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**ST GEORGE #1 EMERGING HOTSPOT IN U.S.**

**St. George, Utah - December 22, 2008** - St. George Utah has been selected by Trip Advisor as the number one emerging hot-spot in the U.S. for 2009. This is the result of an annual survey, conducted by Trip Advisor, of over 3,000 U.S. travelers.

Trip Advisor's annual travel-trends survey identified that Americans "appear to be going lean and green" as they plan to visit more national parks, and participate in outdoor activities such as hiking and other adventure activities. St. George is in a prime position to satisfy the demands of this trend with it's close proximity to Zion National Park and several scenic state parks. Even Bryce Canyon National Park, Grand Canyon National Park and several national monuments are within a one to two-and-a-half hour drive of this southern Utah scenic mecca.

"Several factors are likely contributors to St. George's ranking," says regional Director of Tourism Roxie Sherwin. "For one, St. George has experienced a recent growth in the development and promotion of outdoor adventure. We have many companies offering experiences for guided hiking, mountain biking, jeep tours, ATV tours, scenic flights and a lot more." A second strong influence is the growth of entertainment offerings in St. George. A key to this growth is the Tuacahn Outdoor Amphitheater where Broadway-style musicals and live concerts are performed. The 2,000 seat amphitheater sits at the base of 1,500 sandstone rock formations and this offers a breath-taking backdrop to the wide array of entertainment offerings. In 2008 Tuacahn was one of a few theaters nationally that presented the Broadway production of Les Miserable. A total of 150,000 people attended various productions at this outdoor amphitheater in 2008.

Perhaps a third and excellent feather, in the communities cap, is the expansion of golf in the area. The new Sand Hollow Resort golf course recently opened for play, and word is that this is one of the best new courses in the west and certainly one of the most scenic desert courses in existence. "We've created a system where visitors to St. George can either call us or go on-line to book hotels and tee-times all in one simple package," says Sherwin. St. George offers 12 different courses ranging in their degree-of-difficulty from community courses to the championship level.

The community of St. George is situated in the southwest corner of Utah and is just a few miles from the Arizona and Nevada borders. It's location is in a region where unique desert life-zones come together and the plants, wildlife and geology of this area is exceptionally diverse. Elevations around St. George range from a low of 2,000 feet to over 10,000 feet, leading to great geography for outdoor adventure.

To learn more about this #1 emerging hot-spot visit [www.AtoZion.com](http://www.AtoZion.com), [www.redrockgolfftrail.com](http://www.redrockgolfftrail.com) or [www.zioncountryactiontours.com](http://www.zioncountryactiontours.com).

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