

TOURISM TAX ADVISORY BOARD
APPROVED MEETING MINUTES DECEMBER 4, 2025

Commissioner Victor Iverson called the meeting of the Tourism Tax Advisory Board of Washington County to order at 10:30 AM on Thursday, December 4, 2025, in conference room #182 of the Washington County Administration Building, 111 East Tabernacle, St. George, UT. Those in attendance: Tourism Tax Advisory Board members: Dorothy Heers, Zac Nixon, Brett Burgess, Kevin Smith, Shayne Wittwer, Dave Moody, and Ken Neilson. Other attendees include Deputy County Attorney Steven Scott, Commissioner Victor Iverson, Tourism Director Brittany McMichael, and Tourism staff members Chad McWilliams, Jamie Allen, Joyce Kelly, Maree Crowe, Ed Aurrecoechea, Heath Hansen, Linné Marsh, and Matthew Watson.

WELCOME

Commissioner Victor Iverson welcomed all attendees and confirmed that a quorum was present for voting on action items.

CONSIDERATION OF OCTOBER 30, 2025 MINUTES

MOTION: Motion by Shayne Wittwer to approve the October 30, 2025 Minutes.
Motion seconded by Ken Smith and carried by a unanimous vote.

DIRECTOR'S REPORT

Brittany McMichael, Greater Zion Director, provided an update on year-over-year tourism trends for January - October 2025.

- Transient Room Tax (TRT) revenue is up 1% from 2024
- We are at the \$13 million landmark (data current through September 2025)
- Occupancy rates are down 3.6%, and REVPAR is down 3.1% from 2024
- Average Daily Rate (ADR) has increased 1% over 2024
- Zion National Park visitation has increased 8% over 2024

McMichael presented a draft of the Value of Tourism video, outlining the value of tourism to Washington County businesses.

CONSIDERATION OF THE 2026 TRT & TRCCA BUDGETS

Brittany McMichael presented the 2026 TRT (Transit Room Tax) and TRCCA (Tourism, Recreation, Restaurant, and Airport) budgets.

MOTION: Motion by Ken Neilson to approve the 2026 TRT and TRCCA Budgets as presented.
Motion seconded by Kevin Smith and carried by a unanimous vote.

WEBSITES UPDATES PRESENTATION

Ed Aurrecoechea, Tourism Marketing Manager, presented updates to GreaterZion.com, including a new event calendar and an immersive 3D map. These new features will enhance the visitor experience and drive traffic to local businesses.

DENVER MEDIA ACTIVATION RECAP

Jamie Allen, Tourism Operations Manager, shared a summary of the recent Denver Media activation. The event confirmed how valuable this market is for Greater Zion, especially with the direct flight from SGU to DEN, and how well it fits with Greater Zion's adventure and lifestyle experiences. The responses from both consumers and the media were extremely positive. Several Denver media outlets are actively working with our PR team on upcoming trips and story ideas. Overall takeaways: Denver is primed for messaging that leads with Tuacahn, golf, and our broader culinary and cultural experiences.

CONSIDERATION OF VIRGIN TOWN PARK & RIDE CONTRIBUTION

Heath Hansen, Tourism Regional Affairs Director, presented a request to partner with Zion White Bison Resort to offset costs of up to \$12,500 from TRT funds to grade, gravel, and construct signage for a park & ride lot in Virgin Town.

MOTION: Motion by Shayne Wittwer to approve \$12,500 in TRT funding for grading, gravel, and signage.
Motion seconded by Dorothy Heer and carried by a unanimous vote.

ZION NATIONAL PARK FEE STRUCTURE UPDATE

Heath Hansen spoke about the upcoming fee increases to non-US residents planning to visit Zion National Park beginning January 1, 2026. Updated fee schedules will include increases to \$250 for the America the Beautiful pass and to \$100 for the per-person entrance fee. Effective January 1, 2026.

INTERNATIONAL & FILM UPDATE

Joyce Kelly, Tourism Sales Manager, spoke about recent International marketing and film efforts, including a successful reverse sales mission with tour operators from India and a trade show in Europe. Marketing efforts also include a partnership with Moab to run a successful marketing campaign in Germany, future filming of *Untamed*, a Netflix series, featuring Zion National Park in its second season, and *Ascend*, an *Outside Magazine* television series featuring Nate Wells and his family.

BOARD, STAFF UPDATES, & OTHER BUSINESS

The next meeting will be an optional work session scheduled for January 22, 2026.

Minutes prepared by Linné Marsh
Washington County Deputy Clerk
Adjourned at 12:02 PM