



Media Tipsheet

Greater Zion Welcomes the World to Southwest Utah with Premier IRONMAN Competition, New Lodging, Dining and Entertainment Options

St. George, Utah – October 25, 2021 – [Greater Zion](#) has attracted visitors from around the world for decades. The destination welcomes the world to southwest Utah once again as the region hosts the 2021 IRONMAN World Championship as it moves from Kona, Hawaii to St. George. As the international spotlight shines brighter than ever on the destination, new hotels, restaurants and distinctive activities open to meet the needs of today's traveler.

2021 IRONMAN World Championship Moves from Kona to St. George

St. George will host three world championships in 13 months as the [2021 IRONMAN World Championship](#), the culminating experience in IRONMAN's 140.6-mile, full-distance triathlon, moves from Kona, Hawaii for the first time since its inception in 1978. St. George, which first hosted an IRONMAN race in 2010, was home to the IRONMAN 70.3 World Championship this past September and will host the 2022 edition October 28-29.

The world's top athletes will compete in the 2021 IRONMAN World Championship May 7, 2022. The IRONMAN World Championship is the longest running and most distinguished endurance event in the world, but due to Covid-19 restrictions in its home state, the event has not happened since 2019. The 2020 race was cancelled entirely and in early August, the 2021 event slated to happen on October 9, was postponed. As travel restrictions and accessibility in Hawaii continued, IRONMAN executives looked for solutions and found one in Greater Zion. The 2021 IRONMAN World Championship will replace the previously scheduled IRONMAN North American Championship on May 7, 2022. The 2022 World Championship is slated to return to Kona in October 2022.

Lodging & Dining Options in Santa Clara

New Inn Opens on Main Street in Santa Clara

[Inn Santa Clara](#) recently opened in the heart of one of Southern Utah's most beautiful main streets. The inn offers a modern design inspired by the history of 19th century pioneers to the area with nods to the past, visible through creative design elements. Rooms range from a barn complex to bungalows, cottage rooms, botanical theme rooms, library-inspired accommodations and more. Suites, mini suites and classic guest rooms are available. Many offer classic, claw-footed tubs, coffee stations, refrigerators and other conveniences. Rooms provide a variety of distinctive designs with some offering outdoor seating areas under pergolas. A rooftop pool – the region's first – also is slated to open by the end of the year.

Rylu's Bistro Takes Farm-to-Table to a New Level

[Rylu's Bistro](#) recently opened in Santa Clara just steps from Frei's Fruit Market, Inn Santa Clara and Main Street shops. Rylu's takes farm-to-table to a new level, as much of their produce is sourced in and around Santa Clara – their heirloom tomatoes come from a garden that is

walking distance from the restaurant. The restaurant offers a seasonally changing menu that is constantly refined to reflect the best ingredients the region has to offer.

New Regional Developments

Future Openings – Projects in Development

According to the U.S. 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. 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.
- [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 at Grand Desert 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.

New Indoor Activities

New Indoor Activities When Taking a Break from Outdoor Pursuits

The Greater Zion region is known for its year-round, outdoor pursuits, such as hiking, mountain biking and canyoneering. However, visitors have several new attractions to enjoy on a rainy day or when taking a break from Mother Nature's playground.

- [BigShots Golf](#) – ClubCorp's tech-driven entertainment and culinary experience, BigShots Golf, will open in St. George in 2022. The venue offers virtual golf games and entertainment activities, and mini golf, while outdoor patios and private event spaces provide the ideal hang-out atmosphere for families and friends. Players can compete in their own hitting bays, with other players at the same venue or in real time with players at other BigShots Golf locations.
- [The Back Nine](#) – Golfers have another option for practicing their swing at Back Nine Golf, a one-of-a-kind, indoor, golf simulator experience. Players have exclusive access to top-of-the-line Trackman golf simulator equipment rain or shine, 24 hours a day, 365 days a year.
- Axe Throwing, Rage & Smash Rooms – One of the hottest entertainment trends now has two new locations in St. George. [Phat Axe](#) and [Smash Labs Rage Rooms](#) allow visitors to test their skills at axe and knife throwing, as well as take out any aggression in their smash and rage rooms. Axe- and knife-throwing lanes allow visitors to tap their inner lumberjack as they throw at the bullseye. Whereas the smash and rage rooms give visitors an excuse to break, smash and destroy cans, bottles, electronics and more.
- Escape rooms are a new indoor trend in St. George with [St. George Escape Rooms](#) and [Mystery Escape Room](#) offering immersive, interactive games designed to give players clues to escape themed spaces. Theme rooms include:

- Witch's Lair which challenges players to escape three magical witches
- Security Breach that takes a step back to 1983 with a CIA top-secret data breach
- Nancy Drew and the Hardy Boys "Hidden Chamber" drawing from the popular children's mystery series.
- Cut the Wire, a mini escape about cutting the right wire on a bomb.

[Escapism](#), a new escape room experience, also is slated to open in St. George in November.

- [Old Airport Drive In](#) – Tech Ridge in St. George is fast becoming a hub for commerce, learning, living and entertainment. The newest offering on the ridge is Old Airport Drive-In. Literally located at the site of the city's original airport, Old Airport Drive-In invites guests to enjoy classic movies from the comfort of their vehicle.

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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