



Media Tipsheet

Greater Zion Welcomes New Year with New Glamping Options, Updated Golf Course and Exciting Events

St. George, Utah – January 20, 2023 – [Greater Zion](#), located in the southwest corner of Utah, is welcoming 2023 with exciting openings including new and updated glamping options, new golf and pickleball facilities, an ever-expanding roster of dirty-soda retailers and more. The destination 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.

Lodging News – New Glamping & Hotel Properties

Zion Wildflower Adds New Glamping Options & Amenities for 2023

Zion Wildflower Resort is expanding its lodging options by opening 40 luxury glamping tents in 2023. Located in Virgin, near the Kolob Terrace section of Zion National Park, the resort currently offers a mix of covered wagons, canvas tents and bungalows. The new glamping tents offer more space than the current canvas tents and also include private bathroom suites. Zion Wildflower is also set to debut a number of new amenities in 2023, including cooling pools and a clubhouse with onsite dining options and dedicated rental space, ideal for social and group meetings.

AutoCamp Set to Open Greater Zion Location in 2023

AutoCamp is bringing its popular Airstream glamping oasis to Greater Zion in 2023. The new location will offer a mix of Airstreams, luxury tents, accessible suites and X Suites. The site is located outside of Zion National Park with the Virgin River meandering through the property and views of iconic Gooseberry Mesa, popular for mountain biking. AutoCamp Zion is expected to open in May.

New Zion Utah Jellystone Park Coming in Summer 2023

The new Yogi Bear's Jellystone Park Camp-Resort Zion Utah, located minutes from Sand Hollow State Park, is slated to open phase one this summer. The park will feature 74 campsites, 10 cabins and a large waterpark with eight bodies of water, a 45-foot water tower, two giant hot tubs and a 500-foot lazy river with beach access. The facility will also offer a number of family-friendly entertainment options including mini golf, gemstone mining, a snack bar and more.

Atara, an Autograph Collection Resort & Residences, Opening 2025

Atara, an Autograph Collection Resort & Residences in St. George, announced a 2023 ground breaking and an expected 2025 opening. Set in the new 3,350-acre Desert Color community, the new Atara will feature a

blend of 138 hotel rooms and suites as well as 136 residence villas. The property is set to include a large pool complex, spa, four dining outlets and access to customized outdoor adventures through an on-location outfitter. Atara will also offer large indoor and outdoor conference spaces.

Event & Sporting News

Improvements at Coral Canyon Golf Course

Coral Canyon Golf Course recently debuted a new and improved course. Originally opened in 2000, Coral Canyon newly invested nearly \$3 million to make the 7,200-yard, par-72 course better than ever. Improvements at the course include new bunkers, new cart paths and new irrigation, along with thicker turf and renovations to their restaurant Bistro 72.

IRONMAN 70.3 North American Championship Returns to Greater Zion

The IRONMAN 70.3 North American Championship will return to Greater Zion on May 6. The event will mark the fifth championship-level IRONMAN event in Greater Zion since 2021. Known as one of the most picturesque and challenging IRONMAN courses in the world, Greater Zion hosted the 2021 IRONMAN World Championship, making history as the first time the event was ever contested outside of Hawaii.

More Pickleball and Less Water Use Coming to Little Valley Sports Complex in 2023

A number of water-saving and expanded use improvements at The Little Valley Sports Complex in St. George are set to open this year. The improvements include the replacement of seven acres of turf at the facility, which will save 17 million gallons of water annually and allow for extended use of the fields. The project will also add additional pickleball courts including a new championship court featuring lighting and bleachers for spectators. The project, which will benefit residents and visitors alike, was funded in part by tourism-generated funds.

Dining News

Born in Greater Zion Dirty Sodas are Everywhere

Greater Zion is the birthplace of Swig, home of the original Dirty Soda. Swig, and other similar dirty soda shops, invite guests to customize and amp up their carbonated beverages by adding mix-ins like fruit, flavored syrups or even gummy bears. A Utah favorite, Swig now has 43 locations including five in Greater Zion. The chain now is expanding beyond The Beehive State with shops in Texas, Arizona, Idaho and additional expansions on the horizon. Beyond Swig, the dirty soda phenomena has spread like wildfire and now there are dozens of destinations to sip sweet treats while in Greater Zion, each offering their own special twist on the tasty trend. Most locations offer sugar cookies, pretzels or other snacks alongside the sodas. Upcoming, or recent, dirty soda shop openings include FiiZ Drinks, Thirst, Quench It, Pop Drinks and another Swig outlet.

New Silver Reef Brewing Co. Tasting Room & Store

Southern Utah's largest craft brewery, Silver Reef Brewing Co., now has a store and tasting room in St. George. Based on their craft brewing success, Silver Reef has developed a line of locally distilled spirits as well as a sister vineyard, Chanela Vineyards, also based in Greater Zion. The new Silver Reef Brewing Co. Tasting Room and Store offers tastings and sales of the brand's beer, wine and spirits six days a week.

Arts & Culture News

Historic St. George Utah Temple Set to Welcome Visitors

Originally built in 1877, the St. George Utah Temple is set to complete a renovation in 2023. The temple, which has been closed for renovations since 2019, will host an open house period following the completion of renovations. The last time the temple was open to the general public, during a 10-day period in 1975,

more than 83,000 guests toured the facility. Recognized as the oldest temple still used by the church, it typically is only accessible to practicing members of The Church of Jesus Christ of Latter-day Saints.

Tuacahn Center for the Arts Announces 2023 Schedule

[Tuacahn Center for the Arts](#), which is set amid a stunning, red-rock backdrop, deep in Padre Canyon, is home to Broadway-style musicals with elaborate sets and costumes, seasonal concerts and other special performances. The outdoor venue features an 80-foot stage with a 2,000-seat amphitheater. The recently announced performance schedule includes:

- Roald Dahl's Charlie and the Chocolate Factory
- Tarzan
- The Hunchback of Notre Dame
- Beautiful: The Carole King Musical (in the indoor Hafen Theater)
- Irving Berlin's White Christmas the Musical (in the indoor Hafen Theater)

Zion National Park Updates

Permit Process for Angels Landing Hike Extended

The National Park Service recently announced plans to extend the permit process to hike Angels Landing in Zion National Park. Last year, the pilot program began to protect the trail, which is one of the most popular in the park. Visitors can obtain a permit by entering one of four seasonal lotteries or a lottery the day before their planned hike. The permit is only required for the half-mile, chained section of Angels Landing. All visitors are still able to hike the West Rim Trail from the trailhead at the Grotto to the spectacular viewpoints at Scout Lookout without a permit. Additionally, visitors can continue along the West Rim Trail beyond Scout Lookout for more remarkable views of Zion. Find links to apply for a permit and learn about the trail at go.nps.gov/AngelsLanding.

Accessing Zion National Park - Winter Shuttle Schedule

The National Park Service temporarily suspended the free shuttle service in the Town of Springdale and through Zion Canyon on Jan. 2. In the absence of the shuttle, visitors are permitted to drive personal vehicles on Zion Canyon Scenic Drive. Shuttle service will resume in the spring. No ticket, permit or reservation is needed to ride the shuttle or to enter Zion National Park. For more information, including shuttle schedule and dates for the resumption of service, visit go.nps.gov/ZionShuttle.

For More Information

For more information on Greater Zion events, activities, lodging options, cuisine, travel tools and more, please visit GreaterZion.com.

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Visit the Greater Zion [media asset](#) portal for high resolution, downloadable images and video of the destination.

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