



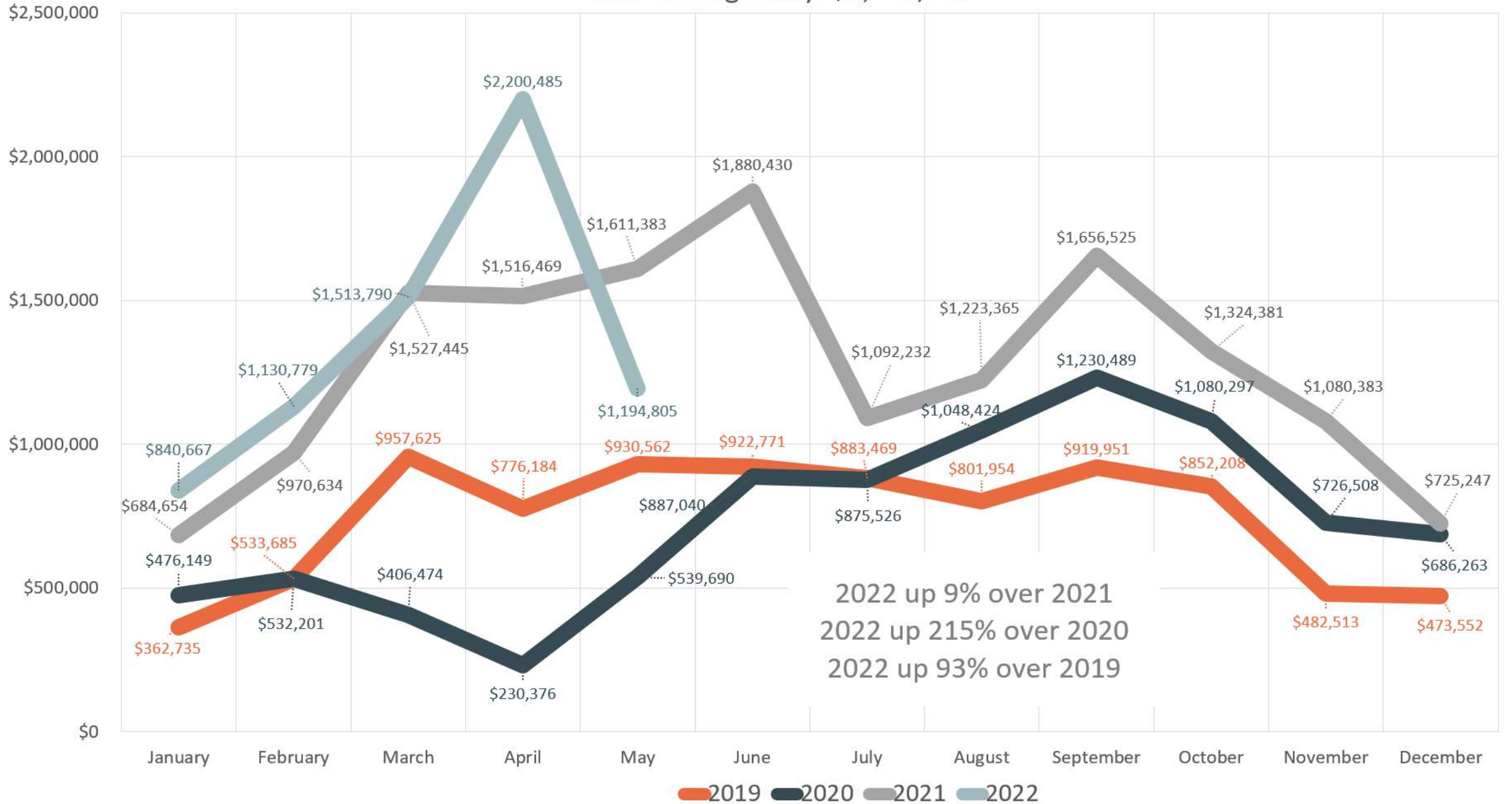
GREATER ZION

Tourism Report

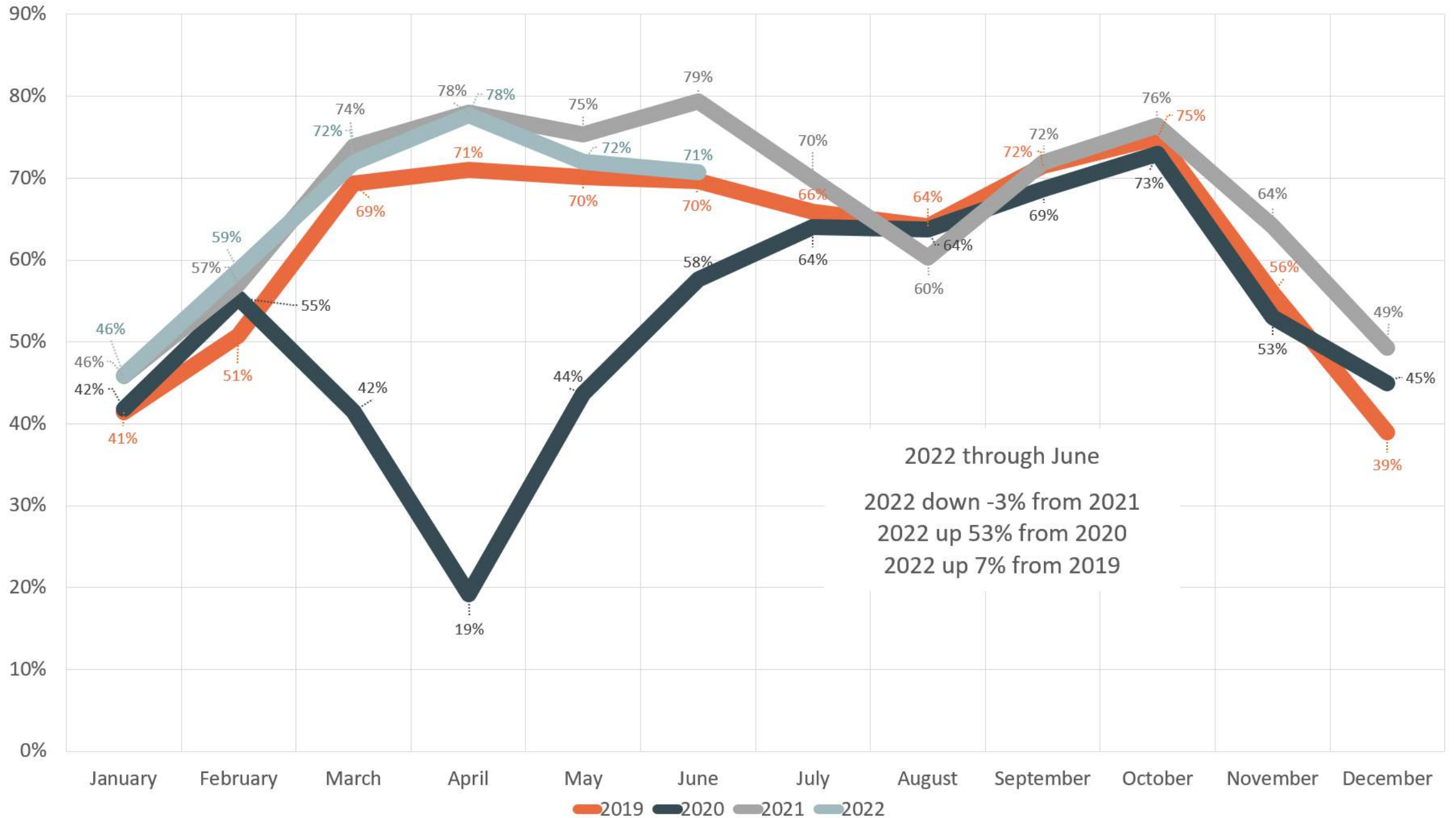
July 28, 2022

2019 - 2022 Greater Zion TRT

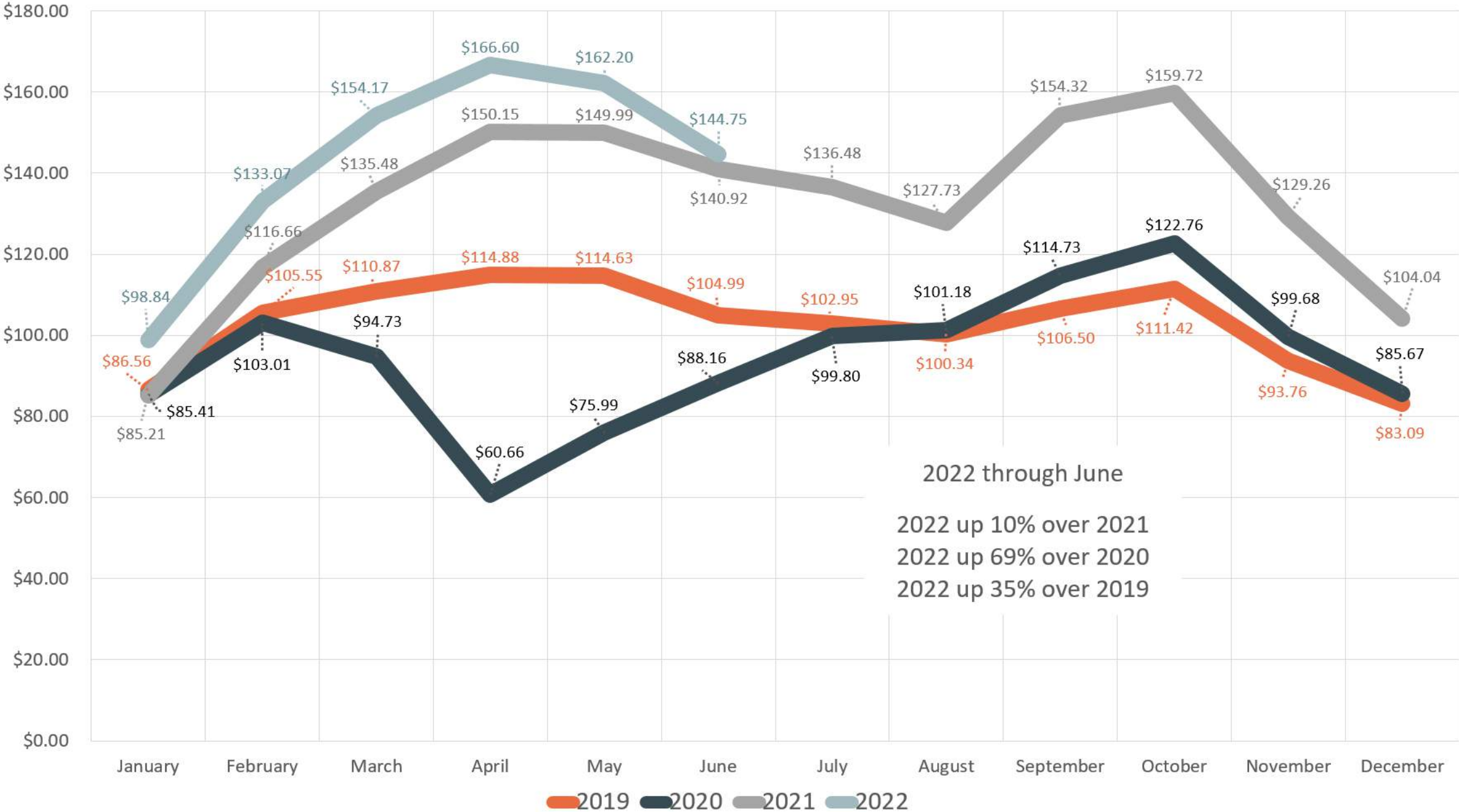
2022 through May: \$6,880,526



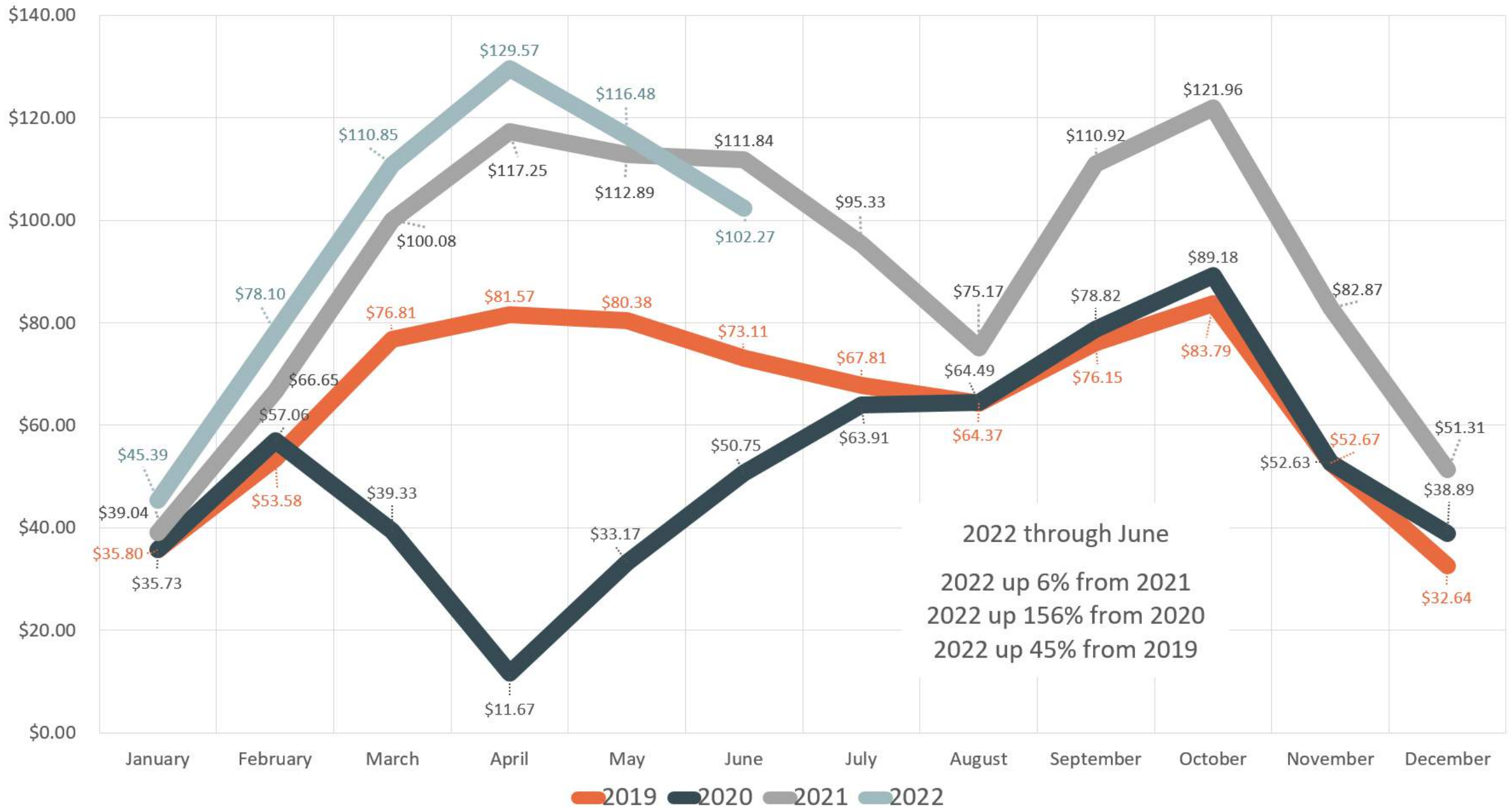
Greater Zion Hotel Occupancy Percentage



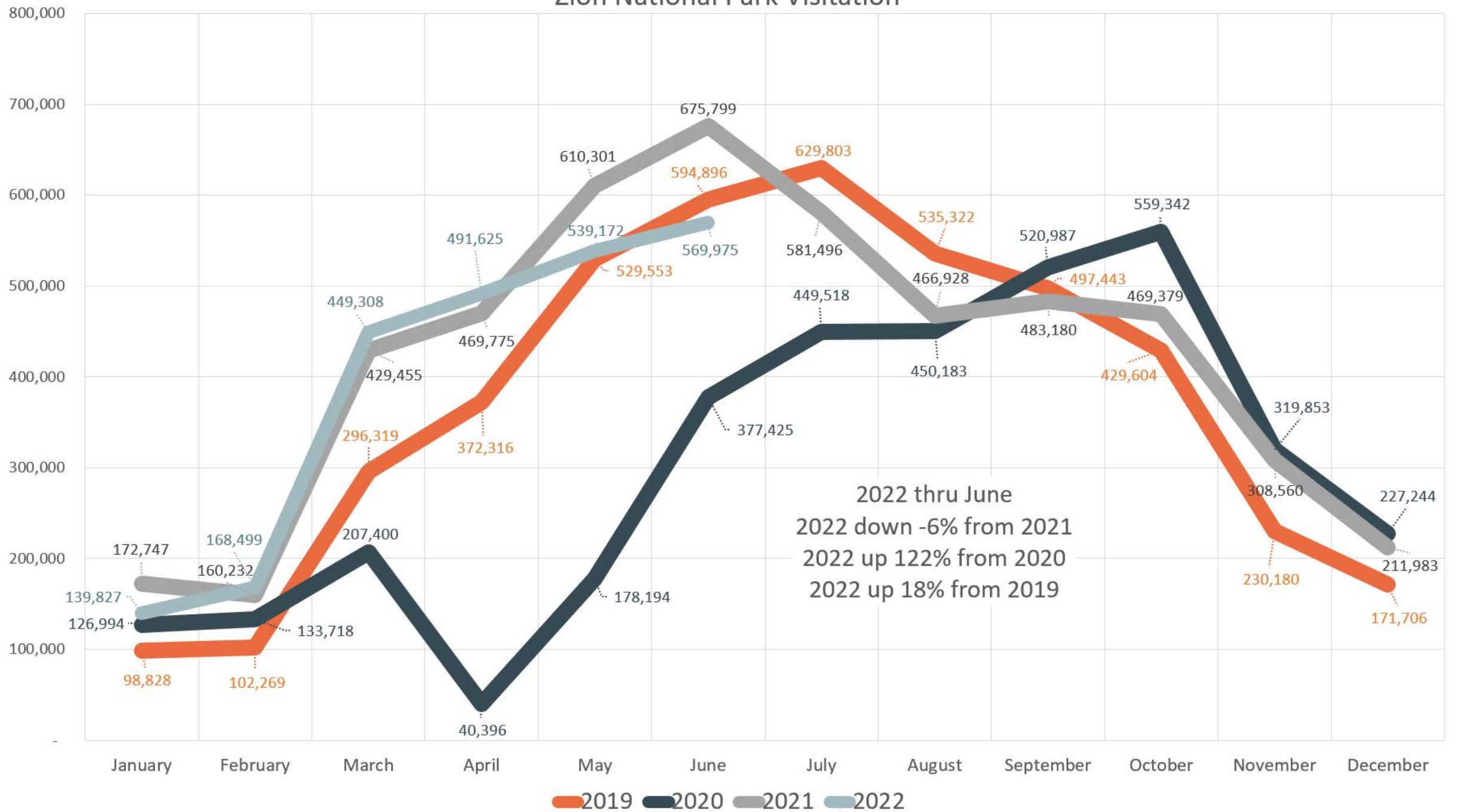
Greater Zion Hotel ADR



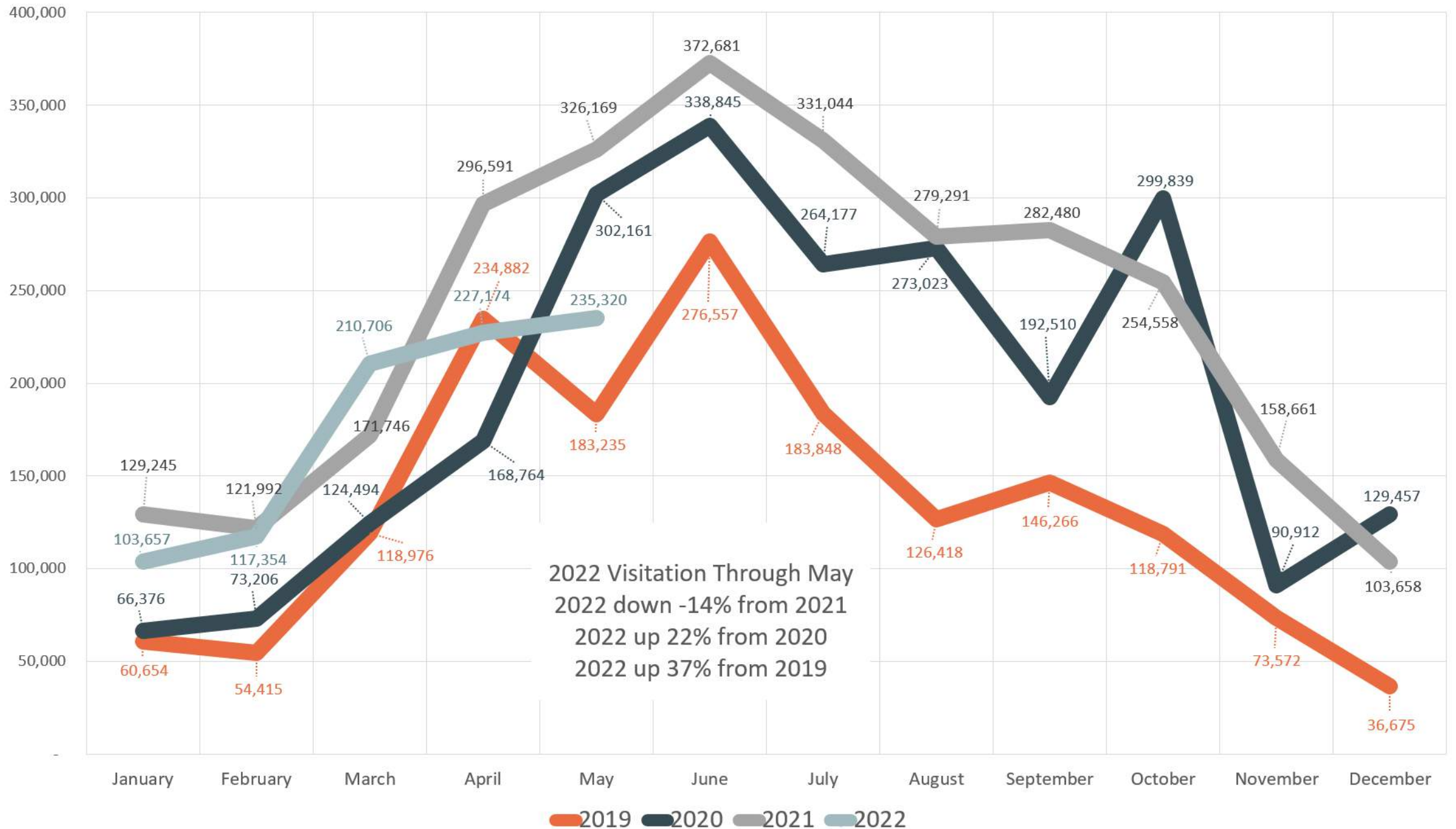
Greater Zion Hotel RevPar



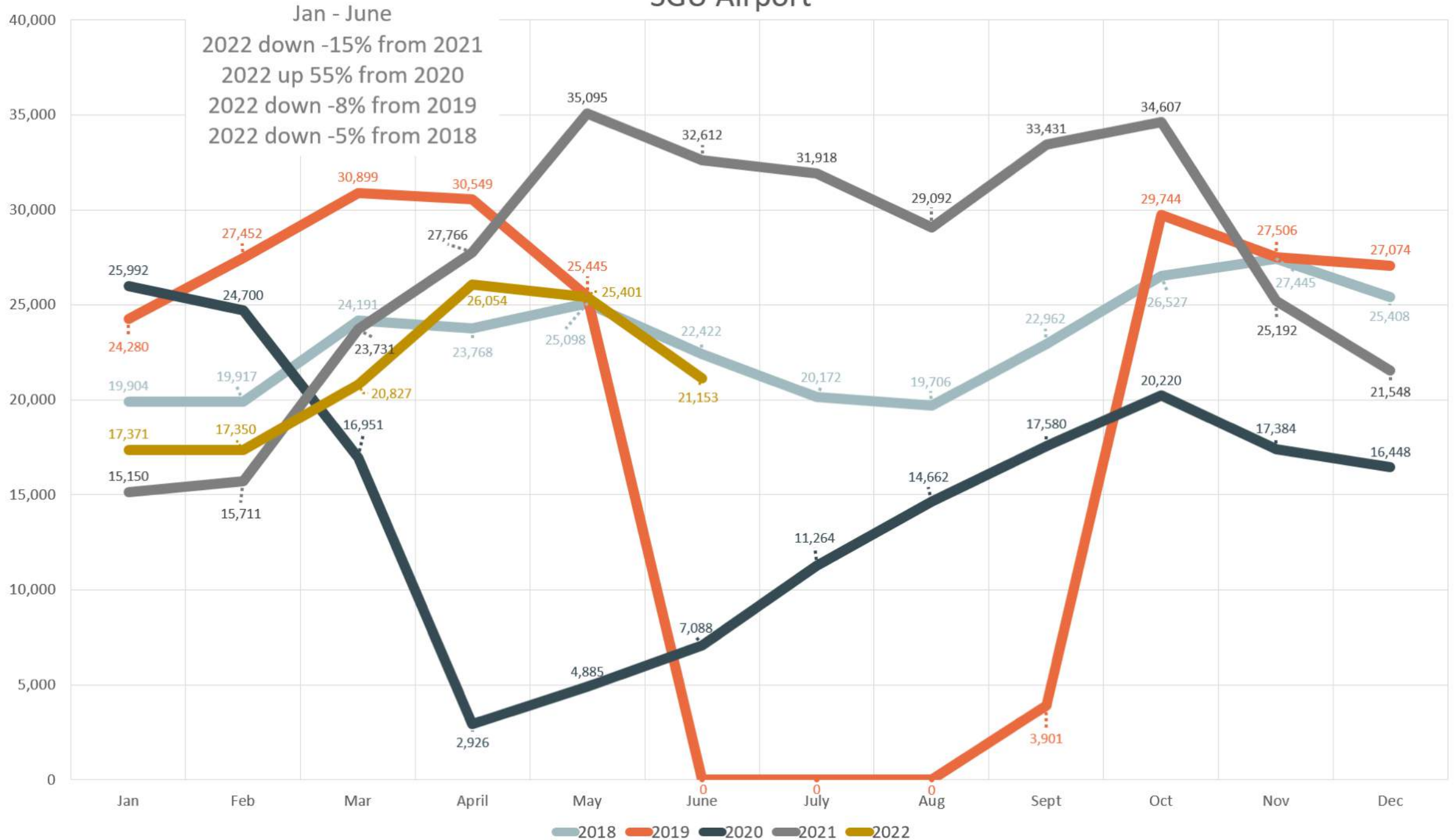
Zion National Park Visitation



Greater Zion State Parks Visitation



SGU Airport



Context & Analysis

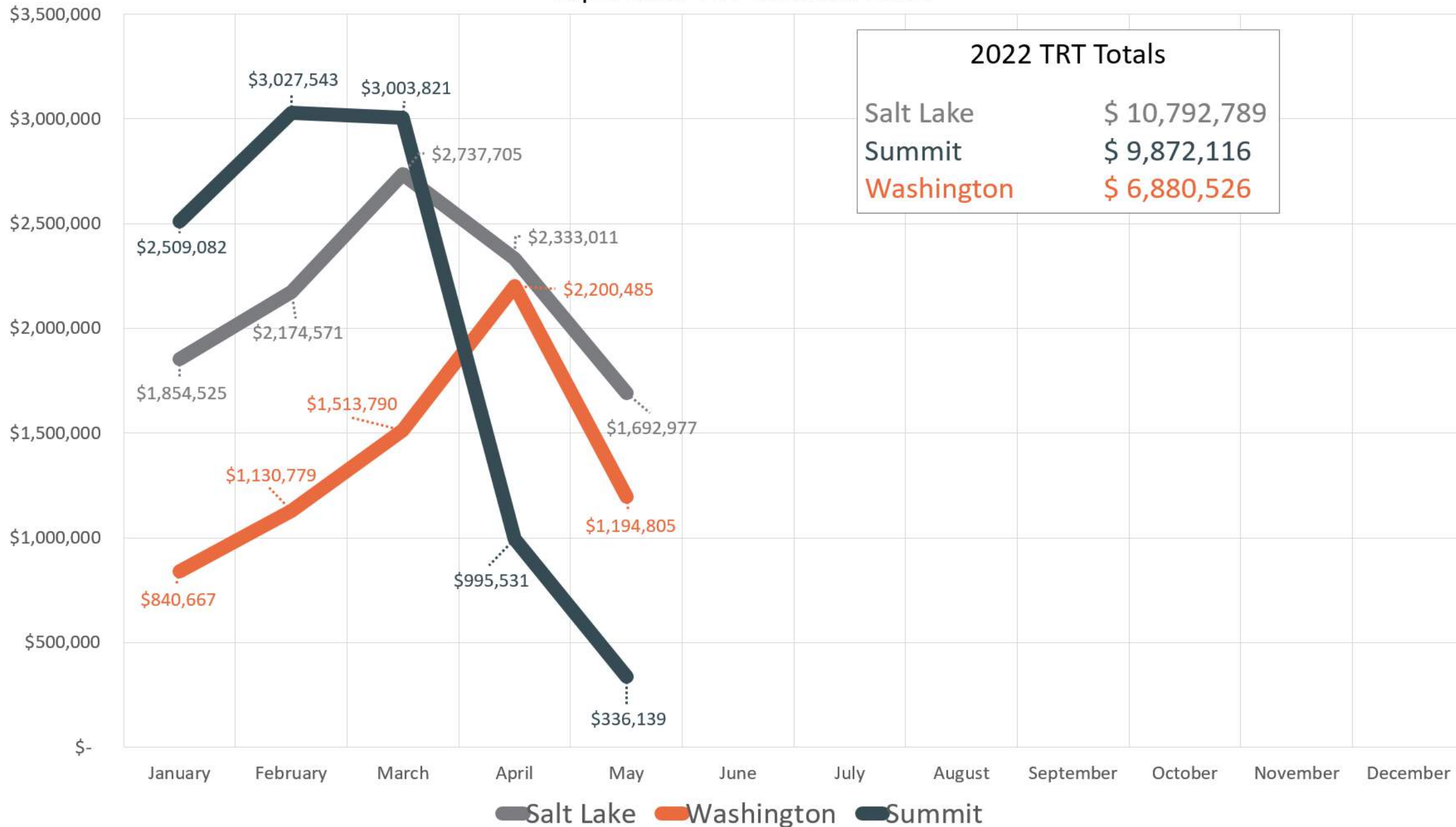
- National and State Park Visitation has leveled off but is still similar to 2019 numbers
- Year-to-date TRT is up **93%** over 2019, and **9%** over 2021
- Hotel numbers are declining but still higher than 2019
- Overall visitation seems to be solid. Visitors are spreading out across the county and among various lodging options

Sample Hotel Reports	2022 Average Occupancy (Springdale)	2022 Average Occupancy (St. George)	2021 Average Occupancy (County)	2020 Average Occupancy (County)	2019 Average Occupancy (County)
May	99.82	76.44	75	44	70
June	99.84	75.75	79	58	70
July	92.77 projected	65.26 projected	70	64	66
August	81.03 projected	? projected	60	64	64

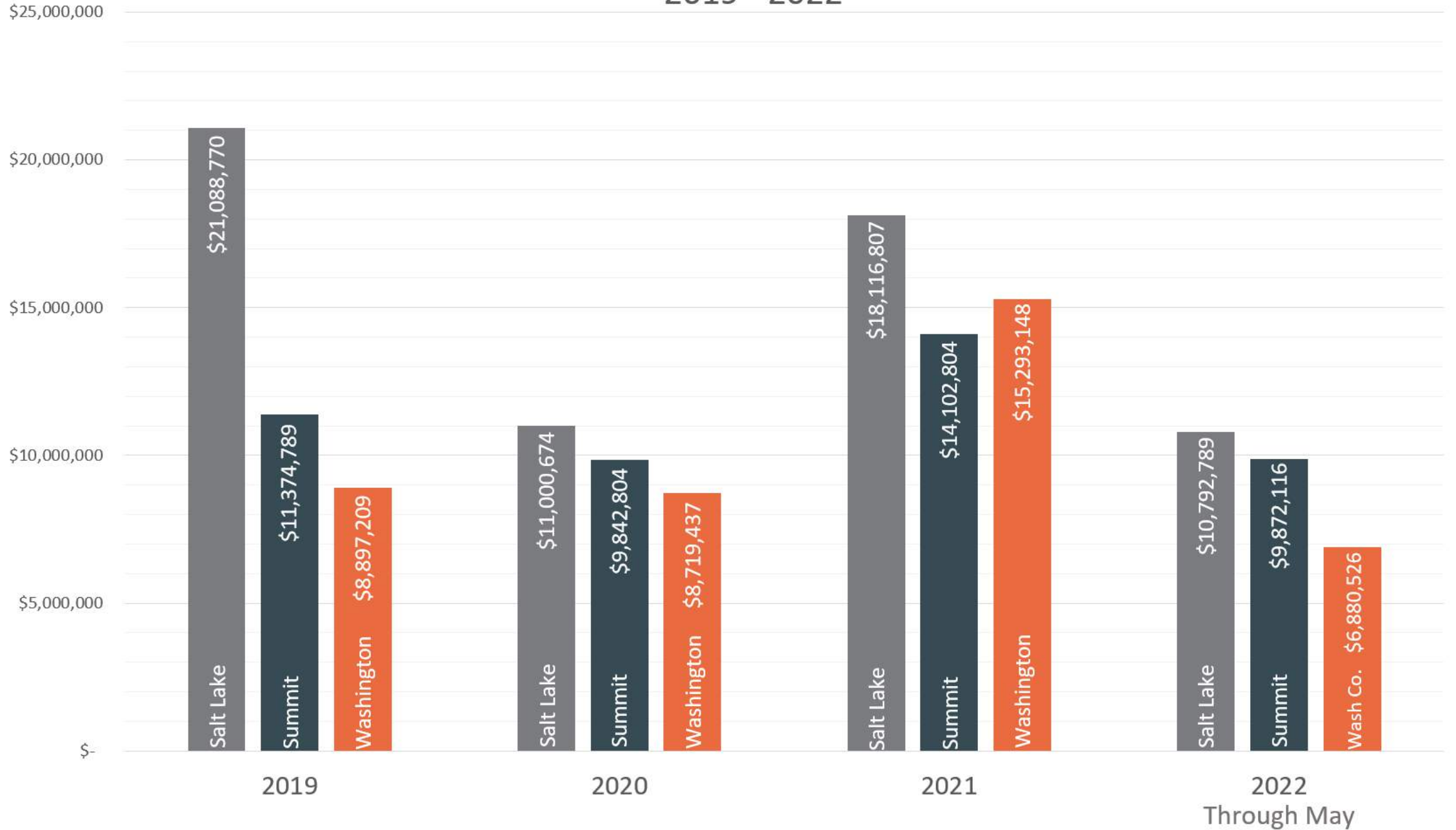
- **Hotel Rooms 2019:** 6293
- **Hotel Rooms 2022:** 6582
- **Short Term Rentals 2019:** 1889 AirDNA
- **Short Term Rentals 2021:** 2803 AirDNA, 4189 Granicus

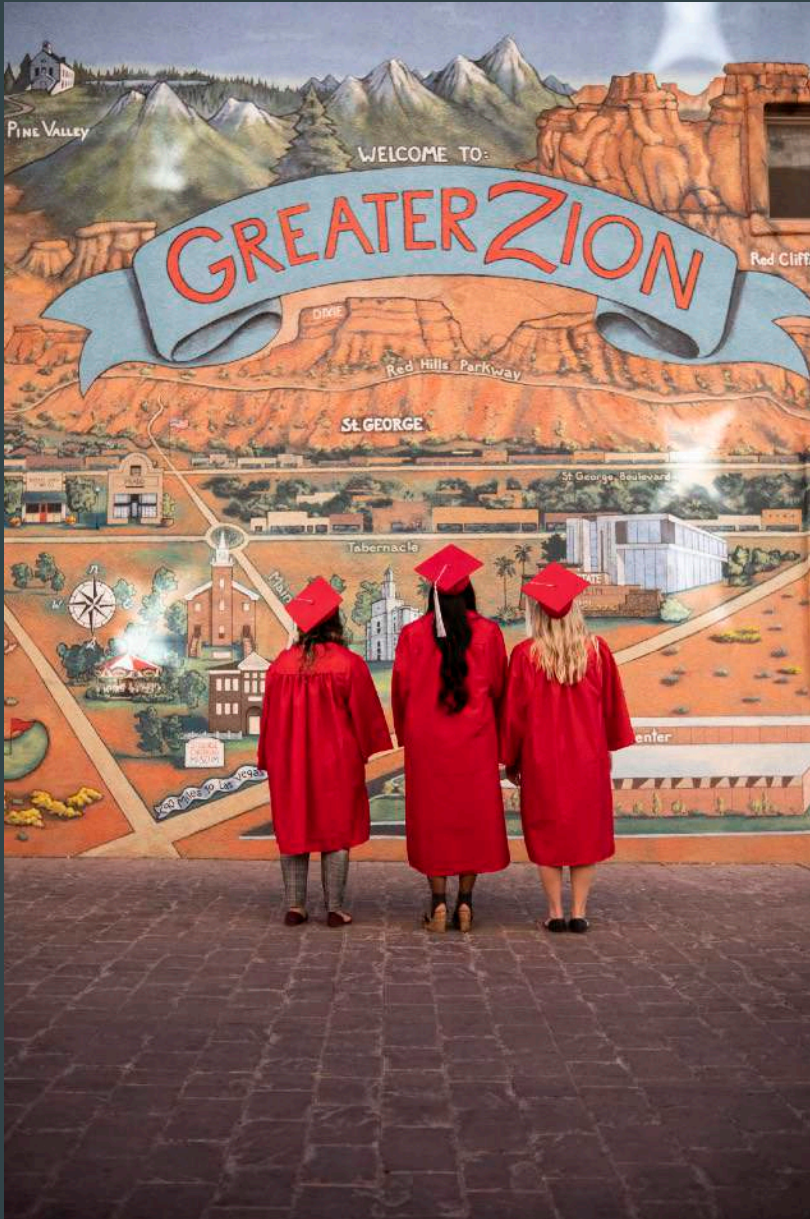
- **Through May, Short Term Rentals account for 47% of all TRT collections**

Top 3 Utah TRT Counties 2022



Top 3 Utah TRT Counties 2019 - 2022





Utah Tech Marketing Partnership

Year 2 | 2021 Reporting + Upcoming

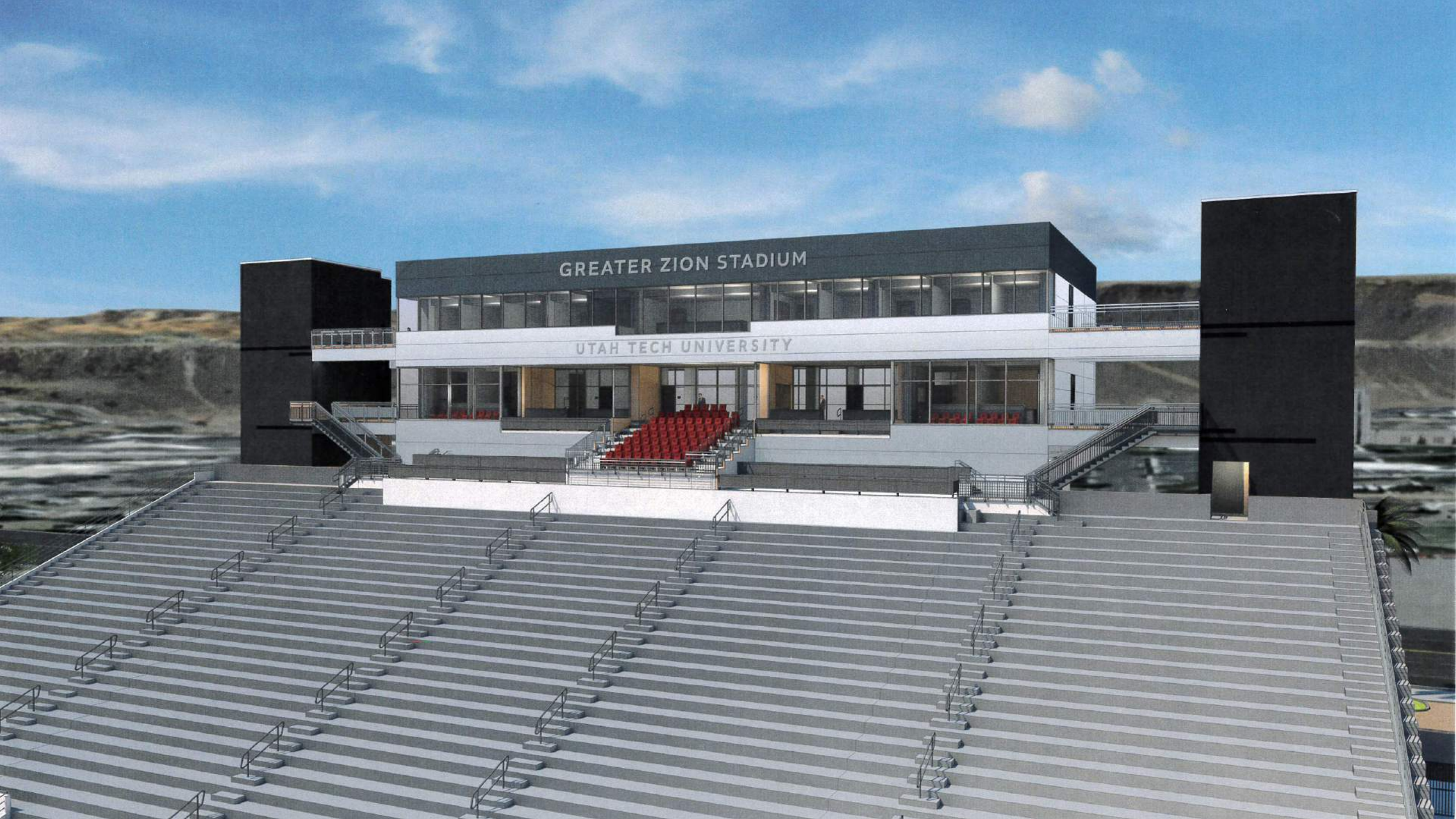
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\$1,711,706

in estimated marketing ad equivalency







GREATER ZION STADIUM

UTAH TECH UNIVERSITY

Athletic Marketing \$105,000

Rotating banner ad on DSU Athletics web page

Logo on web-stream for all DSU broadcasts

In-game promotion in soccer, baseball, volleyball, softball, basketball and football

Ad & Greater Zion info pages in Visiting Team Guide



The banner ad for Dixie State Trailblazer Athletics features a white background with a geometric pattern. At the top right is the Dixie State Trailblazer Club logo. The main heading reads "THIS WEEK IN TRAILBLAZER ATHLETICS". Below this, two events are listed: "THURSDAY, FEBRUARY 3" for Women's Basketball vs Sam Houston at Burns Arena at 7 PM, and "SATURDAY, FEBRUARY 5" for Women's Basketball vs Stephen F. Austin at Burns Arena at 3 PM. A section for the "SPRING 2022 TRAILBLAZER CLUB LUNCHEON" on 2.8.2022 at Gardner Center Ballroom is also included. A photo of a swimmer is shown next to the "DIXIE STATE WOMEN'S SWIMMING" section, which details recent wins. The bottom of the banner features logos for Greater Zion, Honioka Grill, alphaGraphics, Chick-fil &, and Mountain America.

Football



Giveaways and in-game promotion

Two :30 commercials during each home game

Two :30 radio advertisements during each football broadcast

One in game live mention during each football broadcast

Logo exposure on programs

Field level signage

Home game sponsorship

Home game attendance for the 2021-22 season broke school records

Basketball



Giveaways

Two :30 commercials played during each home game

Logo exposure on programs and roster card

Upper bowl mezzanine signage

LED rotator signage

One five-minute half-time promotion each season

Home game sponsorship



GREATER ZION: UTAH TECH MARKETING PARTNERSHIP

I-15 Marketing \$105,000

At Greater Zion Stadium,
two digital billboards, etc.

Video & Photo Production \$5,000

Photography, video with DSU
MarCom folks

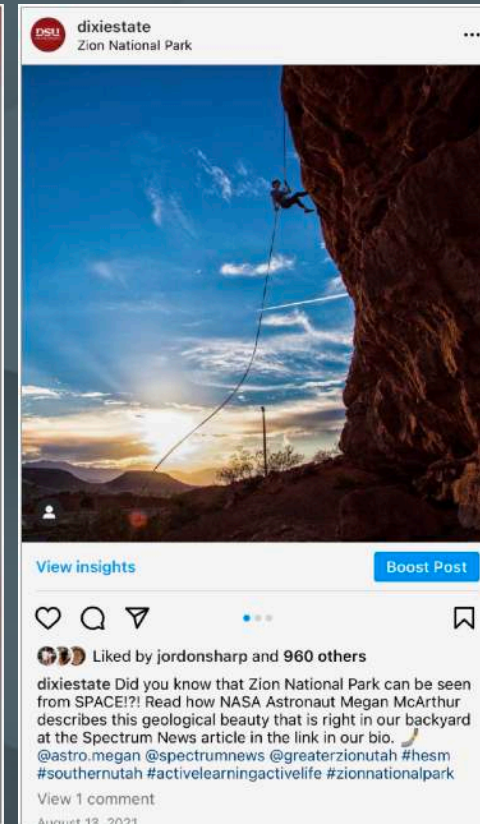
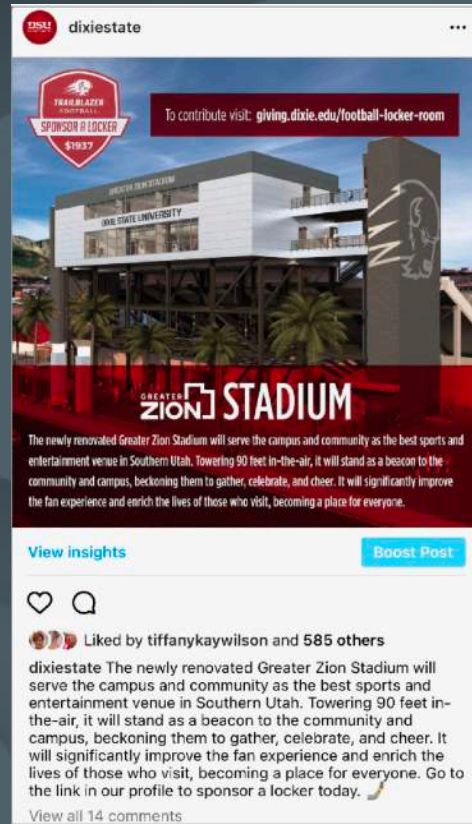
River Rock Roasting | Via Feratta | Paragon
Adventures | Ziplining | Farmstead



Social Media \$8,831

Greater Zion Stadium Sponsor-a-Locker Program

Two weeks; 675K impressions



@greaterzionutah
post tags

10K impressions per
post

GREATER
ZION

Publications \$23,000

DSU Magazine (65K Worldwide)

Viewbook (5K to prospective students)

President's Annual Report (40K in Wash. Co.)

DESTINATION

THIS IS GREATER ZION.
NO PHOTOSHOP REQUIRED.

Dixie State University sits in the heart of Greater Zion — home to more than 2,400 square miles of adventure and inspiration. Once you experience this world-renowned destination, you'll never want to leave.

Annual days of sunshine: 300

Average high temperature: 77° F

Average annual snowfall: 0 inches

Safe Campus rated DSU Police third in the nation

St. George is one of the fastest growing metro areas in the U.S.

BABYLON ASCH
14 MILES FROM CAMPUS

ADVENTURE AWAITS

GREATER ZION IS HOME TO

- More than 300 miles of mountain biking trails
- 1,439 rock climbing and bouldering routes
- Tuacahn Center for the Arts
- IRONMAN races — IRONMAN 70.3 World Championship in September 2021 and IRONMAN North American Championship in May 2022
- 13 golf courses in a 20-mile radius

UNPARALLELED ATTRACTIONS ARE JUST A SHORT DRIVE AWAY

- Zion National Park — 50 minutes
- Bryce Canyon National Park — 2 hours
- Snow Canyon State Park — 20 minutes
- Quail Creek State Park — 15 minutes
- Sand Hollow State Park — 25 minutes
- Cuntlock Reservoir — 40 minutes

GREATER ZION INSPIRE GREATER.
EXPERIENCE GREATER.
LIVE GREATER.
greaterzion.com/things-to-do-in-greater-zion

NO GEAR? NO PROBLEM!

DSU's Outdoor Adventure Center rents recreational equipment at a discounted cost for students' personal use. Check it out at recreation.dixie.edu/outdoor-adventures/.

Events \$1.5 Million reaching 158 million people

Huntsman World Senior Games (1,000)

Red Rock Band Competition (5,000)

Music for All Bands of America Competition (4,000)

Dixie Power Kite Festival (25,000)

Kony Country 4th of July Celebration (12,500)

DOCUTAH (2,000)

Southwest Symphony concerts (3,000+)

DSU Celebrity Concert Series (5,000+)

Red Rock Dance Festival (150)

Church of God Conference

Various Religious Youth Conferences (800+)

Various Special Olympics Utah South events (180)

GREATER ZION: UTAH TECH MARKETING PARTNERSHIP

Human Performance Center

\$18.6M Economic Impact

2021 Events: 20

Participants: 7,445

Estimated Spectators: 14,890

Key Events:

WAC Women's Swim Championship (February, 300)

Eggbeater Tournament (5 weekends, Jan. & Feb, 2500)

Las Vegas Super Finals (December, 1000)

Practice facility for IRONMAN Athletes

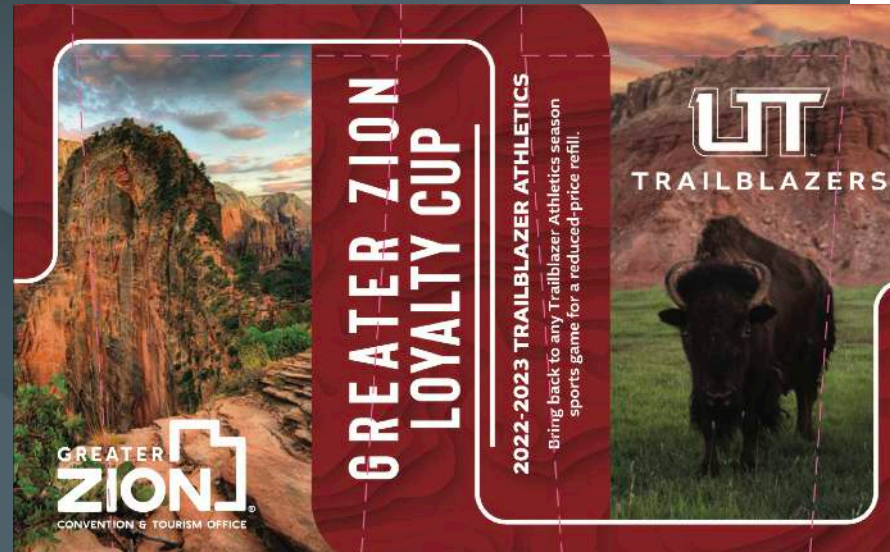


In the Works ...

Homecoming & Ribbon Cutting

Stadium Cups — Football & Basketball

New in-game promotions
(Basketball)



Marketing Report July 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

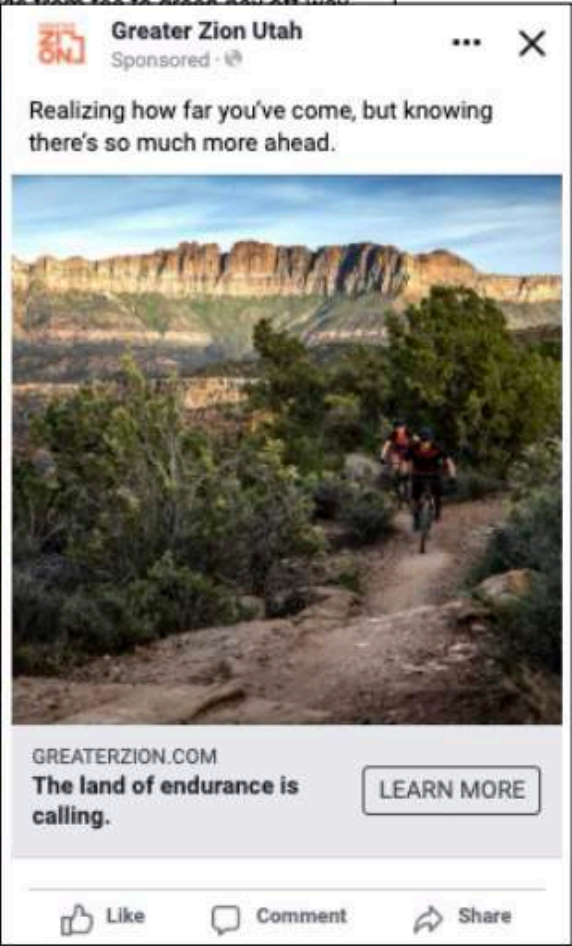
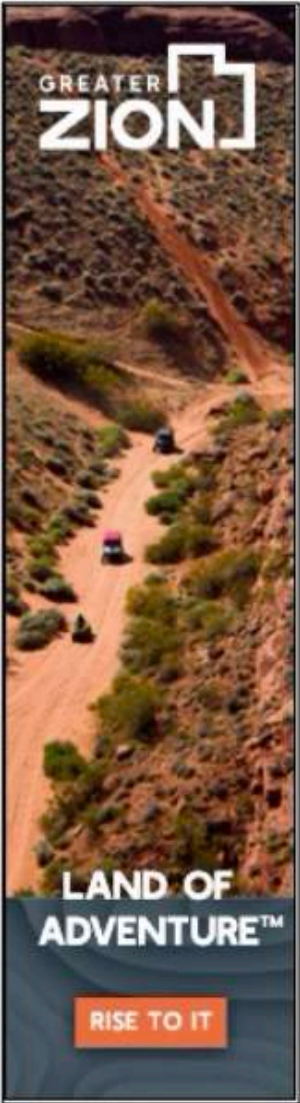
TripAdvisor | Dstillery | Paid Social

Objectives

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

Spend

\$330,000



Results through July 10



40.8M impressions (doubled in two months)



PIR (post impression rate): .08% (steady)



Generating 9,281 direct hotel bookings and \$3.3M in Revenue (doubled in two months)



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

Results through July 10



Generating an ADR of \$189 (down \$1 since last report)
(vs overall \$121 county-wide baseline) TripAdvisor has \$239 ADR



13% lift in number of travelers (2.1)



Employing look-alike targeting, which is excelling paid social
performance

ADR Lift by Audience

The audience driving the highest ADR thus far is still Adventure; however, all five are procuring ADR's higher than the average we observe in the Greater Zion area with Adara data.

ADR's by Audience Compared to Region Baseline

■ Ad-Exposed ADR ■ Baseline



Ad Campaign: Land of _____

Next Steps

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

Thank you!

GREATER
ZION

