



Surrounding Beauty of Greater Zion Inspires Group and Meeting Attendees

St. George, Utah – 2022 – The surrounding beauty of Greater Zion is inspiring. For meeting planners, this inspiration is found in off-site activities that bond groups through unlimited team building options, as well as meeting spaces that are purpose-built to facilitate innovative conversations, draw the outdoors in and harness nature. These spaces are designed to enliven creativity for all events from small executive retreats to large, citywide conventions.

Greater Zion comprises the southwest corner of Utah, spanning out from Zion National Park. The destination includes the vibrant communities of St. George, Springdale, Hurricane, Ivins and towns in between. These locations offer a wide range of lodging options, dining experiences and access to outdoor pursuits through local outfitters and tour companies. These options provide group and meeting planners with a vast selection of meeting spaces, outdoor venues and accommodations for groups of any size.

The largest group/convention space in Greater Zion is the Dixie Convention Center in St. George, which offers more than 100,000 square feet of meeting space, capable of accommodating 10 to more than 5,000 attendees based on event setup. The Dixie Center includes a 46,000 square-foot column-free exhibit hall, 32,000 square feet of flexible meeting space, 25,000 square feet of pre-function space, 19 breakout rooms and two board rooms. The facility also features a round, atrium-style garden room, elegant rotunda, indoor/outdoor lobby and five hospitality suites that overlook the exhibit hall.

The Dixie Center recently completed \$500,000 in audio visual enhancements to make meeting remotely and in person even easier. Audio enhancements included new speakers and amplifiers, wireless microphones, acoustical wall treatments to reduce sound reverberation and new microphones with musical performance capabilities. Video improvements included pan-tilt-zoom (PTZ) cameras in all meetings rooms, capability to record or live stream events as well as interact with remote audiences and presenters. New lighting also was integrated to provide presenters more illumination. The whole system also was upgraded to better integrate laptop usage for monitoring and presenting.

The Dixie Center is walking distance from several nearby hotels including the Hyatt Place, Holiday Inn Express, Fairfield Inn, Staybridge Suites, Comfort Inn at Convention Center, TRU by Hilton, Hilton Garden Inn and others.

Greater Zion offers five conference hotels – Hilton Garden Inn, Best Western Abbey Inn, Courtyard by Marriott, Red Lion Hotel and Springhill Suites by Marriott - each with approximately 5,000 square feet of meeting space to accommodate tradeshow, banquets, conventions and retreats. In addition, there are more than 25 additional hotels and unique venues with meeting spaces and board rooms perfect for smaller meetings and off-site receptions/events.

In Hurricane, The Grafton Building also offers 19,000 square feet of pillar-free exhibit hall space with 28-foot ceilings and an additional 18,000 square feet next door at the Harmony Building.

Near The Grafton Building is another unique venue, the Washington County Regional Park. The park is one of the premier equestrian facilities in the Intermountain West and offers a 23,000-square-foot indoor arena, a fully heated and air-conditioned show barn and lighted arena. This location provides space for off-site events, trade shows, receptions and educational programming.

Greater Zion's inspiring indoor and outdoor spaces also allow the destination the ability to excel at sporting and nontraditional group meetings. The area annually hosts thousands of guests during IRONMAN events, including serving as the host for the 2021 IRONMAN World Championship and the 2021 and 2022 IRONMAN 70.3 World Championship. The events draw a large international crowd that requires support from lodging and transportation to road and park closures. Additionally, the community has hosted the Huntsman World Senior Games since 1987 and the St. George Marathon since 1977. Greater Zion's outdoor facilities are also ideal for smaller scale sporting events from horseshoe to softball tournaments. Groups can access a plethora of sporting venues including 33 softball fields, 15 baseball fields, 33 soccer fields and more.

Although meetings mean business in Greater Zion, meetings also mean there is an opportunity for fun and unlimited adventures when business concludes. Greater Zion is a destination that offers more than 2,400 square miles of adventure and inspiration. Zion National Park, the second most-visited National Park in the United States, is the premier attraction, but Zion is only the beginning. Four state parks and a multitude of year-round recreational lands set the stage for a burgeoning mountain biking scene, some of the best off-highway vehicle riding in the country, scenic and challenging play at 14 top-rated golf courses, world-class cultural performances at Tuacahn Center for the Arts and so much more. The vibrant communities of St. George, Springdale, Hurricane, Ivins and towns in between offer a wide range of lodging options, dining experiences and access to outdoor pursuits through local outfitters and tour companies

Conveniently located, Greater Zion is easily accessible with major access points along the I-15 corridor. The region is located approximately 100 miles north of Las Vegas and 300 miles south of Salt Lake City. St. George Regional Airport (SGU) is located six miles southeast of St. George and offers daily roundtrip flights via United Airlines, American Airlines and Delta Air Lines. The airport offers non-stop flights to and from key hubs such as Salt Lake City, Denver, Phoenix, and Dallas/Ft. Worth. Another option to access the Greater Zion region is Harry Reid International Airport in Las Vegas, a short 90-minute drive from the destination.

For more information on group and meeting programs, please contact Jacqueline Grena at jacqueline@greaterzion.com or 435-986-6612. For more information on lodging, activities and dining throughout Greater Zion, please visit GreaterZion.com or call (435) 634-5747.

###

*For access to hundreds of searchable images in the Greater Zion media library,
please visit media.greaterzion.com.*

Media Contact:

Kristin Yantis & Amanda McNally, Malen Yantis Public Relations, kyantis@myprco.com or amcnally@myprco.com (970) 949-7919