



## Provo – Center of Leisure and Hospitality

As the Central Business District for Utah County, Provo is the center for government, education, commerce, medical care, and also the dynamic center for leisure & hospitality. Our focus this month is on this leisure & hospitality sector, highlighting just how vibrant and exciting it is.

There are many venues, activities and events that draw people to Provo. The biggest attraction is BYU with nearly 1M spectators at BYU athletic events each year, and hundreds of thousands more at Education Week, graduations, sports camps, religious devotionals, performing arts and on and on. BYU's entrance into the Big 12 Athletic Conference will only add to these visitor numbers.

Conventions and conferences at the Utah Valley Convention Center, Marriott Hotel & Convention Center and BYU Conference Center annually host hundreds of events with over 250,000 attendees. NuSkin brings in visitors from throughout the world to their Provo headquarters. Other draws to Provo include Utah Lake State Park (300,000 visitors), Covery Center (100,000 visitors), Peaks Ice Arena (385,000 visitors), and Splash Mountain, Utah's largest waterpark with nearly 400,000 annual visitors.

Sundance resort is another major attraction to the Provo area. This year-round resort offers skiing, snowboarding, snowshoeing, mountain biking, hiking, horseback riding and many other activities. Over 375,000 people visit Sundance each year. Provo is also home to 2 outstanding golf courses, Timpanogos Golf Club and Riverside Country Club - hosting the Utah Open, Utah Women's Open, Provo Open, Cougar Classic and many other tournaments with over 350,000 visitors a year.

A major new addition to Provo's hospitality scene will come in 2024. The 100 ac Provo Regional Sports Complex will open. This will be the 2<sup>nd</sup> largest such Sports Complex in the United States and will contain 22 full-sized fields and 45 pickleball courts. It is estimated that over 200,00 players and visitors will pass through the Sports Complex each year.

To accommodate these millions of visitors, Provo has outstanding hospitality facilities. There are over 1400 hotel / motel rooms in Provo / Sundance including 329 rooms at the Marriott Hotel, 133 rooms at Hyatt Place, and 100 rooms and cabins at Sundance Mountain Resort.

In the past year, Provo Airport has expanded to help accommodate and support Provo's booming hospitality and leisure sector. Four new gates were opened in 2022. An additional 3 gates are in the final planning strategies which will include international flights. An extensive effort is underway to secure major air carriers such as Southwest, United, American, etc. to join Allegiant Air and Breeze Airways currently at Provo Airport. Over 1M passengers each year fly in and out of Provo on 6400 flights.

Provo as a dynamic center of leisure & hospitality will continue to grow and expand. With the events, venues, activities, and facilities to maintain and expand an already strong center of leisure & hospitality creates yet **Another Outstanding Provo Advantage.**