









St. George Utah USA



THE LAND OF ENDURANCE.

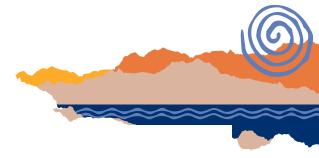


Good news everybody! I was sent a photo from a local, of the Skyline Dr portion of the road course, and it looks like they've installed the slip 'n slide for race day. Wheeeeee!

•••





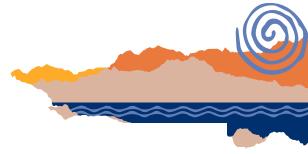


I got a sneak peek at Ironman's weather contingency plans for next year. Please enter in pairs.

...

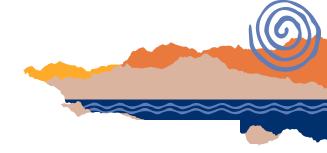






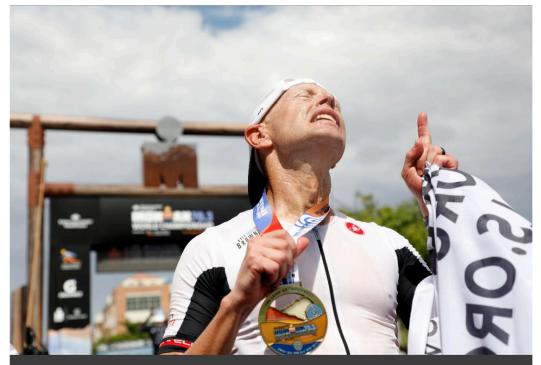






### 3522 Athletes

## **11,362** Visitors



After being given 6 to 18 months to live in March of 2021, Kyle Brown of Farmington, Utah, became determined not to let his diagnosis stop him from living his life. On race day, Brown sported bib number 179 in honor of Jon Blais, the first person with ALS to complete an IRONMAN race. Kyle crossed the finish line continuing to raise awareness for ALS at the 2021 Intermountain Healthcare IRONMAN 70.3 World Championship presented by Utah Sports Commission, displaying a flag that reads "It's too late for me, but not for someone you love. A cure for ALS is close." (Photo Credit: Patrick McDermott/Getty Images for IRONMAN) - TOP LEFT I TOP RIGHT I





75% First time visitors

**97%**From outside of Washington Co.

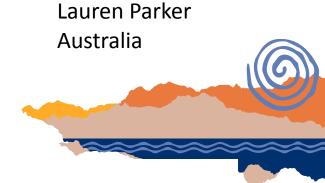




A training crash in 2017, that left Australian Lauren Parker with broken ribs, scapula, back and pelvis, as well as a punctured lung, changed her life forever. Following the accident, Parker transitioned to paratriathlon with great success. Coming off a Silver Medal at the Tokyo 2020 Paralympic Games, Parker's journey to her first IRONMAN 70.3 World Championship appearance has been anything but easy and was made more difficult after suffering burns to her feet in the lead-up to the event, resulting in time at the Intermountain Healthcare St. George Regional Hospital Wound Care Clinic. After being released from the hospital, the support for Parker and coach Brad Fernley didn't end there. Two Nurses from title partner Intermountain Healthcare, Marci Nell and Sydnee Slack, and Doctor Carl Van Gils, went above and beyond, working with IRONMAN Race Officials to create a plan that allowed Parker to race with their focused aid and support on race day. Marci Nell and Sydnee Slack assisted Parker at the end of each leg to dress her wounds and ensure that her burns were safe and properly covered, with the two nurses on hand to present her with her medal as she crossed the finish line. (Photo Credit: Donald Miralle/IRONMAN) I (Photo credit: Patrick McDermott/Getty Images for IRONMAN) (L-R Marci Nell, Lauren Parker, Sydnee Slack)

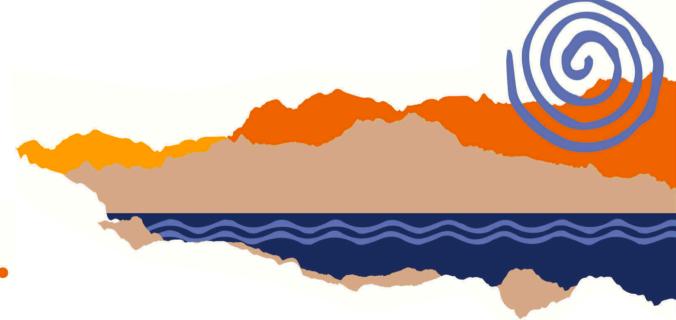








		<b>SWIM</b>	<b>BIKE</b>	RUN	<b>TOTAL</b>
1	Gustav Iden (NOR)	24:54	1:58	1:11	3:37
2	Sam Long (USA)	25:54	2:00	1:12	3:41
3	Daniel Baekkegard (DEN)	23:51	2:03	1:13	3:42





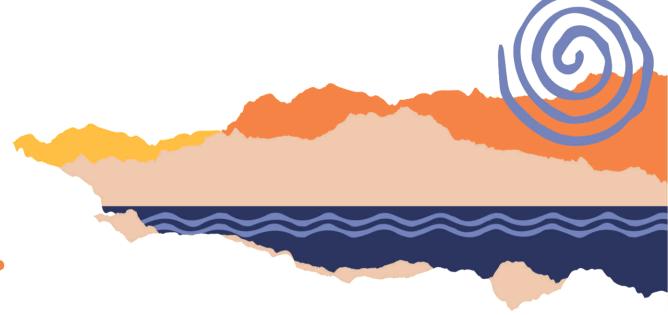




		SWIM	BIKE	RUN	TOTAL
1	Lucy Charles-Barclay (GBR)	24:36	2:14	1:18	4:00
2	Jeanni Metzler (ZAF)	26:08	2:20	1:20	4:08
3	Taylor Knibb (USA)	26:05	2:18	1:22	4:08







# \$18 million

**Economic Impact** 







**79%** 

Want to return

#### Instagram









donaldmiralle St. George, Utah











#### 765 others

donaldmiralle Run Scenes from the 70.3 IRONMAN World Championships St. George. Love unique backdrop Utah create along with the positive energy on the run course that the volunteers and the fans put out...





for the 2022 **IRONMAN 70.3** World Championship

## 96 %

of participants would recommend St. George to other athletes





















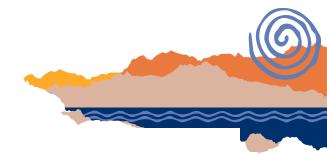






**Solution** Liked by **bhoffmanracing** and **258** others

teamwurtele We have so many great memories chasing that pot of gold - training and racing - in St. George, Utah. It was cool to watch the IM 70.3 World Championships go off there this past weekend in a community that always supports the race with such awesome energy! All the drama & excitement that big races in great venues bring...miiiggght have had my first twinge of race envy since retiring. 😲 🤒



Youngest: 18

Utah: 103

WashCo: 12

THE LAND OF ENDURANCE.



4:12





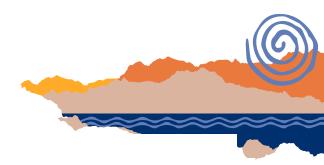
GU Energy Labs @GU... ·12h ··· She continues to defy age! Yeah, we're talking a/b @IRONMANtri #legend, Cherie Gruenfeld, who just won the F 75-79 70.3 World Title! Cherie had to overcome some GNARLY weather but persevered. We couldn't be more proud to work w/this inspirational athlete. Congrats Cherie!











#### **87 Countries**

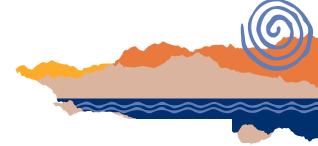
- USA
- Mexico
- Canada
- Columbia
- Equador

#### 50 States

- California
- Florida
- Texas
- Colorado
- New York







THURSDAY, September 23, 2021 | Journalism Without Fear or Favour



News

Views

Coronavirus

Sports

**Business** 

Entertainment

Life & Living

Youth

#### **Young Icons**

#### Muhammad Samshuzzaman Arafat's commendable feat at Ironman 70.3











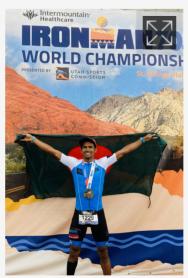


#### **Shaniz Chowdhury**

Wed Sep 22, 2021 03:49 PM

Samshuzzaman Arafat made a record by being the only runner to cover the 1004 km from Teknaf to Tetulia. The Bangladeshi triathlete has made his with his country proud prolific performances at the Ironman 70.3 World Championship. The event was held in St.George, Utah USA on 18th September, 2021. This year, there were 3555 contenders from 80 countries around the world.

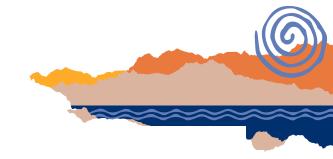
"I am the Assistant Director for Bangladesh Bank by profession. But by my passion, I want to promote sports in my country, and engage more young people in global sporting events. I started preparing as an athlete when I was a student at Dhaka



Muhammad Samshuzzaman Arafat. Photo: Courtesy

University," says Arafat. "I tried to bring out the best version of myself, which led me to qualify for the Ironman 70.3 World Championship. I feel proud to represent Bangladesh in the biggest stage for triathlon."

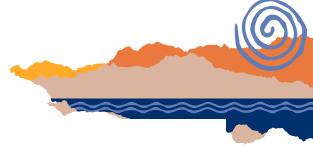














































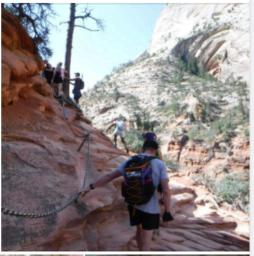
Dale Eva shared his first post.



8h 🕻

After a fun day supporting the race as the moto driver for Kenny W (Ironman Content photographer), Sunday I headed to Zion to hike Angels Landing, one of the more difficult hikes in the park. I was incredibly impressed to find that so many of the competitors found the energy after racing the previous day to take on this strenuous task. After realizing there would be a bunch of you I started taking pics of the finishers I could easily identify by their wrist bands or finisher ... See More







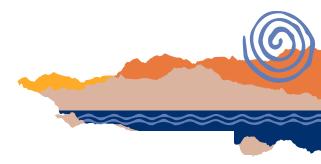












I wanted to tell you that St George has the greatest hospitality of any race I've been to with Ironman - (17+ full Ironman's & 30+ 1/2 ironman's)

The entire town and neighboring communities in Washington County really know how to make you feel welcome and appreciated.



#### A life of it's own

Iconic Places

https://www.youtube.com/watch?v=GkaMsbh\_jts





Founded by runners, HOKA ONE ONE was born in the demanding world of endurance racing. The company is growing rapidly, with customers pushing them to bring their singular outlook and innovation to fitness, outdoor adventure, and running. HOKA launched their first shoe directly to runners, and that's where the sharing of stories started—stories about why we run, how we train, and what trails we want to tackle. From competitive professionals and everyday runners, to workout aficionados and all terrain hikers, everyone has a story.

HUMANS OF HOKA is a live journal that captures these stories. Stories that deal with change, overcoming adversity, or reaching heights we didn't think were possible. Ultimately, we all want to go places beyond our run, our workout, our bike



# Announced Thursday September 23rd





IRONMAN World Championship 

September 23 at 2:53 PM ⋅ 

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September 24 PM ⋅ 
September 25 P

\*IMPORTANT EVENT UPDATE\*

We are pleased to confirm the upcoming IRONMAN World Championship schedule:

2021 IRONMAN World Championship, St. George, Utah, USA, May 7, 2022

2022 IRONMAN World Championship, Kailua-Kona, Hawai'i, USA, Oct 6 & 8, 2022

As the impact of COVID-19 persists on the Island of Hawai`i, resources remain stretched, and we lack confidence that the Big Island will be ready for us by early next year. As a result, our gracious hosts in St. George, Utah, have risen to the occasion to hold the 2021 edition. The Land of Endurance will mix the striking and austere landscapes of the desert to create a one-of-a-kind World Championship experience.

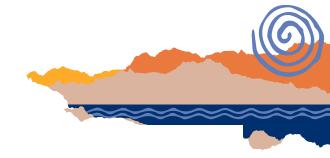
...

In addition, we will now host a two-day IRONMAN World Championship in Hawai`i in October 2022. This two-day event will see professional women race on Thursday, October 6, 2022 and professional men race on Saturday, October 8, 2022, and age groupers distributed between the two days.

All affected athletes will be contacted directly via email with their options.

Kumukahi – new beginnings – are ahead. We thank you for your solidarity and look forward to bringing you more information, soon.





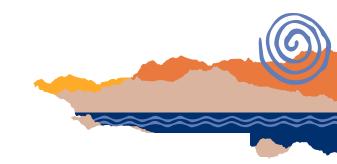




"St. George has proven itself time and again to be a world class venue, where Champions choose to rise to the challenge, in the Land of Endurance.

As a result, it is with great excitement that we let you know that the IRONMAN St. George event on May 7, 2022 will now become the 2021 edition of the IRONMAN World Championship."





# 24 ICONIC SPORTS PHOTOS FROM GETTY IMAGES by lan Levy

The sports world makes for a beautiful palette but individual images can get lost in the constant shuffle. Here are the most iconic sports photos from Getty Images this week.





Athletes ride through Snow Canyon State Park during the IRONMAN 70.3 World Championship on September 18, 2021, in St George, Utah.

I had driven the entire route of the course the day before the race, so I knew exactly where I wanted to be on race day. However, when I arrived in Snow Canyon, where this picture was taken, it was raining so hard that I could not fly my drone — I actually huddled under a tree for a little bit to try to stay out of the rain. When the rain finally let up, I did get my drone out and was able to fly. This picture was taken when the sun peaked out from the clouds for a few seconds and after that, it was gone. I waited almost another hour for the sun to come out even more, but unfortunately, it didn't.

— Ezra Shaw



#### **2021** IRONMAN 70.3 World Championship

Saturday, September 18, 2021

1 Day Race Combine Men & Women

**2022** IRONMAN North American Championship Saturday, May 7, 2022

**2021** IRONMAN World Championship

Saturday, May 7, 2022

**2022** IRONMAN 70.3 World Championship

Friday, October 28, 2022 Saturday, October 29, 2022



# How did we get here?

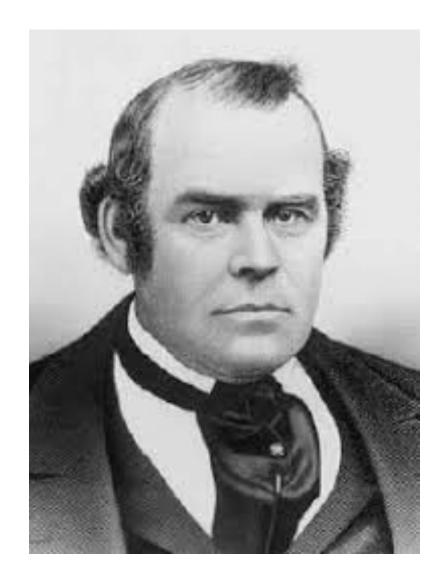




### Historically there wasn't a tourism component

"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."



### 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









1977 1978 1987

## TOURISM ECONOMICS

Conventions

Events

Vacations

Direct Spending, Jobs Created, Labor Income, Income/Sales Tax, Local Biz Output

Sharing Inspiration, Return Visits

Business/ Home Owner/ Leader/Influencer

#### **Immediate Benefits**

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



\$

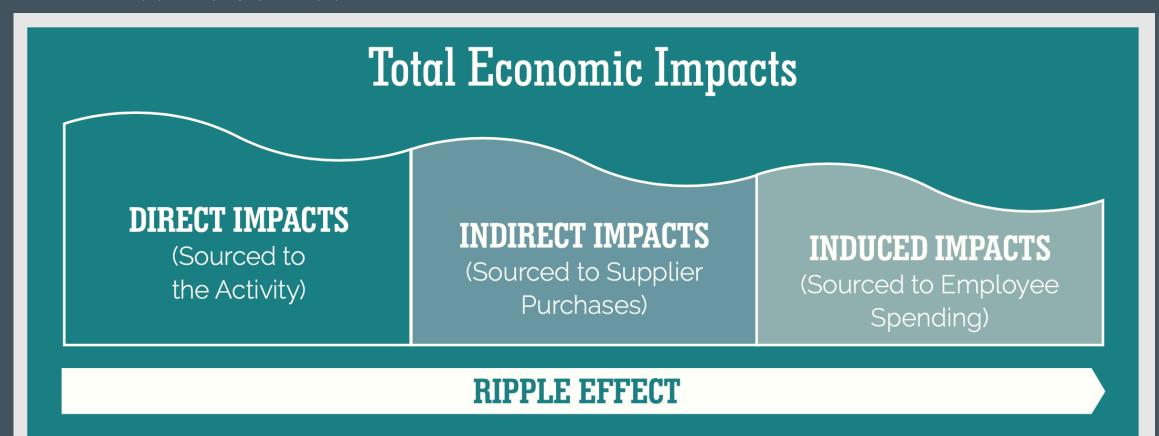
## **Economic impacts of tourism**

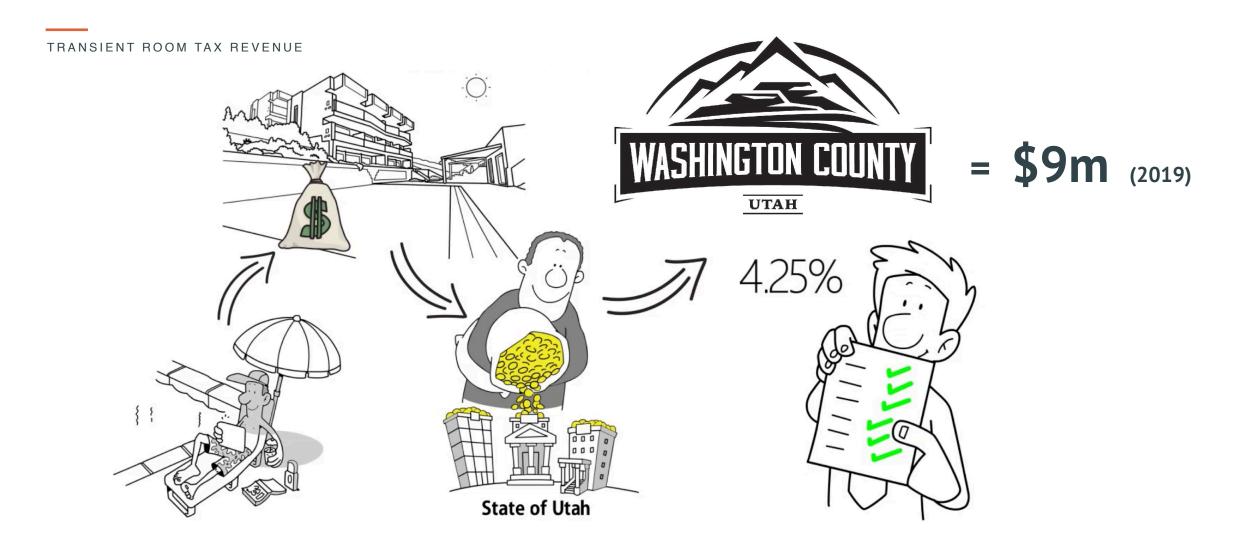
APPLIED ANALYSIS IMPACT STUDY - 2019

\$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)

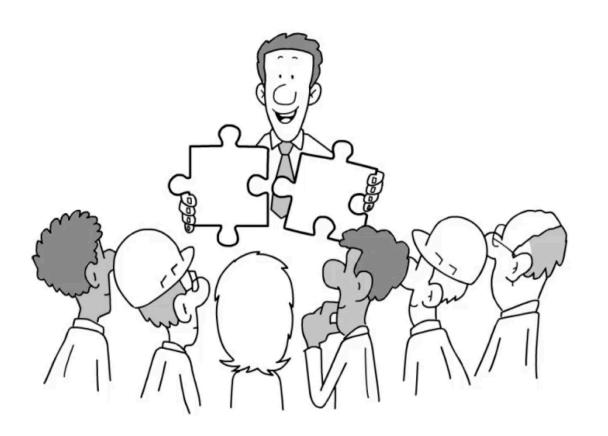
## Why it works

APPLIED ANALYSIS IMPACT STUDY - 2019





TRANSIENT ROOM TAX REVENUE



## **TRT Spending**

- Tax Advisory Board
- County Commission



TRANSIENT ROOM TAX REVENUE



At least 47% must be spent for for marketing



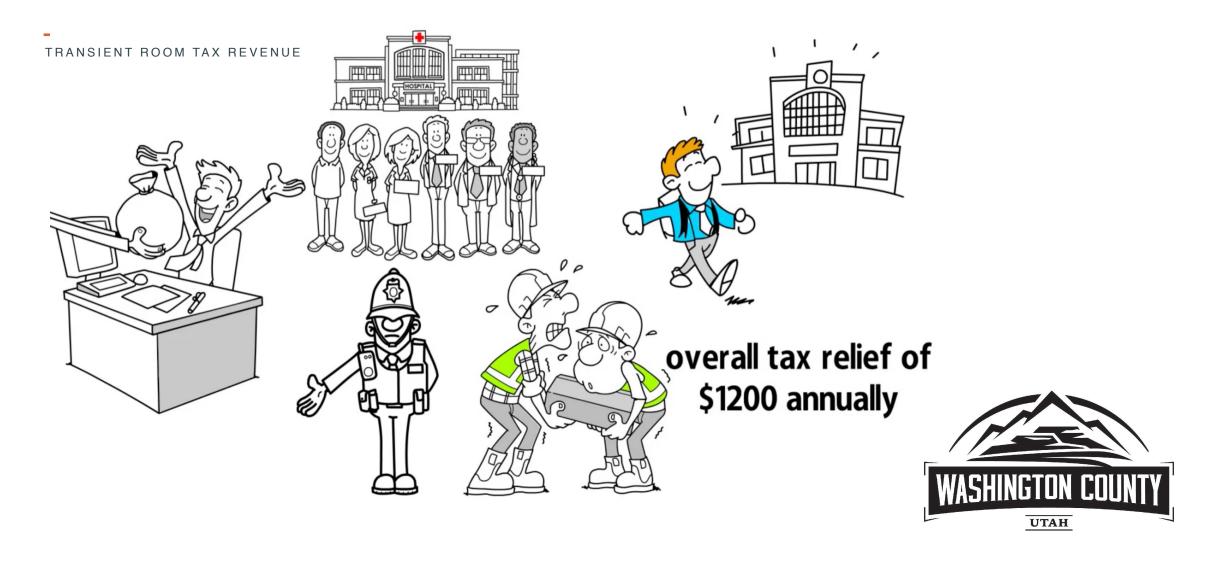


# 53% can be used for tourism facilities

- Convention Center
- Tuacahn
- Trails
- Parks



### **Household Tax Relief**

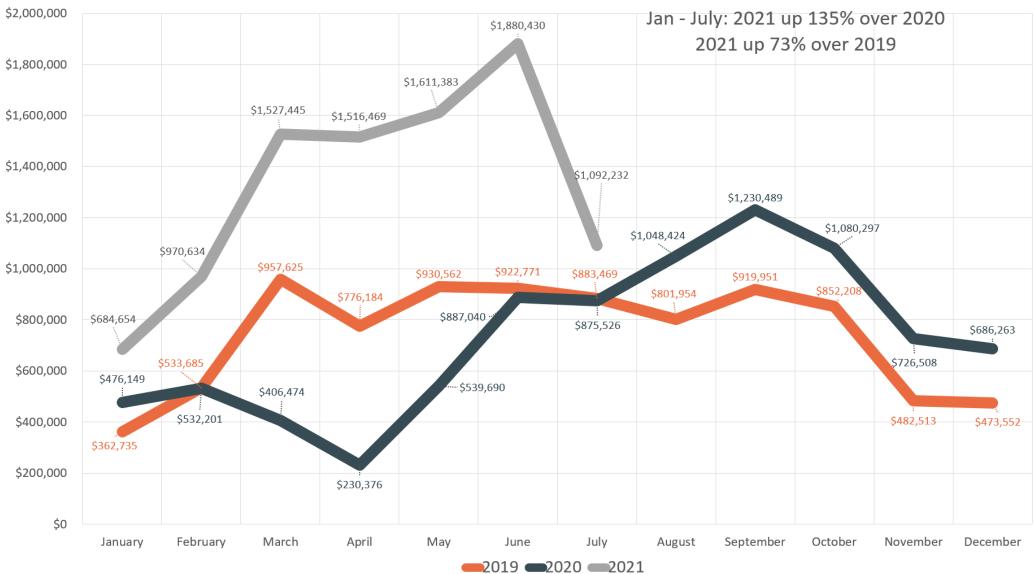




## Immediate Impacts of the Pandemic



#### 2019 - 2021 Greater Zion TRT

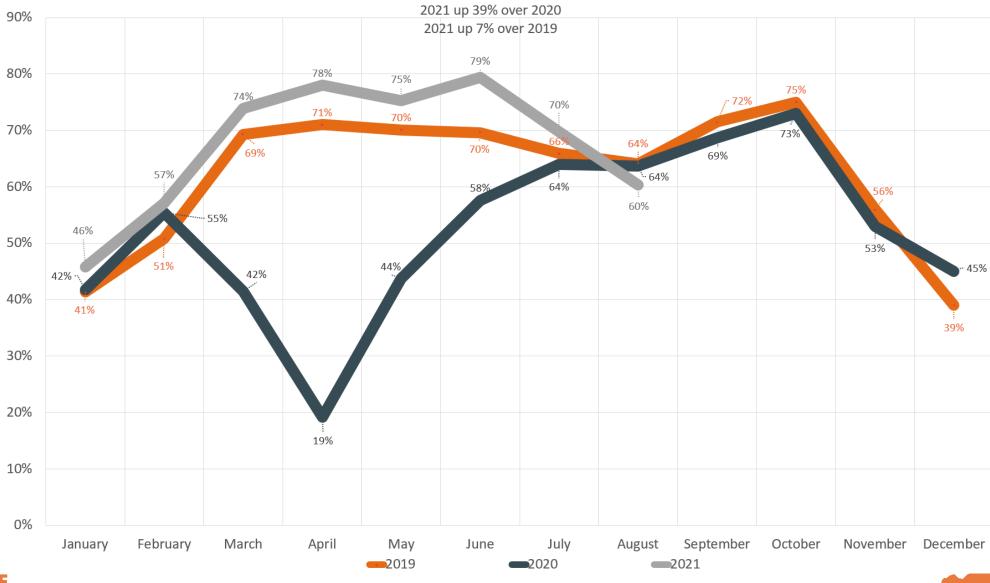




## **Record Setting Revenue**



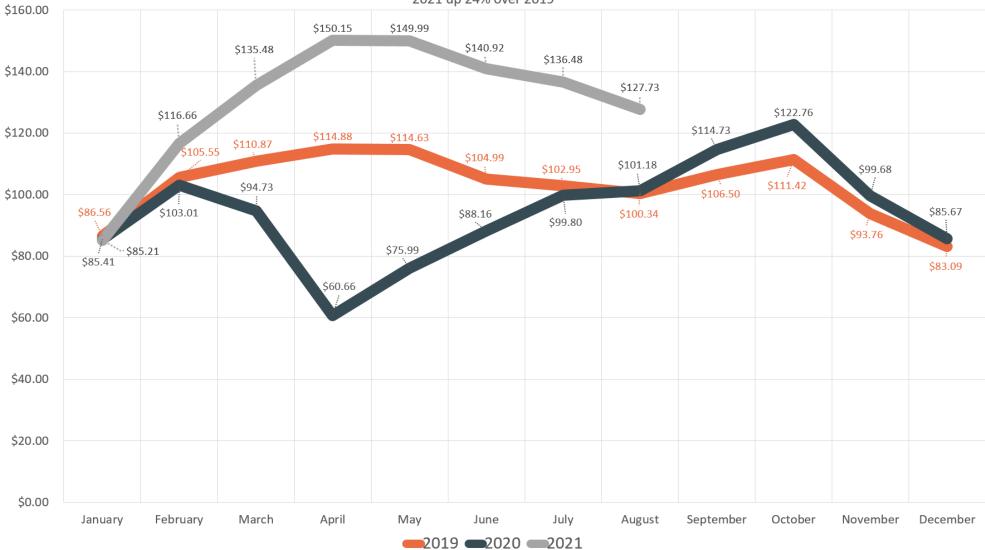
### Greater Zion Hotel Occupancy Percentage





#### 2019 - 2021 Greater Zion Hotel ADR

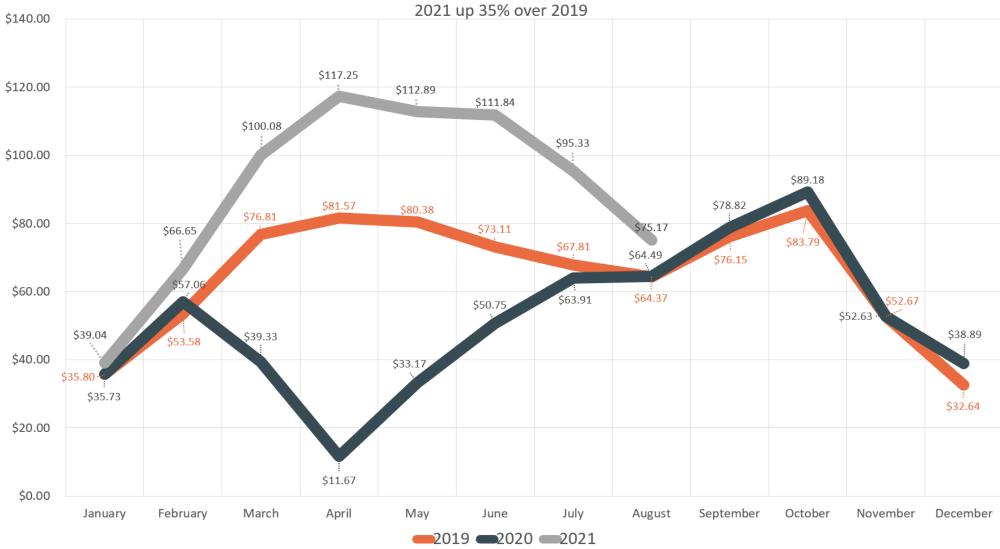
2021 up 47% over 2020 2021 up 24% over 2019





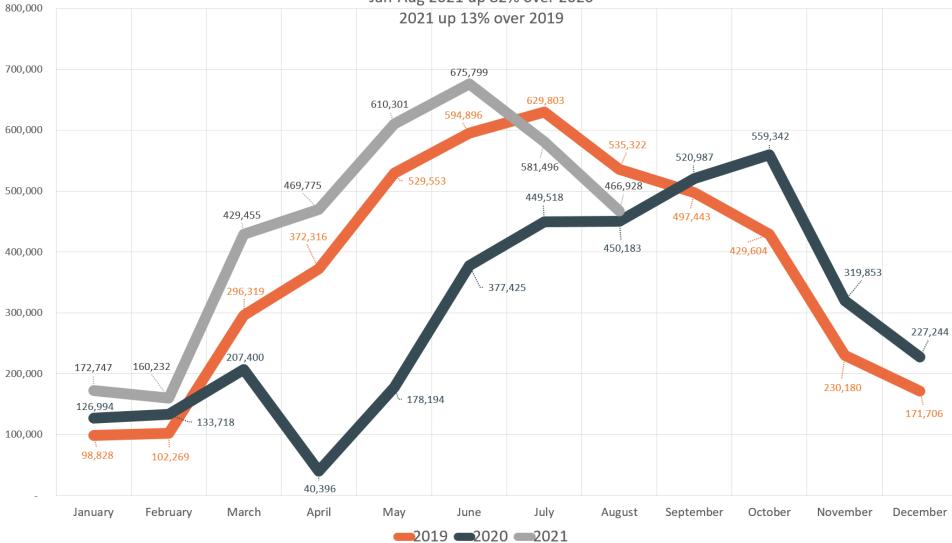
### 2019 - 2021 Greater Zion Hotel RevPar

2021 up 102% over 2020



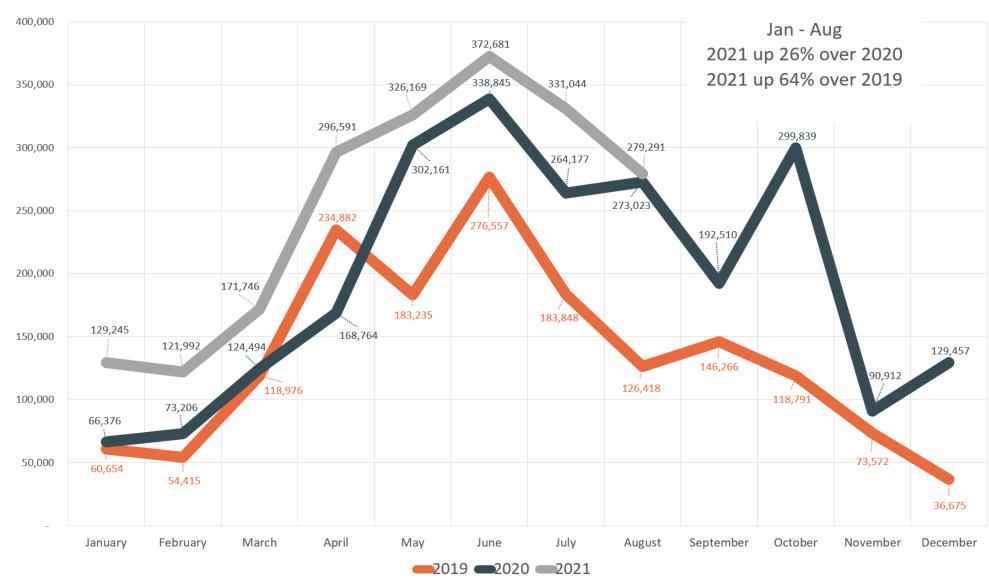


#### Zion National Park Visitation 2019 - 2021 Jan-Aug 2021 up 82% over 2020



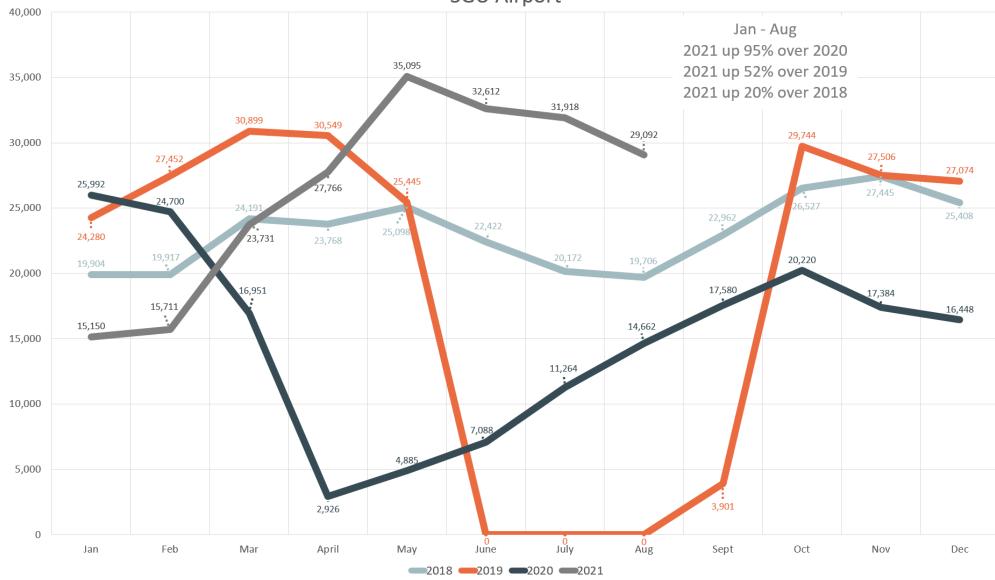


#### **Greater Zion State Parks Visitation**





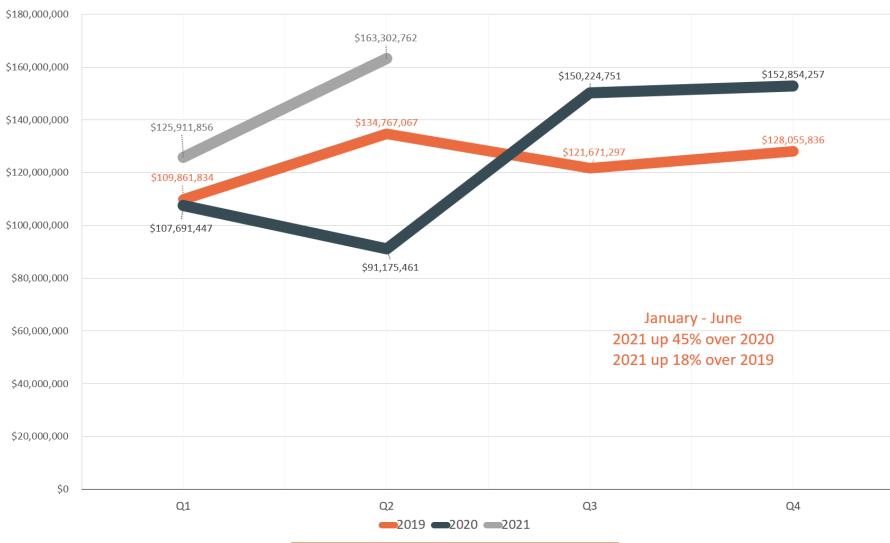






#### 2019 - 2021 Greater Zion Visitor Spending

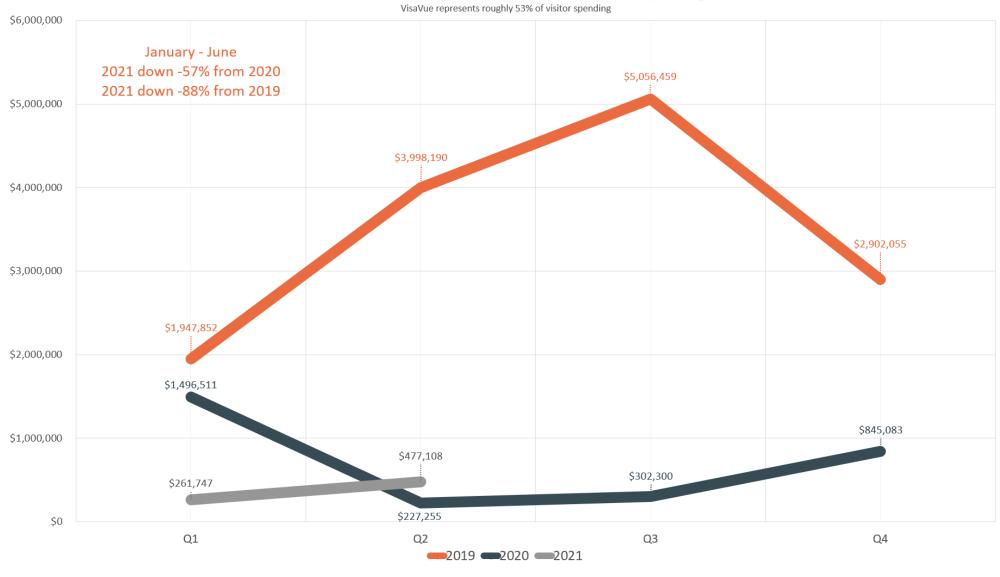
VisaVue data represents roughly 53% of visitor spending





2019 Domestic Visitor Spending Nearly \$1 Billion Annually

#### 2019 to 2020 Greater Zion International Visitor Spending





2019 International Visitor Spending Nearly \$28 Million Annually



### **2022 Forecast**

- Regional visitation will decline as other destinations open up
- 2 World Championships
- Return of International Visitors
- Return of Meetings & Conventions

THE LAND OF ENDURANCE.



## **Branding & Promotion**

Sara Crowley

https://www.instagram.com/tv/CT7fQZKNgla/?utm\_medium=copy\_link