



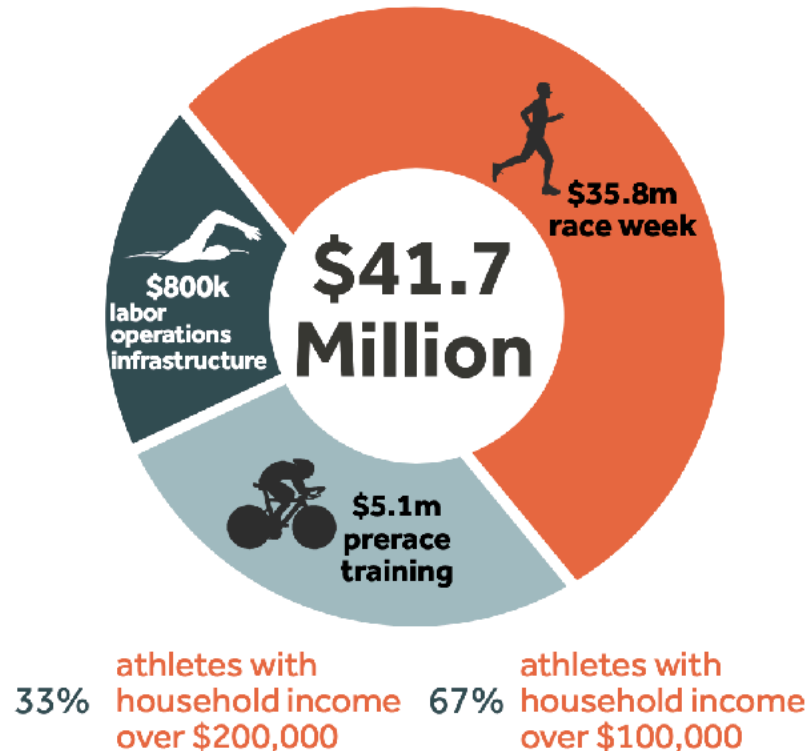
# GREATER ZION

Tourism Report  
May 2022





## Direct Economic Impact



## athletes

**3,500**  
registered athletes

2,895 started race  
2,261 finished race

### top 5 countries represented

1) United States    2) Canada  
3) United Kingdom    4) Germany  
5) France

### top 4 US states represented

1) California    2) Utah  
3) Texas    4) Colorado

## demographics

**14,810**  
total visitors

84% plan to visit again  
78% male athletes  
22% female athletes  
44% first-time athletes  
80 countries  
50 states  
18yrs youngest finisher  
79yrs oldest finisher



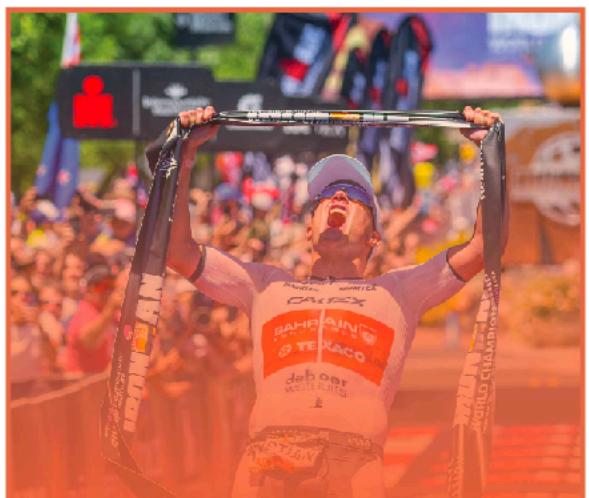


**lodging** 




**83,036**

**total nights**

hotel	35%
vacation rentals	44%
average nights	6.4
average # of guests	4
est. daily spend not including lodging	\$184



**Kristian Blummenfelt**  
**7:49:16**

 **49:40**
 **4:18:43**
 **2:38:01**



**Daniela Ryf**  
**8:34:59**

 **54:42**
 **4:37:46**
 **2:59:36**

<u>Top Male Athletes</u>	<u>Time</u>
<b>Kristian Blummenfelt</b> Norway	<b>7:49:16</b>
<b>Lionel Sanders</b> Canada	<b>7:54:03</b>
<b>Braden Currie</b> New Zealand	<b>7:54:19</b>
<u>Top Female Athletes</u>	
<b>Daniela Ryf</b> Switzerland	<b>8:34:59</b>
<b>Kat Matthews</b> Great Britain	<b>8:43:49</b>
<b>Anne Haug</b> Germany	<b>8:47:03</b>
<b>pro start time</b>	<b>6:15am</b> Saturday
<b>final athlete</b>	<b>12:58am</b> Sunday





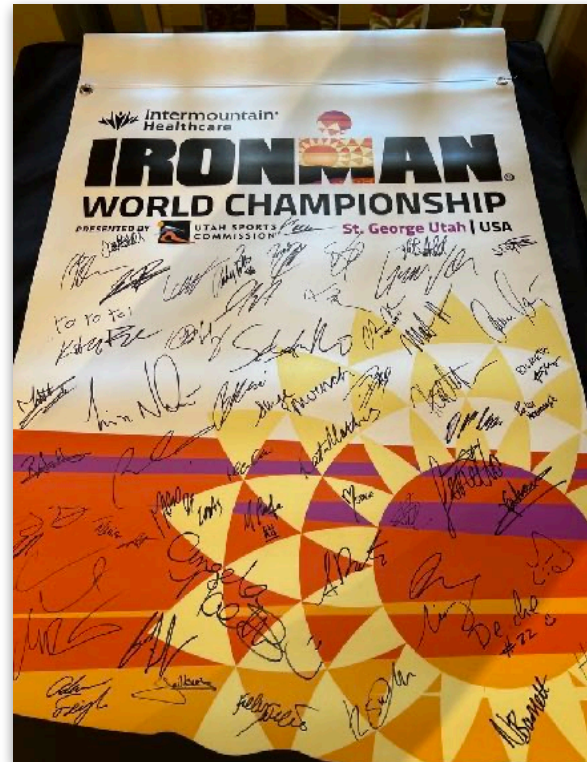
## Fun Facts

- **Traffic Control**

- 12,274 devices (8,550 cones)
- SG Marathon uses 1,950
- 50 employees, 20 vehicles

- **Supplies**

- 456,190 paper cups
- 20,000 feet of mesh fencing
- 1,200 trash cans
- 114 tons of ice



- **Food & Drink**

- 137,228 bottles of water
- 21,993 cans of soda
- 52,253 bottles of Gatorade

- **Personnel**

- 4,834 volunteers (25k hours)
- 350 media/production
- 300 security
- 150 police



# 2021 IRONMAN WORLD CHAMPIONSHIP

## May 7, 2022

# Digital Coverage Report

Intermountain  
Healthcare

**IRONMAN**  
WORLD CHAMPIONSHIP

PRESENTED BY  UTAH SPORTS  
COMMISSION

St. George Utah | USA



# 2021 IRONMAN WORLD CHAMPIONSHIP DIGITAL COVERAGE SUMMARY

Cumulative Totals Across Social Media Channels

## TOTAL IMPRESSIONS

Combined Imps across FB, YT, IG, TW

25,300,000

## TOTAL MINS WATCHED

Combined Minutes FB, YT

149,140,000

## ENGAGED VIDEO VIEWERS

30+ Sec Video Views – Live & VOD

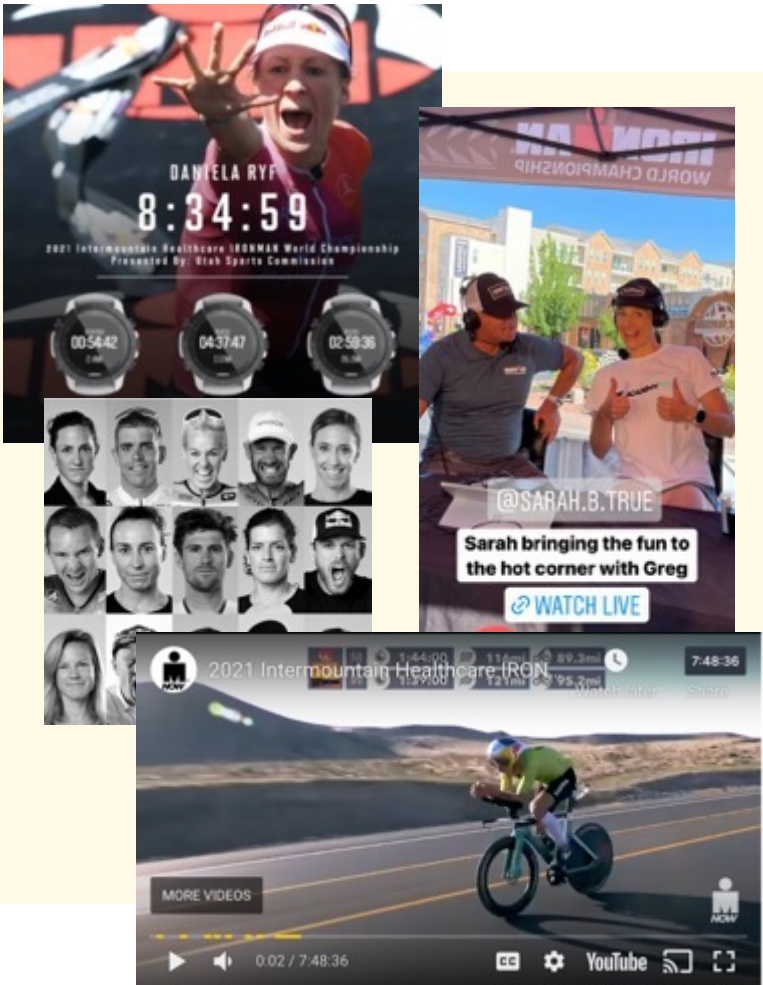
1,493,000

## TOTAL ENGAGEMENTS

Reactions + Shares + Comments

971,850

TOP COUNTRIES	
United States	28.70%
United Kingdom	9.30%
Spain	7.50%
Germany	6.00%
Canada	4.30%
Brazil	3.90%
France	2.90%
Australia	2.40%
Norway	2.20%
Switzerland	2.00%





# 2021 IRONMAN WORLD CHAMPIONSHIP LIVE COVERAGE

Cumulative Live Totals Across Facebook, YouTube & Twitch



## TOTAL VIDEO VIEWS

Combined across FB, YT

4,916,000

## TOTAL HOURS WATCHED

Combined Minutes FB, YT

2,470,000

## ENGAGED VIDEO VIEWERS

30+ Sec Video Views – Live & VOD

910,000

## AVG WATCH TIME

Engaged Users on YT & FB

25 mins





# 2021 IRONMAN WORLD CHAMPIONSHIP VOD HIGHLIGHTS

Cumulative Video on Demand Totals Across Facebook, & Instagram



## TOTAL VIDEO VIEWS

Combined across FB, & IG

5,216,000

## TOTAL MINS WATCHED

Combined Minutes FB, YT

940,000

## ENGAGED VIDEO VIEWERS

30+ Sec Video Views – Live & VOD

583,000

## TOTAL ENGAGEMENTS

Reactions + Shares + Comments

444,000

## A Fighting Chance episodes

Video Views - 128,000  
Total Mins Watched - 560,100  
Engagements - 20,400



# 2021 IRONMAN WORLD CHAMPIONSHIP

## INSTAGRAM STORIES & TWITTER

54 Stories and 36 Tweets during race day



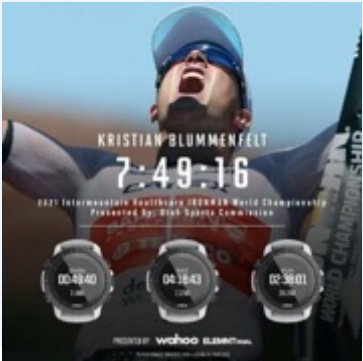
TOTAL IMPRESSIONS

Combined Imps across IG & TW

5,818,000

LIKES / SHARES / RETWEETS

189,800



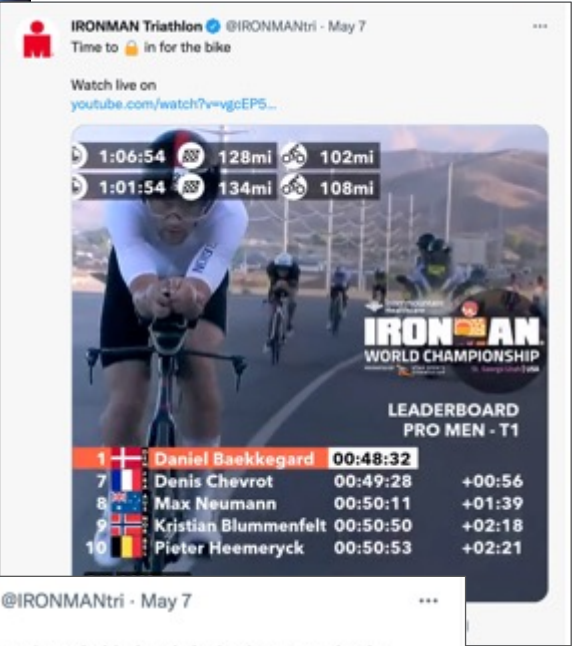
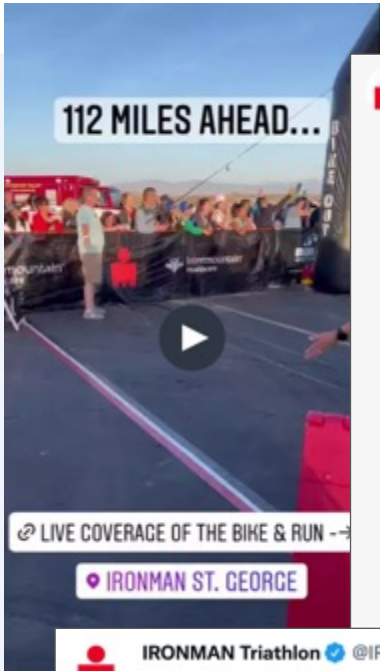
Most Engagements



Most Viewed Story



Most Retweeted





# IRONMAN Press Coverage

- 80+ media onsite
- 50+ event communications sent to 1,500 media outlets
- 600+ articles
  - NY Times, Yahoo Sports, BBC, Sports Travel Magazine, NBC Sports, Daily Mail, Stuff New Zealand, New Zealand Herald, Forbes, MSN, ABC Australia, SportCal, Associated Press, 7News Australia, The Business Standard, Travel Awaits
- 500+ broadcast (TV/Radio) pieces

GREATER ZION: IRONMAN WORLD CHAMPIONSHIP

# IRONMAN Media Impact

Clips

2,919

Reach

877M

Across all channels

Publicity Value

\$16M

*FROM SEPTEMBER ANNOUNCEMENT THROUGH MAY 10; JUST GREATER ZION DOMESTIC  
LAST YEAR'S PRE-EVENT MEDIA VALUE WAS \$7.6M WITH A REACH OF 277M; POST EVENT \$8.6M AND 340M*

GREATER  
ZION



SPORTS

The New York Times

## ***Familiar Names Are Crowned Ironman World Champions in Unfamiliar Utah***

Kristian Blummenfelt and Daniela Ryf won the Ironman World Championship, the first to take place outside Hawaii.



By [Matthew Futterman](#) and [Talya Minsberg](#)

May 7, 2022

The 2021 Ironman World Championship took place Saturday morning in St. George, Utah. There's a lot to unpack in that strange sentence, because just about everything going on with this event, which usually takes place in October in Kona on the Big Island of Hawaii, is a little out of sync.

Here's what we saw in Utah:

The signature feature of the Utah course was a bike ride that included some brutal climbs through Snow Canyon. It was a breathtaking section of the course for the athletes, but as Bertsch said before the race, "I'm not sure how many of them will be looking around and taking in the scenery at that point."

NEW YORK TIMES

**Yes, this was the 2021 event. And, yes, it was in St. George. Let us explain.**



## Deboer releases new suit geared for St. George Ironman World Championship swim

New suit likely to be worn by world championship favourites Kristian Blummenfelt and Gustav Iden



Photo by: Deboer wetsuits

KEVIN MACKINNON JANUARY 20, 2022

Yesterday [The New York Times published a story](#) about Kristian Blummenfelt and his Norwegian teammates, pointing out how the program uses data and technology to help its athletes excel. So it comes as no surprise to see Deboer wetsuits launch a new version of its Floh wetsuit today in part, it would appear, to help Blummenfelt and his countryman Gustav Iden, the two-time reigning Ironman 70.3 world champion be at their best for this May's Ironman World Championship in St. George, Utah.

TRIATHLON MAGAZINE



These Are the Most Stunning Triathlons in the World

## Ironman and Ironman 70.3 St. George, Utah



(Photo: Donald Miralle/Getty Images)

Good news for anyone racing the now-in-Utah 2021 Ironman World Championship next May: This event is an overwhelming pro favorite, despite the fact that it also features one of the toughest bike and run courses. "It's very different scenery compared to anything else you see," said pro triathlete Trevor Wurtele. The combination of red rock vistas and high-altitude forests create some of the most scenic, otherworldly landscapes in triathlon. The swim in Sand Hollow Reservoir—surrounded by rocky formations and red-sand beaches—kicks the race off to a beautiful start. But the standout is the bike climb through the sandstone cliffs of Snow Canyon State Park. "Snow Canyon is incredible," said Jeanni Metzler, who finished second at the 2021 Ironman 70.3 World Championship. Skye Moench summed it up: "It's hard to beat the beauty of St. George."

SOUTHERN INDIANA TRAILS BLOG

FORBESLIFE

# The Stunning New Home Of Active And Adventure Travel Here In The USA

**Larry Olmsted** Senior Contributor ©

*I am an award winning travel journalist & bestselling author. Follow me on Ins travelfoodguy or Twitter @travelfoodguy*

Dec 6, 2021, 07:15am EST

This red-hot travel trend is why I recently visited the nation's newest hotspot for all these things, St. George, Utah. The small city anchors an area in the southwestern corner of the state known as [the Greater Zion region](#), because the main tourism draw has long been [Zion National Park](#), the third most visited in the country. But there is a lot more to the area than the park, much of it new, and frankly Zion, which requires parking outside and lining up for buses, has been so crowded since the pandemic that you might consider skipping it altogether (though it is gorgeous) because there are now so many excellent alternatives.

Consider this: St. George was recently chosen - out of every location on the planet - to host the Ironman 70.3 World Championship (aka half-Ironman) as well as the North American Ironman Championship. These were so successful and well received that organizers have moved the main event, the Ironman World Championship, here from Kona for next year (2022) - the first time since the famous triathlon began in 1978 that it has ever been held outside Hawaii. The length of the full Ironman may be daunting to most visitors, but any section of the routes can be enjoyed by recreational runners, swimmers and road cyclists, and frankly, having been to Kona and seen the classic route, this one is more appealing (and more shaded!) rolling through impossibly gorgeous red rock canyons that are the signature of this part of the country and make the many National and State parks so appealing. In fact, the Ironman route runs from the swim in the reservoir at Sand Hollow State Park right through Snow Canyon State Park, a destination-worthy stunner with 15,000-acres of sand dunes among the rock formations and canyons.

FORBES

GREATER  
ZION



FORBESLIFE

# Cycling's Holy Grail: The World's Best New Bike Ride

**Larry Olmsted** Senior Contributor ©*I am an award winning travel journalist & bestselling author. Follow me on Instagram [travelfoodguy](#) or Twitter [@travelfoodguy](#)*

Mar 19, 2022, 07:30am EDT

Fol

Hawaii. It has since given us hundreds of triathlons around the globe, Full, Half, Olympic length, Sprint, Mini and so on, but until this year, Kona has always been the Holy Grail destination for such cycling pilgrimages.

Due to COVID and the many foreign competitors visiting, organizers have moved the [2021/2022 Ironman World Championship](#) out of the island state for the first time since the race began in 1978. That means an entirely new cycling (and running and swimming) route in an all new, and as hard as it is to believe, even more appealing setting.

But cycling's biggest races change routes annually, sometimes in radical fashion, and these famous climbs are often left out. Olympic cycling is low profile, leaving just one major international event that has remained largely unchanged for four decades, creating a course that draws avid cycling like moths to the flame, and has never had a peer.

Until now.

Everyone in the world of cycling (and running and swimming and sports fans in general) knows about the fabled Ironman World Championships in Hawaii's Kona.

FORBES



10 Mar 2022

## Kona 'the one and only' for Daniela Ryf, but she's excited for St George

Daniela looks ahead to Utah and updates on her current health

"I'm very happy we have the chance to have the World Championship that we couldn't have last year. Of course Hawaii is hard to replace, the course in Kona is for me also the one and only.

"But still I think the course in St George is very challenging and definitely worthy of a World Championship. The biking is going to be a lot of climbing, and the running is tough too.

"It doesn't really matter what we think about it, for us as athletes, it's a good chance to have a World Championship, and now it's our job to prepare to be ready for that race."





IRONMAN

May 9 at 8:30 AM ·

St. George, you were amazing ❤️

Thank you to everyone who came out, volunteered, participated, and helped make this championship weekend one to remember



IRONMAN ST GEORGE 2022

Karen Rice · May 9 at 11:18 PM ·

This race was amazing in so many ways. The course, the challenge, the scenery. But even more awesome to me was the people of St George and ALL the volunteers who seemed to enjoy the race as much as we did. For those who don't know, there were more volunteers than there were racers. A friend of mine tried to volunteer but they couldn't take anymore! When does that happen? The volunteering sold out!!!

As hard as the course was, it was hard to suffer with all that support and encouragement. In the future i won't remember my time or the things that went right or wrong, but I will remember the experience, and the people of st George gave me that. I hope this post manages to find its way to the volunteers and people who just decided to spend a Saturday watching total strangers do something hard.



# Iconic Events

- Raise the profile of a community
- Promote long-term investment
- Create jobs
- Reduce taxes
- Generate enthusiasm and a sense of community





# World Championship Videos <https://ironman.greaterzion.com/world-course-information-and-details/>



IRONMAN WORLD CHAMPIONSHIP ▾

IRONMAN 70.3 WORLD CHAMPIONSHIP ▾

THINGS TO DO ▾

PLAN YOUR STAY ▾

TRAVEL OPTIONS ▾

COMMUNITY ▾



## 2021 INTERMOUNTAIN HEALTHCARE IRONMAN® WORLD CHAMPIONSHIP PRESENTED BY UTAH SPORTS COMMISSION VIDEOS

Race Theme

Race Day

Pro Womens Recap

Pro Mens Recap

Volunteers Short

Volunteers Thank You



A colorful graphic element for the IRONMAN 70.3 logo, depicting a stylized mountain range in shades of red, orange, and yellow, with a blue and white geometric pattern above it.

# IRONMAN<sup>®</sup> 70.3<sup>®</sup>

## WORLD CHAMPIONSHIP



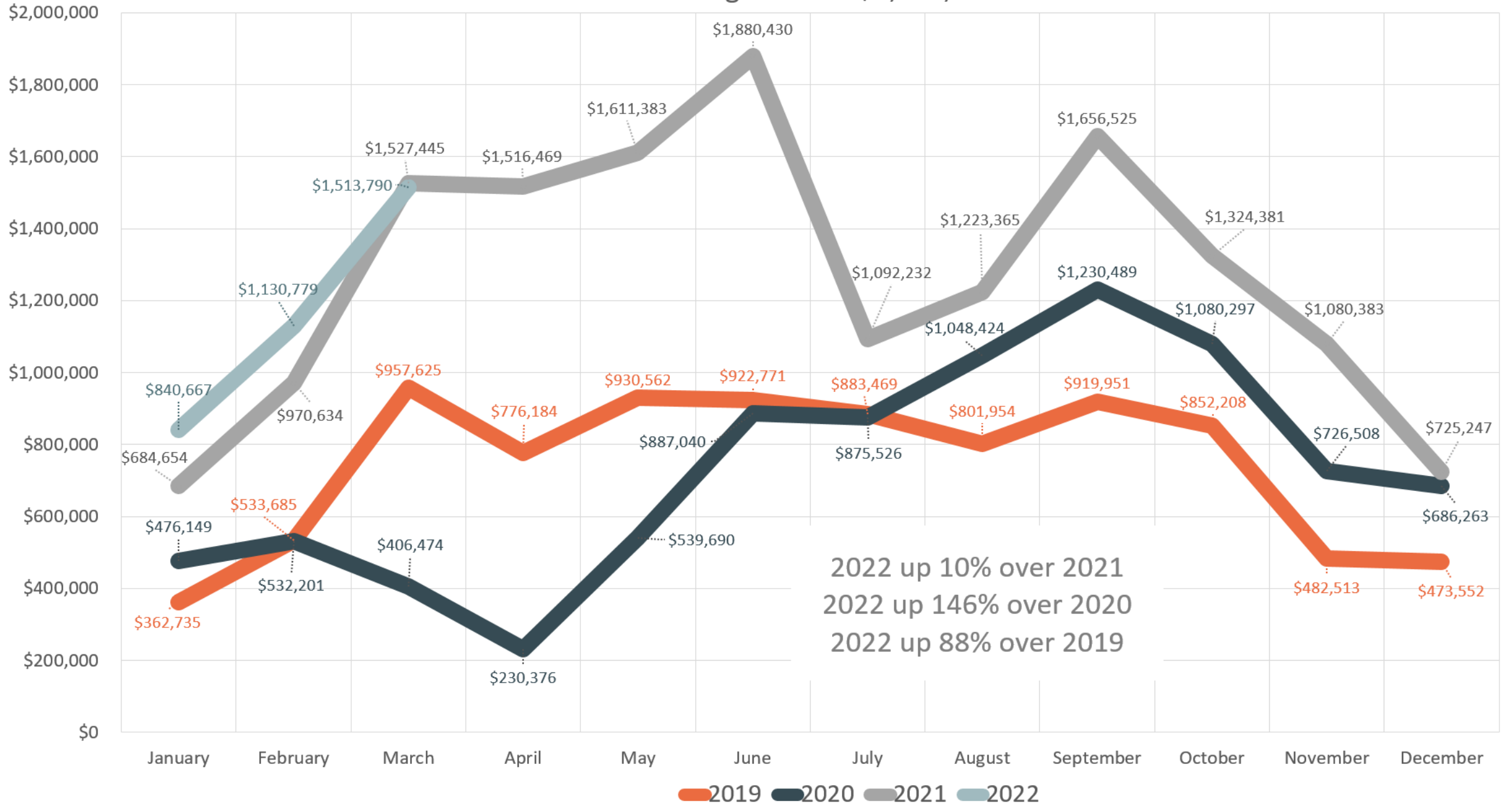
**St. George Utah** | **USA**

**Friday, October 28, 2022 • Saturday, October 29, 2022**

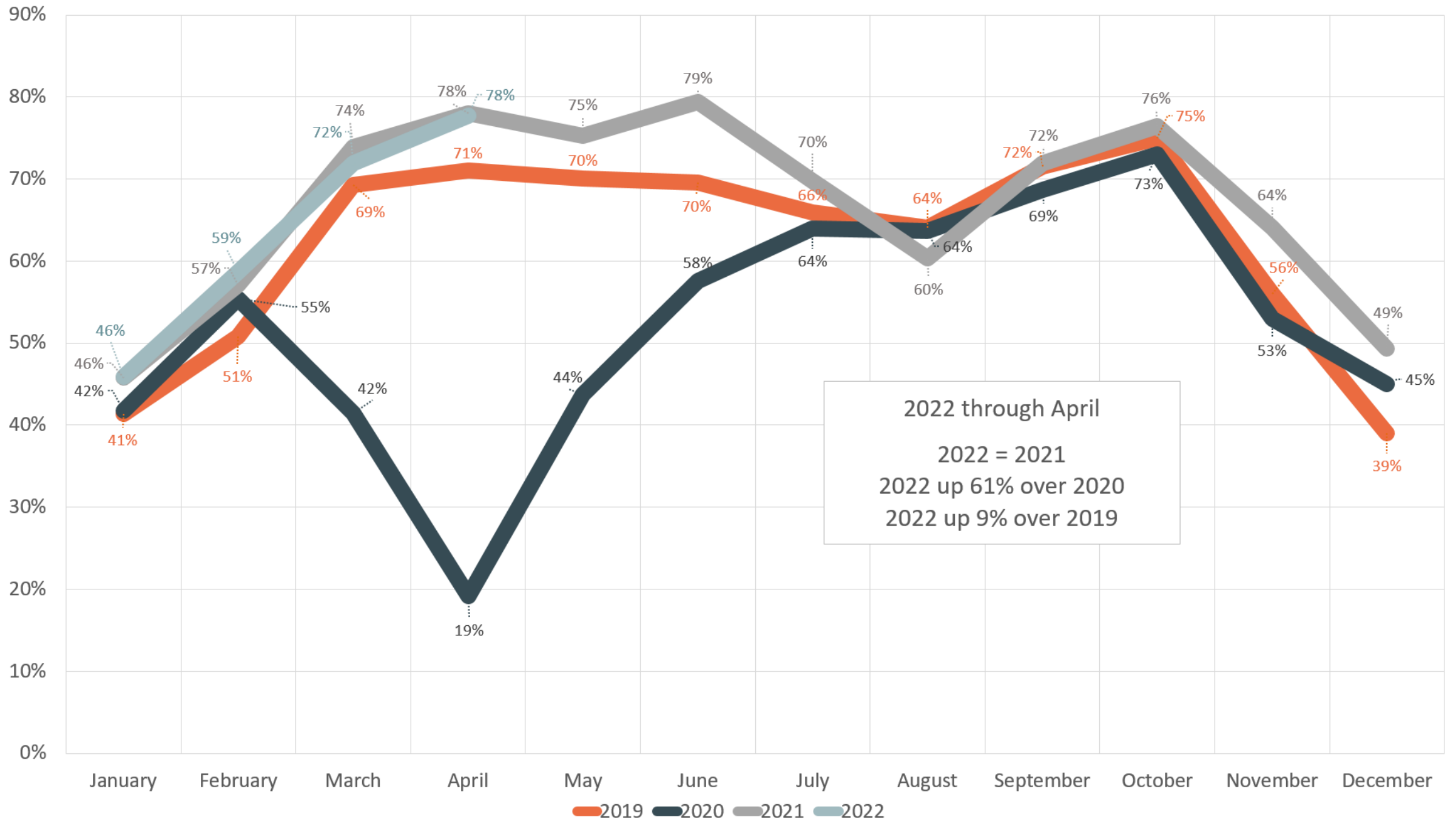


# 2019 - 2022 Greater Zion TRT

## 2022 through March: \$3,485,826

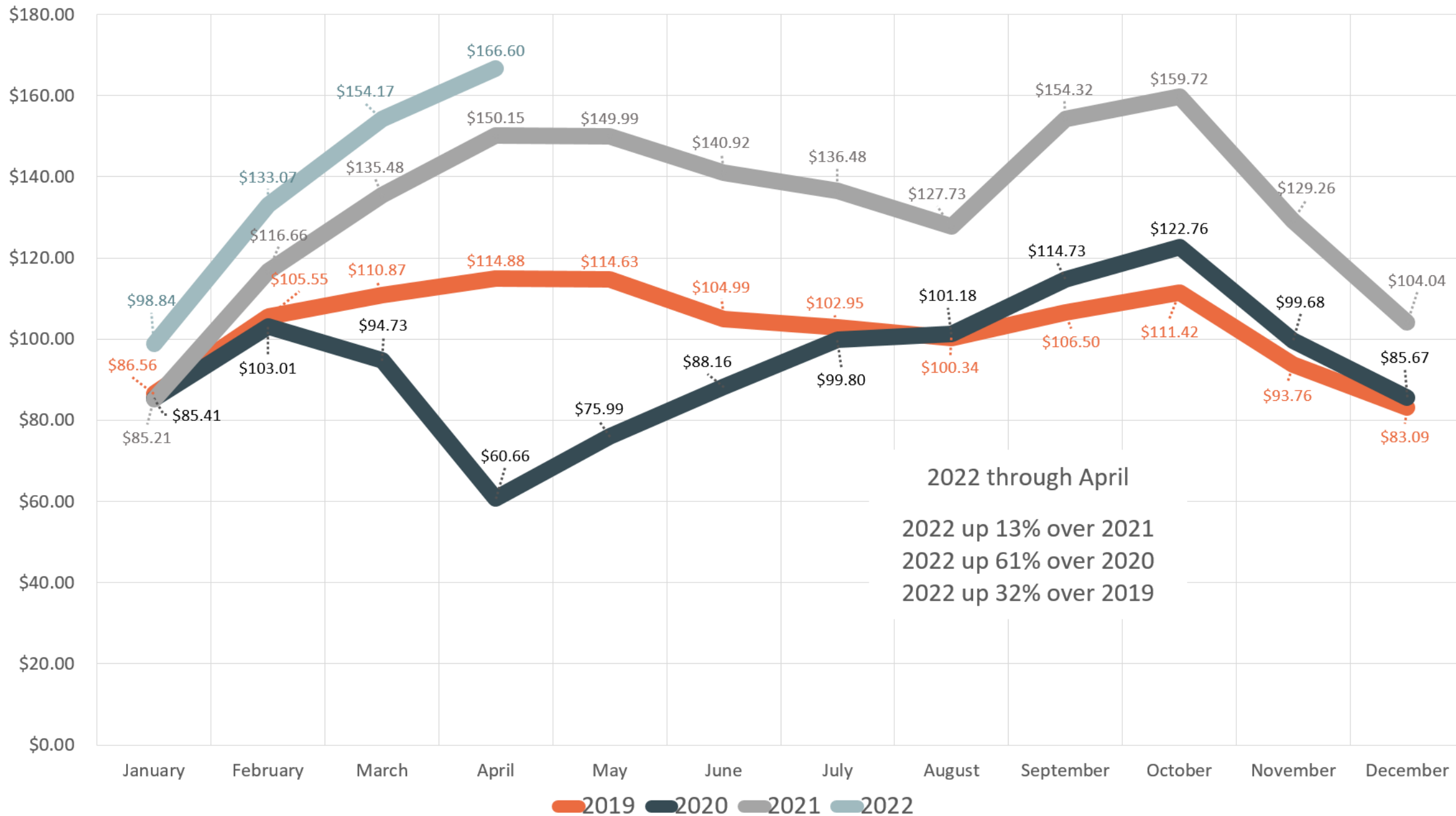


# Greater Zion Hotel Occupancy Percentage

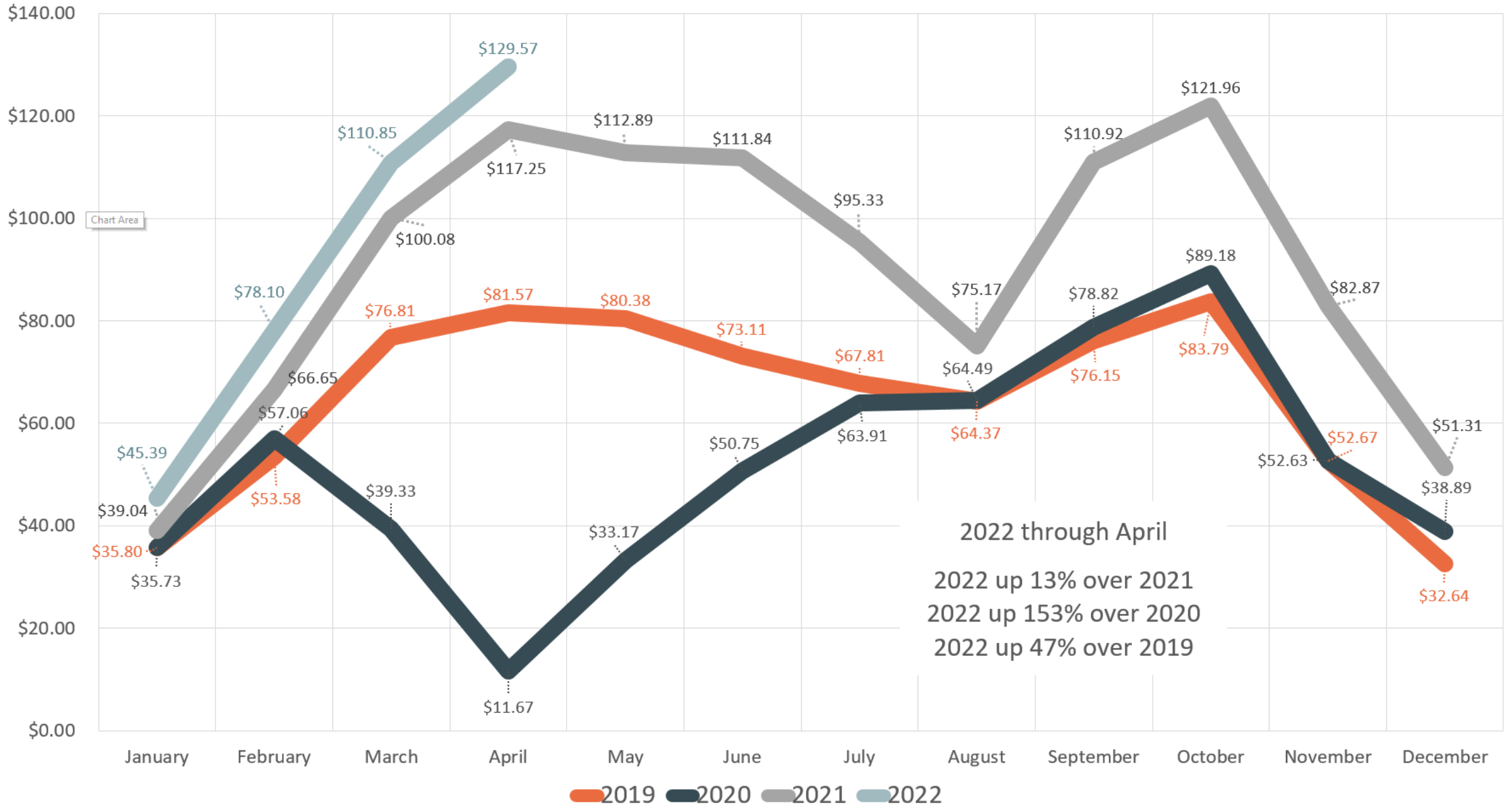




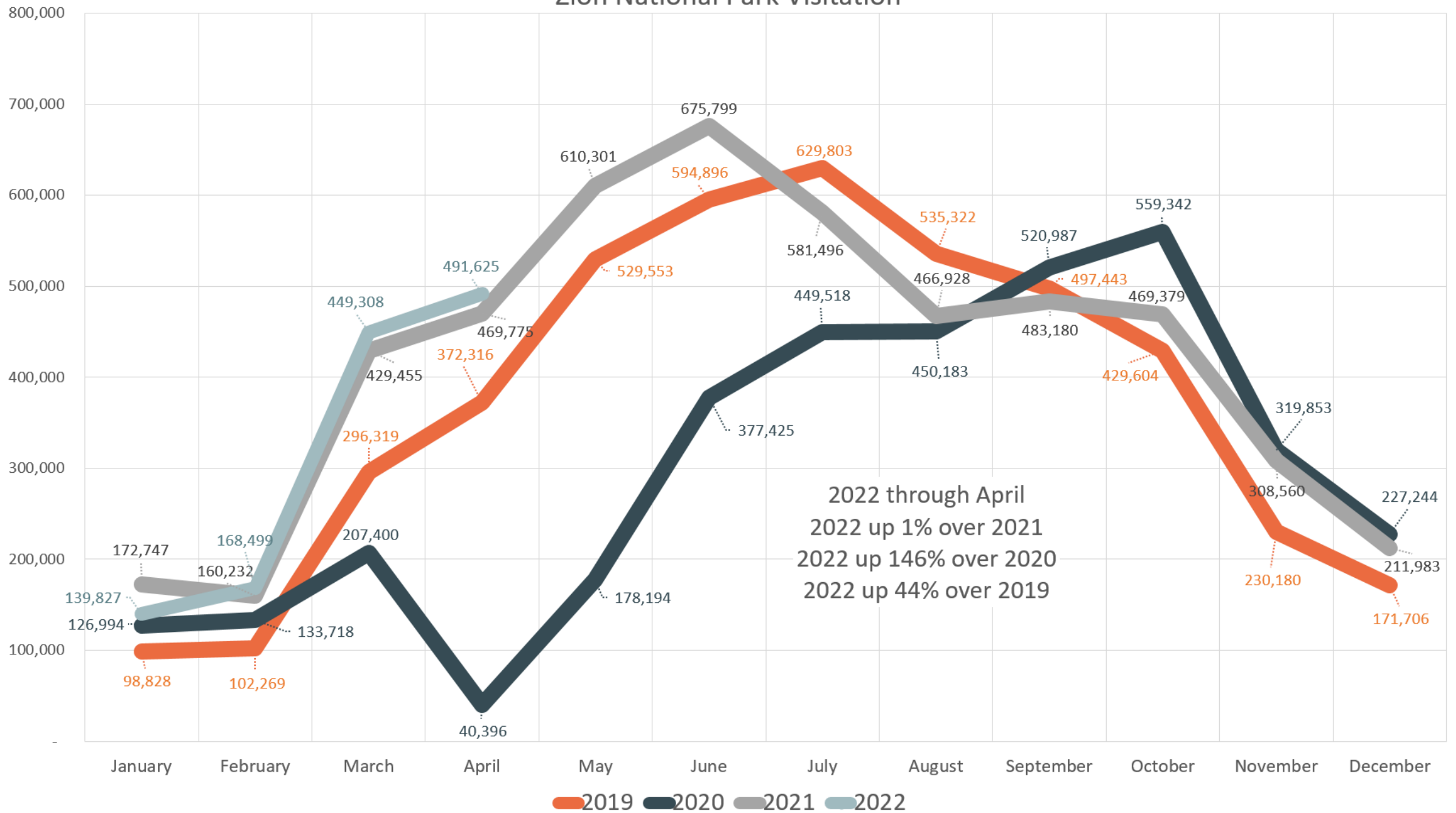
# Greater Zion Hotel ADR



# Greater Zion Hotel RevPar



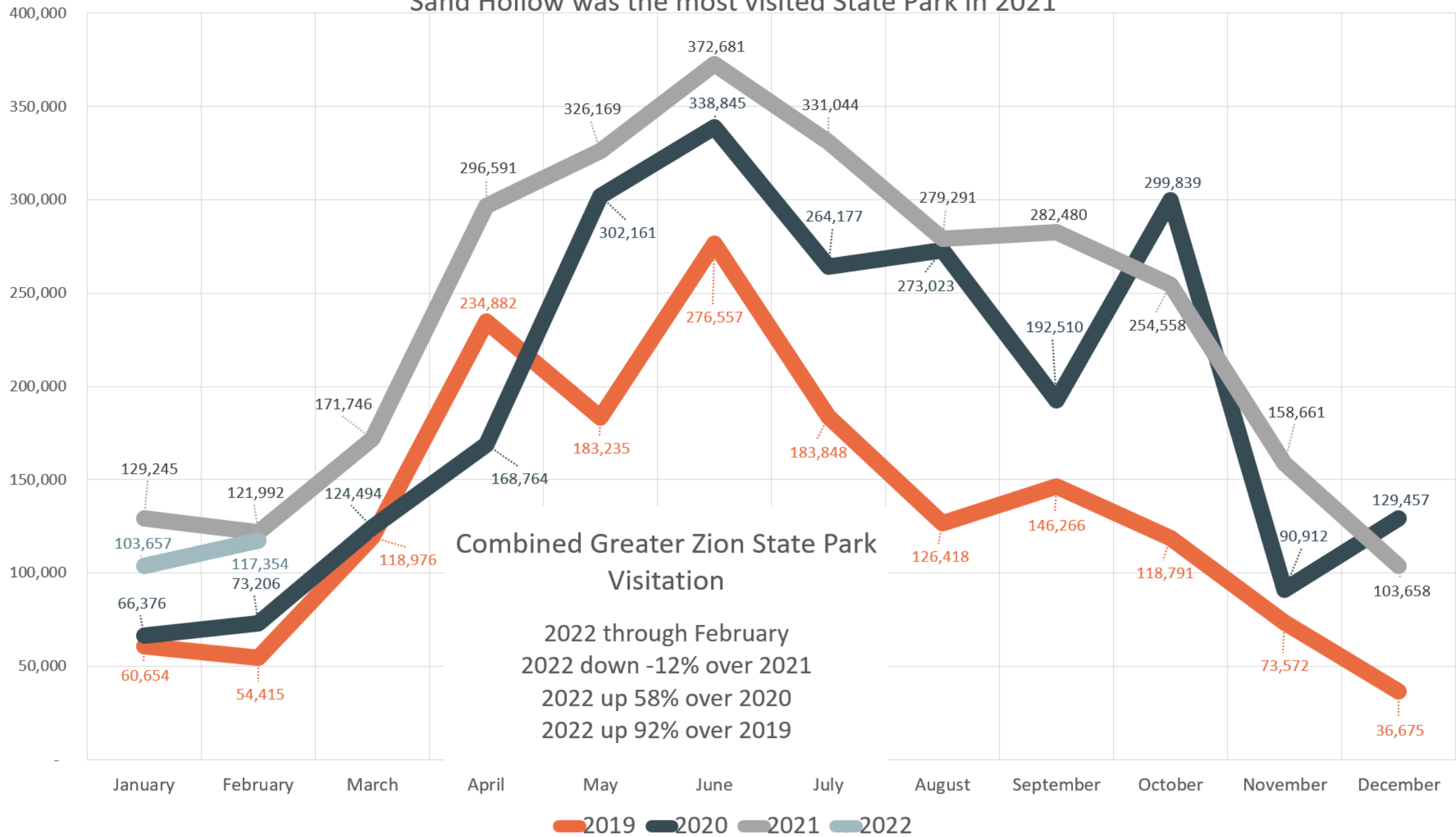
# Zion National Park Visitation





# Greater Zion State Parks Visitation

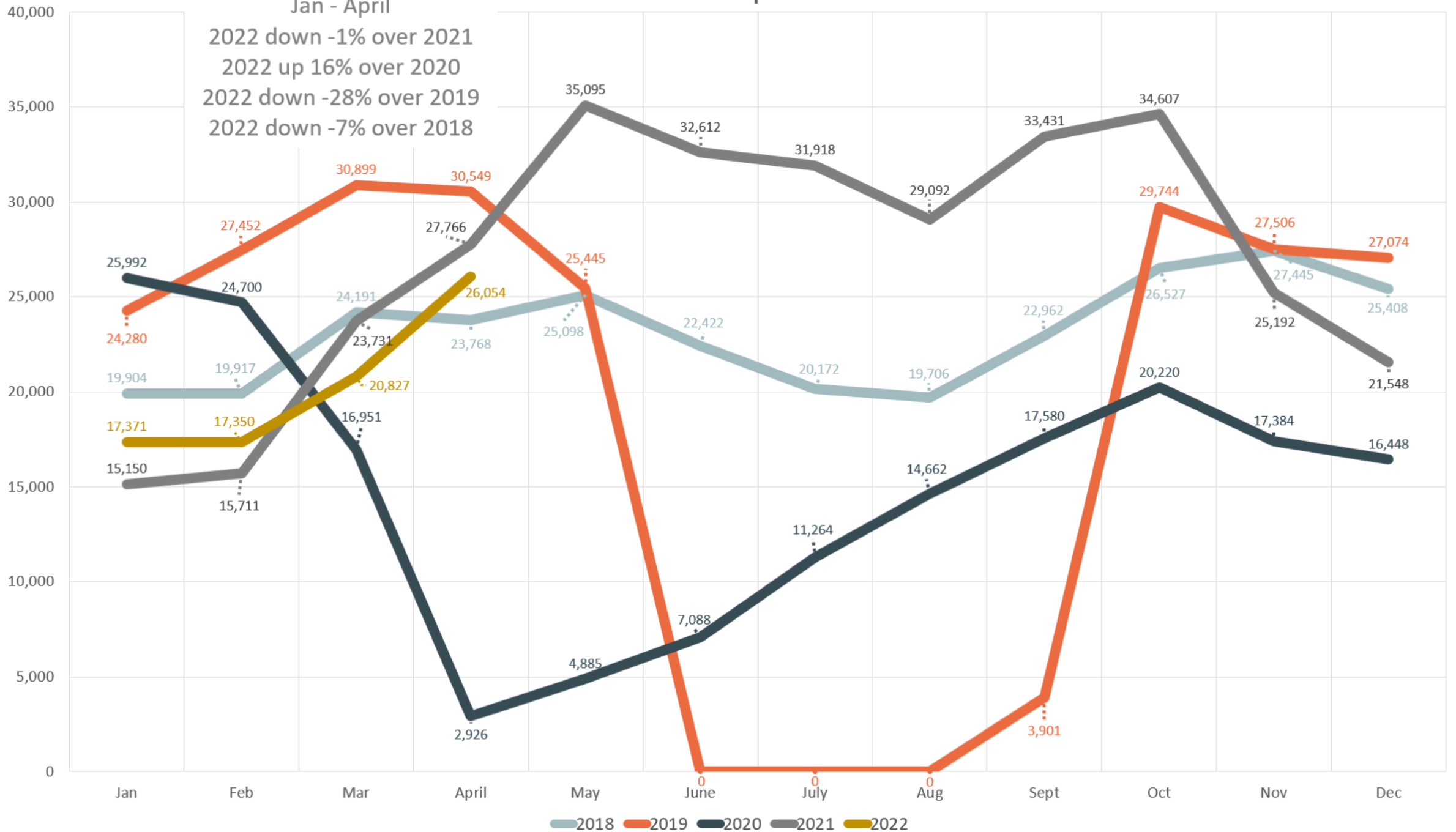
## Sand Hollow was the most visited State Park in 2021



# SGU Airport

Jan - April

2022 down -1% over 2021  
 2022 up 16% over 2020  
 2022 down -28% over 2019  
 2022 down -7% over 2018



# Visitor Center Updates

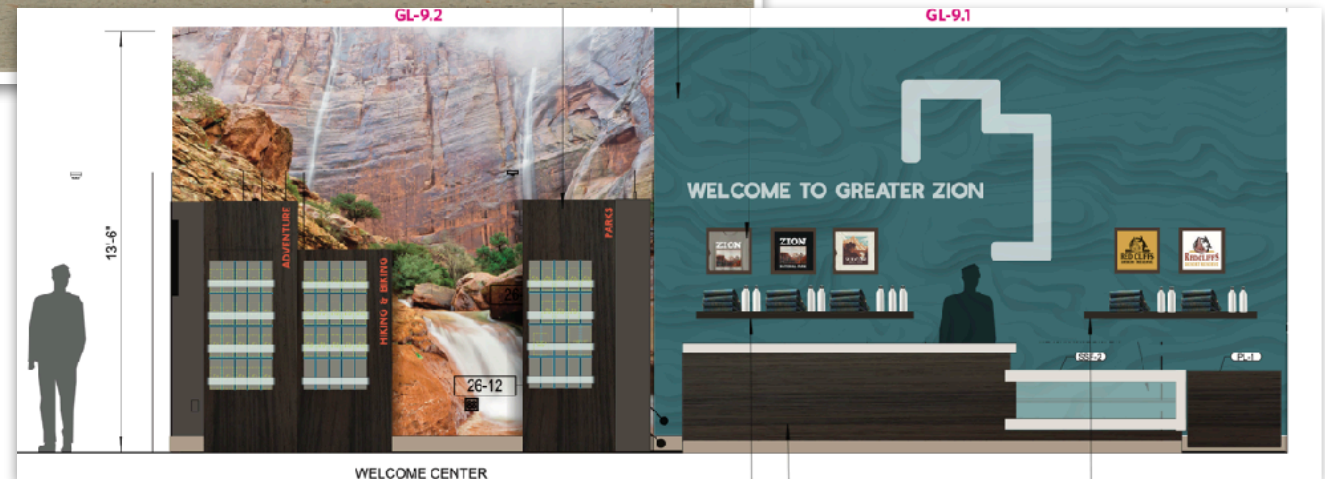




# Greater Zion Visitor Center

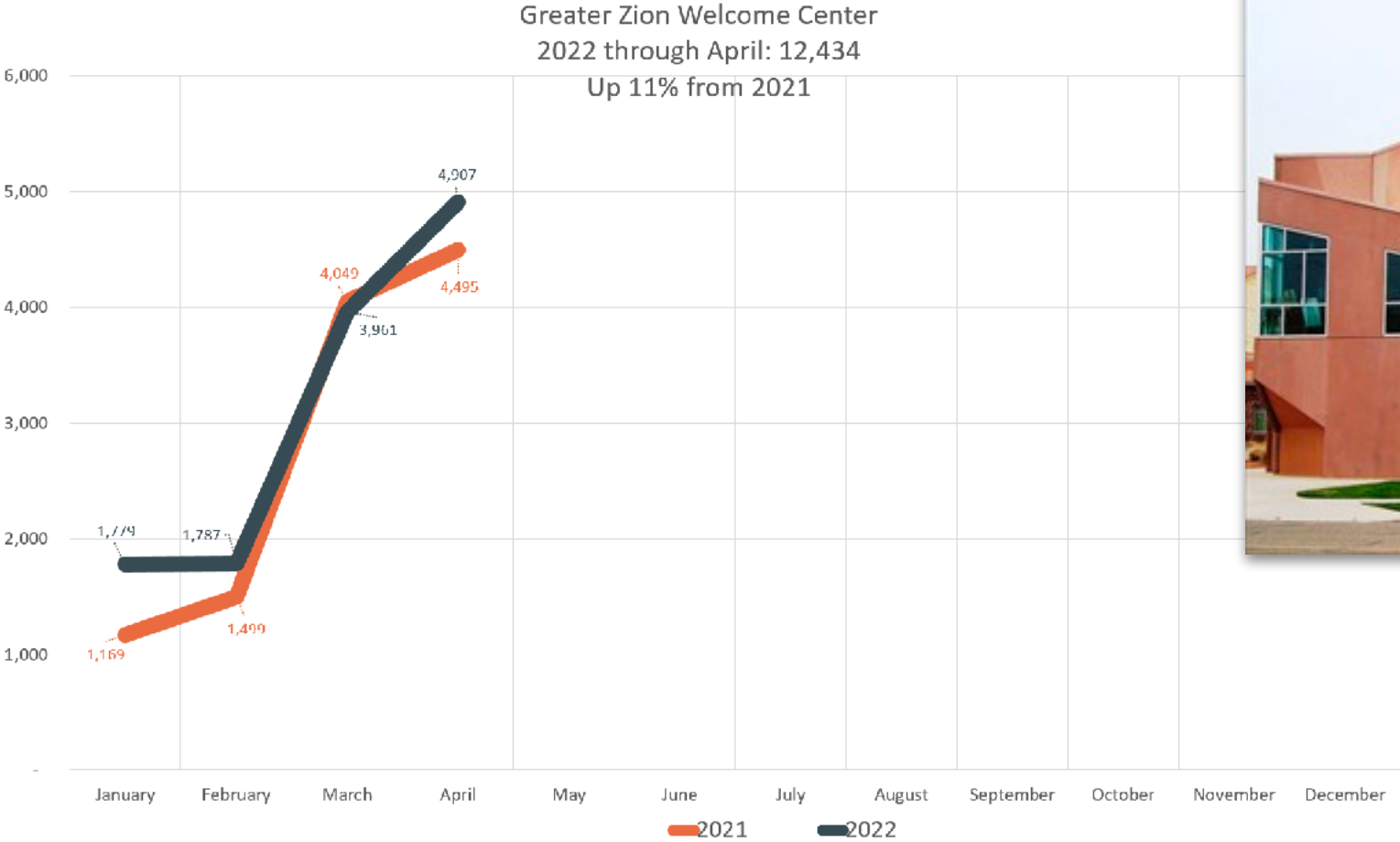


- Graphics/Images
- Multimedia Scripts



# Greater Zion Welcome Center

AT THE ROSENBRUCH MUSEUM





GREATER ZION

# Greater Zion Stadium

---

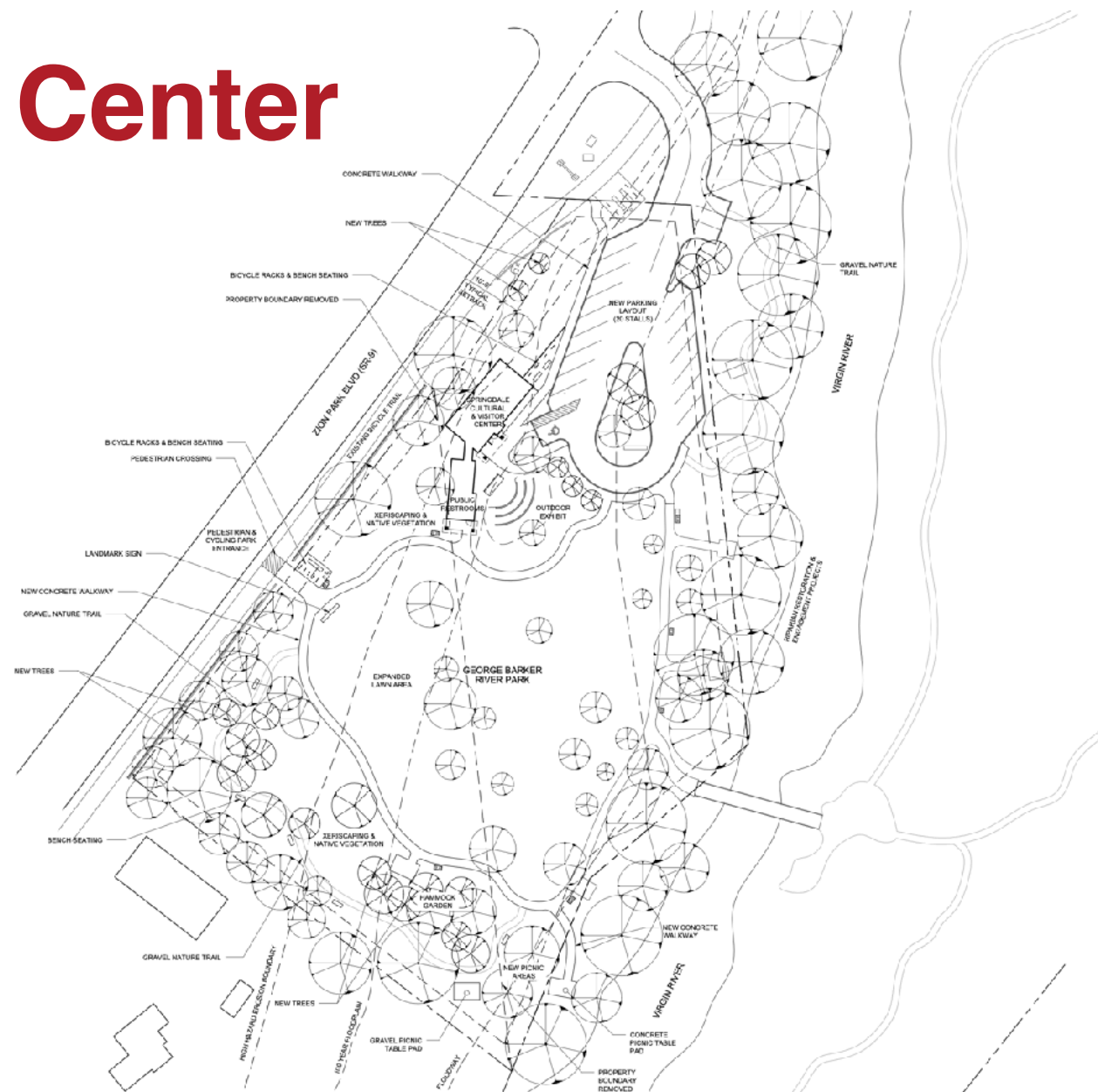


**Anticipated Completion  
September 2022**

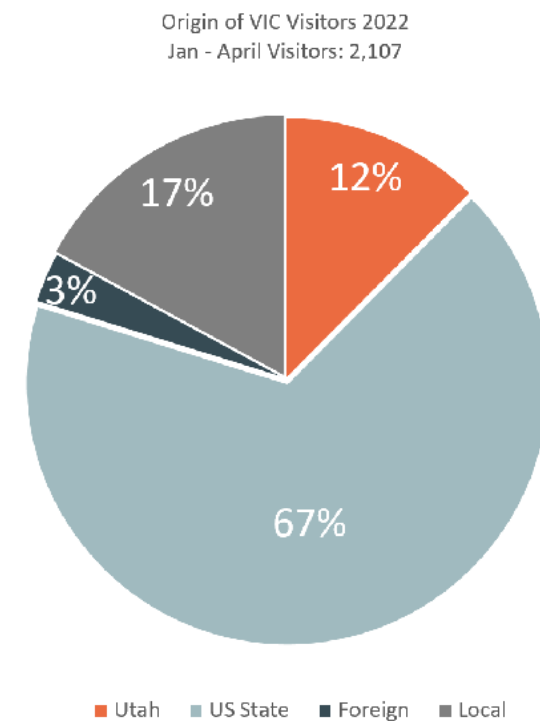
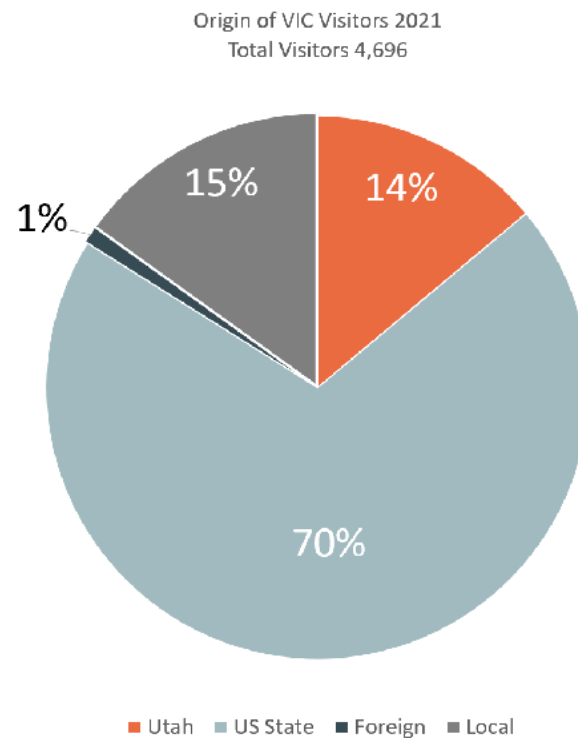


# Springdale History Center

Possibly moving to River Park area...



# Main Street Visitor Center



# International Travel

## Sales missions/trade shows to UK, Italy, France

- Countries returning to 2019 numbers



- Most countries are at 45% of 2019 numbers
- Luxury travel is up to 70% of 2019 numbers
- Full return predicted in 2023
- European market impressed with new lodging properties/options (glamping, wagons, etc.)
- E-bikes very popular
- FAM Tours
  - Australia, Germany, France, Canada, Netherlands, Belgium, UK, India, Switzerland
- Attending IPW in Orlando in June (Global Tour Operators, Journalists)



# Meetings & Conventions

---

- **Upcoming Events/RFPs**
  - NaCo WIR Conference - May 2023
  - Outdoor Writers - June 2024 (first cut - site visit in June)
  - Utah Tourism Conference - September 2023
  - Two Religious Conferences - (Fall 2024 - 200ppl, Summer 2025 - 1700ppl)
- **Updating Dixie Center Planning Guide**
- **Meeting Planner Shows/Sales Missions**
  - Smart Meetings - August
  - Small Market Meetings - October
  - Joint Sales Mission with Dixie Center to meet with current/past clients
  - Sales Mission to So. California Meeting Planner International Chapter
- **Targeting religious market, corporate retreats, Utah associations**



# Marketing Report May 2022



GREATER  
**ZION**



# Ad Campaign: Land of \_\_\_\_\_

## Timing

February 23- December 31 — results through April 30

## Audiences

Endurance | Golf | Adventure | Mountain Biking | ATV

## Target Markets

Phoenix | Los Angeles | San Diego | Denver | Las Vegas  
Dallas | Washington State



# Ad Campaign: Land of \_\_\_\_\_

## Digital Channels

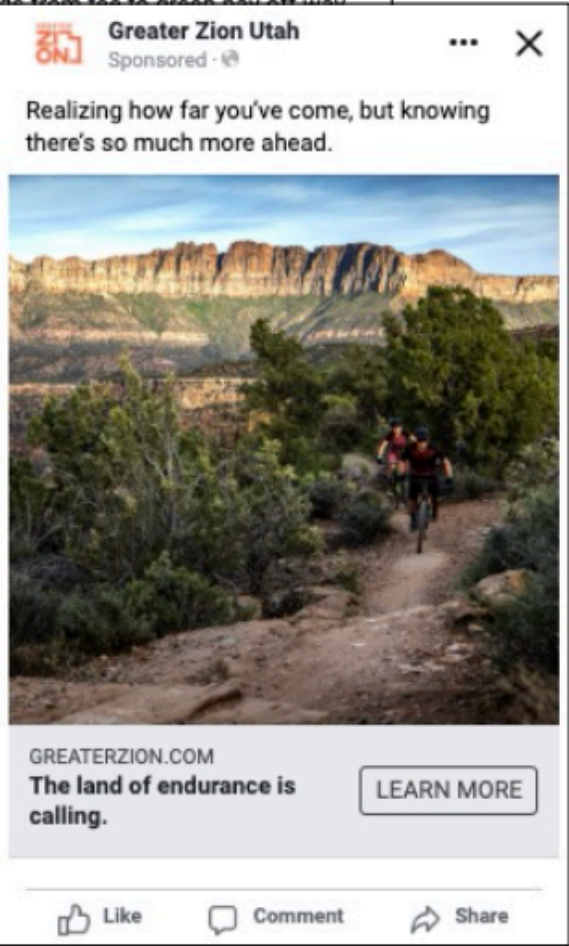
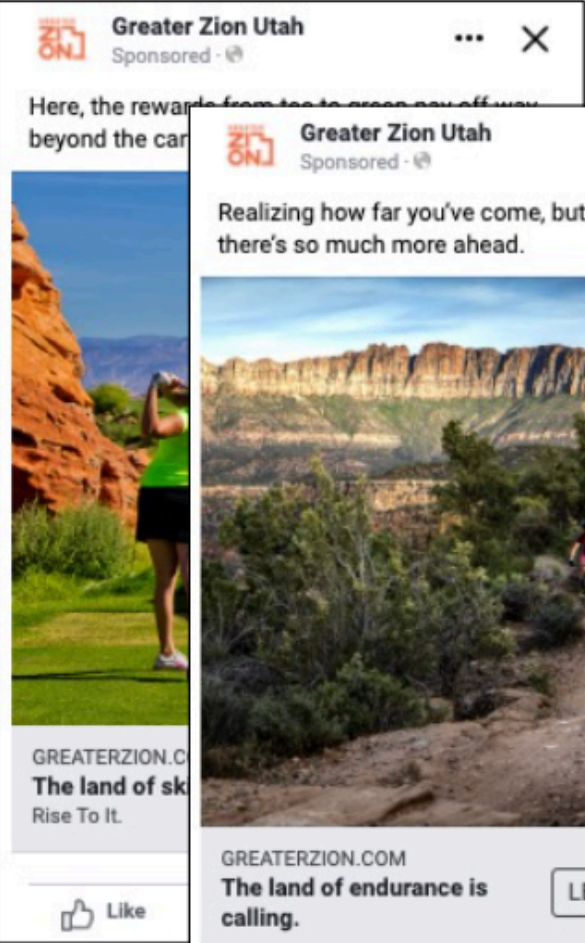
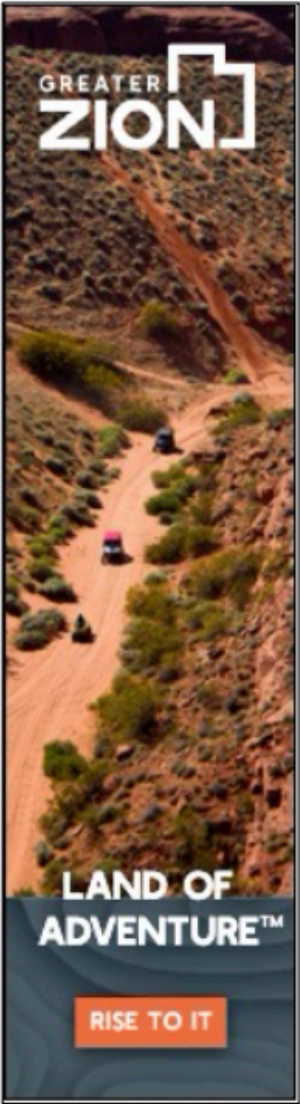
TripAdvisor | Dstillery | Paid Social

## Objectives

Generate Awareness | Increase website traffic and brand engagement |  
Track low-funnel success (bookings and revenue)

## Spend

\$330,000



# Results through April 30



19.7M impressions



PIR (post impression rate): .08%



Generating 4500 direct hotel bookings and \$1.77M in Revenue



TripAdvisor providing the most booking efficiency; and Adventure audience outperforms others



Generating an ADR of \$190.90  
(versus overall \$160 county-wide ADR)

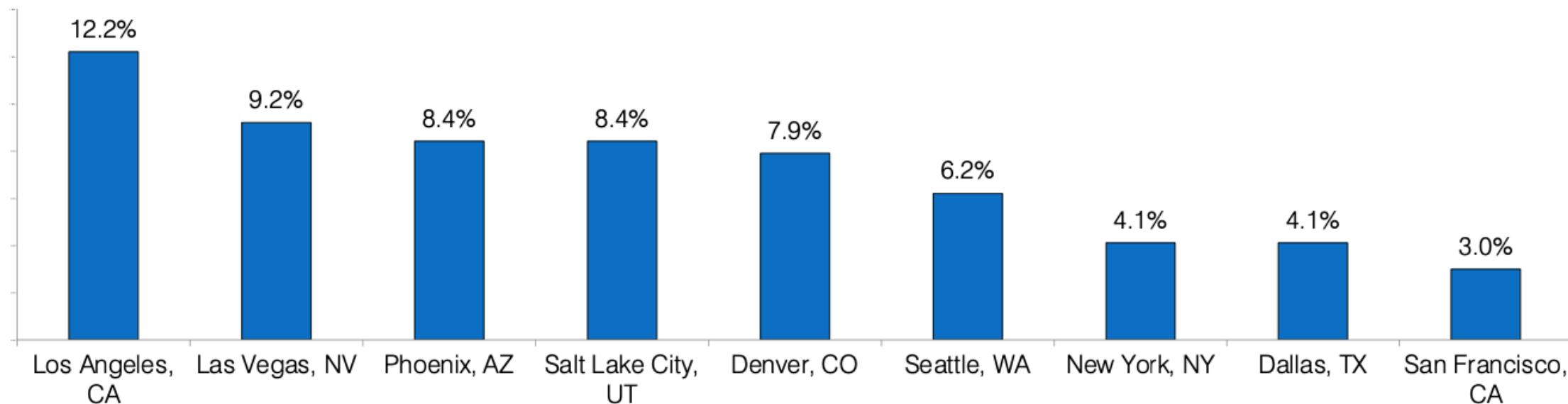


## Bookings Market Performance

We have seen a very balanced share of bookings across our key markets, led by Los Angeles, and followed by Las Vegas and Phoenix.

### Bookings by Market

■ % Share of Bookings



# Ad Campaign: Land of \_\_\_\_\_

## Next Steps

- Continued optimizations
- Pause in golf ads
- Layering in stewardship (Land of Forever) messages
- Continued monitoring

GREATER ZION: INFLUENCER CAMPAIGN

# Influencer Campaign

## Timing

Visiting April 8-11; posts continuing

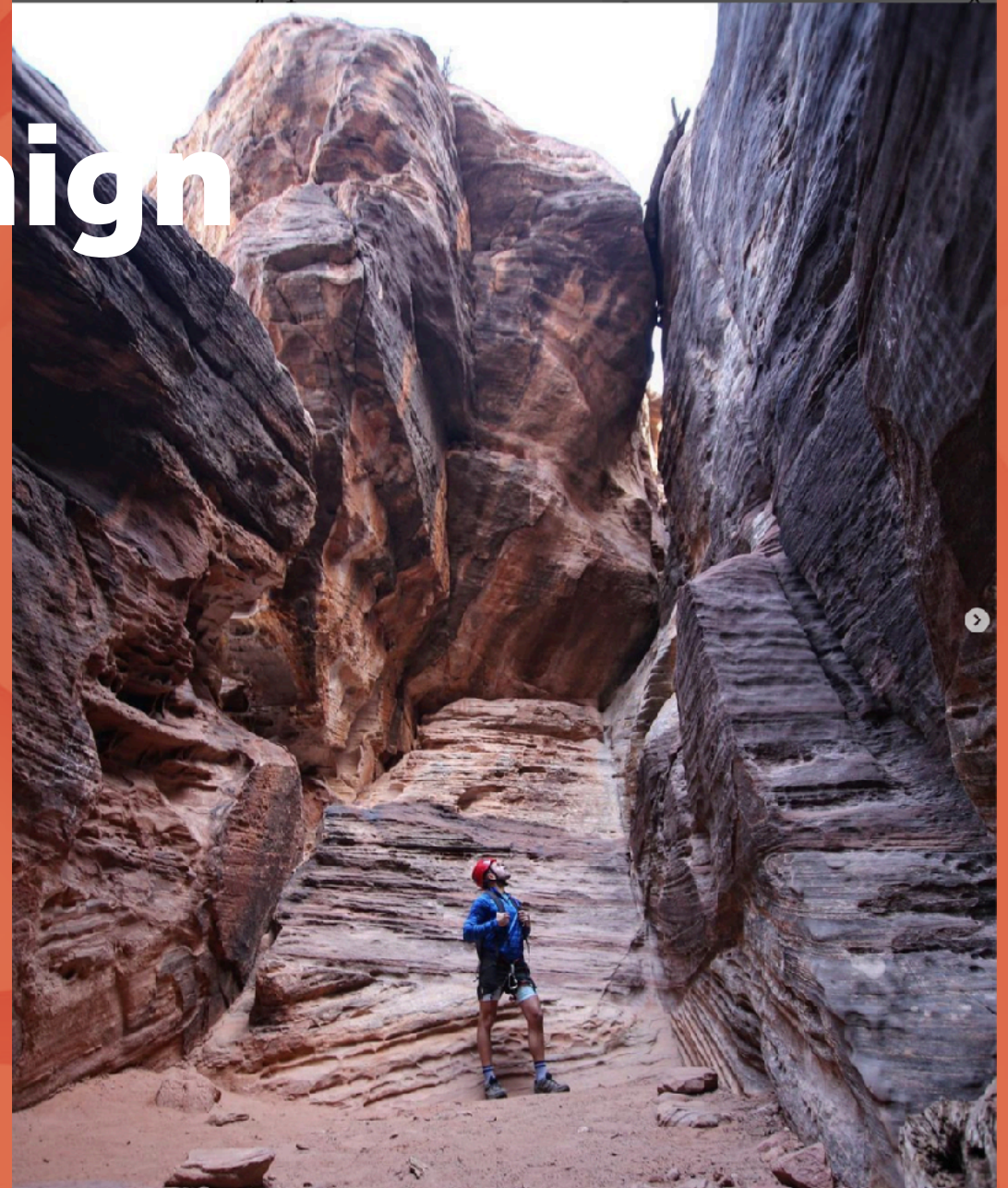
## Influencers

5 Strong, Diverse Talents

Two supplemental

## Target Markets

Overlapping ad campaign + North/  
South Carolina, Oregon &  
Washington D.C.





GREATER ZION: INFLUENCER CAMPAIGN

# Influencer Campaign

## Digital Channels

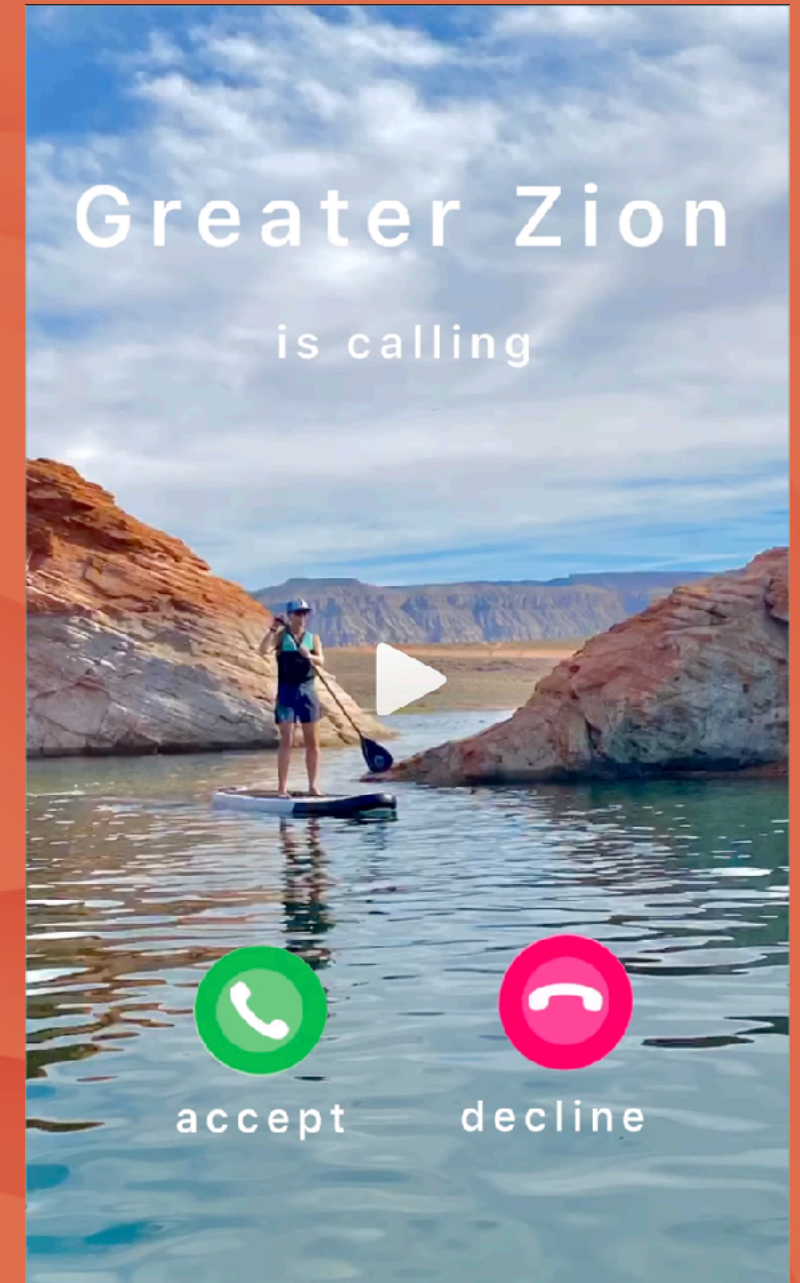
Instagram | Facebook | YouTube | TikTok (bonus)

## Objectives

Share the Land of Adventure and associated activities with audiences, encouraging an adventure visit to Greater Zion

## Activities

Sunset hike at Snow Canyon, canyoneering, Water Canyon hike, ebiking through ZNP, cliffside dining, glamping, and more



# Influencer Campaign

## Results

212 Posts (62 more than contracted)  
plus more

507K total reach with 6.9M impressions

Average post had 209.9 engagements  
and 2400 reach = \$1700

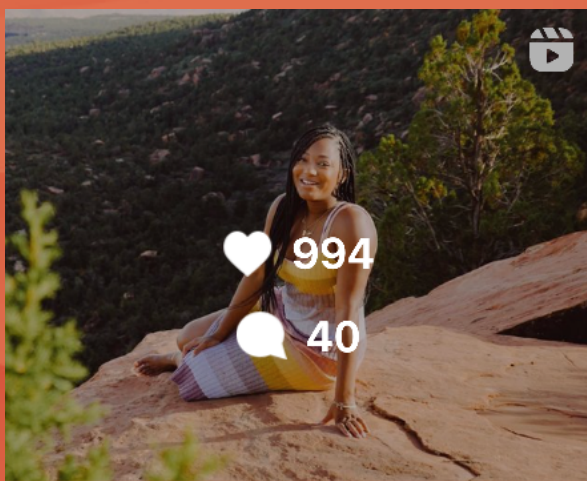
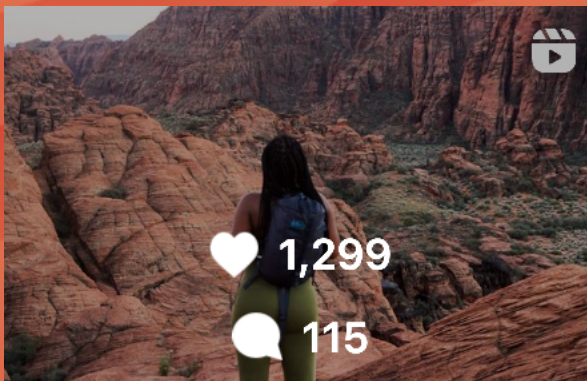
\$352.6K in estimated market value







sunset cliffside dinner



atwjustin I love [#GreaterZion](#) and love sharing [#traveltips](#) on [@ktla5news](#) for exploring this magical destination! 🌄🍷

4w

61°

KTLA 75 YEARS  
LA'S VERY OWN

LIVE



Wanna  
Getaway

JUSTIN WALTER  
TRAVEL JOURNALIST  
@atwjustin

OFF THE  
CLOCK  
KTLA+

OFF THE CLOCK

## I Wanna Getaway: Adventuring around Zion National Park

by: [Chris Schauble](#), [Ellina Abovian](#), [Henry DiCarlo](#), [Kristan Kelleher](#)

Posted: Apr 22, 2022 / 09:47 AM PDT

Updated: Apr 22, 2022 / 09:47 AM PDT





# GREATER ZION

Tourism Report  
May 2022