

VISITOR EXPERIENCE

Objective

Provide real-time information on day of arrival to help distribute and disperse visitors across multiple destinations and activities in the Zion region, enhancing visitor satisfaction so that they will stay longer, return, and recreate responsibly.

TRIP PLANNING

Objective

Proactively influence trip planning decisions by potential visitors to visit multiple destinations in the Zion region through information on available destinations, accommodations, activities, and supporting infrastructure and facilities, within the context of the Red Emerald Initiative stewardship ethic.





DISPERSAL

Objective

Compile and synthesize information on destinations and activities and their associated carrying capacities across existing and proposed infrastructure and facilities in the Zion region.

A photograph of a modern, multi-story building with a rustic aesthetic. The building features light-colored wood siding and dark wood accents. Large windows are visible on the upper floors. A covered entrance area is supported by thick, dark wood columns. Several bicycles are parked on the sidewalk in front of the building. The background shows a rocky hillside and green trees.

ECONOMIC OPPORTUNITY

Leverage analysis on visitor management and dispersal to uncover new local employment and living wage/family supporting job opportunities in the Zion region.



MOBILITY

Objective

Provide regional, multi-modal mobility solutions to facilitate access and connectivity to the multiple Zion region destinations and activities.