

# 2025 ANNUAL REPORT





## Visit Cedar City - Brian Head

We are the official Visitors Bureau and marketing office for Iron County. Utilizing revenues generated by tourism related taxes (lodging and restaurant taxes), we engage in development and marketing strategies to improve Iron County's visitor economy.

# 2025 Tourism Revenue Sources

The total tourism related revenue from all sources in 2025 was **\$4,151,954**. This revenue total is broken down below by source.

● **\$2,528,217** in County Transient Room Tax (TRT)

TRT is the 4.25% tax on every room night sold in Iron County. This tax revenue is legislated to be used for tourism destination promotion and to fund tourism related infrastructure.

<p><b>By community the municipal transient room tax (TRT) collected in 2024 was</b></p>	<ul style="list-style-type: none"> <li>• Cedar City: \$350,465</li> <li>• Brian Head: \$202,494</li> <li>• Parowan: \$16,817</li> <li>• Kanarrville: \$3,649</li> </ul>
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● **\$1,576,908** in County TRCC/Restaurant Tax

TRCCA/ Iron County Restaurant Tax is a 1% tax on all prepared food in Iron County. This tax is legislated for the use of tourism, recreation, cultural, convention, and airport marketing and infrastructure.

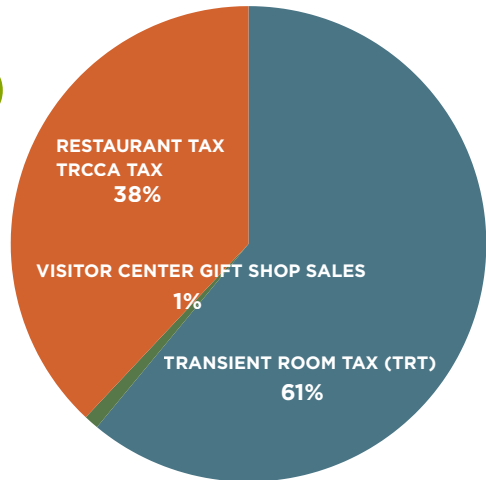
● **\$46,829** in Visitor Center Gift Shop Sales

# \$4,151,954.00

2025 Total Revenue

PERCENTAGE OF OUR BUDGET

- 61%** Transient Room Tax
- 38%** Restaurant Tax
- 1%** Visitor Center Gift Shop Sales



These revenues are overseen by the Iron County Tourism Advisory Board and the Iron County Restaurant Tax Board who advise the Iron County Commission on the best and most economically viable projects to invest in, as well as advising Visit Cedar City · Brian Head on their marketing and development strategies.

# Visitor Economy in 2025

## Overview

### 1.6 Million Visitors in 2025

- **2.5 million** overnight visits
- **63.3%** occupancy rate
- **121.3K** average monthly visits
- **397.4K** total day visitors
- **3.1 days** average trip duration



Evenings on the patio at Brian Head Lodge

## Lodging in Iron County

As of 2025, Iron County has **1,716 rooms** available with **29 hotels** and bed & breakfasts, **15 RV parks & campgrounds**, and **1,047 short term rentals**.

	YEAR TO DATE			
	2022	2023	2024	2025
Occupancy %	57.1	60.9	62.8	63.3



Shopping in downtown Cedar City.

## Visitor Spending in Iron County

Visitors to Iron County generated **\$251.6 million in taxable retail sales in 2024\***, an increase over the previous year.

In 2025 visitors fueled our local economy with overnight stays, shopping, exploration, and tax revenue generated through their visit.

Visitors impact our economy. **20% of all Iron County taxable sales come from non-residents**. The average **visitor daily spend is \$154.82**.

This spending **supports 3,125 jobs**, with **2,441** of those jobs directly tied to tourism.

### DIRECT SPENDING BY VISITORS IN IRON COUNTY

Year	2021	2022	2023	2024
Spend	\$252 Million	\$249.3 Million	\$251 Million	\$251.6 Million

*\*As reported by the Kem C Gardner Institute for the Utah Office of Tourism  
\*Spend data delayed one year - figures reflect 2024 verified data*

# Visitor Economy in 2025

From the arts to the nearby national parks, our visitors enjoy Cedar City’s proximity to stunning scenery and abundance of arts, festivals, and events. Visitation counts for some of our top visited attractions in Iron County are included below.

## Top Visitation for Iron County Attractions by Year

LOCATIONS	2022	2023	2024	2025
Brian Head Town Overnight Stays	480,000	440,000	420,000	460,100
Bryce Canyon National Park	2,354,660	2,461,269	2,498,075	1,967,367
Cedar Breaks National Monument	688,644	614,292	722,834	718,014
Frontier Homestead State Park	23,609	20,491	20,329	23,125
I-15 Traffic Counts (Exit 56)	13,023,903	13,140,000	13,140,000	13,140,000
Utah Shakespeare Festival	96,215	99,180	96,700	103,352
Utah Summer Games Participants	10,181	10,500	12,050	10,470
Zion National Park	4,692,417	4,623,328	4,946,592	5,006,425
Kolob Canyons	341,336	323,471	364,593	363,853
Southern Utah Museum of Art	28,934	26,229	26,592	28,536



Brian Head Resort



Utah Shakespeare Festival



Cedar Breaks National Monument

## Visitor Economy Summary – 2025

Powered by tourism generated lodging and restaurant tax, in 2025 we invested in what matters; events and infrastructure that our community enjoys year-round.

These investments, along with marketing efforts, support our mission to bring in quality visitation year-round to keep our businesses and hospitality industry healthy and prosperous.



Utah Summer Games Opening Ceremonies 2025.

Scan here for a video summary of tourism’s impact in Iron County in 2025.

# Events & Community Investment

A large portion of funds collected through TRT are reinvested into Iron County communities through event support and infrastructure improvements. Events/organizations apply annually and funds are then distributed based on the recommendation of the TRT Tourism Advisory Board.

**\$435,000**

invested in Iron County events with the recommendation of the TRT/Tourism Advisory Board

**32**

events & organizations supported by these funds in 2025



Cedar City Events - Spring Fiesta

## 2025 Supported Events Include

- Utah Summer Games
- Woodshed Fest
- Utah Wine Festival
- Utah Tourism Business Development Conference
- Utah Shakespeare Festival
- Iron County Fairgrounds
- Southern Utah Bookfest
- Cedar City Rock & Gem Show
- Utah Wine Trail
- Parowan Art Tour
- Festival of Homes
- Brian Head Art Festival
- Brian Head Christmas on Ice
- SUMA: Dia De Los Muertos
- Vision Iron County
- Downtown Lighting Ceremony
- Special Olympics Utah
- Cedar City Livestock Festival
- Lions Club Rodeo
- Utah Farm Conference
- CAIRN Conference
- Exploring Possibilities Conference
- Cedar City Events
- Red Rock Film Festival
- Frontier Homestead State Park
- Big Mountain Enduro
- Youth Enduro
- Spring Fiesta
- Iron County Fair
- Parowan City Events
- Cedar City Chamber of Commerce
- WE Rock Events

### Iron County TRT/Tourism Advisory Board

**Mike Bleak**  
*Iron County Commissioner*

**Anna Saunders**  
*Iron County Lodging*

**Giani Julander**  
*Public Lands/Parks*

**Jet Smith**  
*Parowan*

**Cade Maxedon**  
*Iron County Lodging*

**Bret Howser**  
*Brian Head Town*

**Cherryll Sanders**  
*Iron County Lodging*

# Infrastructure & Capital Projects

The Iron County TRCCA/Restaurant Tax funds also support infrastructure projects throughout the county. Public entities apply annually; funds are distributed by the TRCCA Advisory Board for tourism, recreation, cultural, airport, and convention improvements.

**\$2.1 Million**  
total infrastructure invested in 2025.



## Projects Supported by this tax in 2025 include:

<b>Utah Summer Games</b>	New event development and recruitment
<b>Utah Shakespeare Festival</b>	Marketing and equipment upgrades to support musical productions
<b>Three Peaks Recreation Area</b>	Road sealing to host High School MTB championships
<b>Dixie National Forest</b>	Bristlecone Pine Trail rehabilitation
<b>Cedar City Airport</b>	Marketing and research, new terminal decor and signage
<b>Beverly Center for the Arts</b>	Day of the Dead event ( <i>SUMA: Dia De Los Muertos</i> )
<b>Southern Utah Museum of Art</b>	Signage and marketing
<b>Cedar City Leisure Services</b>	Softball mounds and fence
<b>Cross Hollows Diamond Z Arena</b>	Completion of indoor warm-up arena - <b>Total \$1M Investment</b>
<b>Iron County Projects</b>	Trail maintenance, international travel development, equipment for parks
<b>Parowan</b>	Sports facility expansion
<b>Bureau of Land Management</b>	Southview trailhead improvements
<b>Brian Head</b>	Summer support for mid week visitation
<b>Southern Utah University</b>	Multipurpose Center renovation - <b>Total \$2.75M Investment</b>

### Iron County TRCC/Restaurant Tax Board

**Daniel Aiken**  
*Rusty's & Milt's*

**Donn Jersey**  
*Jersey's Corner*

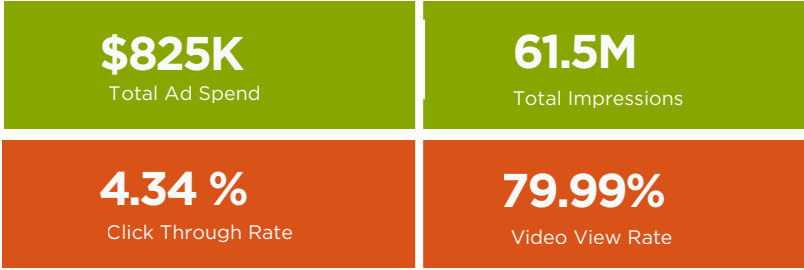
**Maria Twitchell**  
*Visit Cedar City · Brian Head*

**Mike Bleak**  
*Iron County Commissioner*

**Julie Padilla**  
*Courtyard Marriott*

# Paid Media Marketing

At Visit Cedar City · Brian Head, our main objective is to showcase the strength of our area’s blend of outdoor adventure, cultural offerings, scenic landscapes, and affordability. These strengths are marketed 365 days a year with an emphasis on off-season promotion.



## Max Connect Digital Partnership

In partnership with Utah-based ad agency Max Connect, campaigns ran across Google, YouTube, Spotify, Facebook, Instagram, and CTV.

Impressions	Views	View Rate
17,107	10,607	62.00%



Ad • <https://visitcedarcity.com/trails/>  
Outdoor | Spring | Hiking **PAUSED**

Impressions	Clicks	CTR
154.91k	1,880	1.21%

## FALL CAMPAIGN - 2025

## DIGITAL DISPLAY ADS



Ad • <https://visitcedarcity.com/thin...>

Digital ad with 422k impressions, and 5k clicks

# Paid Media Marketing

## Billboard Marketing Effort Highlights

### Cooler Temps 3 Hours Away

Summer billboards in Las Vegas, NV displaying the current conditions and cooler temperatures in Brian Head.



### Highlighting Evergreen Assets

Electronic billboard displays along I-15 highlight assets and experiences that are available to visitors any time of year.



### Seasonal Billboard Campaigns

Billboards are visible along I-15 in Utah and Las Vegas.

Electronic billboard designs change as needed to highlight seasonal and evergreen assets in Iron County.



## Winter Co-Op Marketing Efforts with Garfield County Tourism



Ski & See Billboard



Ski & See Social Campaign

6,078,389

Impressions

1.11%

Click Through Rate (CTR)

54,974

Website Visits

# Paid Media Marketing

## Utah Office of Tourism Marketing Co-Op

**Brian Head Town + Visit Cedar City · Brian Head + Brian Head Resort**

In 2025, **\$82,000** was invested by Visit Cedar City · Brian Head toward a matching grant from the Utah Office of Tourism to help fund winter and summer campaigns highlighting outdoor recreation.

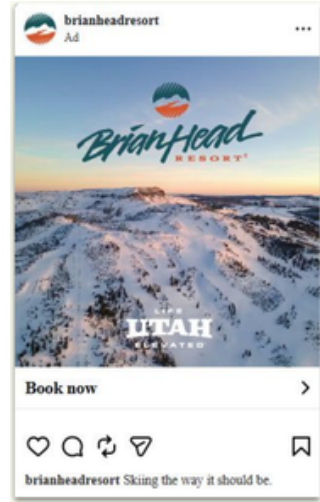
Combined with matching investments from partners, the **total campaign was \$337,000**, which significantly expanded the campaign reach and impact.

**42,217,336**

Impressions

**156,914**

Website Clicks



## International Paid Media Marketing Highlight

We launched targeted digital media campaigns in key international markets, including **Canada, Australia, and India**. These campaigns leveraged travel trade agents, suppliers, and tour operators who work directly with international visitors planning trips to Utah.

Additional digital activations included partnerships with Expedia Canada and Expedia Australia, as well as placements in Canada's KarryOn Digital magazine, Mogul Ski World, and Visit USA Parks, which provided extended reach into **Germany and France**.

Gateway to Utah **PARKS**

PLAN YOUR VISIT

visitcedarcity.com



Learn more about additional International Marketing Efforts implemented by our team on page 13.

Gateway to Utah **PARKS**

PLAN YOUR VISIT

visitcedarcity.com



Gateway to Utah **PARKS**

PLAN YOUR VISIT

VISIT Cedar City BRIAN HEAD

Karry On Digital Ads

**2,597,806**

total gross impressions

KarryOn Digital banner ads highlighting our proximity to the national parks and other scenic attractions.

# Social Media | @visitcedarcity

**7.7 Million**

Views across platforms

Connecting with our audience across social platforms with a blend of inspirational and informative content aimed at encouraging them to visit our area, and visit prepared with things to do, and things to know.

**FACEBOOK**

**Impressions:** 7,096,652  
**Interactions:** 19,937  
**Clicks:** 91,457

**INSTAGRAM**

**Impressions:** 322,436  
**Interactions:** 8,587  
**Clicks:** 1,574

**YOUTUBE**

**Impressions:** 188,129  
**Views:** 786,181  
**Click-through rate:** 5.7%

While our primary channels are listed above, our team also has a presence @visitcedarcity on X, Pinterest, and TikTok

Our primary audience is located in **Utah, Nevada and Southern California** with followers concentrated in **Salt Lake, Las Vegas, Los Angeles, and Henderson.**

**67.9%** of our audience is women between the ages of 25-54.

The Sheep Parade always causes a stir, with 174.4k views on Facebook and 24.3k on Instagram.

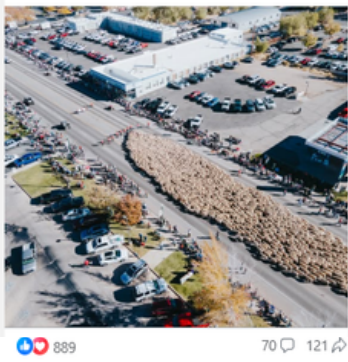
Oh sheep 🐑, it's our favorite time of year! The Cedar Livestock & Heritage Festival is just around the corner (October 25th). The fun goes all weekend, with a few of our favorite highlights included below 🌟

- 🐑 Antique Tractor Pull (Friday)
- 🐑 Cowboy Poetry (Fri - Sun)
- 🐑 Sheep Parade (Saturday)
- 🐑 Memorial Ranch Rodeo (Saturday)
- 🐑 Dutch Oven Cook-off (Saturday)
- 🐑 Cowboy Church (Sunday)

📍 Dallas Smith Media See less



Event highlights (like this one for July Jamboree) are popular as well, with 109K views on Facebook and 448 reactions.



Winter in Iron County is beautiful, and our visitors agree. This video was our most watched Youtube content in 2025 with 207k views and 135.8k unique viewers.

**Join our social feed**

We would love to share your content with our visitors too. Tag us or add us as a collaborator @visitcedarcity.



# Earned Media Outreach & Results

## 2025 Overview: Earned Media & PR

Our PR and media outreach efforts place Iron County destinations in front of audiences that would be difficult and expensive to reach through paid advertising alone. This outreach allows us to highlight our destination in publications we might not otherwise reach.

144

Articles & editorials

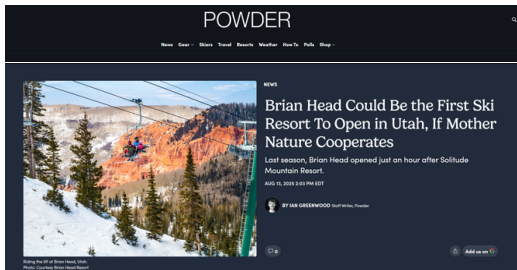
808M+

Estimated article views

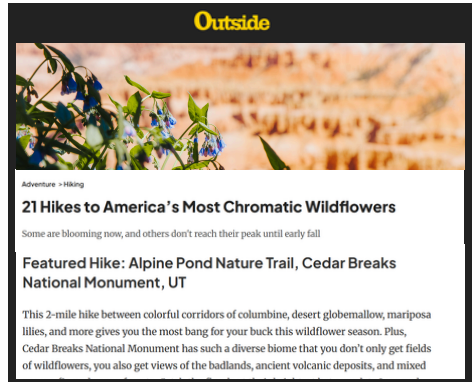
847

Social echo/shares

These publications include notable outlets like **POWDER Magazine**, **Outside Online**, **Travel + Leisure**, and more.



Not all articles come from hosted media or organic finds. This highlight in **Outside Online** was the result of a late night email from a journalist and a quick turn around from our team.



## Media Familiarization Tours

**FAM (Familiarization) Tours** bring journalists, travel writers, influencers, and tour operators to experience a destination firsthand.

These visits generate authentic coverage, recommendations, and bookings that reach new audiences.

In 2025 our office hosted

8

Familiarization Tours

39

Journalists, influencers, and tour operators

These experiences included skiing, hiking, festivals, arts & culture, and visits to nearby national monuments and parks.



# International & Travel Trade

International visitation plays an important role in our visitor economy.

In 2025 International visitors to the area spent **\$3,797,600**. *\*Source: Visa Destination Data*

Our top international markets include **Canada, Germany, France, China, Mexico, Australia,** and the **United Kingdom**.



## Fostering International Relationships & Connections

In 2025 our travel trade specialist, Becki Lewis, met with domestic and foreign tour operators and attended travel/trade shows like the America Bus Association, Go West Summit, IPW Summit, and others.

**84** appointments with Tour Operators.

**4** foreign travel/tour operator FAM Tours

Visit Cedar City · Brian Head also participated in ski shows, VIP events, and media activations in Sydney, Brisbane, and Melbourne, Australia.

## Hosting Travel/Tour Operators in Cedar City, Parowan, and Brian Head.

In 2025, we hosted **4 familiarization tours** tailored for travel/trade specialists in partnership with the Utah Office of Tourism. These four groups included **28 total participants** from **India, China, Germany,** and the **western U.S.**



Tour operators from India visiting Cedar Breaks National Monument.



Tour operators from China visiting Kolob Canyons and Frontier Homestead.



Tour operators from Germany in KolobCanyons and Thunderbird Gardens.



# Public Policy & Utah Tourism Impact

## Utah Legislative Session 2025

Our objectives on Capitol Hill are to:

- Advocate for increased state-funded tourism promotional dollars.
- Pursue legislation that benefits our tourism industry partners.
- Monitor all legislative actions and their effects on the tourism industry.
- Report on legislative developments and emerging policy trends relevant to our partners.

## Tourism Day on the Hill

is an opportunity for our staff and partners to meet with stakeholders and legislators to advocate for Iron County's visitor economy.



Tourism Day on the Hill - Utah State Capitol



Visit Cedar City · Brian Head & local lodging partners.

## Tourism's Impact in Utah Looks Like:

- 1 in 10 Utah jobs are tourism-related, equaling 164,600 jobs statewide.
- Travelers drive 20% of Iron County's retail sales.
- Tourism builds infrastructure enjoyed by visitors and the community.
- Travel and tourism contributes significantly to the quality of life for Utahns.

**\$13.3 Billion**

was spent on travel in Utah in 2025.

**79%**

of Iron County residents recognize the importance of tourism for our local economy.

*\*Kem C Gardner Policy Institute*

**\$1,200 +**



in tax relief per Utah household annually

# Data, Resources, and Outreach

As the official marketing organization for Iron County, we connect visitors with the businesses, experiences, and services that make this destination worth the drive. The QR codes below are your starting point for partner listings, visitor guide placement, events calendar listings, and more.

## Community Partner Resources

Connect our visitors with your business using the free listings and resources available at [visitedcedar.com](http://visitedcedar.com) or in person at the **Cedar City Visitor Center, 581 North Main Street.**



Visitor Economy Insights



List Your Business



Event Calendar



Media Portal



Partner Newsletter



## Explore Local Podcast

The Explore Local Podcast shares stories from the vibrant community members, business owners, guides, and more who shape the communities we live in, and share with our visitors.

From tourism updates, to behind-the-scenes on local businesses that visitors love, these episodes offer a more personal look at aspects of our destination.

In 2025 the podcast episodes were viewed **150K** times across platforms like Apple Podcast, Spotify, and Youtube.



# Tourism Initiatives



Festival of Flavors - Brian Head Resort

Visit Cedar City · Brian Head has developed Destination Initiatives to identify our unique competitive position as a destination.

By working toward the continued development of these eight initiatives we hope to aid in attracting more quality visitors to Iron County, increase jobs, and support more private/public investments throughout the county.



Learn more about these initiatives:

## These destination development initiatives include:

- Product development featuring Iron County's unique qualities and experiences.
  - Develop Iron County's unique tourism assets and create new product offerings to fill gaps in the off-season.
- Better tourism infrastructure.
  - Utilizing tourism tax revenues to invest in infrastructure such as facilities, trails, and signage.
- Improved coordination and communication.
  - Reduce duplication of efforts between industry partners and stake holders to improve the communication pipeline.
- Improved branding and marketing.
  - Develop best practices for digital media management, and research-driven marketing.
- Broader transportation opportunities.
  - Support transportation development to adapt to the new generation of travelers.
- Public and private sector investment and improved offerings.
  - Encourage the development of visitor attractions through public/private investment and entrepreneurship.
- Developing a skilled and capable industry.
  - Invest in opportunities for tourism/hospitality training and career pathways.
- Sustainable future.
  - Protect valuable natural resources, local business, and unique community characteristics to be enjoyed by future generations.



## Responsible Tourism & Keeping the Community in Mind

Iron County's greatest asset is the land itself, and keeping it that way takes intention. Through responsible recreation content posted to our accounts we help visitors make informed choices about how they explore our public lands, trails, and natural spaces.

We began with our Bee Kind initiatives in 2024 and continued our efforts in 2025. Later adding our collaboration with Intermountain Cedar City Hospital and #RedRockReady series to this initiative.

visitcedarcity Bee prepared. Bee inspired. Bee kind.

From the trip of a lifetime to an escape from the everyday, travel means something special to us all. Be kind to the people, places, and spaces you visit by practicing responsible recreation and supporting local businesses.

## Building a Partnership to Increase Sports Tourism with the Help of the Utah Summer Games | Utah Special Olympics

In partnership with the Larry H. Miller Utah Summer Games, we were excited to welcome the Utah Special Olympics to Cedar City in 2025. This new event is part of our sports tourism initiative to bring more group sports to the area.

We are looking forward to seeing this partnership continue to flourish and grow and are excited to welcome the Utah Special Olympics back to Cedar City in 2026!





AMERICA  | UTAH  
IRON COUNTY

**Celebrating America 250 in Iron County | 2025 & 2026**

Beginning in July of 2025, Iron County joined the rest of the United States in celebrating the 250<sup>th</sup> birthday of The United States of America. With a local committee co-chaired by our Tourism Executive Director, coordinating a year long series of events and activities, the effort reflects broad community collaboration contributing to programming throughout the year.

Learn more about these efforts and find upcoming events at [visitcedarcity.com/america250/](http://visitcedarcity.com/america250/)

*Image: Utah Summer Games Opening Ceremonies | Dallas Smith*



+



Intermountain Health

## Promoting Responsible Recreation & Providing Resources

In 2025 Visit Cedar City · Brian Head partnered with Intermountain Cedar City Hospital and Dallas Smith Media to produce a series of videos aimed at teaching our visitors how to recreate safely in southern Utah, and who they should call if things go wrong.

The 29-video content series was produced alongside medical professionals at Intermountain Cedar City Hospital. Featuring paramedics, ER staff, and trauma specialists speaking directly to our audience, the videos cover everything from trail preparedness and OHV safety to backcountry planning and elevation sickness.

*Image: Filming with Life Flight Pilot Toby Norton at Cedar City Hospital*



## Cross Hollows Indoor Warm-Up Arena to Attract Equestrian Events to Cedar City

A total of \$1 million was committed from TRCCA funds, paid over two years for the expansion. Construction on the expansion began in 2025 and the indoor arena officially opened its doors on April 14<sup>th</sup>, 2026.

The construction of the Cross Hollows Indoor Warm-up Arena demonstrates a strong commitment to expanding the region's capacity to host future equestrian events and competitions in Cedar City.

**\$1 Million**

**total investment from TRCCA funds.**

## Tourism Business Development Workshop Designed for Tourism Business Partners, Hosted with the Utah Office of Tourism

The Utah Office of Tourism in cooperation with Visit Cedar City · Brian Head hosted the inaugural Tourism Business Development Workshop in Cedar City in August of 2025. The event drew a group of 194 attendees from all corners of the state for two days of programming, including breakout sessions and keynote speakers, focused on creating engaging discussions and practical strategies for developing and enhancing tourism offerings.

Our team assisted the Utah Office of Tourism by hosting the evening social at the Frontier Homestead State Park Museum, followed by a guided dark sky experience at Iron Springs Resort.



*Opening social dinner at the Frontier Homestead State Park Museum*

## Multipurpose Center at Southern Utah University to Encourage and Accommodate Increased Sports Tourism in the Area

In 2025 both the TRT Tourism Advisory Board and the TRCC Restaurant Tax Board agreed to award funding to Southern Utah University for an update to the existing Multipurpose Center facilities in an effort to support the increase of sports-based tourism Iron County.

This updated center will support tournament-based sporting events in the off-season, as well as larger numbers for popular events like the State Drill Competition, Utah Summer Games, and others.

**\$2.75 Million**

**total investment over the next 3 years from TRT & TRCCA funds.**





**Maria Twitchell**

*Tourism Executive Director  
Iron County Parks & Recreation Director*  
mtwitchell@ironcountyut.gov



**Amber Bennett**

*Marketing Specialist*  
abennett@ironcountyut.gov



**Kaylee Pickering**

*Communications Specialist*  
kpickering@ironcountyut.gov



**Stephanie Orton**

*Office Manager*  
sorton@ironcountyut.gov



**Eileen Coleman**

*Communications Assistant*  
ecoleman@ironcountyut.gov



**Andie MacMullen**

*Receptionist*  
amacmullen@ironcountyut.gov



**Bryce Williams**

*Parks & Outdoor Recreation Supervisor*  
bryce.williams@ironcountyut.gov



**Payton McCabe**

*Parks & Outdoor Recreation Tech*  
pmccabe@ironcountyut.gov

**Our team works to improve communication with our partners and stakeholders and participate in community planning by serving on community and regional boards which includes:**

- Utah Tourism Industry Association Board
- Cedar City Airport Advisory Board
- Cedar City Historic Preservation Commission
- Cedar City Active Transportation Board
- B.I.G Chamber
- Patchwork Parkway Hwy 143 Committee
- Iron County Public Art Commission
- Cedar Airline Advisory Committee
- Zion Regional Recreation Management Plan
- Southwest Region Utah Outdoor Recreation Council
- Cedar City Cross Hollows Advisory Board
- Iron County Restaurant Tax Advisory Board
- Cedar City Downtown Lighting Ceremony
- America 250
- Iron County Public Art Commission
- Southern Utah Rural Chamber Coalition
- Future Ready Utah Committee
- Cedar City Downtown Economic Development Committee
- Utah Association of Destination Marketing Organizations
- Business & Innovation Center Steering Committee
- Zion Regional Collaborative (ZRC)

## Visitor Services & Cedar City Visitor Center

The Cedar City Visitor Center (581 N Main Street) is our team's opportunity to connect with visitors and our community. Answering visitor questions and helping them make the most of their visit, or fulfilling information requests and distributing printed brochures, maps, and information.

- Visitors Assisted: 19,146
- Visitor Guides Mailed: 14,106
- Gift Shop Sales: \$46,829
- Visitor Guides Downloaded: 6,600

The visitor center is also home to a carefully curated gift shop with a selection of local goods, souvenirs, and clothing.

**581 North Main Street, Cedar City, UT  
(435) 586-5124**



Download a digital copy  
of the annual report at  
[visitcedarcity.com](https://www.visitcedarcity.com)

