



TOURIST DESTINATION & STEWARDSHIP

Mark Preiss

Director Zion Forever Project

Zion Forever Project @

National Summit For Gateway Communities



**ZION
NATL PARK
FOREVER
PROJECT**

Los Angeles Times

BUSINESS

Too many tourists: Crowding is parks and theme parks

By HUGO ... 2017 | 3:00 AM
The New York Times

National Parks Struggle With a Mounting Crisis: Too Many Visitors

By Julie Turkewitz Photographs by Ruth Fremson
Sept. 27, 2017

Deseret News Utah

This Utah national park beat out Yellowstone and Yosemite as one of the most popular parks in the nation

By Sydney Chapman @SydChap
Published: November 29, 2018 2:21 pm



Long Lines, Packed Campsites And Busy Trails: Our Crowded National Parks

March 7, 2016 · 4:27 PM ET
Heard on All Things Considered

KIRK SIEGLER



CONDÉ NAST

Traveler

Zion National Park Sets Visitation Record — But This May Be Bad News for You

tripadvisor

Zion National Park

Travel feed: Zion National Park Hotels Things to do Restaurants Flights

United States > Utah (UT) > Zion National Park > Zion National Park Travel Forum

Is Zion getting too crowded to be enjoyable?



Is Zion getting too crowded to be enjoyable?

Jan 5, 2017, 1:55 PM

pipermolly Salt Lake City, ...

1 post

We are planning a trip to Zion in October 2017. No hearing horror stories of 2-4 hour waits to get on the shuttle buses, huge waits to drive into the park, overcrowded trails etc. It's been a few years since we've been there-has it gotten so crowded that we should change plans?

Any tips on beating the lines?





KARST STAGE

RV.COM
der









TOURISM:

The commercial organization and operation of vacations and visits to places of interest.

– Google Dictionary

The practice of traveling for recreation.

– Webster's Dictionary

**4.5 MILLION VISITORS CAME TO ZION IN 2017
TO RECREATE AND TOUR FOR PLEASURE.**



4.5 million hikers
40.6 miles of paved road
92.75 miles of park trail



KANE COUNTY

- 3,858 jobs
- 0.8% job growth
- \$187,300 median home value
- one traffic light

WASHINGTON COUNTY

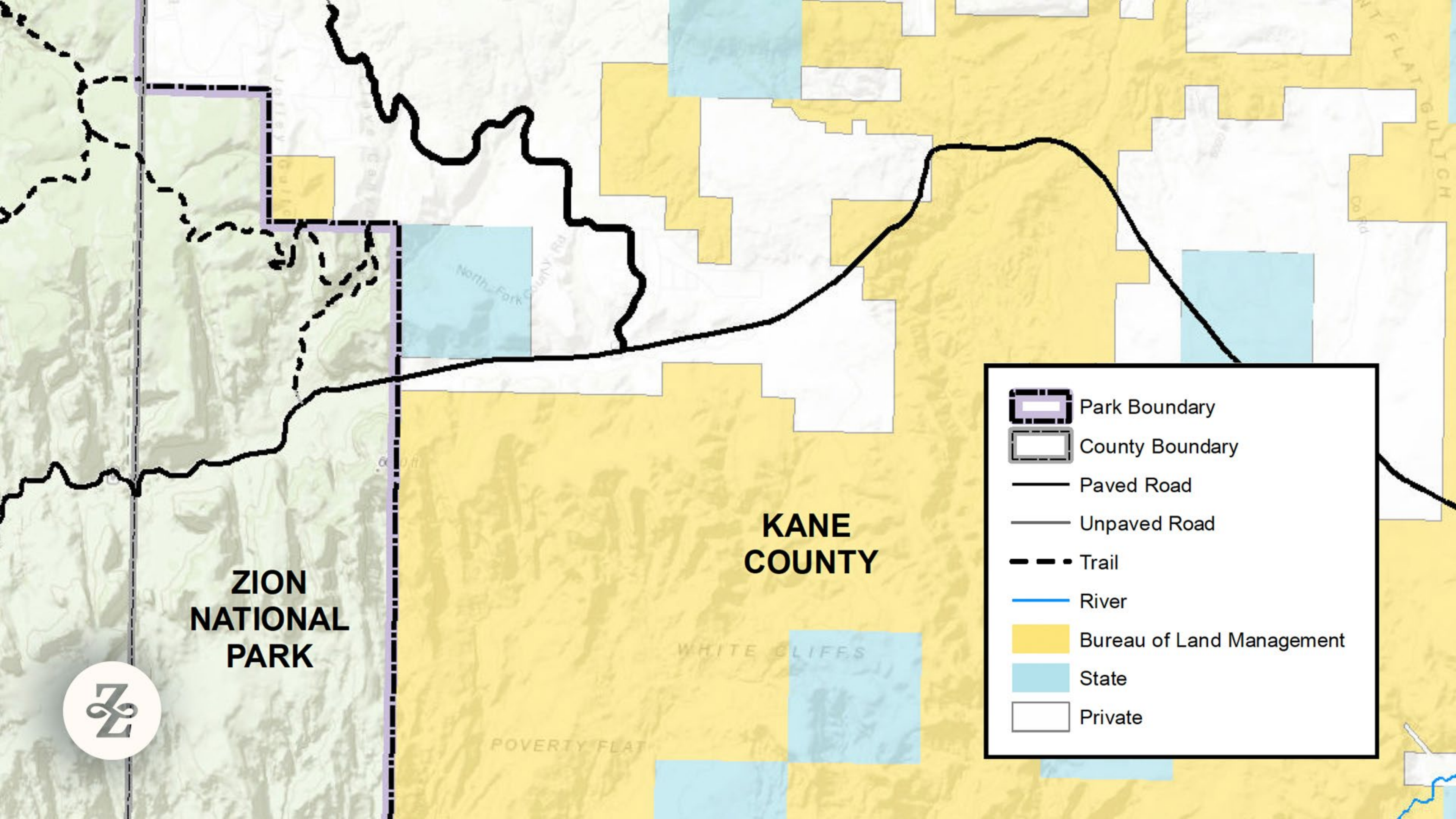
- 67,838 jobs
- 7.3% job growth
- \$221,700 median home value
- fastest growing county in US



Exercise for Experience

- Setting Expectations
- Creating Opportunities for engagement & service
- Quality of Experience
- Quality of Processes
- Don't follow trends - lead the market







PARTNERSHIP CONCEPT

ESTABLISHING A VISITOR CONTACT STATION
FOR ZION'S EAST ENTRANCE



E. Fork Virgin River

Checkerboard Mesa Vista

White Cliffs Overlook

PARTNERSHIP CONCEPT

EXPAND TRAIL NETWORK EAST OF ZION NATIONAL PARK

Highway 9

East Rim Trail

Parby Loop

East Park Overlook

National Park Boundary

To Poverty Flats Lookout

White Rim Trail

The Gateway

East Zion Bike Path

To Applecross Junction



EAST OF ZION PARK
ZION MOUNTAIN RANCH
KANE COUNTY
UTAH



PARTNERSHIP CONCEPT

LOOKING BEYOND ZION: PLANNING RECREATIONAL FACILITIES
IN THE ADJACENT LANDSCAPE

FUNDING NEEDED: \$45,000



“We talk a lot about the visitor, but that word is detaching. We want everyone to feel they are a part of a hopeful project that creates energy, that promotes activity, desire and hope for the future.”

**– Kevin Mclaws
Zion Forever Project Working Partner**





NEXTGEN TOURISM:

**A model that integrates,
embraces and expects
stewardship responsibility
from those who come to our
public lands.**



THANK YOU

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