

GREATER ZION

The Visitor Economy - November 2021



Vision

Inspire Greater.
Greater.

Experience Greater.

Live



Mission

Maximize the revenue generated by visitors to create a superior experience for visitors and residents.

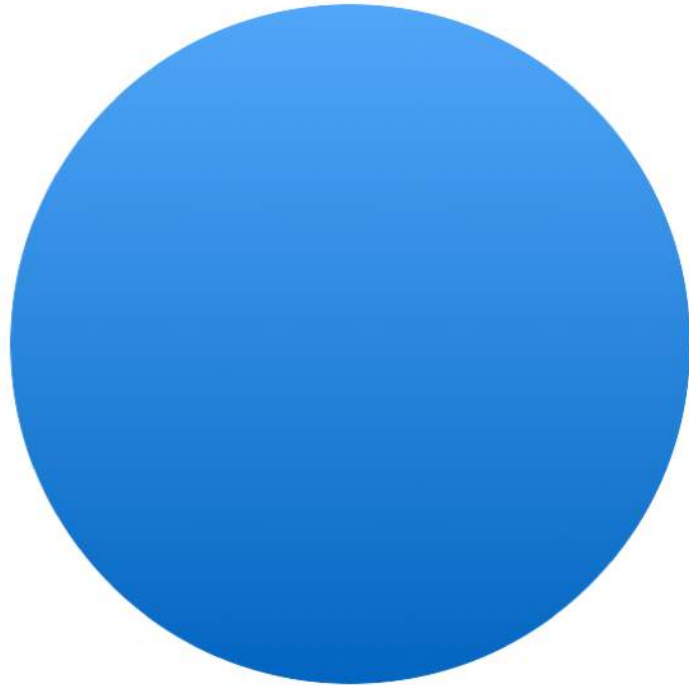


“This is Greater Zion”



Video available on YouTube: <https://youtu.be/qYOfGHx3Z0k>

Tourism Office Roles



2013



2020

 Marketing & Communications

 Destination Management

 Destination Development

IRONMAN - 2010



A graphic element for the Ironman 70.3 logo, featuring a yellow sun with a blue spiral, a blue mountain range, and blue wavy lines representing water.

IRONMAN[®] 70.3[®]

WORLD CHAMPIONSHIP

PRESENTED BY



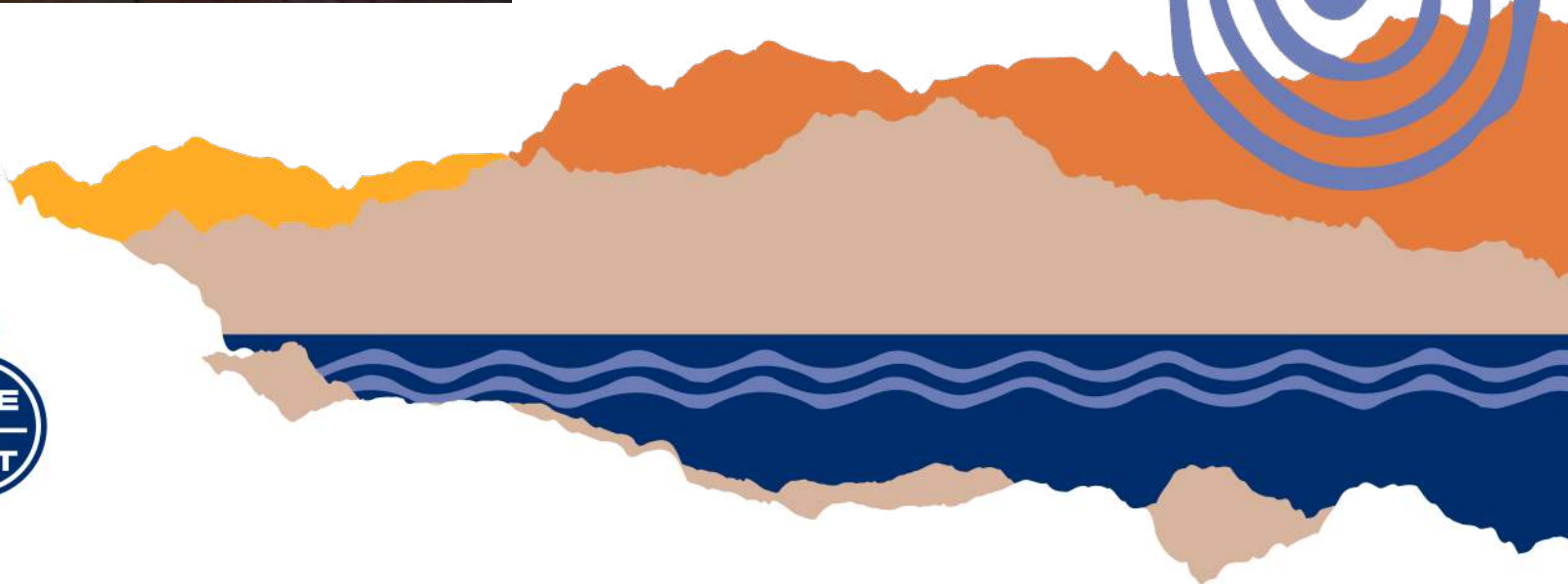
UTAH SPORTS
COMMISSION[®]

St. George Utah | USA

September 13-20, 2021



**THE LAND OF
ENDURANCE.**



IRONMAN “Rise to It”



Video available on YouTube: <https://youtu.be/pnKF231HES0>

3522 Athletes

87 Countries

75% First time visitors

97% From outside of Utah

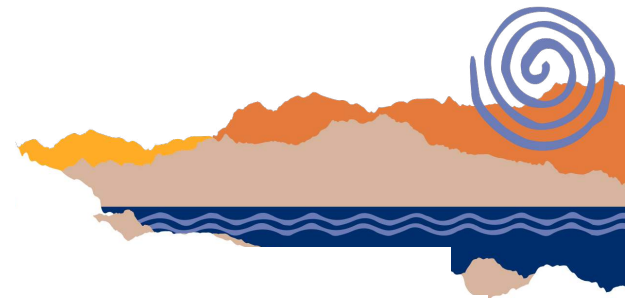
\$18 million economic impact

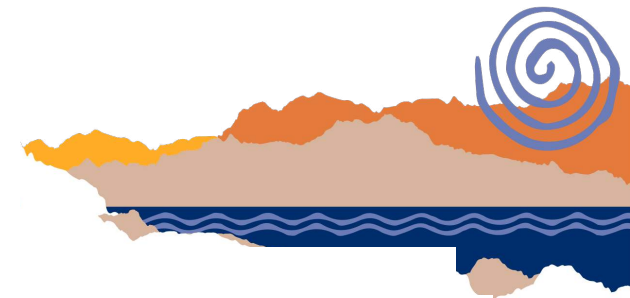
11,362 Visitors

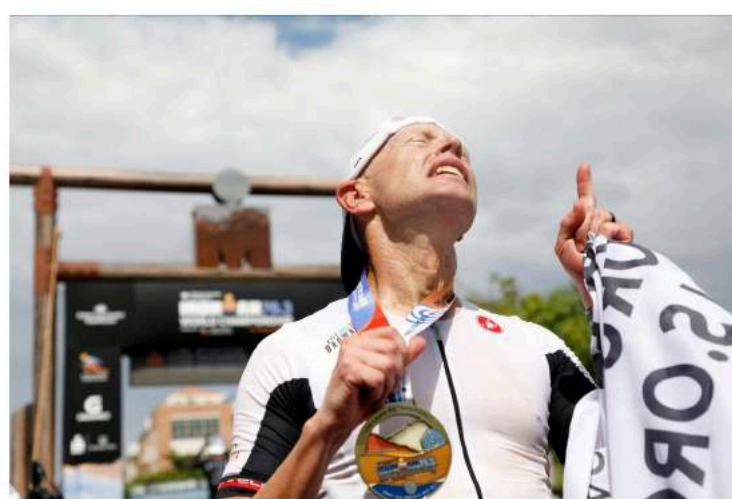
50 States

79% Want to return

96% Would recommend







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** | **TOP RIGHT** | **BOTTOM**

Kyle Brown
Farmington, Utah



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) **TOP RIGHT** | (Photo credit: Patrick McDermott/Getty Images for IRONMAN) **TOP LEFT** | **BOTTOM** (L-R Marci Nell, Lauren Parker, Sydnee Slack)



Lauren Parker
Australia

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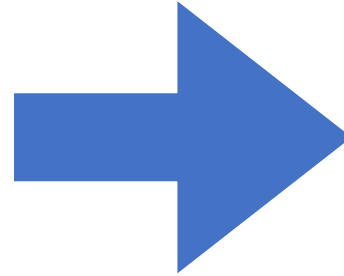


I wanted to tell you that St George has the greatest hospitality of any race I've been to with Ironman - (17+ full Ironman's & 30+ 1/2 ironman's)

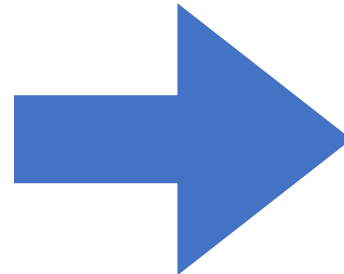
The entire town and neighboring communities in Washington County really know how to make you feel welcome and appreciated.



What does this all mean?



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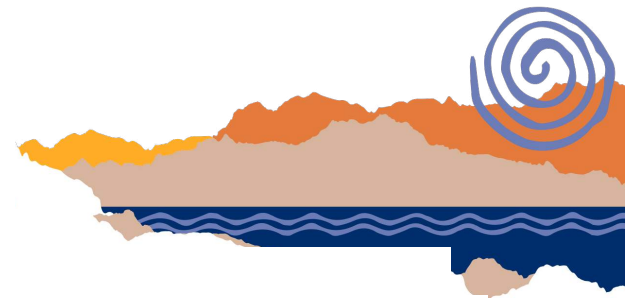


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ENDURANCE.

“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. St. George will also host the 2022 IRONMAN 70.3 World Championship on October 28, 29, 2022.”

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3 World Championships in 13 Months

2021 IRONMAN 70.3 World Championship

Saturday, September 18, 2021

~~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





IRONMAN[®]

WORLD CHAMPIONSHIP

 UTAH SPORTS
COMMISSION

St. George Utah | USA

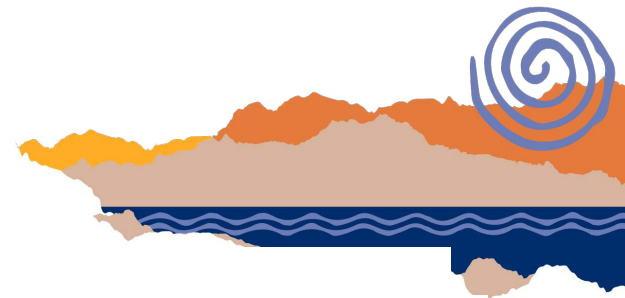
May 7, 2022



“Maybe the biggest event in Utah since the 2002 Winter Olympics, as far as a world-wide marquee brand.”

- Jeff Robbins, CEO, Utah Sports Commission

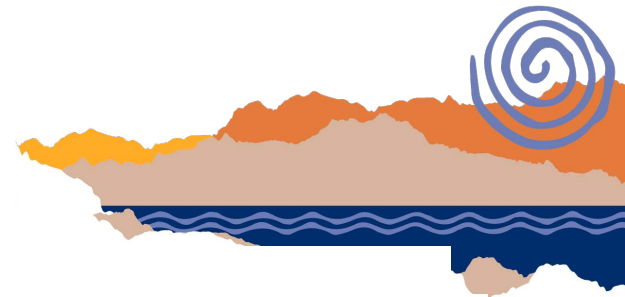
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How is Utah preparing?

Hosting large-scale international sporting events like the IRONMAN World Championship are important to the state's preparations for an Olympic bid.

- Sarah Hirshland, CEO, United States Olympic and Paralympic Committee



What is Red Bull Rampage?



Video available online at [redbull.com](https://www.redbull.com) [HERE](#).



How did we get here?



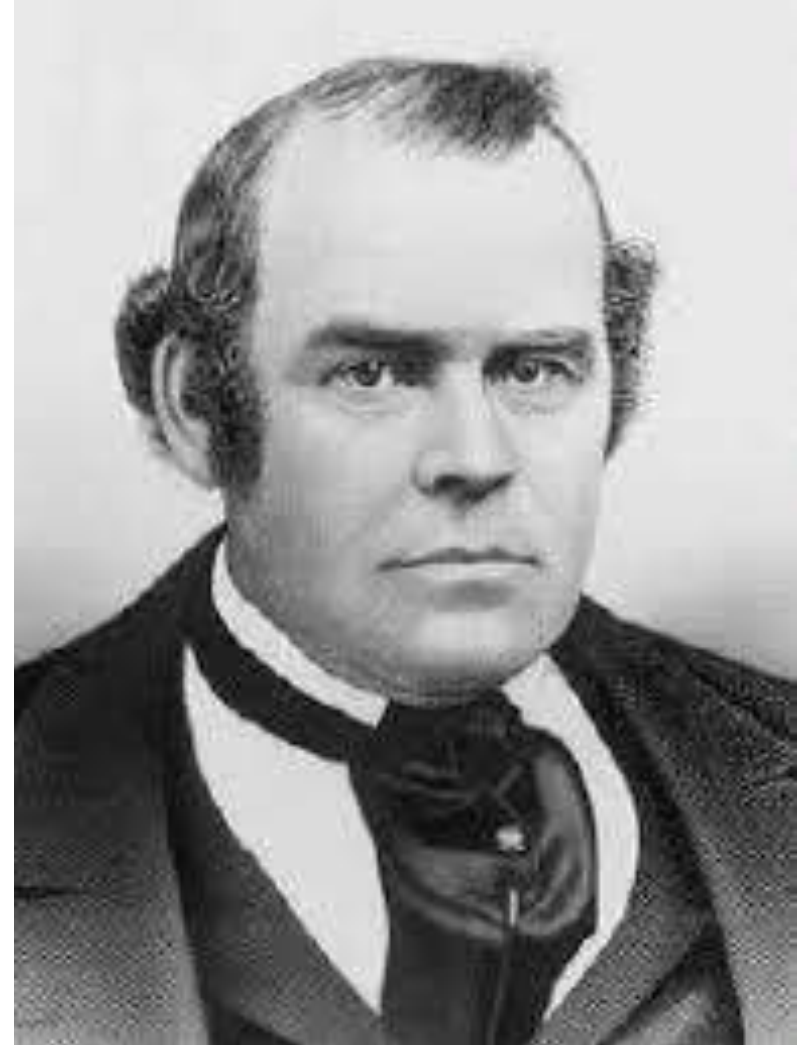
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Historically there wasn't a tourism component

“A poor and worthless place.”

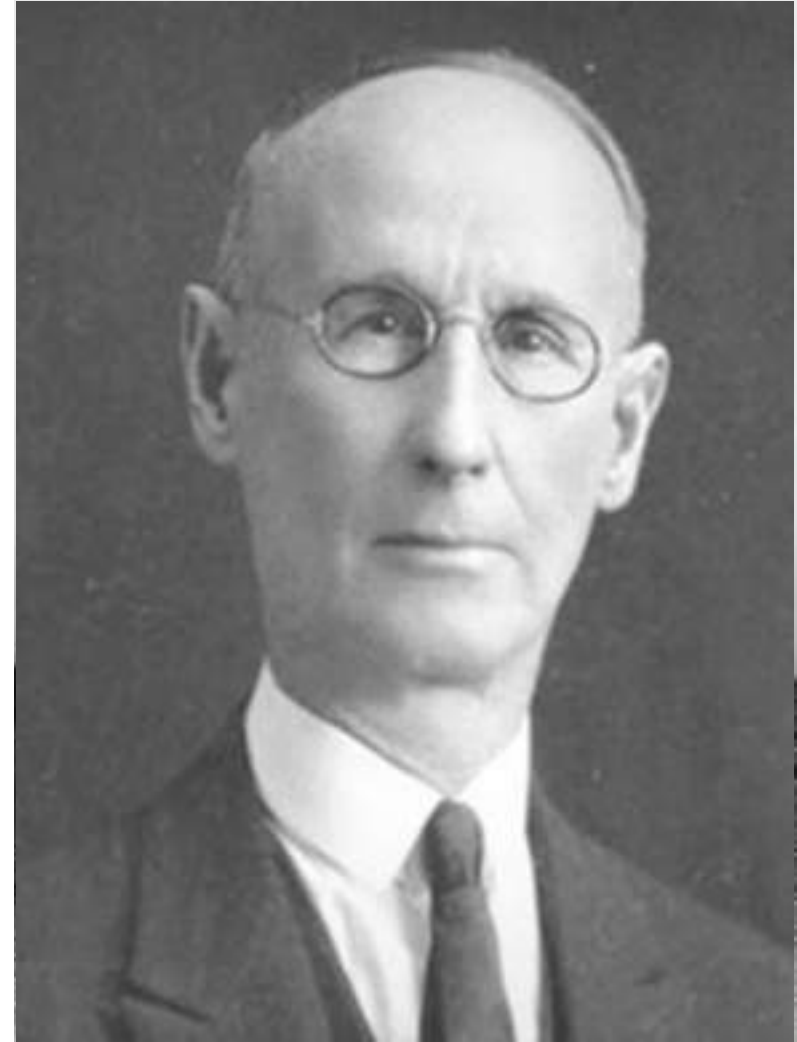
- Parley P. Pratt



Historically there wasn't a tourism component

“If I had a house in hell and a house in St. George, I’d rent out the one in St. George and live in hell.”

- J. Golden Kimball



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



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It wasn't for the locals...

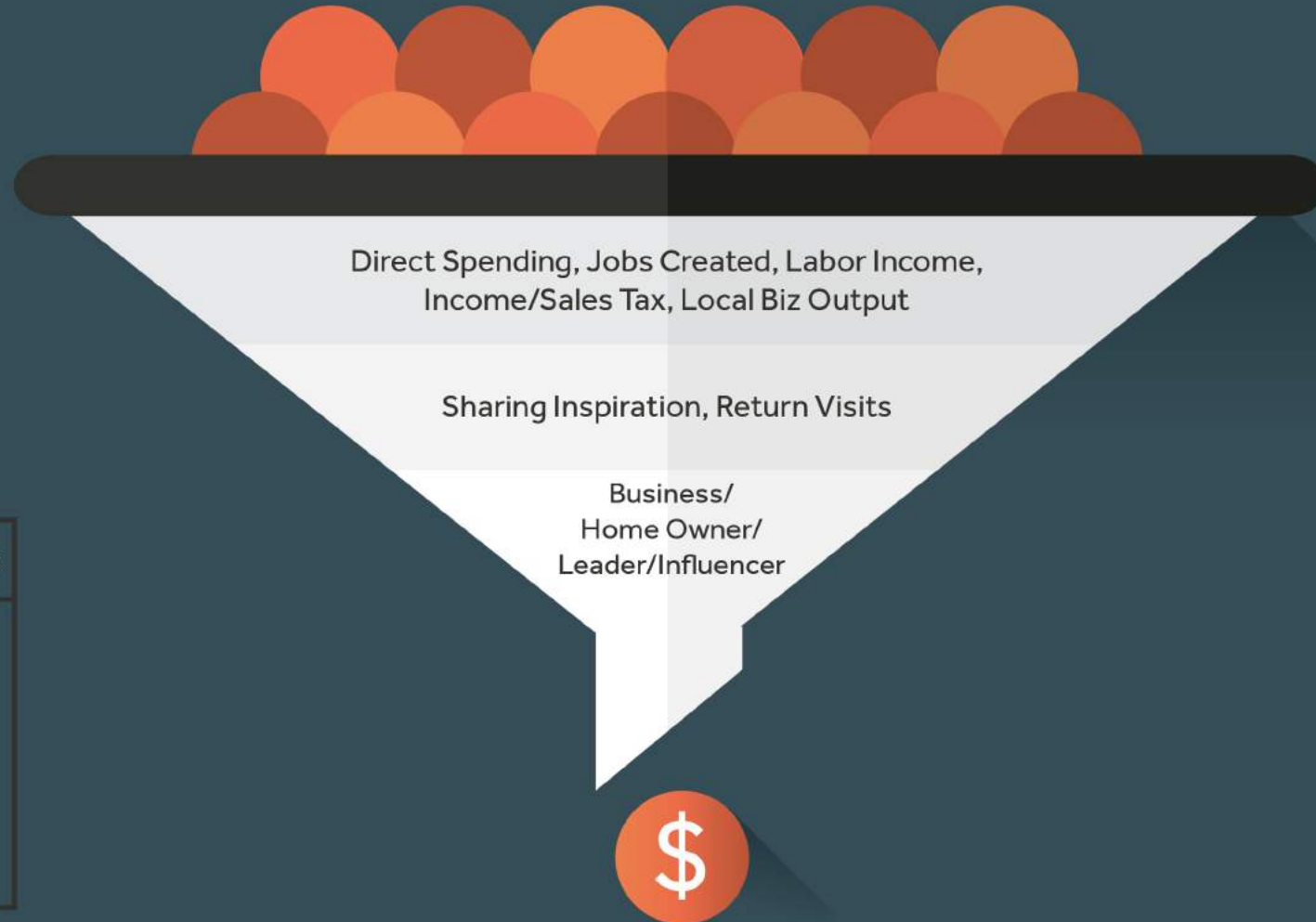
“Our reasons for building a golf course are mostly to attract people from outside to come here and spend their money.”

- Orval Hafen



TOURISM ECONOMICS

- Conventions
- Events
- Vacations



Immediate Benefits

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

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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

Why it works

APPLIED ANALYSIS IMPACT STUDY - 2019

Total Economic Impacts

DIRECT IMPACTS

(Sourced to
the Activity)

INDIRECT IMPACTS

(Sourced to Supplier
Purchases)

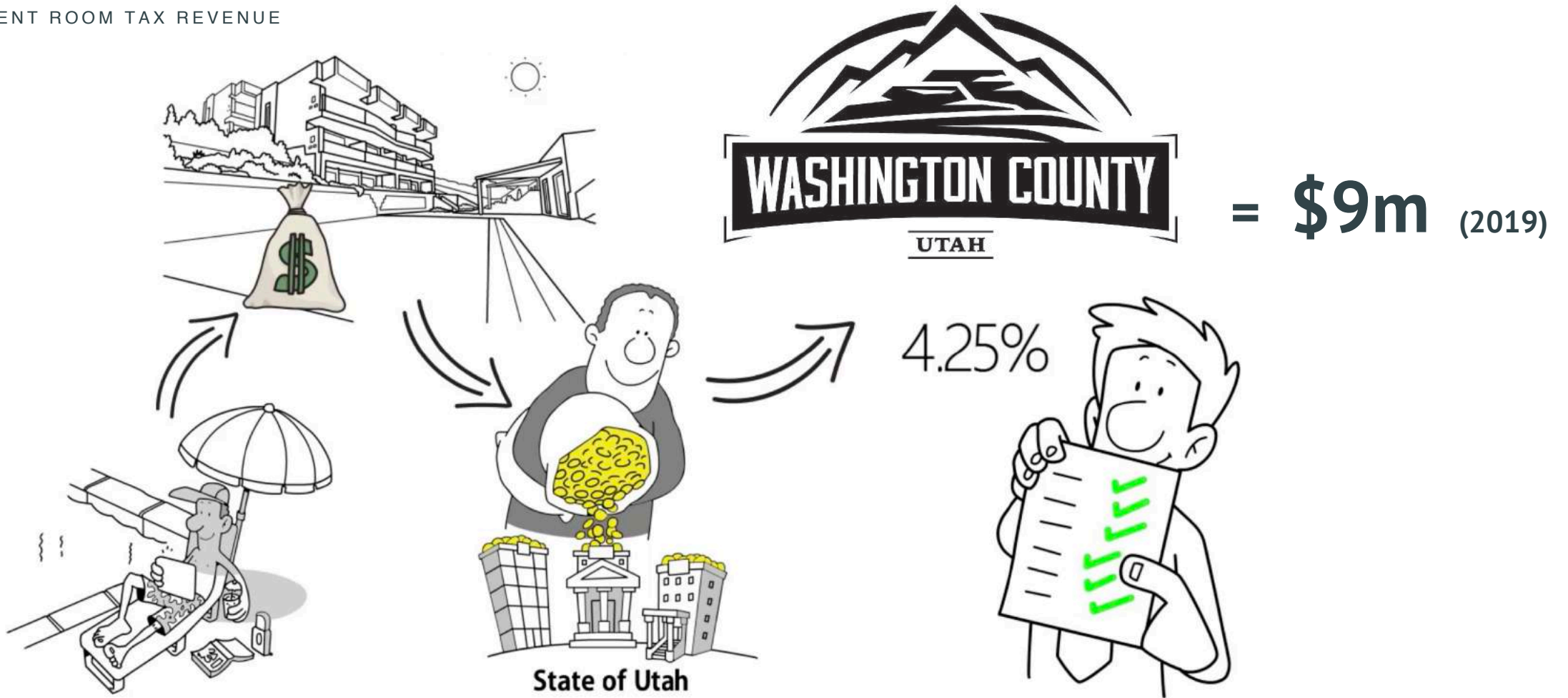
INDUCED IMPACTS

(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



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Additional Benefits

TRANSIENT ROOM TAX REVENUE

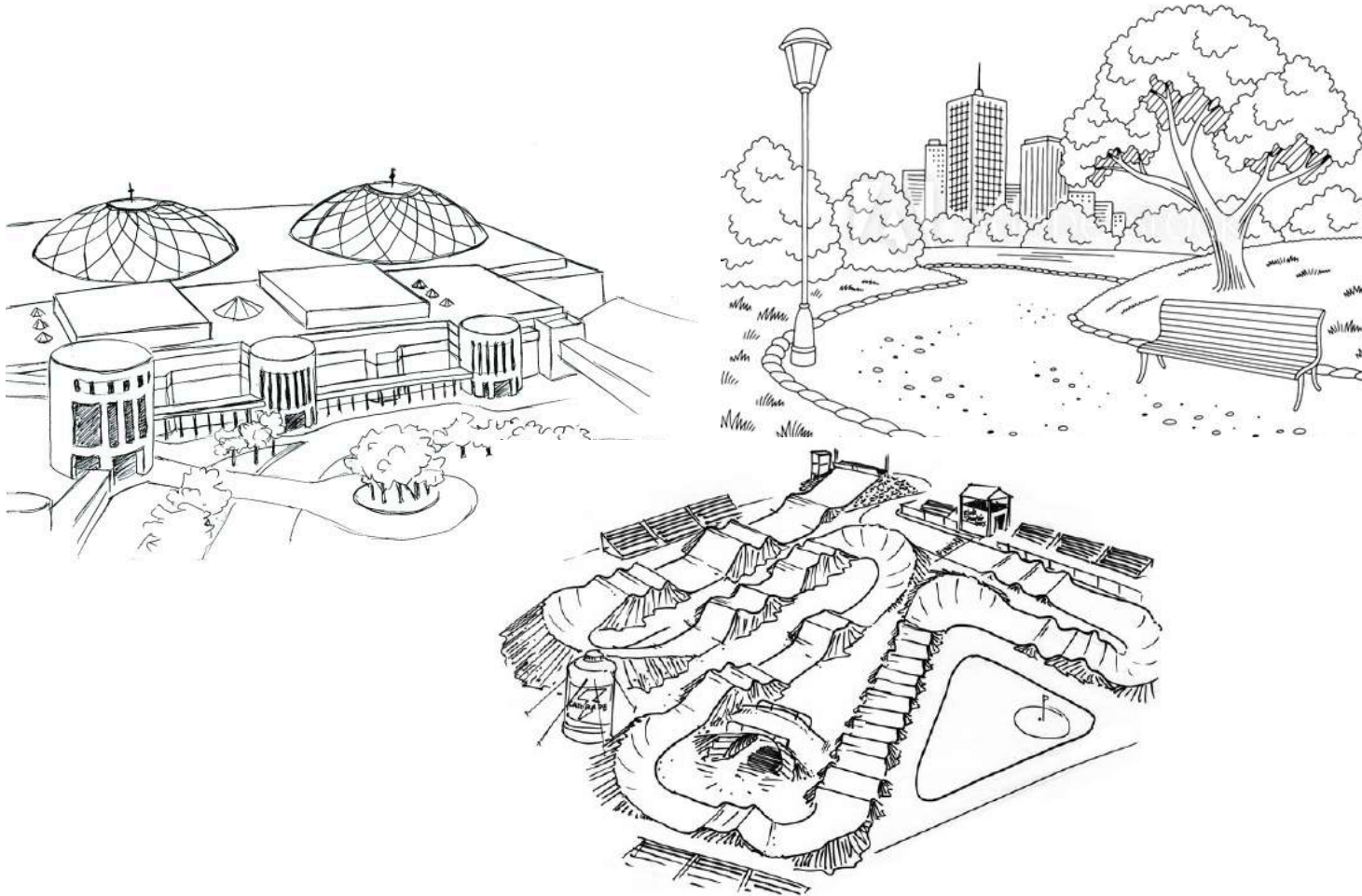


**At least 47% must be
spent for
“establishing &
promoting” tourism**



Additional Benefits

TRANSIENT ROOM TAX REVENUE



**53% can be used for
tourism facilities**

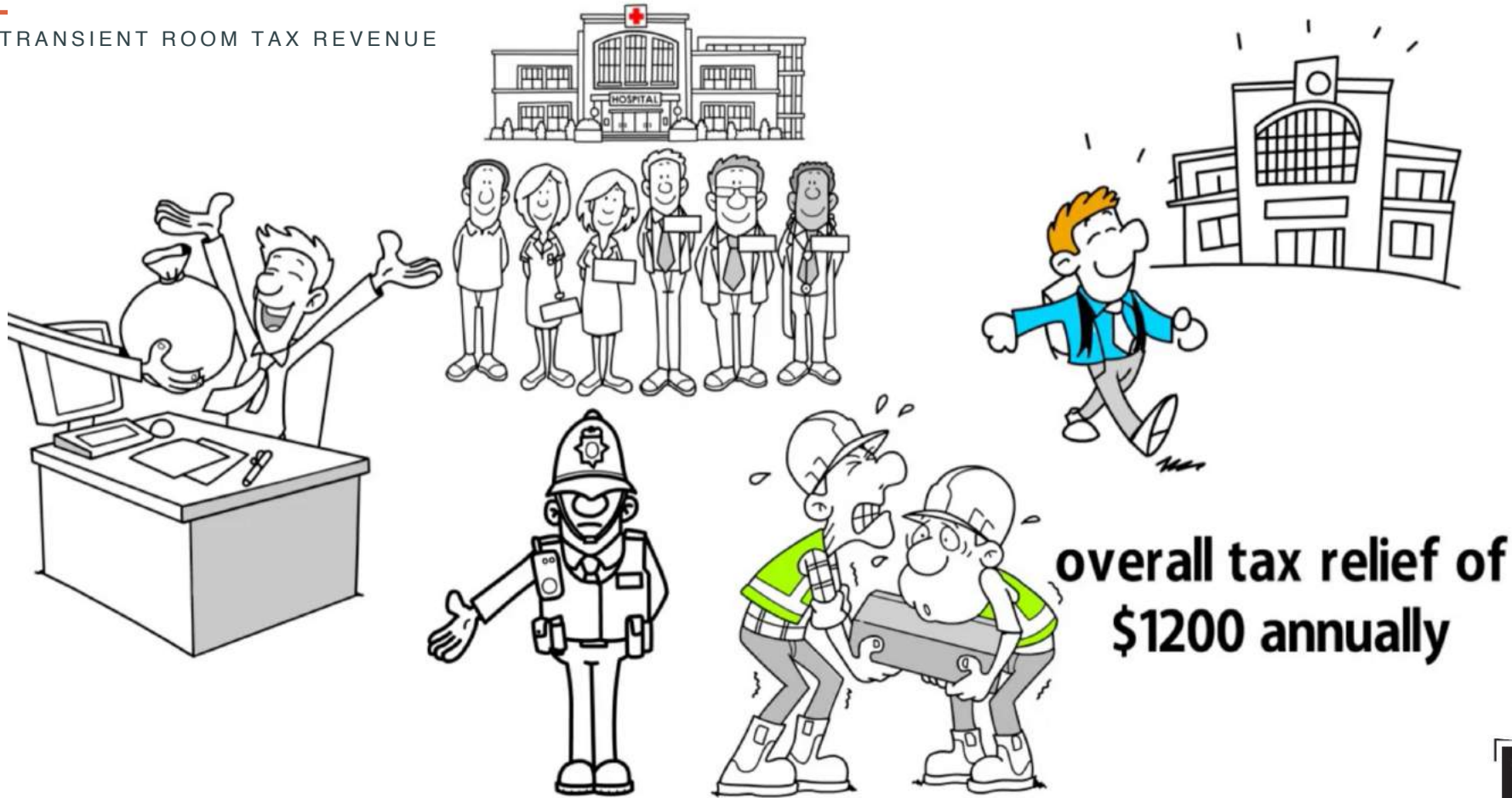
- Convention Center
- Tuacahn
- Trails
- Parks



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Household Tax Relief

TRANSIENT ROOM TAX REVENUE



Time for a commercial break...



COVID Impacts

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Immediate Impacts of the Pandemic



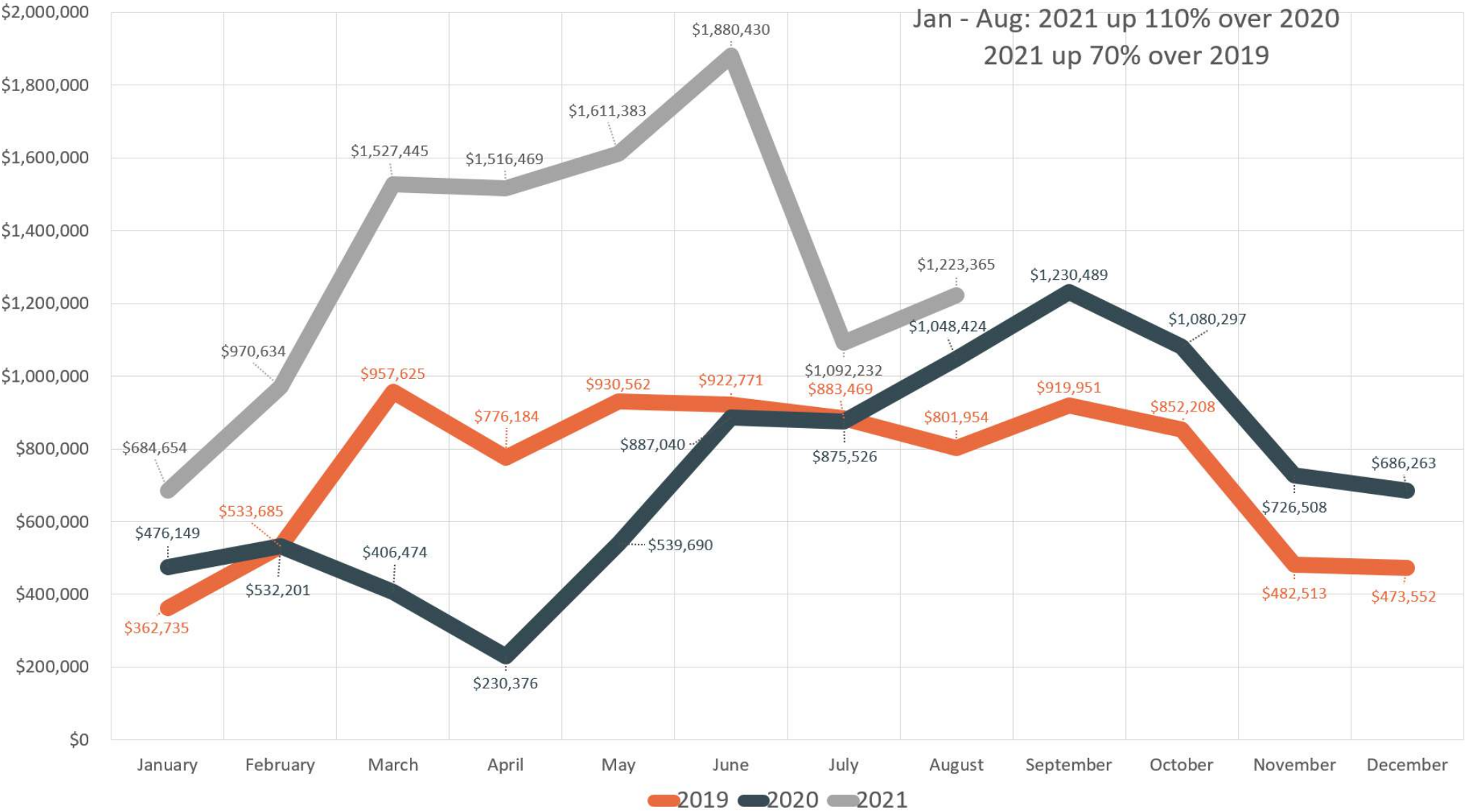
In 2 months

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

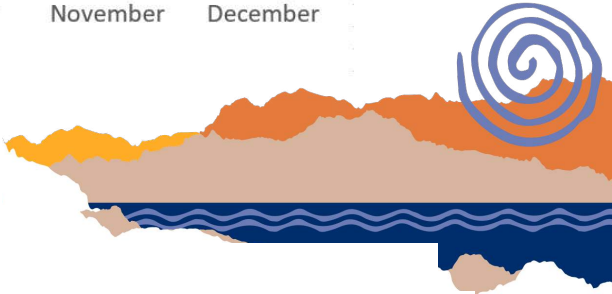
2019 - 2021 Greater Zion TRT

Jan - Aug: 2021 up 110% over 2020

2021 up 70% over 2019



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Record Setting Revenue

Despite losing

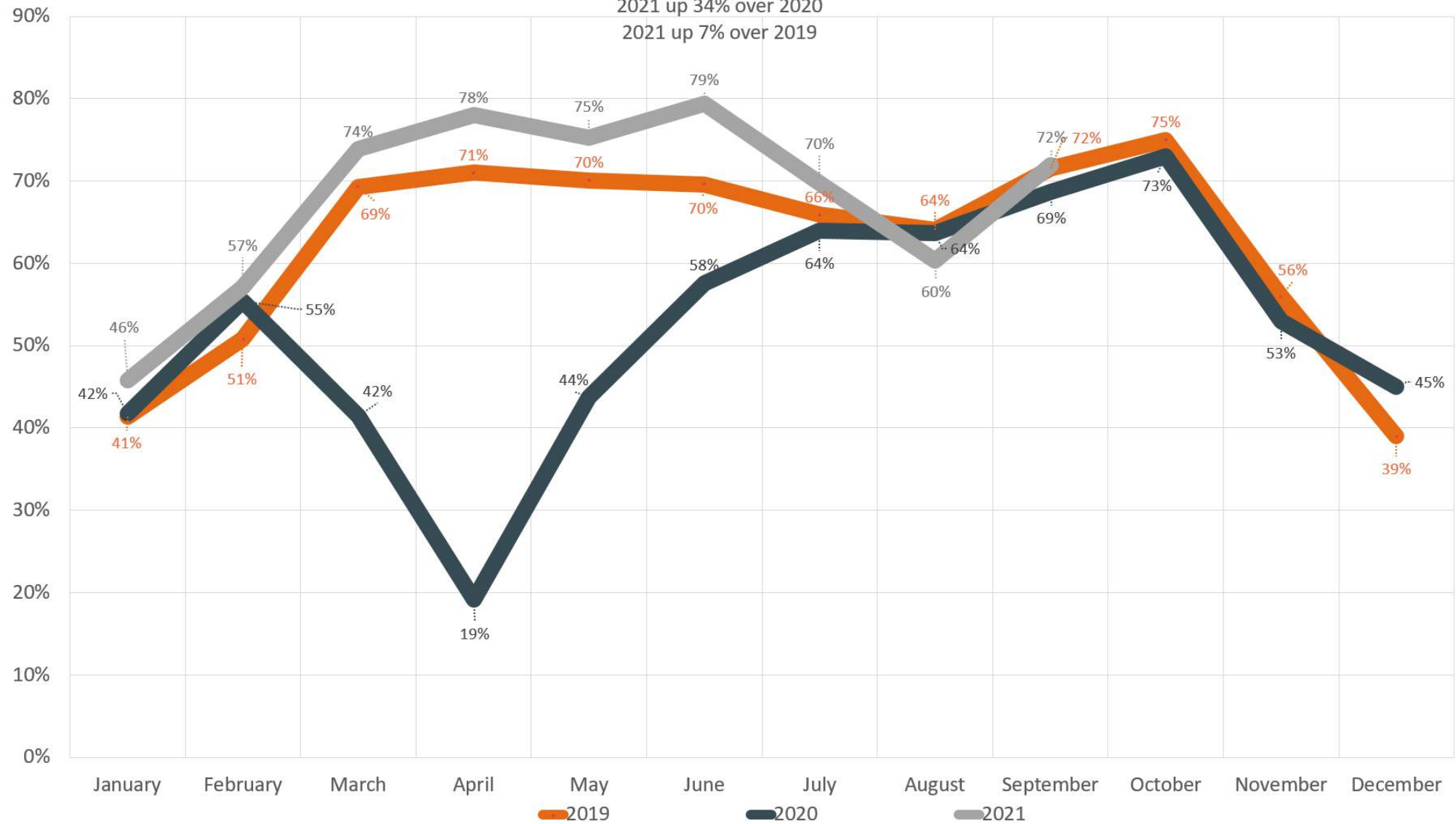
- International Travel
- Meetings & Conventions
- Entertainment
- Major Sports



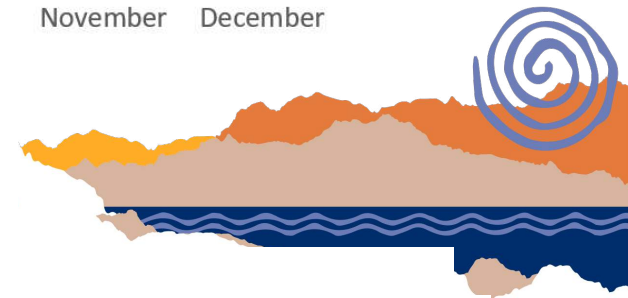
Greater Zion Hotel Occupancy Percentage

2021 up 34% over 2020

2021 up 7% over 2019



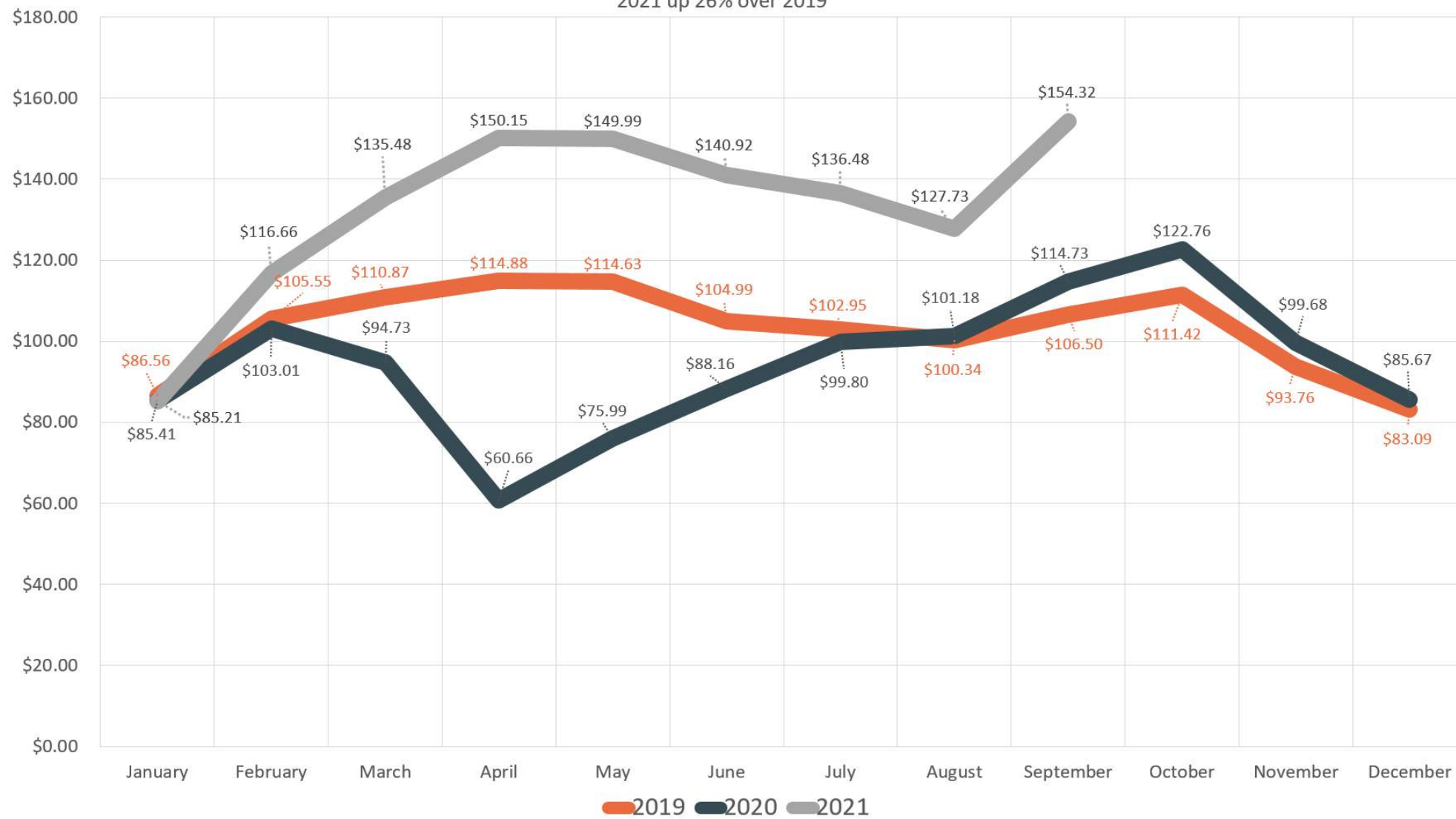
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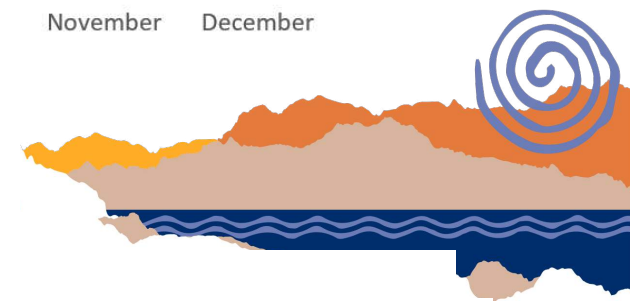
2019 - 2021 Greater Zion Hotel ADR

2021 up 45% over 2020

2021 up 26% over 2019



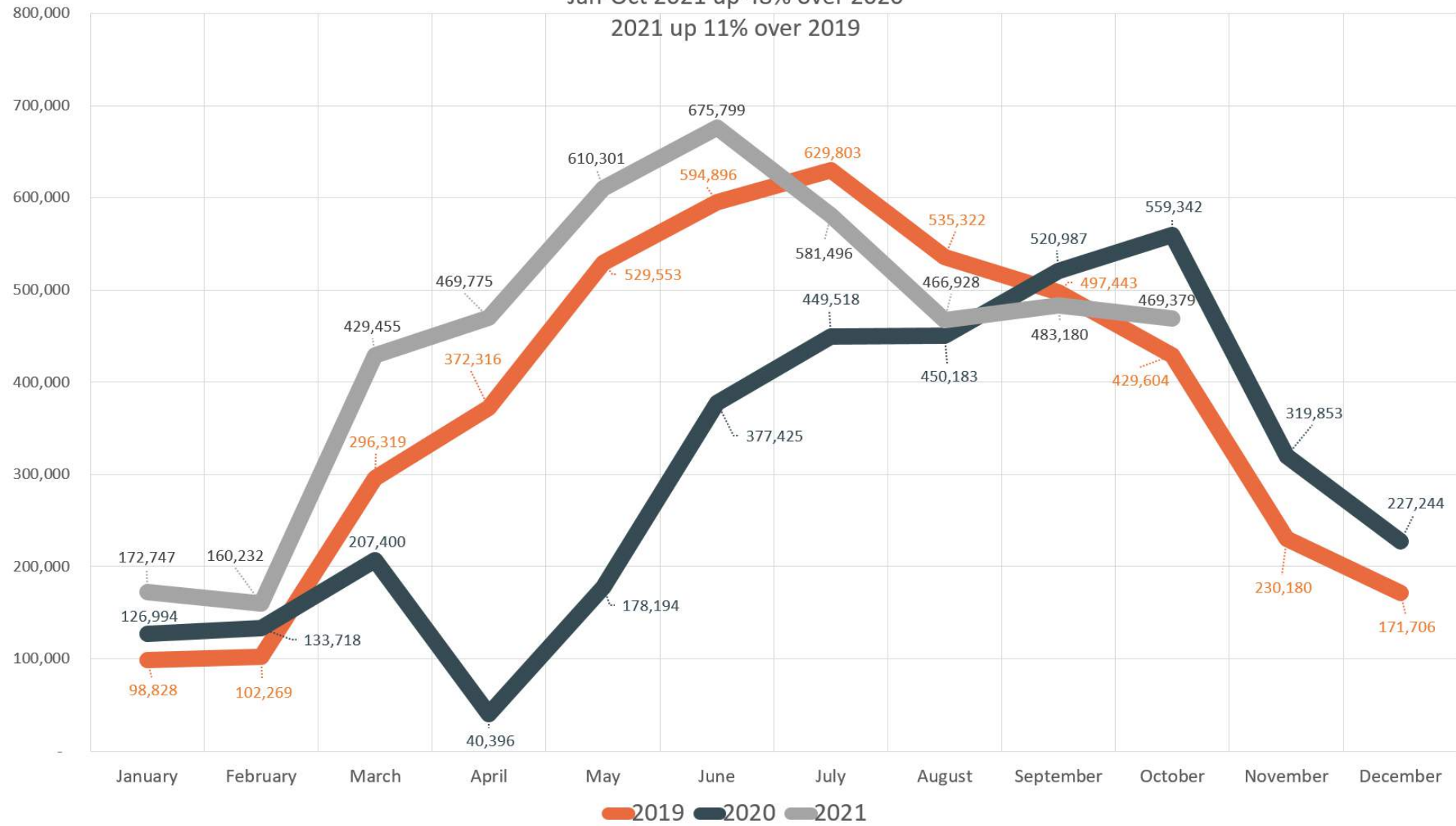
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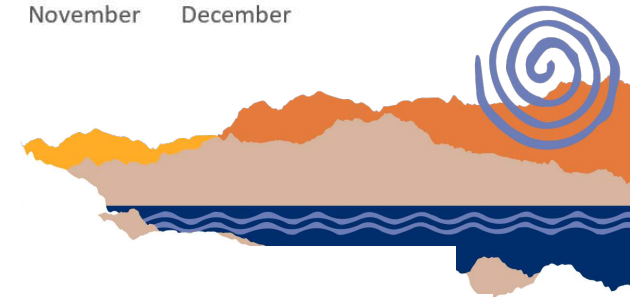
Zion National Park Visitation 2019 - 2021

Jan-Oct 2021 up 48% over 2020

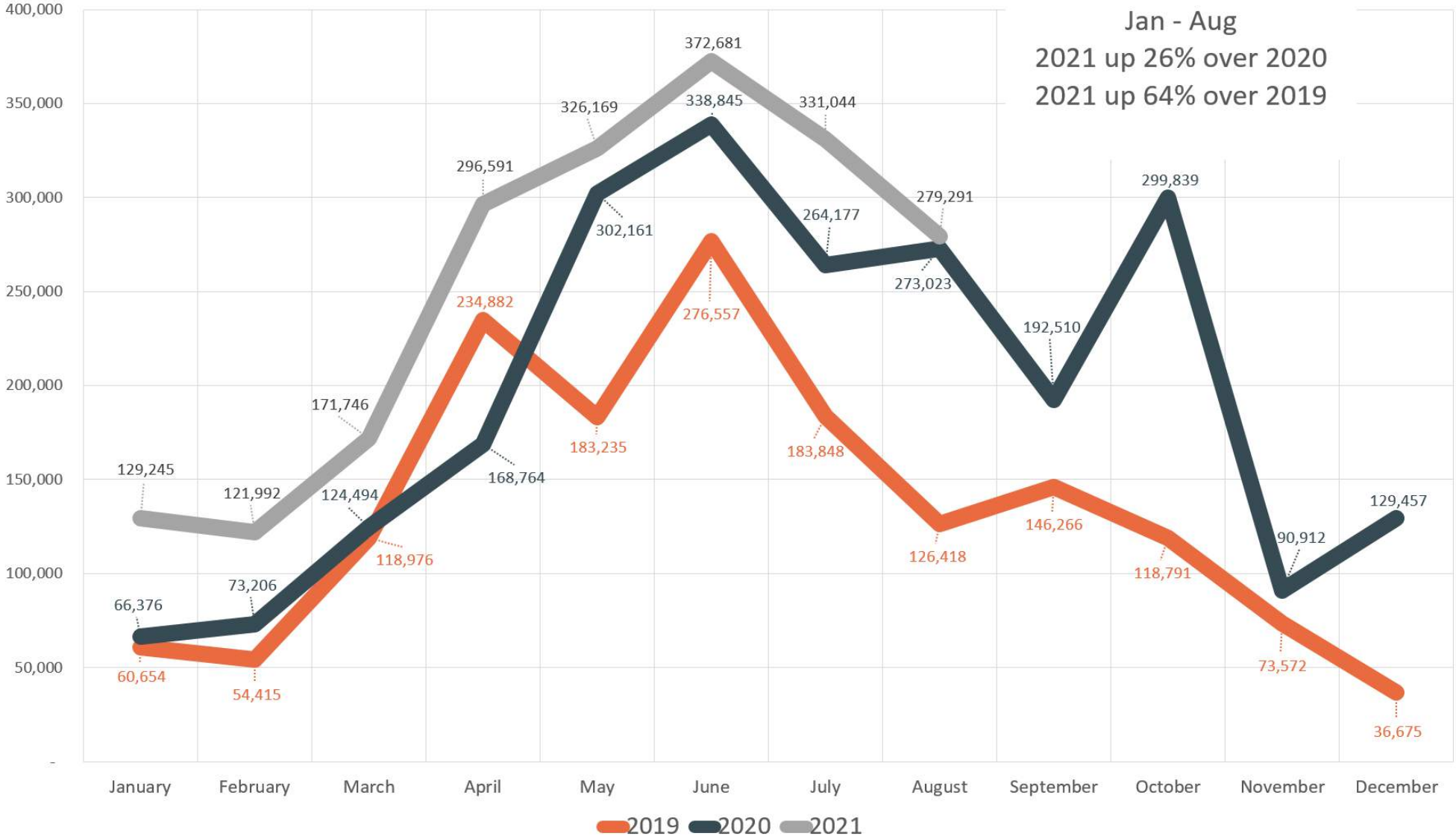
2021 up 11% over 2019



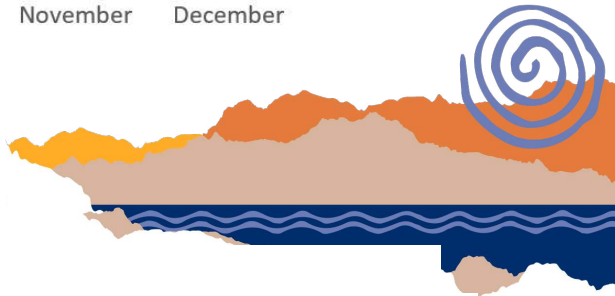
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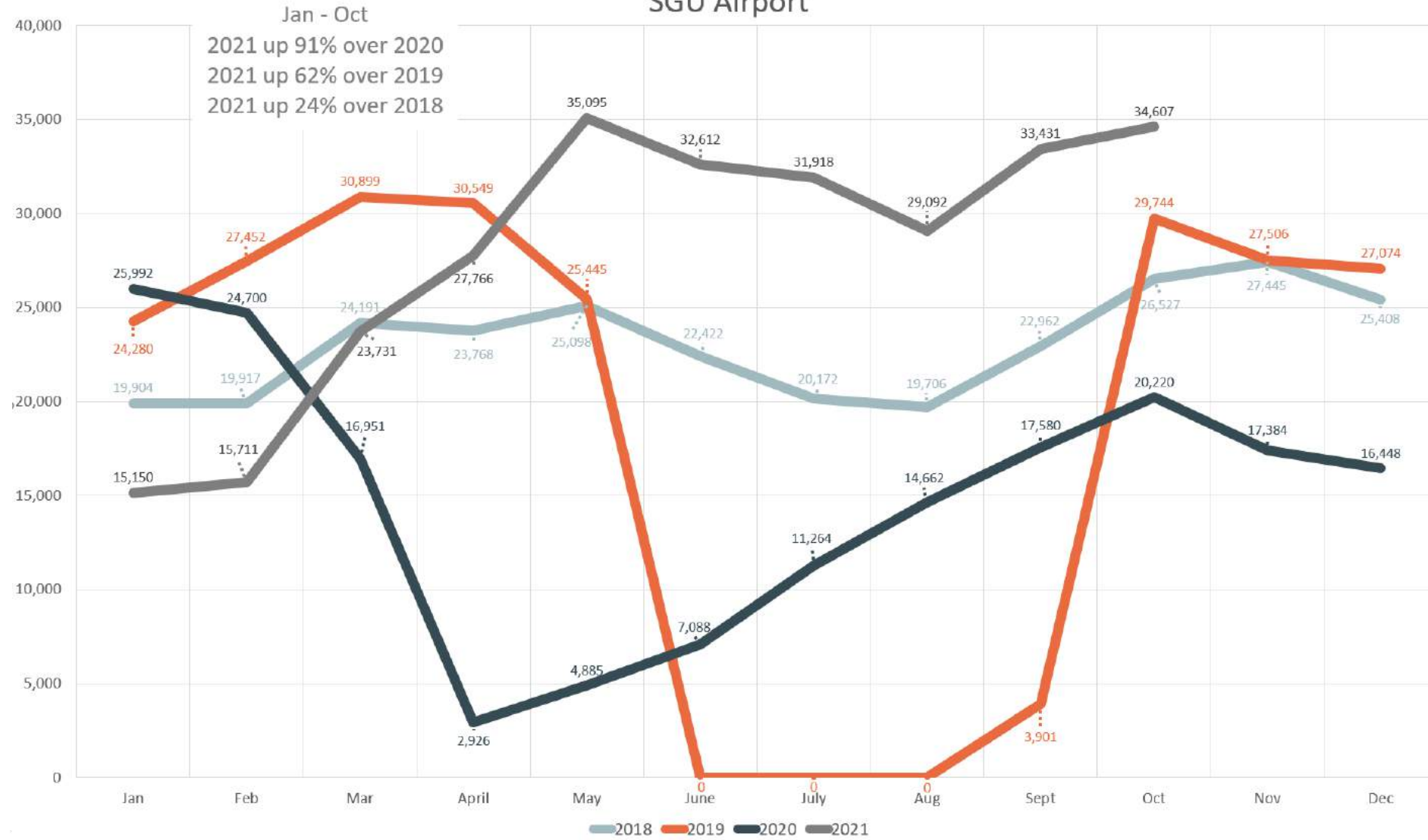
Greater Zion State Parks Visitation



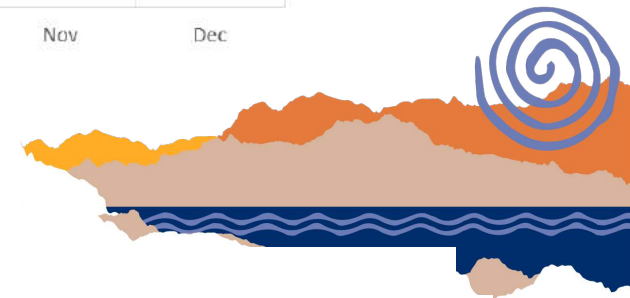
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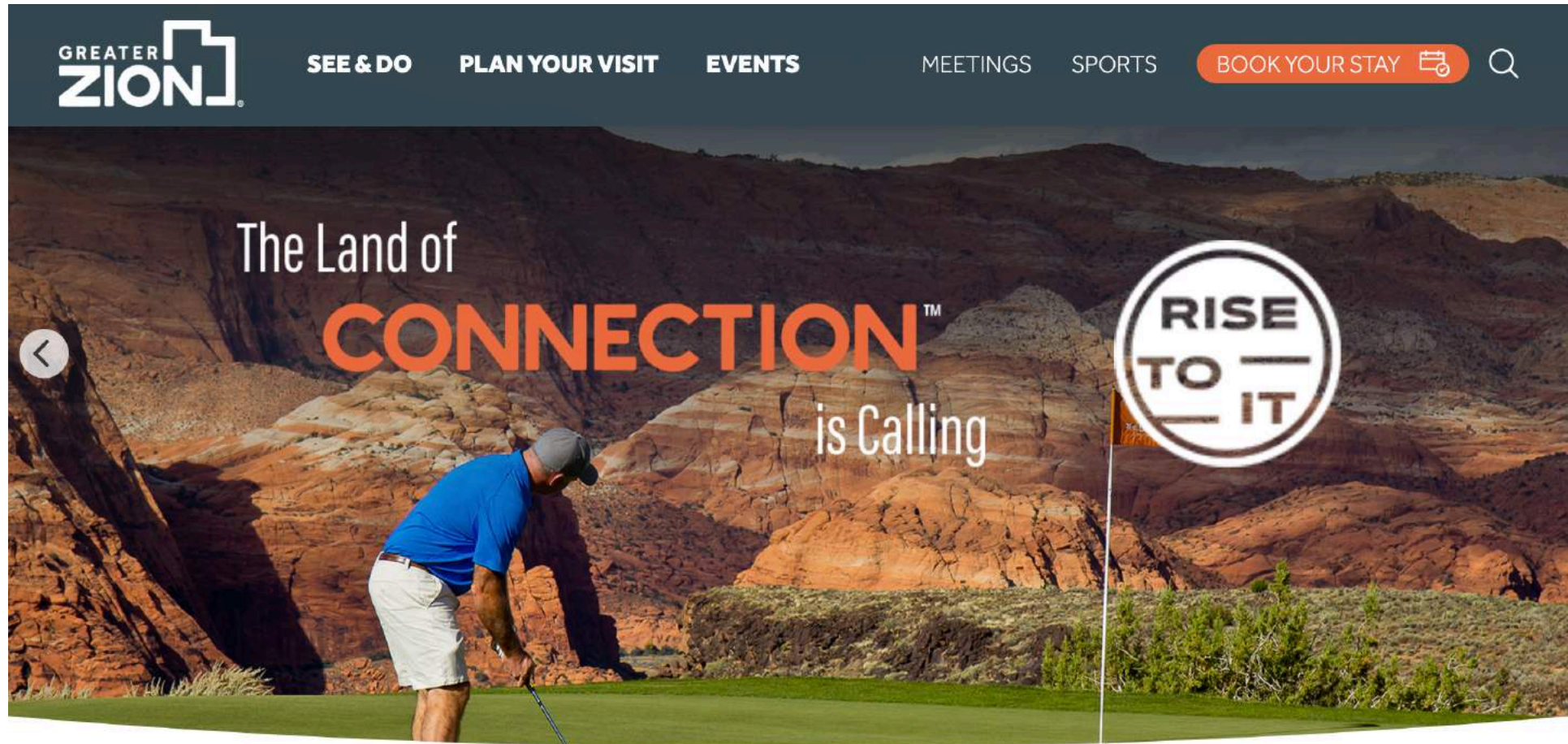
SGU Airport



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Things to do... GreaterZion.com



Beyond the Park You Know
Welcome to Greater Zion



Using Greater Zion Assets

- Media assets are reserved for direct tourism-related purposes from tourism related entities.
- Use of the term Greater Zion as part of your business or brand name in direct relation to your business is not proper.
- It is not appropriate to attach the Greater Zion brand to a specific entity or offering, or imply that there is a direct relationship between the business entity and Greater Zion.
- Use of all Greater Zion assets must be clearly attributed.



Greater Zion: The Place

Greater Zion as a place is a term that belongs to the community.

Similar to: Wine Country, Mile High City, Windy City, etc.

Greater Zion: The Brand

The Greater Zion brand, including logo, marks, and brand assets are the intellectual property of the Greater Zion Convention & Tourism Office and should only be used with approval.



Where to find us:

- GreaterZion.com
- facebook.com/GreaterZionUtah
- twitter.com/GreaterZionUtah
- instagram.com/GreaterZionUtah
- 20 N. Main #105, St. George, Utah

Events & Happenings This Week

November 15 -
November 21

GreaterZion.com/upcoming-events





2022 Forecast

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

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