

TOURISM TAX ADVISORY BOARD
APPROVED MEETING MINUTES JANUARY 22, 2026

Commissioner Gil Almquist called the meeting of the Tourism Tax Advisory Board of Washington County to order at 11:00 AM on Thursday, January 22, 2026, in Conference Room #182 of the Washington County Administration Building, 111 East Tabernacle, St. George, UT. Those in attendance included Tourism Tax Advisory Board Members: Dustin Warren, Dorothy Heers, Nate Wells, Dave Moody, Zac Nixon, Kevin Smith, and Shayne Wittwer. Other attendees included Deputy County Attorney Steven Scott, Commissioner Victor Iverson, Tourism Director Brittany McMichael, and tourism office staff members: Matthew Watson, Linné Marsh, Jamie Allen, Ed Aurrecoechea, and Joyce Kelly.

WELCOME

Commissioner Gil Almquist welcomed all attendees.

DIRECTOR'S REPORT

Brittany McMichael, Greater Zion Convention & Tourism Office Director, presented 2025 tourism metrics:

- TRT through October 2025: \$15.2 million, up 2% over 2024
- 2025 Hotel occupancy: down 3.8% from 2024
- 2025 Short-term rental occupancy: 34.3%, tracking approximately 7,000 units through Key Data partnership
- 2025 Hotel RevPAR: down 3.5%; short-term rental RevPAR: up 5.2% over 2024
- 2025 ADR: hotels up 1%, short-term rentals up 4% over 2024
- 2025 Zion National Park visitation: up 0.8% from 2024 (This number is impacted by the 43-day government shutdown)
- 2025 St. George Regional Airport: 431,000 passengers, up 33% over 2024

Ms. McMichael distributed board information packets and reviewed 2025 accomplishments, including staff hires, legislative session navigation, international sales missions, media activations in New York and Denver, and video productions.

Commissioner Gil Almquist stepped out of the meeting. Commissioner Victor Iverson joined the meeting.

2025 MARKETING REVIEW & 2026 MARKETING & PR PREVIEW

The Fahlgren Mortine and Shipyard team: Jessica Weaver, Joey Vera, Natalie Radaci, and Marty McDonald, presented a 2025 marketing review and the 2026 PR preview and marketing strategy.

OPEN MEETINGS TRAINING

Deputy County Attorney Steven Scott presented Open and Public Meetings Act training covering quorum requirements, meeting types, notice requirements, closed meeting procedures, and minutes/recording requirements.

BOARD AND STAFF UPDATES

Kevin Smith reported that as of January 2026, Tuacahn reached 20,000 season ticket holders and expects single-ticket sales to generate approximately \$1 million per day over the 72 Hour Sale in February 2026. Nate Wells reported his family will be featured on the “Ascend Travel Show” by *Outside Magazine*, filming in Greater Zion. Joyce Kelly reported Netflix will film the "Untamed" series from February 1-10, with interest in returning for season three.

MOTION: Motion by Shayne Wittwer to adjourn the meeting
Carried by unanimous vote.

Minutes prepared by Linné Marsh,
Washington County Deputy Clerk
Adjourned at 12:56 PM