

2021 TOURISM REVENUE SOURCES

VISITOR STATISTICS

TOP VISITATION

Domestic Markets

1. Las Vegas, NV
2. St. George, UT
3. Salt Lake City, UT
4. Los Angeles, CA
5. Provo/Orem, UT

International Markets

1. Canada
2. China Mainland
3. Mexico
4. Australia
5. France

Source: Visa Vue

TOTAL COUNTY TOURISM RELATED TAXES

\$3,414,771 (TRT & RESTAURANT TAX)

MUNICIPAL TOURISM RELATED TAXES

\$327,847 Cedar City
\$182,785 Brian Head

Source: Kem C. Gardner Policy Institute University of Utah

DOMESTIC AND INTERNATIONAL SPENDING

DOMESTIC **\$137,100,776** +39%
INTERNATIONAL **\$909,400** +4%

Source: Visa Vue

OCCUPANCY RATE

61% +12% from 2020

Source: Smith Travel Reports

VISITORS BY LOCATION

LOCATIONS

	2017	2018	2019	2020	2021
Brian Head	175,296	160,341	201,251	168,154	276,000
Bryce Canyon	2,571,684	2,679,478	2,615,725	1,877,120	2,104,600
Cedar Breaks	909,208	644,515	579,861	923,118	772,886
Frontier Homestead	30,207	30,471	28,790	29,632	18,329
Utah Shakespeare Festival	127,000	102,380	99,231	CANCELED	114,780
Zion	4,504,812	4,320,033	4,488,268	3,613,154	5,039,835
Kolob Canyons	252,997	CLOSED	261,776	267,336	354,976

\$2,885,594

2021 TOTAL REVENUE

79%

2020 TRANSIENT ROOM TAX
\$2,271,648

20%

UTAH OFFICE OF TOURISM GRANT
\$384,000 | WINTER MARKETING
\$181,000 | OFF-SEASON MARKETING
(Includes partners Brian Head Town, Brian Head Resort, and lodging partners)

1%

GIFT SHOP SALES
\$44,946

TOURISM, RECREATION, CULTURAL, AND CONVENTION TAX

Tourism related taxes are used to improve tourism, recreation, cultural, and convention infrastructure throughout the county which are enjoyed by visitors and the community.

ENTITY

Cedar City Corp
Bureau of Land Management
Utah Summer Games
Dixie National Forest
Brian Head Town
Cedar City Airport
Utah Shakespeare Festival
Southern Utah Museum of Art
Zion Forever - Cedar Breaks Natl Monument
Woods Ranch
Iron County OHV Program
Iron County Restaurant Marketing Program
Iron County Wayfinding
Frontier Homestead State Park

IMPROVEMENT

Replace baseball dugouts | RV pedestals at Cross Hollows Arena
Skills track
Equipment updates
Deer Hollow improvements
Bristlecone Pond improvements
Sign updates | Passenger study
Sound study | Theater improvements and updates
Marketing
Gap funding for Visitor Contact Station construction
Bathroom and picnic tables
Trail signage
Digital, billboards, and radio
Historic downtown entrance signage | Historical markers
Electrical upgrades

TOTAL INVESTED
IN 2021

\$589,625