



Greater Zion Takes Center Stage in National Golf Spotlight

New Award-Winning Course and First Utah PGA Tour Stop in More Than 60 Years

St. George, Utah – March 5, 2024 – From the opening of Dixie Red Hills Golf Course in 1965 to the recent opening of Black Desert Resort, Greater Zion has become a “must-play” destination for golfers. The region boasts 14 courses set amidst a backdrop of red-rock cliffs, coral-colored sand dunes and rugged, black lava rocks. Greater Zion’s diverse golf experience promises unforgettable rounds for players of all levels including the best in the sport who will compete in PGA and LPGA tour stops in 2024. The Black Desert Championship Oct. 10-13 will mark the return of the PGA tour to Utah after more than 60 years.

“Golfing in Greater Zion is unlike any other destination with a diverse range of courses, price points and competitive tournaments,” said Brittany McMichael, director of the Greater Zion Convention & Tourism Office. “Our stunning natural scenery, combined with exceptional course design, creates an unparalleled atmosphere for golf enthusiasts to indulge in their passion while immersing themselves in the beauty of our surroundings. And, this year we are excited to welcome the best players in the sport to the region to compete in the Black Desert Championship.”

The recent opening of Black Desert and the announcement of the PGA tour stop has elevated the Greater Zion golf experience to a new level. Greater Zion has quickly emerged as a premier destination for golf vacations and tournaments alike. Recently, GolfPass.com noted, “Black Desert, a Tom Weiskopf creation that debuted in May 2023, is the type of bucket-list course that can elevate a good regional golf destination into a must-play national one.”

PGA & LPGA Tour Stops

Over the next two years, the national spotlight will be on Greater Zion with LPGA and PGA tour stops. The PGA Tour returns to Utah for the first time in more than 60 years for the Black Desert Championship Oct. 9-13. The tournament will showcase PGA players on the region's newest course as part of the FedEx Cup. Then it's the LPGA Tour's turn in 2025, when they take on the lava-lined fairways of Black Desert. By hosting both tournaments, Black Desert will be one of only three courses to host both PGA and LPGA tour stops in the United States.

The Epson Tour Copper Rock Championship returns to Copper Rock Golf Course May 13-18 followed by the 2024 LPGA Senior Championship the very next week, May 20-25. This

will mark the first time the Legends Tour will visit Utah and it's the first time a course will host both Epson and Senior events.

Award-Winning Courses

Black Desert has racked up several accolades in its first year of operation from Golfweek's No. 22 "Top 200 Residential Golf Courses in the U.S." to Golf Digest's "Best New Courses to Open in 2023" list. However, Black Desert isn't the only course to receive national recognition. Black Desert (No. 26) and Sand Hollow Resort's Championship Course (No. 39) were noted on Golfweek's "Top 200 Resort Courses in the U.S." Dixie Red Hills Golf Course, the first to open in Greater Zion, recently was noted as the "Best 9-Hole Course of the Year" by GolfPass.com. Lastly, Greater Zion also received a top national accolade as one of the "10 Hottest Golf Destinations to Visit," coming in at No. 7, from the writers at GolfPass.com.

Beyond Golf

With temperate year-round weather, golfers can easily play golf in the morning followed by outdoor adventures in the afternoon or vice versa. All courses provide easy access to adventures in Zion National Park or all of the hiking, biking, OHV and other outdoor pursuits in the area. Golfers also can sample wine at one of the region's five wineries along the Utah Wine Trail or experience a beer tasting at one of the area's microbreweries. Greater Zion also offers a diverse selection of dining options.

With stunning sights, courses in abundance, and a multitude of lodging options, Greater Zion is a haven for golfers of all skill levels at a great value. Several lodging partners offer stay-and-play packages for individuals and groups – whether on the resort courses or other properties throughout the region. One call to lodging partners can secure accommodations and tee times, or book through a local golf concierge service to handle all phases of the golf experiences.

For more information on golf and other adventures, visit GreaterZion.com.

About Greater Zion

Located in the southwest corner of Utah, Greater Zion is a destination that offers more than 2,400 square miles of adventure and inspiration. Zion National Park, the third 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. Home to the 2021 and 2022 IRONMAN 70.3 World Championships, and the 2021 IRONMAN World Championship, Greater Zion also is a world-class destination for sporting events, conferences and meetings. The Greater Zion Convention & Tourism Office is a transient-room-tax-funded entity of Washington County, Utah. For more information, please visit GreaterZion.com.

###

Media Contacts:

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