

## EXECUTIVE SUMMARY

Iron County welcomed **1.6 million visitors in 2025**, generating **over 2.5 million overnight stays** with an **average trip length of 3.1 days**. Visitor spending generated significant tax revenue supporting local development, events, and community infrastructure.

## VISITOR INSIGHTS & KEY ECONOMIC METRICS

### Total Tourism-Related Revenue (2025)

# \$4,151,954.00

- **\$2,528,217** in County Transient Room Tax (TRT)
- **\$1,576,908** in Restaurant / TRCCA Tax
- **\$46,829** in Visitor Center Gift Shop Sales

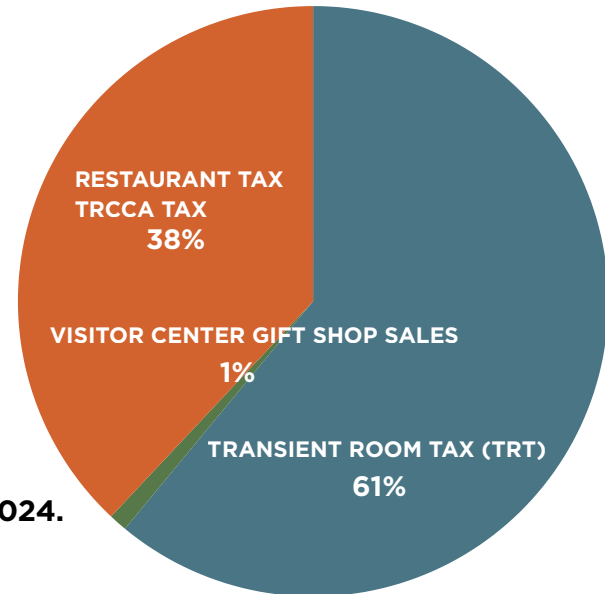
- \* ● **Visitors generated \$251.6 million in taxable retail sales in 2024.**
- **Average daily visitor spend was \$154.82**

These visitors came to Iron County from top domestic markets like **Salt Lake City, Las Vegas, and LA County**.

As well as top international markets like, **Canada, Germany, France, China, Mexico, Australia, and the United Kingdom**.

\*Based on Kem C. Gardner study

### PERCENTAGE OF OUR BUDGET



Visitors impact our economy.

## 20%

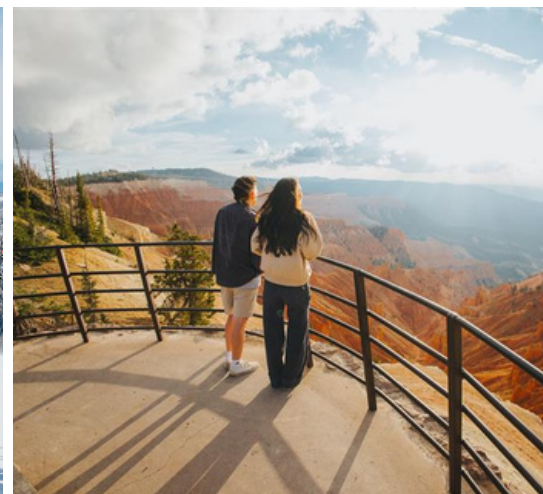
of all Iron County taxable sales come from non-residents.

The average visitor daily spend is

## \$154.82

Total jobs **3,125**

Tourism direct jobs **2,441**



## EVENT INVESTMENTS IN 2025

A **total of \$435,000 of TRT & TRCCA revenues** were invested into local events across Iron county, supporting **32** cultural, sports, arts, and community programs.

- Utah Summer Games
- Woodshed Fest
- Utah Wine Festival
- Utah Shakespeare Festival
- Iron County Fairgrounds
- Bookfest
- WE Rock Events
- Cedar City Rock & Gem Show
- Utah Wine Trail
- Parowan Art Tour
- Festival of Homes
- 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
- Brian Head Art Festival
- Brian Head Christmas on Ice
- SUMA: Dia De Los Muertos
- Vision Iron County
- Downtown Lighting Ceremony
- Spring Fiesta
- Iron County Fair
- Parowan City Events
- Cedar City Chamber of Commerce
- Utah Tourism Business Development Conference

**\$435,000**  
was invested in Iron  
County Events in 2025

Supporting **32** events  
in 2025 throughout the  
county.

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

## INFRASTRUCTURE INVESTMENTS IN 2025

A total of **\$2.1 million** of TRCCA revenues supported infrastructure improvements in our county; investments in recreation area upgrades, trail maintenance, airport expansion, and arts facility enhancements that strengthen our long-term economic sustainability.

- **Utah Summer Games** : New event development and recruitment
- **Utah Shakespeare Festival** : Marketing and equipment upgrades to support musical productions
- **Three Peaks Recreation Area** : Road sealing to host High School MTB championships
- **Dixie National Forest** : Bristlecone Pine Trail rehabilitation
- **Cedar City Airport** : Marketing and research, new terminal decor and signage
- **Beverly Center for the Arts** : Day of the Dead Event
- **Southern Utah Museum of Art** : Signage and marketing
- **Cedar City Leisure Services** : Softball mounds and fence
- **Parowan** : Sports facility expansion
- **Bureau of Land Management** : Southview trailhead improvements
- **Brian Head** : Summer support for mid week visitation
- **SUU Multi-Purpose Center Renovation** : 3 year investment - **total \$2.75 million**
- **Iron County Projects** : Trail maintenance, international travel development, equipment for parks
- **Cross Hollows Diamond Z Arena** : Completion of indoor warm-up arena - **total \$1 million investment**

## CONCLUSION

Tourism continues to be a major economic driver for Iron County, fueling employment, retail sales, local improvements, and long-term economic sustainability.

