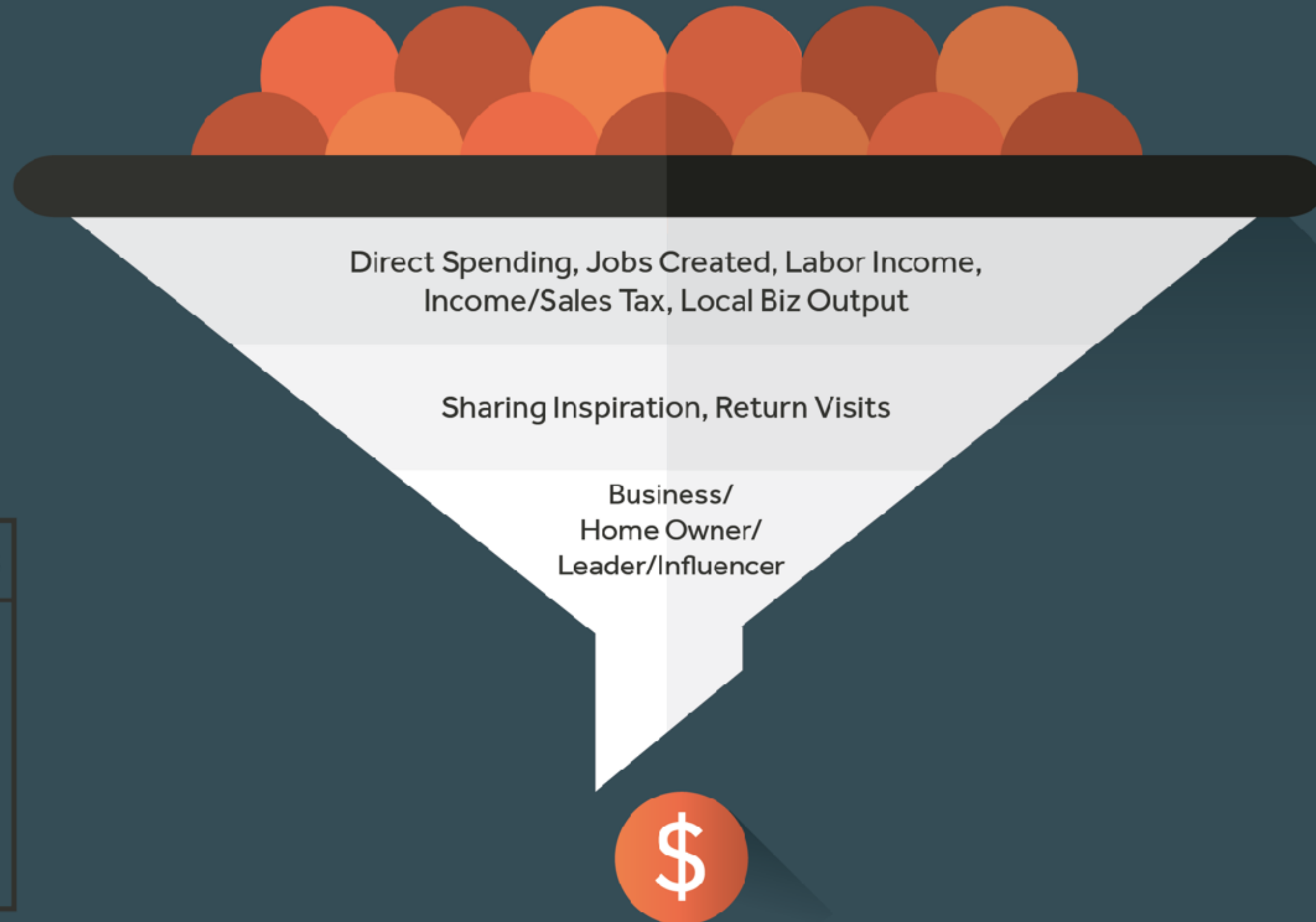


GREATER
ZION

Tourism Economics

TOURISM ECONOMICS

- Conventions
- Events
- Vacations



Immediate Benefits

- Direct spending
- Jobs created
- Labor income
- Income tax
- Sales tax
- Local business output

GREATER
ZION

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)

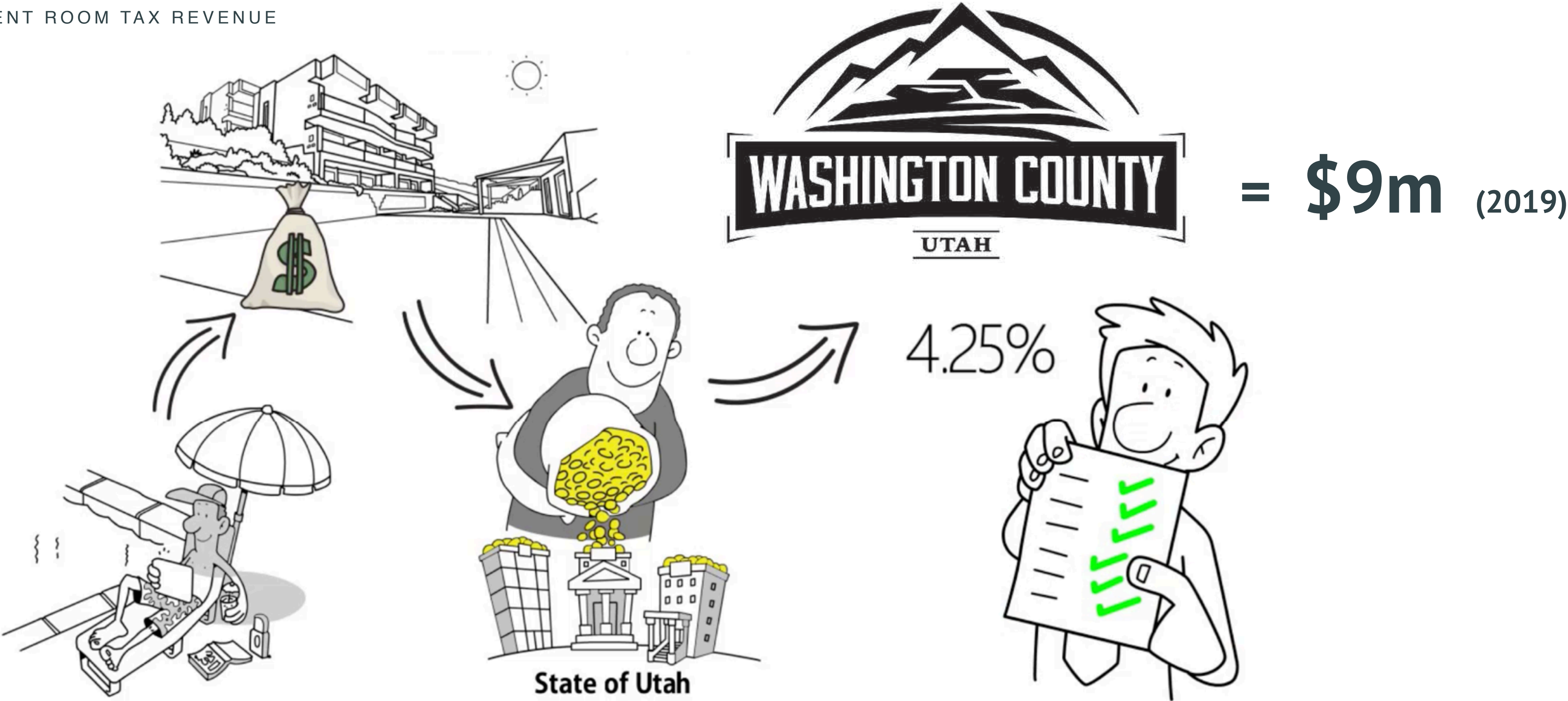
INDUCED IMPACTS

(Sourced to Employee
Spending)

RIPPLE EFFECT

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

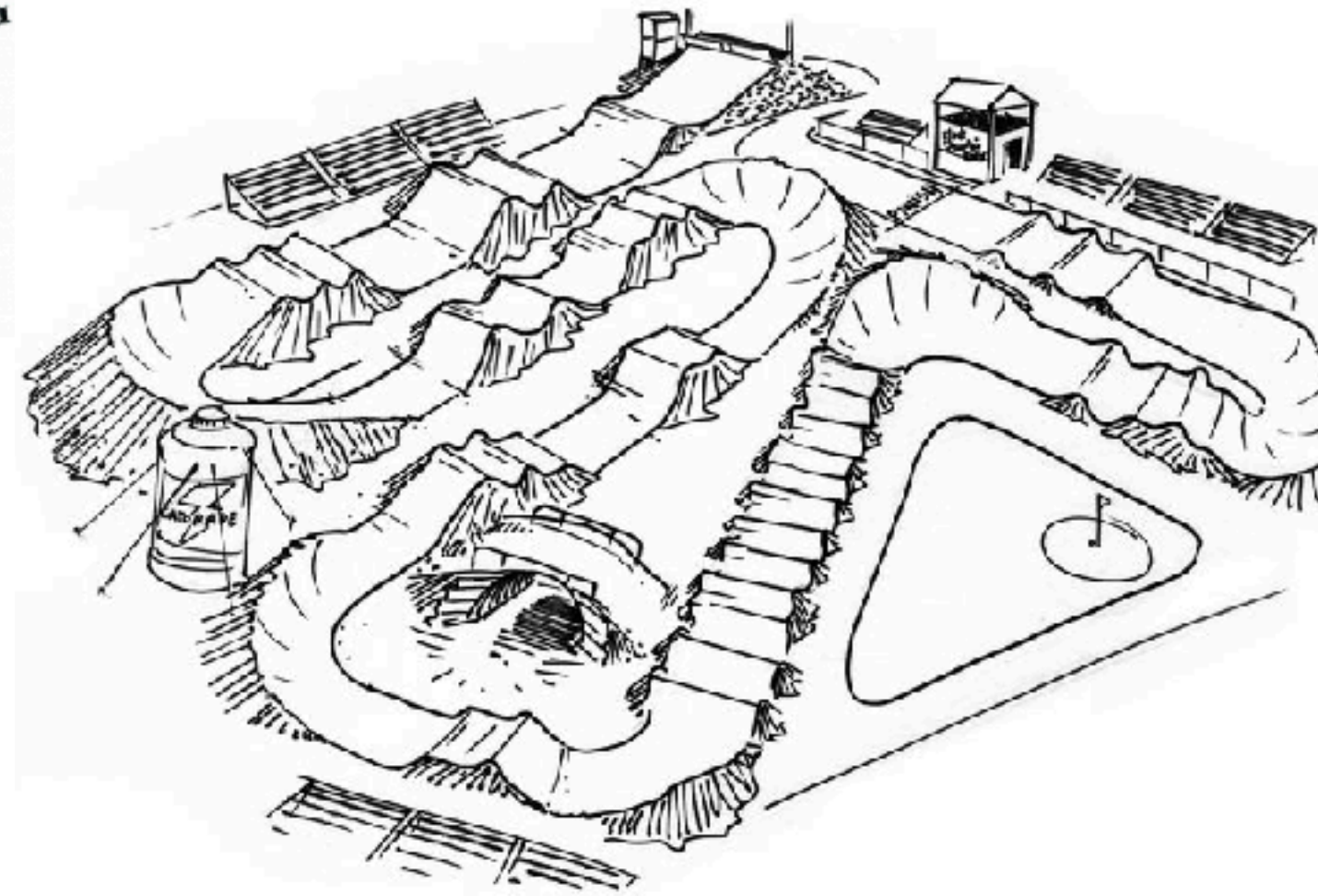
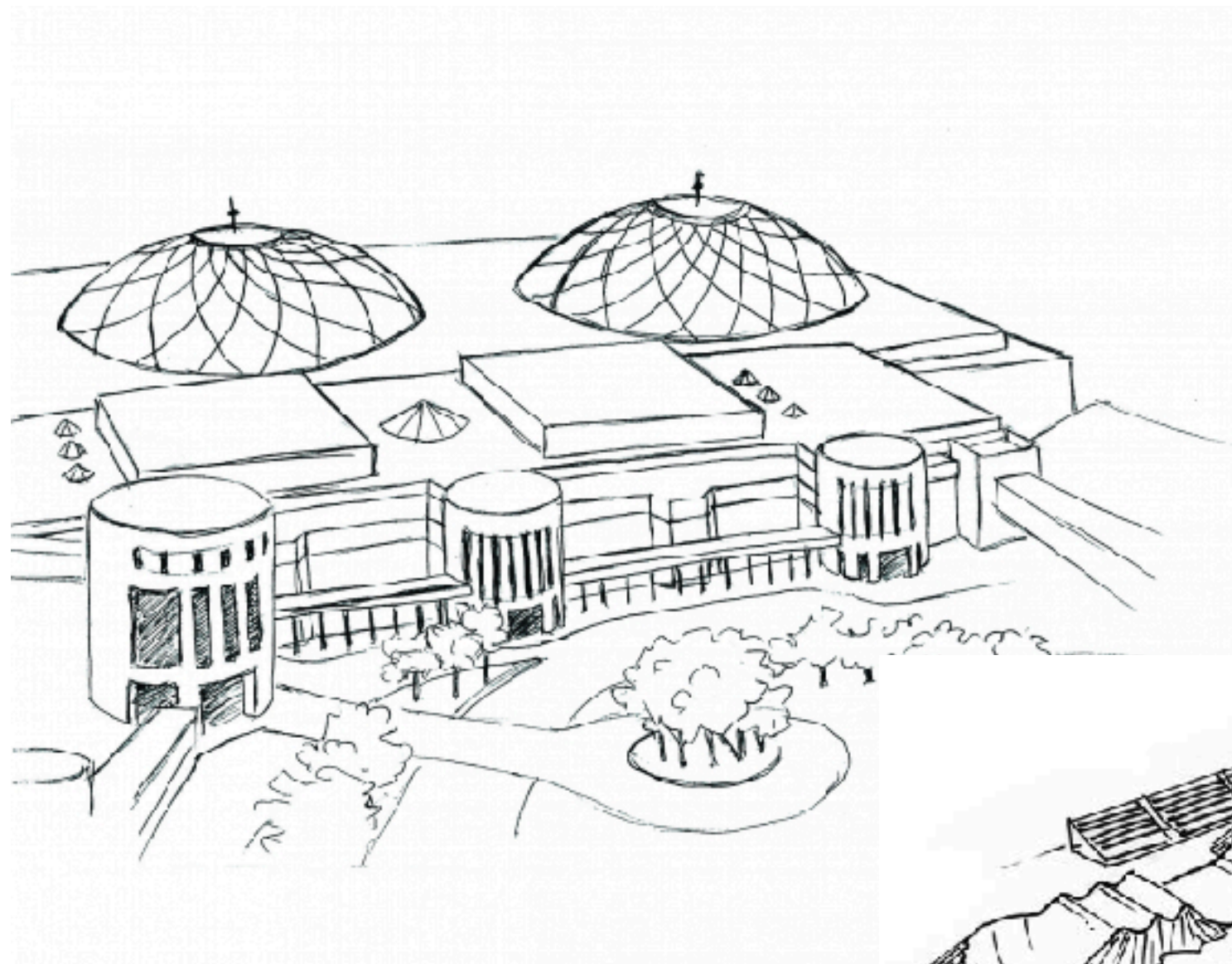


47% for marketing



Additional Benefits

TRANSIENT ROOM TAX REVENUE



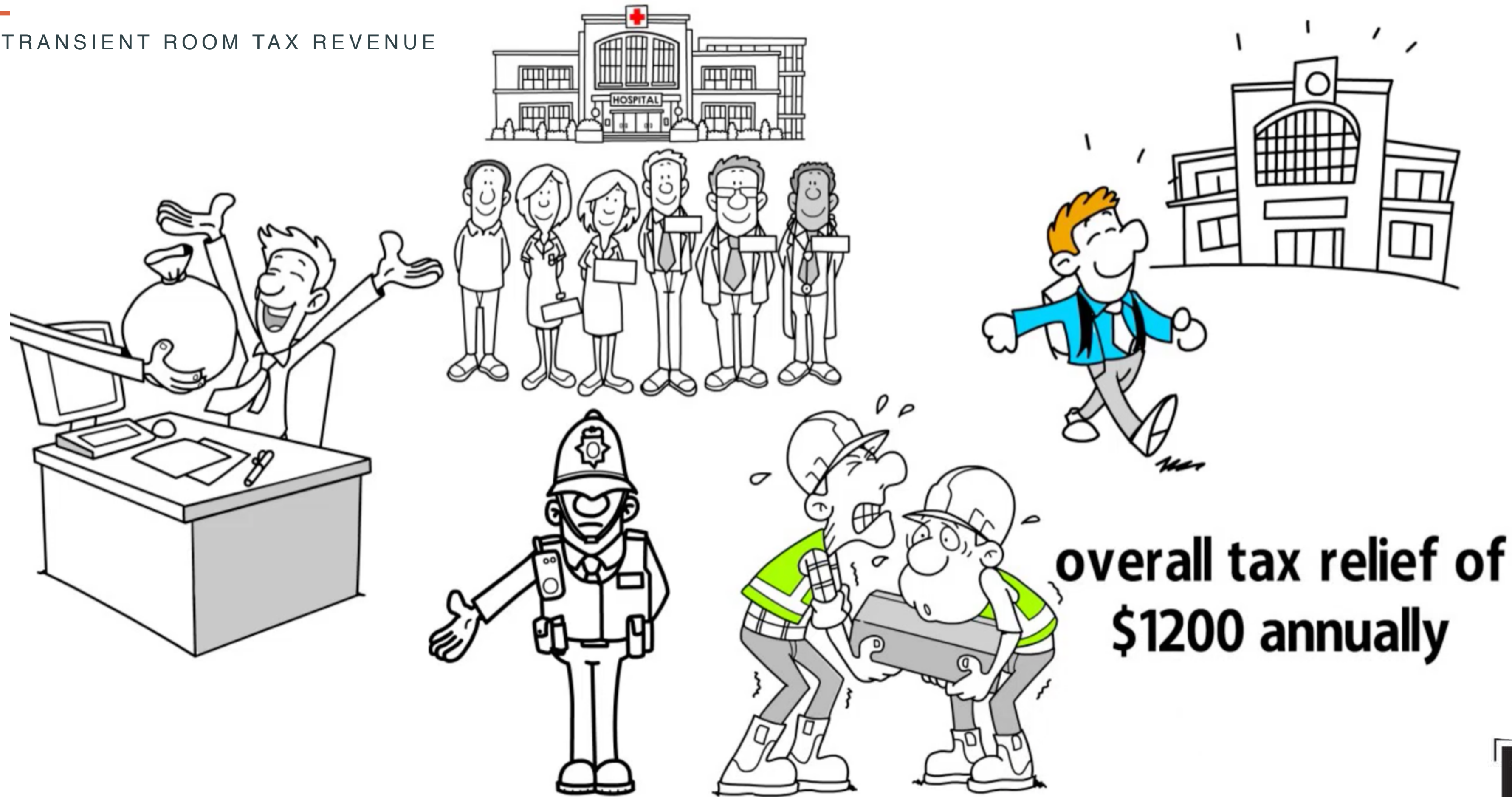
53% for tourism facilities

- Convention Center
- Tuacahn
- Trails
- Parks



Household Tax Relief

TRANSIENT ROOM TAX REVENUE

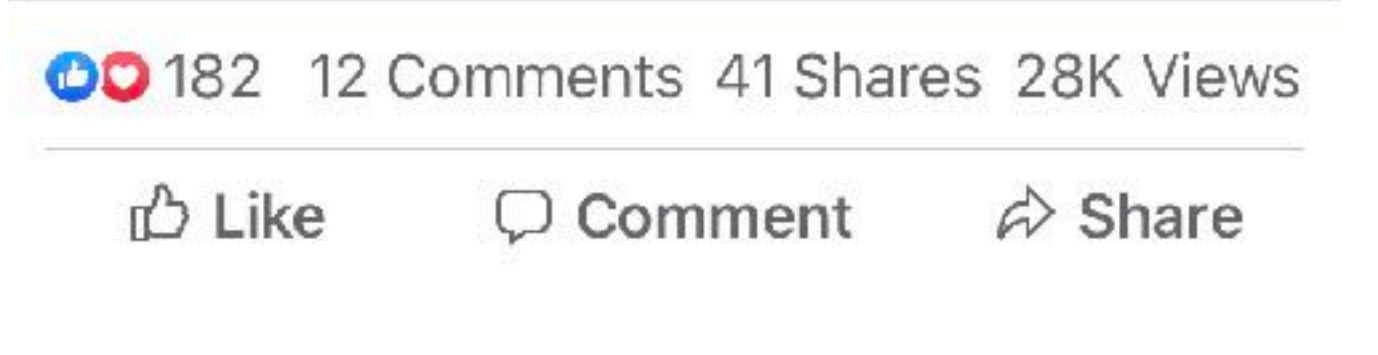
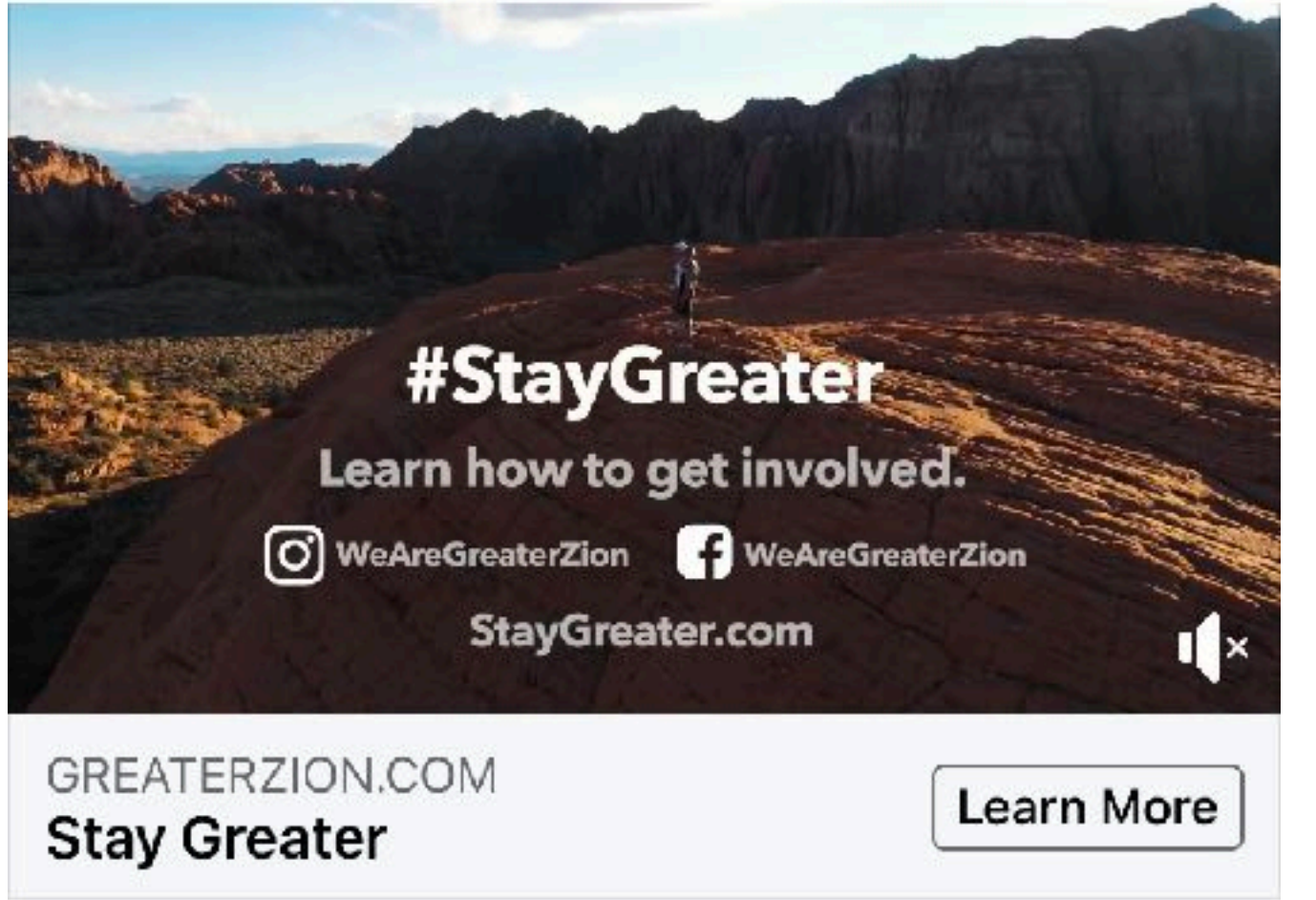
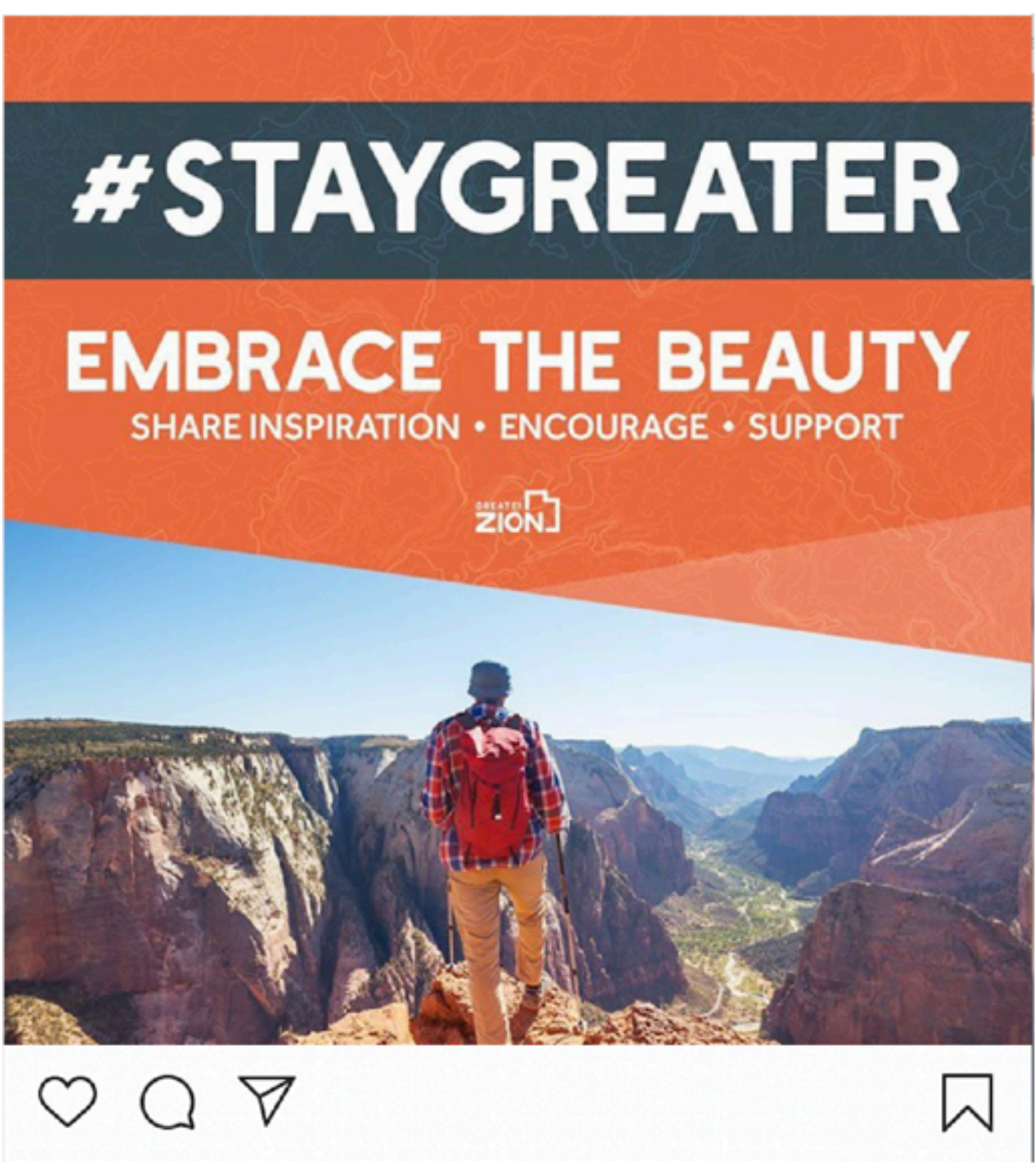


Pandemic Impacts



In 2 months

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



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

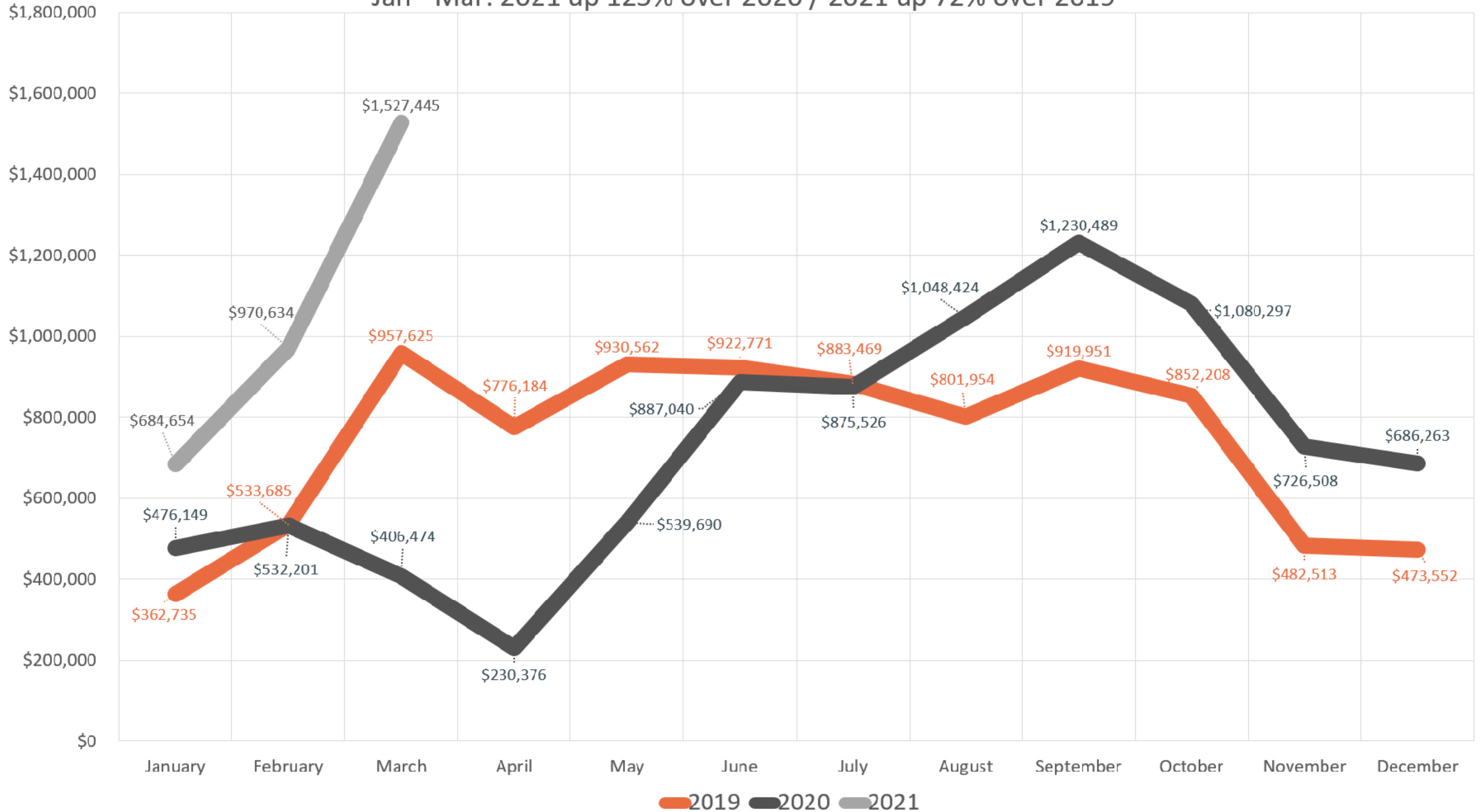


GREATER
ZION

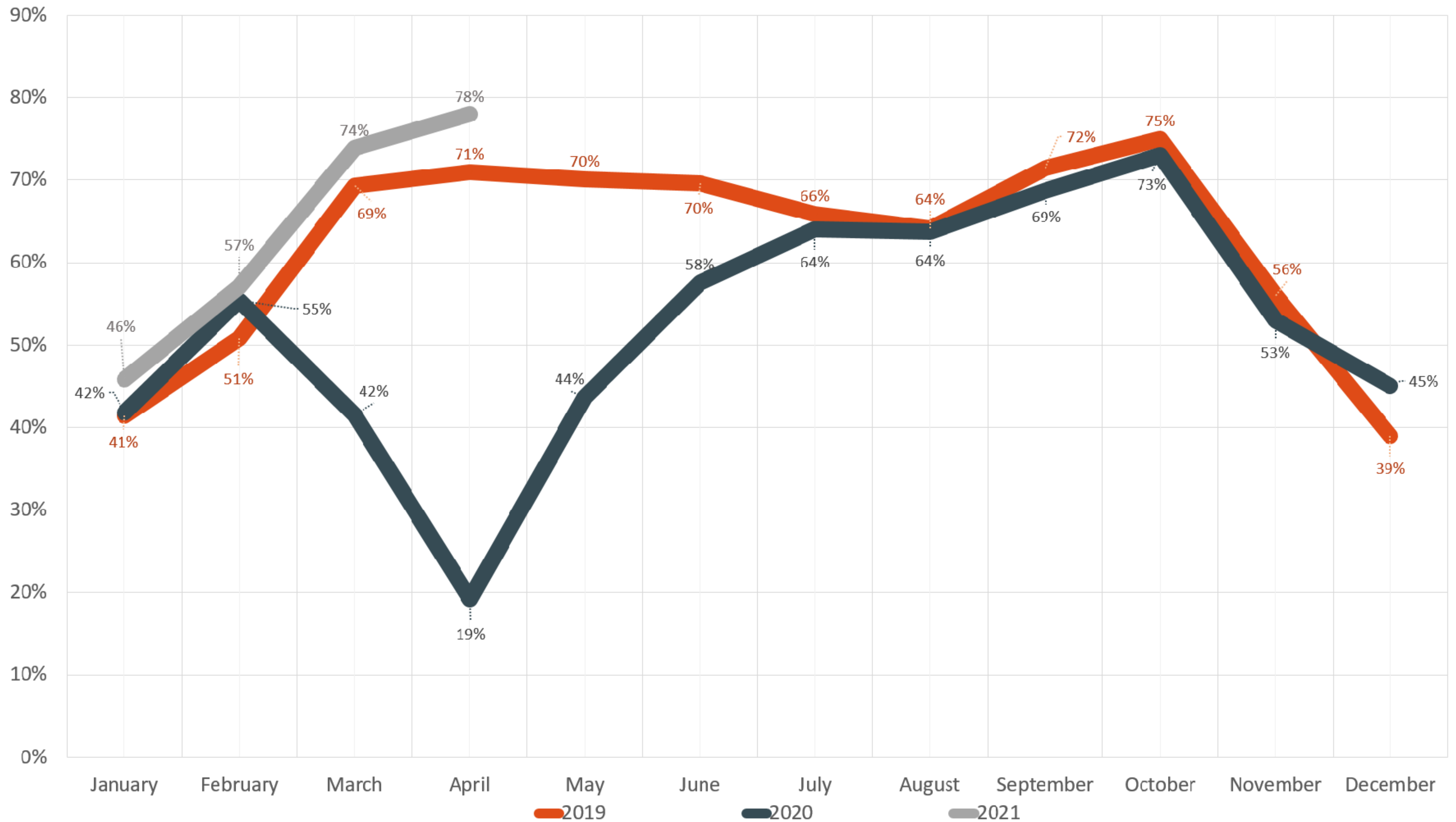
TOURISM REPORT – MAY 2021

2019 - 2021 Greater Zion TRT

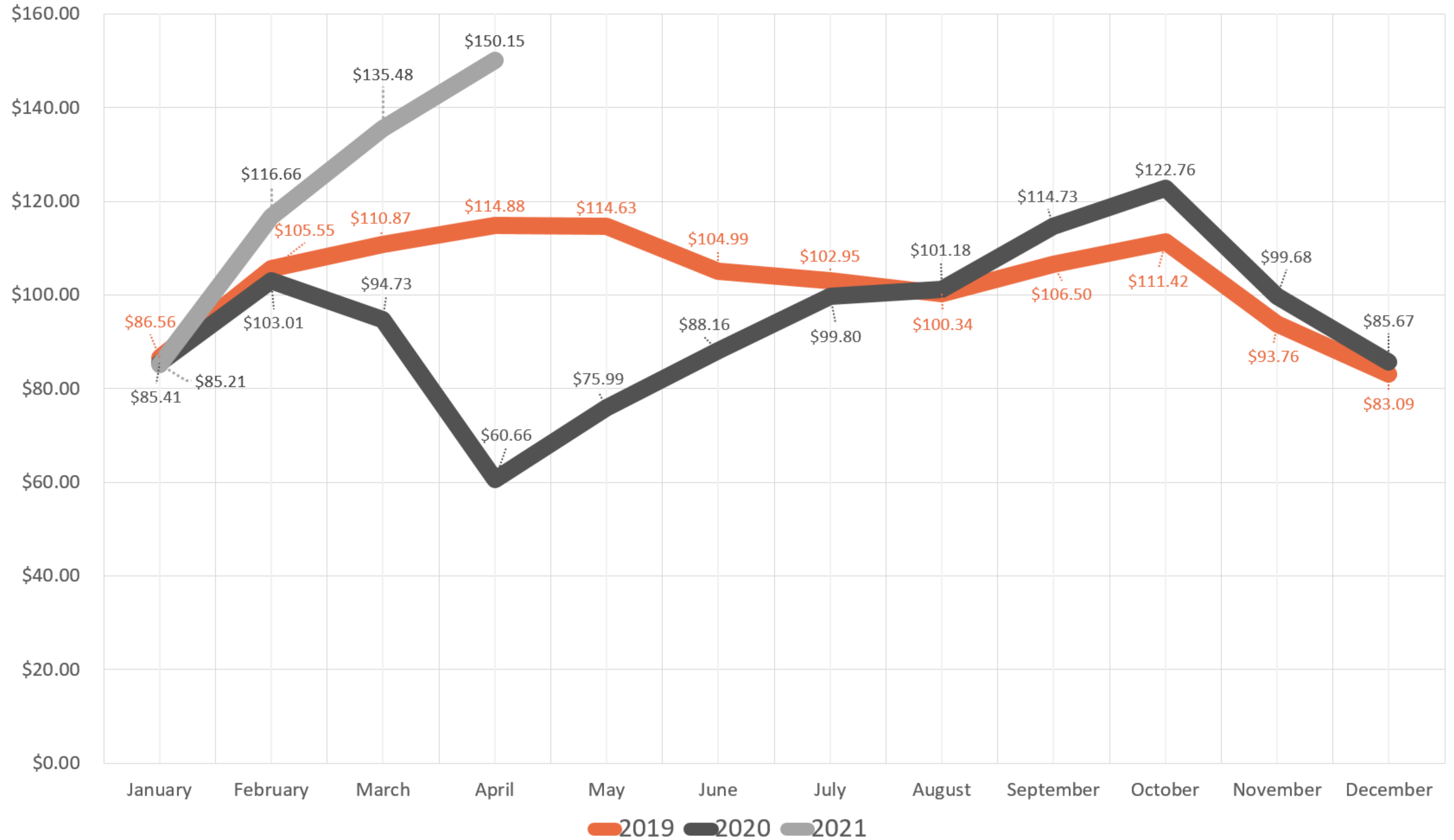
Jan - Mar: 2021 up 125% over 2020 / 2021 up 72% over 2019



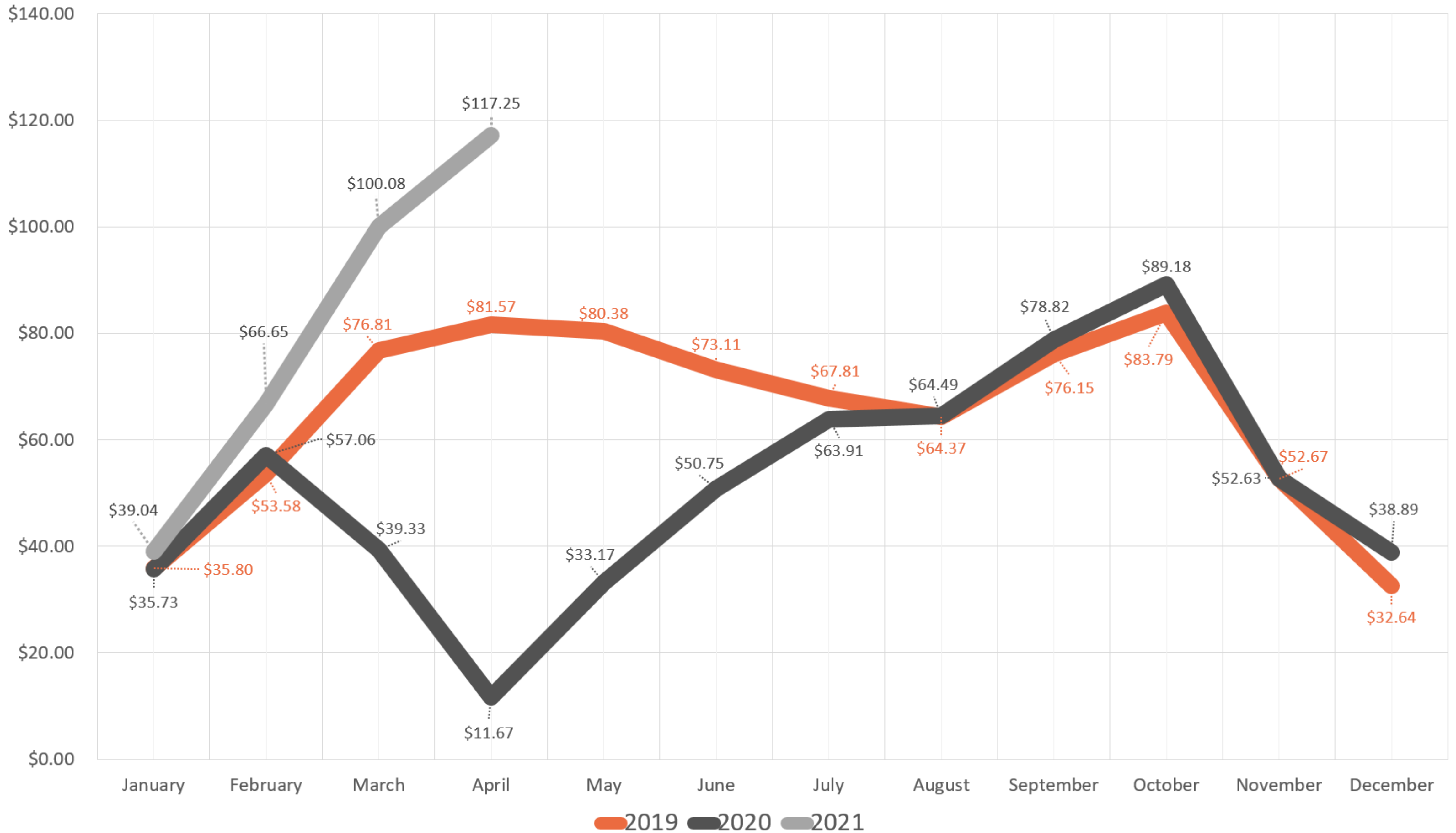
Greater Zion Hotel Occupancy Percentage, 2019 - 2021



2019 - 2021 Greater Zion Hotel ADR



2019 - 2021 Greater Zion Hotel RevPar



Record Setting Revenue

Despite losing

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



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





GREATER
ZION