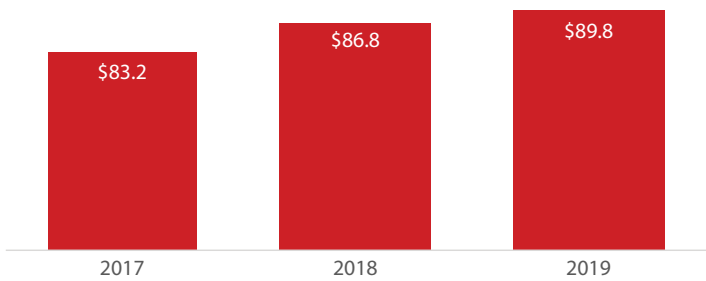


## Beaver County, 2019

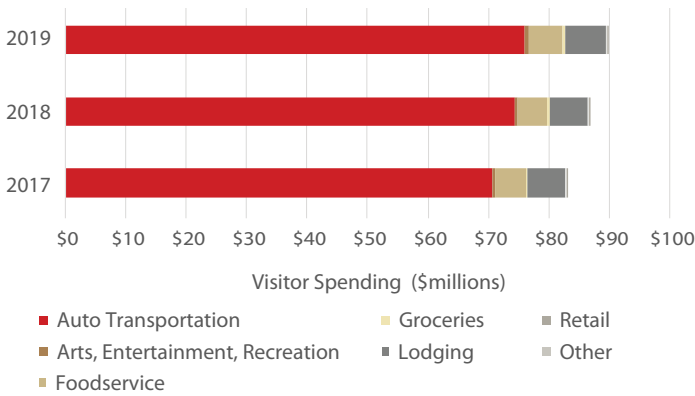
### Spending

In 2019, visitors directly spent an estimated \$89.8 million in Beaver County, a 3.5% increase from 2018.<sup>1</sup> The top three spending categories were auto transportation, lodging, and foodservice. Beaver County visitor spending made up 1.1% of total statewide spending.

Direct Spending Estimates (millions of dollars)



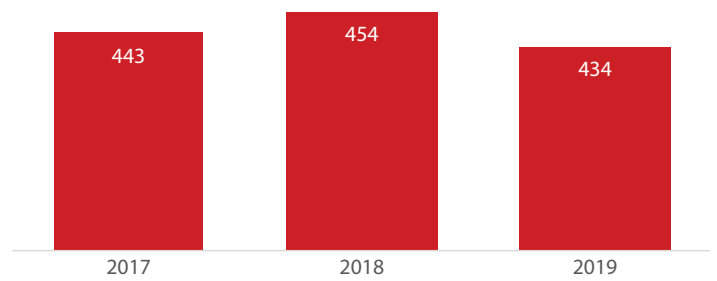
Direct Spending Estimates by Spending Category



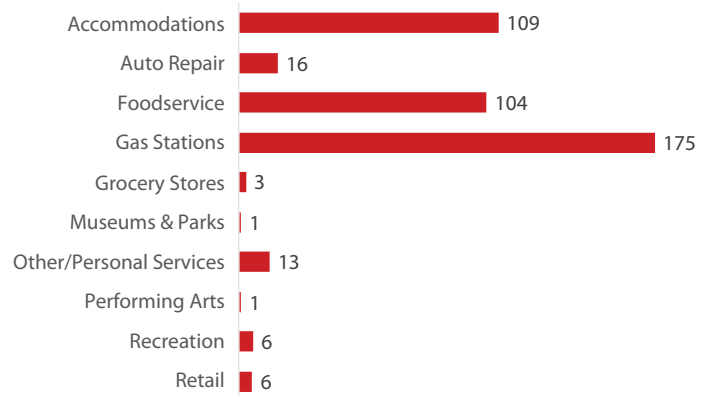
### Jobs

Visitor spending supported 434 direct Beaver County travel and tourism jobs, a 4.4% decrease from 2018. Gas stations, accommodations, and foodservice were the top three job sectors. These 434 direct travel and tourism jobs supported an additional 64 indirect and induced jobs in the county for a total 498 jobs.<sup>2</sup>

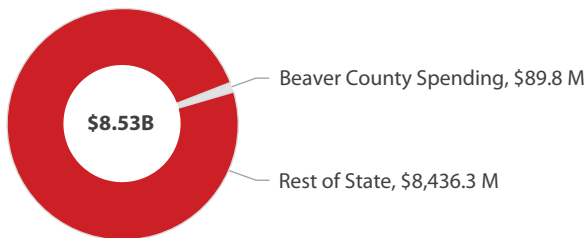
Direct Travel & Tourism Jobs



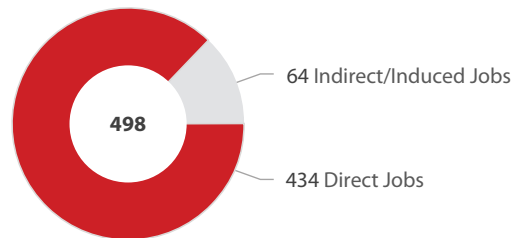
Direct Travel & Tourism Jobs by Job Type, 2019



Beaver Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

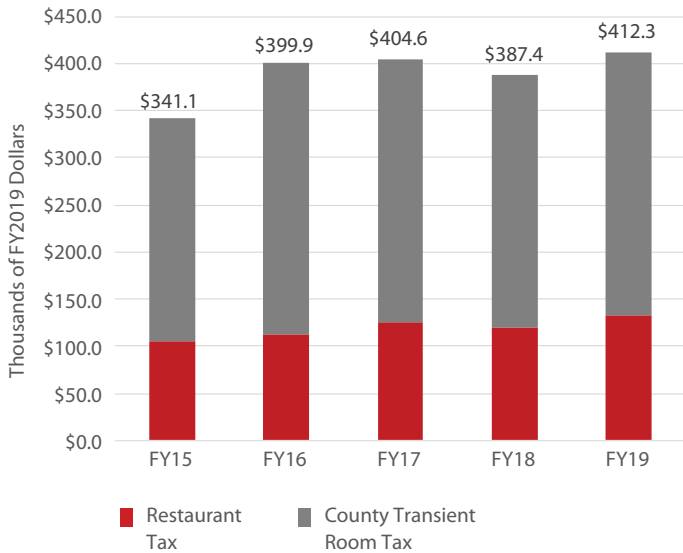


## Tax Revenue

Visitor spending generated \$5.4 million in direct tax revenue, including \$2.5 million in state and \$3.4 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$679,105 in additional indirect and induced state and local tax revenue, for a total of \$6.6 million.<sup>4</sup>

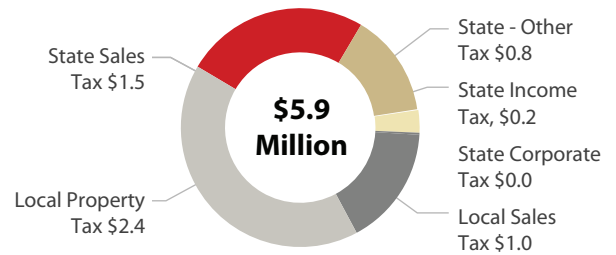
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2019, Beaver County collected a total of \$412.3 in these two sales taxes combined, up 6.4% from 2018 and up 20.9% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



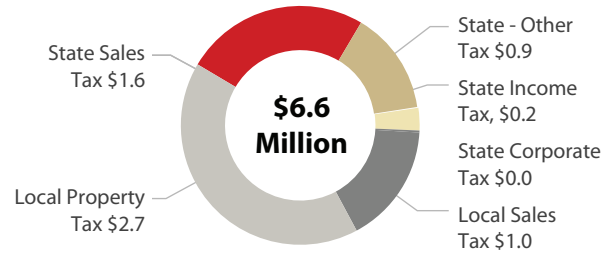
## Direct Tax Revenue, 2019

(Based on \$89.8 million in direct spending)

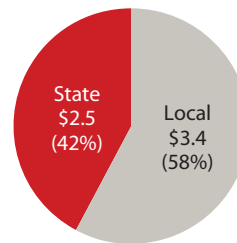


## Total Tax Revenue, 2019

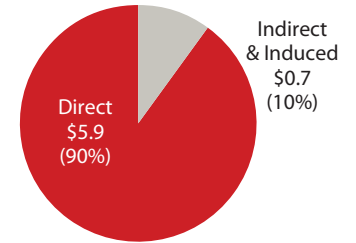
(Based on \$97.5 million in total visitor-related spending)



## Direct Tax Revenue, 2019



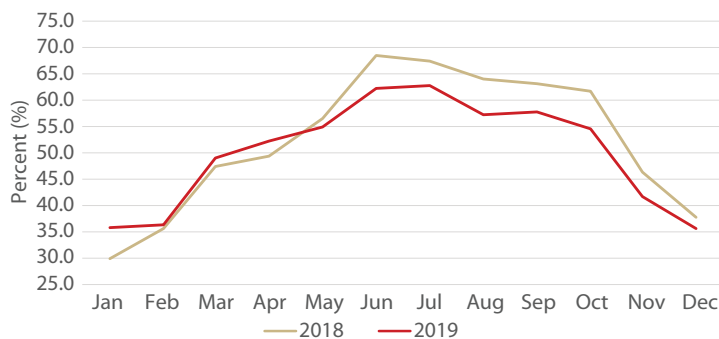
## Total Tax Revenue, 2019



## Hotel Data

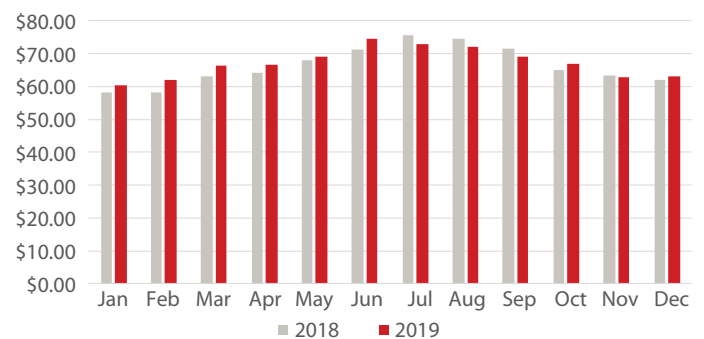
Beaver County hotel occupancy rates averaged 50.0% in 2019 compared to 52.3% in 2018. July, June, September, and August (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, Beaver County's average daily room rate was \$67.14 compared to \$66.20 in 2018, a 1.4% year-over-year increase.

### Average Hotel Daily Room Rate



## Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

## Box Elder County, 2019

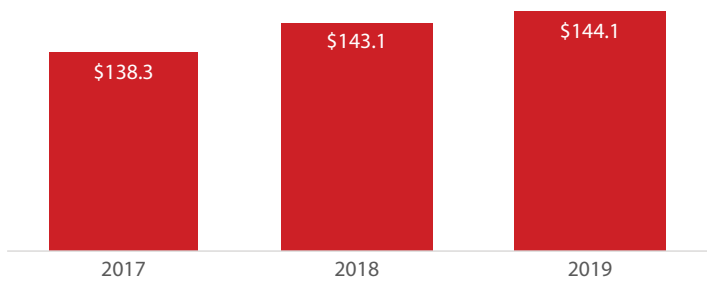
### Spending

In 2019, visitors directly spent an estimated \$144.1 million in Box Elder County, a 0.7% increase from 2018.<sup>1</sup> The top three spending categories were auto transportation, foodservice, and retail. Box Elder County visitor spending made up 1.7% of total statewide spending.

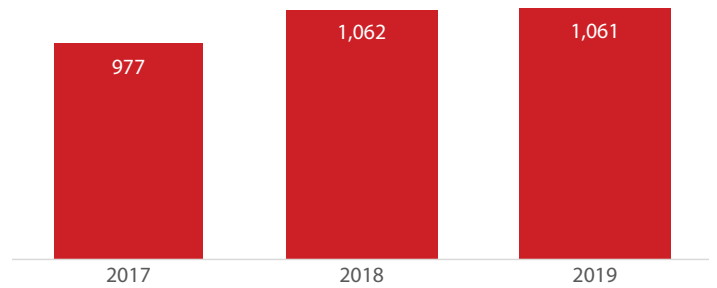
### Jobs

Visitor spending supported 1,061 direct Box Elder County travel and tourism jobs, a 0.1% decrease from 2018. Foodservice, retail, and gas stations were the top three job sectors. These 1,061 direct travel and tourism jobs supported an additional 233 indirect and induced jobs in the county for a total 1,294 jobs.<sup>2</sup>

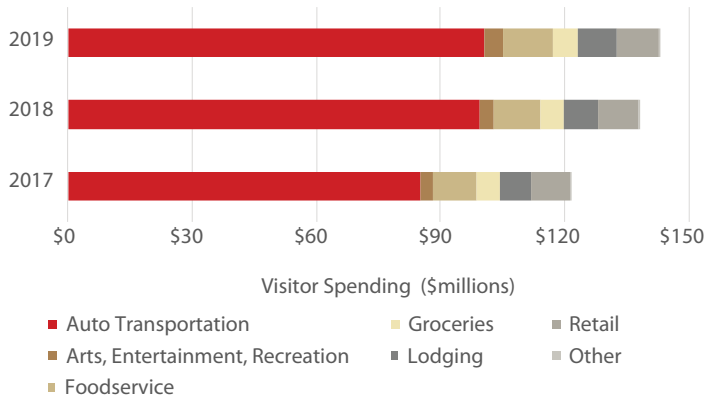
Direct Spending Estimates (millions of dollars)



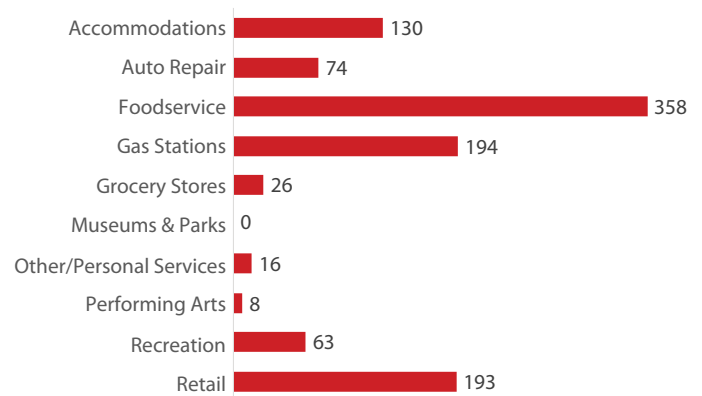
Direct Travel & Tourism Jobs



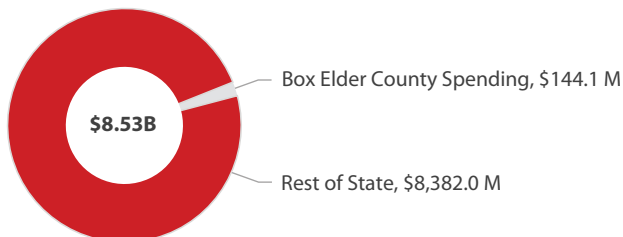
Direct Spending Estimates by Spending Category



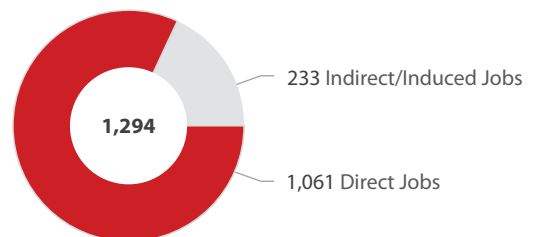
Direct Travel & Tourism Jobs by Job Type, 2019



Box Elder Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

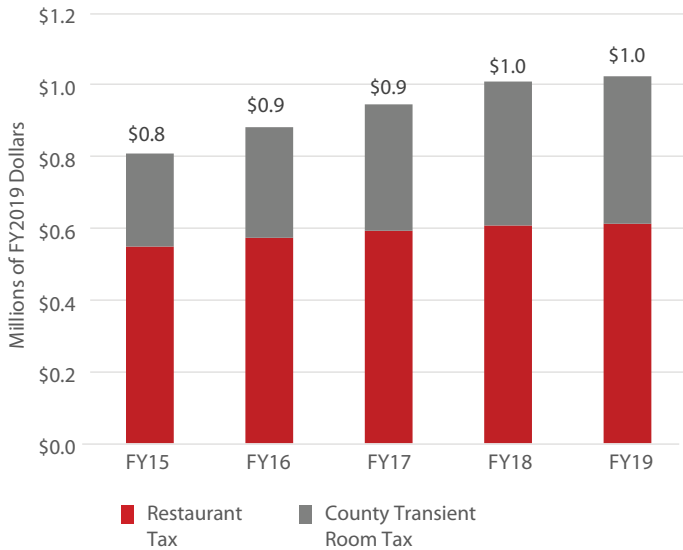


## Tax Revenue

Visitor spending generated \$11.6 million in direct tax revenue, including \$5.5 million in state and \$6.2 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$1.5 million in additional indirect and induced state and local tax revenue, for a total of \$13.1 million.<sup>4</sup>

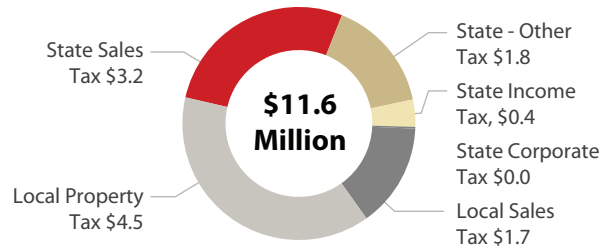
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2019, Box Elder County collected a total of \$1.0 million in these two sales taxes combined, up 1.6% percent from 2018 and up 26.4% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



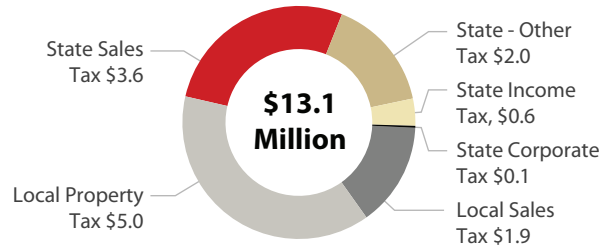
## Direct Tax Revenue, 2019

(Based on \$144.1 million in direct spending)

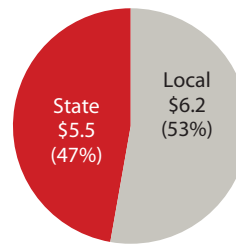


## Total Tax Revenue, 2019

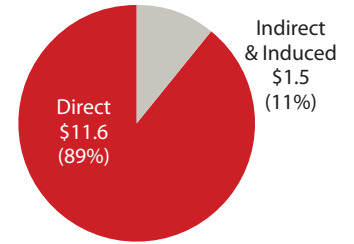
(Based on \$160.1 million in total visitor-related spending)



## Direct Tax Revenue, 2019



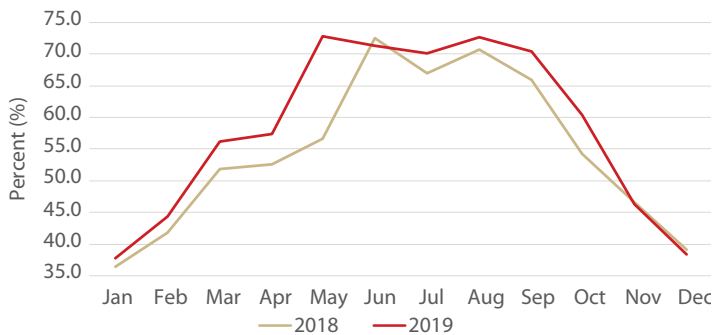
## Total Tax Revenue, 2019



## Hotel Data

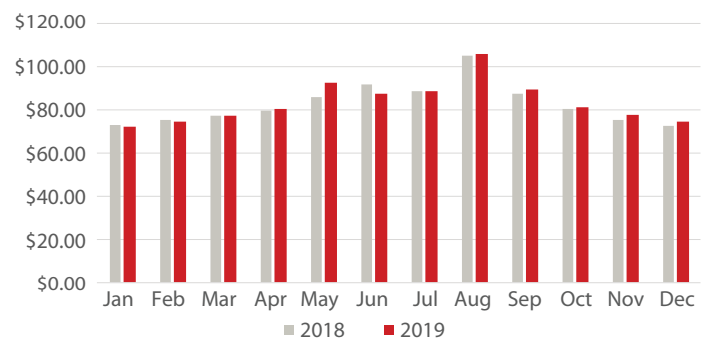
Box Elder County hotel occupancy rates averaged 58.1% in 2019 compared to 54.6% in 2018. May, August, June, and September (in that order) had the highest average occupancy

### Average Hotel Occupancy Rate



rates. In 2019, Box Elder County's average daily room rate was \$83.60 compared to \$82.85 in 2018, a 0.9% year-over-year increase.

### Average Hotel Daily Room Rate



## Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

## Cache County, 2019

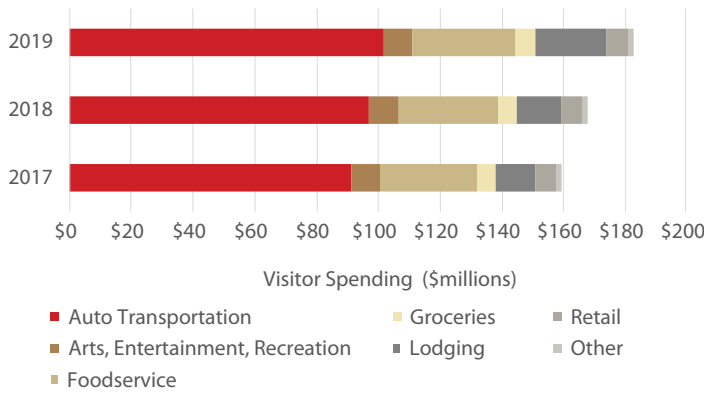
### Spending

In 2019, visitors directly spent an estimated \$187.2 million in Cache County, an 2.6% increase from 2018.<sup>1</sup> The top three spending categories were auto transportation, foodservice, and lodging. Cache County visitor spending made up 2.2% of total statewide spending

Direct Spending Estimates (millions of dollars)



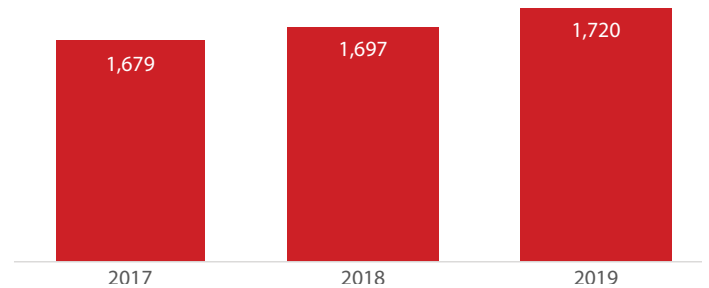
Direct Spending Estimates by Spending Category



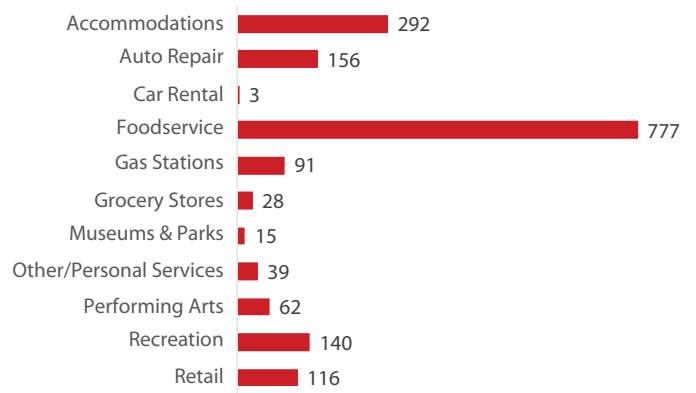
### Jobs

Visitor spending supported 1,720 direct Cache County travel and tourism jobs, a 1.4% increase from 2018. Foodservice, accommodations, and gas stations were the top three job sectors. These 1,720 direct travel and tourism jobs supported an additional 487 indirect and induced jobs in the county for a total 2,207 jobs.<sup>2</sup>

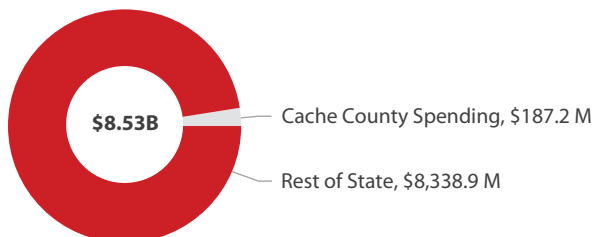
Direct Travel & Tourism Jobs



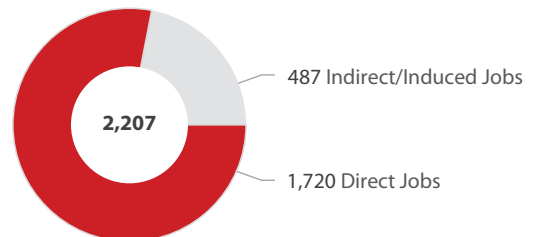
Direct Travel & Tourism Jobs by Job Type, 2019



Cache Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

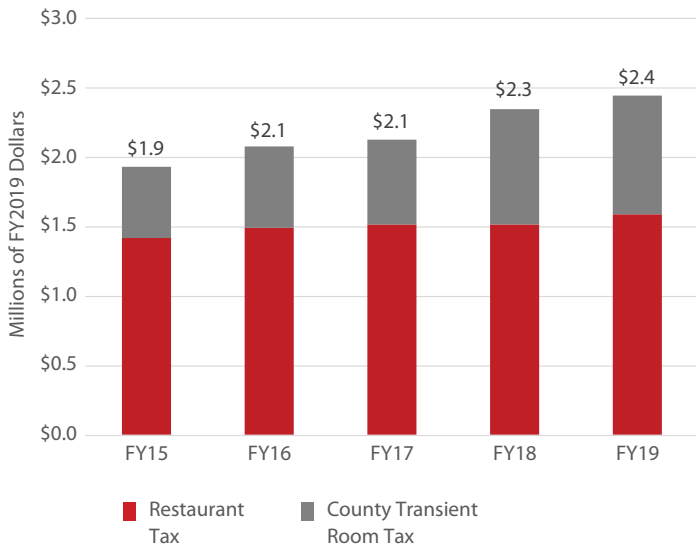


## Tax Revenue

Visitor spending generated \$17.5 million in direct tax revenue, including \$9.9 million in state and \$7.7 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$4.1 million in additional indirect and induced state and local tax revenue, for a total of \$21.6 million.<sup>4</sup>

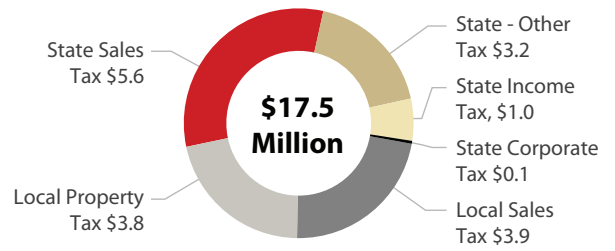
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2019, Cache County collected a total of \$2.4 million in these two sales taxes combined, up 4.3% percent from 2018 and 26.8% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



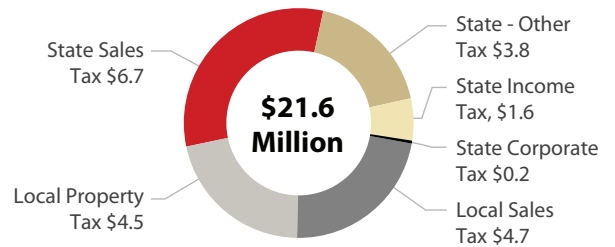
## Direct Tax Revenue, 2019

(Based on \$187.2 million in direct spending)

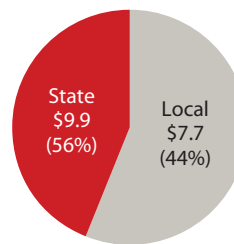


## Total Tax Revenue, 2019

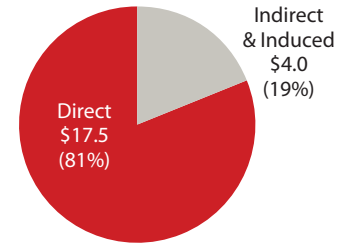
(Based on \$242.5 million in total spending)



## Direct Tax Revenue, 2019



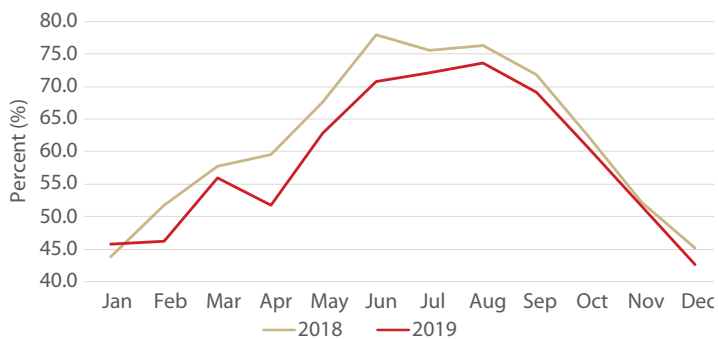
## Total Tax Revenue, 2019



## Hotel Data

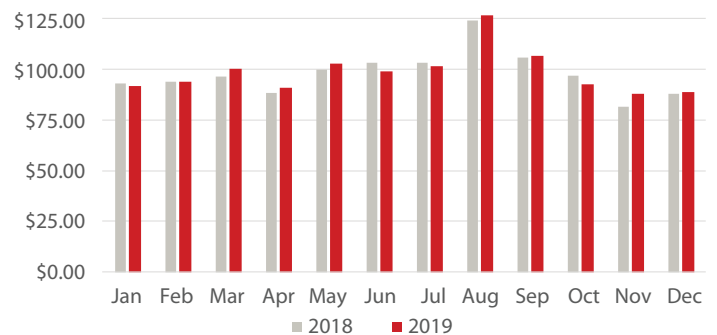
Cache County hotel occupancy rates averaged 58.6% in 2019 compared to 61.8% in 2018. August, July, June, and September (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, Cache County's average daily room rate was \$98.56 compared to \$97.92 in 2018, a 0.7% year-over-year increase.

### Average Hotel Daily Room Rate



## Endnotes

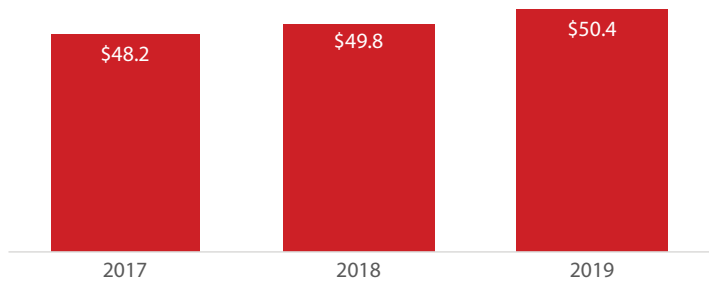
- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

## Carbon County, 2019

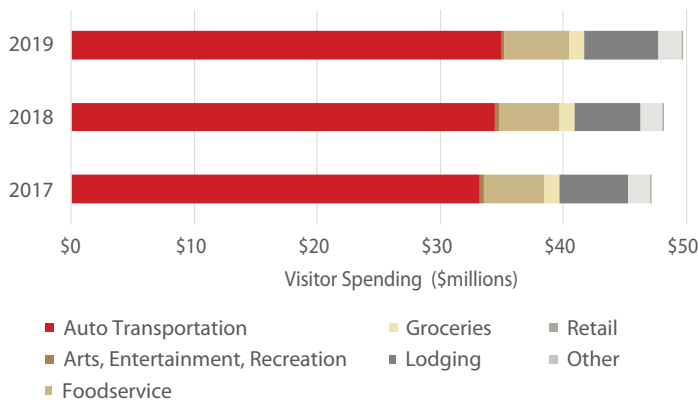
### Spending

In 2019, visitors directly spent an estimated \$50.4 million in Carbon County, a 1.3% increase from 2018.<sup>1</sup> The top three spending categories were auto transportation, lodging, and foodservice. Carbon County visitor spending made up 0.6% of total statewide spending.

Direct Spending Estimates (millions of dollars)



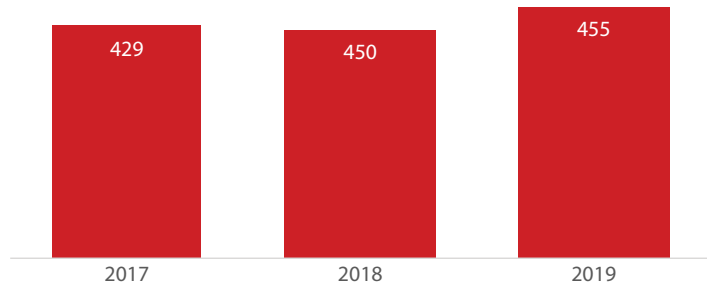
Direct Spending Estimates by Spending Category



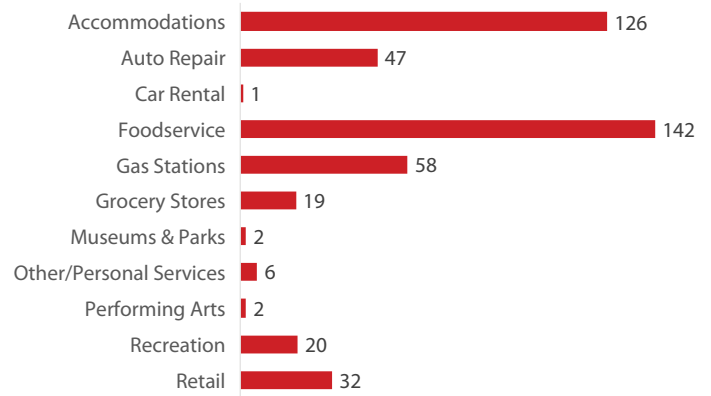
### Jobs

Visitor spending supported 455 direct Carbon County travel and tourism jobs, a 1.0% increase from 2018. Foodservice, accommodations, and gas stations were the top three job sectors. These 455 direct travel and tourism jobs supported an additional 97 indirect and induced jobs in the county for a total 552 jobs.<sup>2</sup>

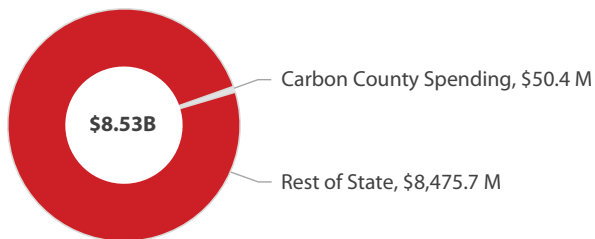
Direct Travel & Tourism Jobs



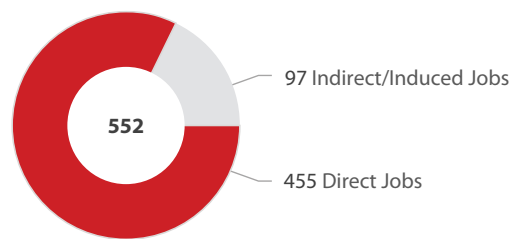
Direct Travel & Tourism Jobs by Job Type, 2019



Carbon Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

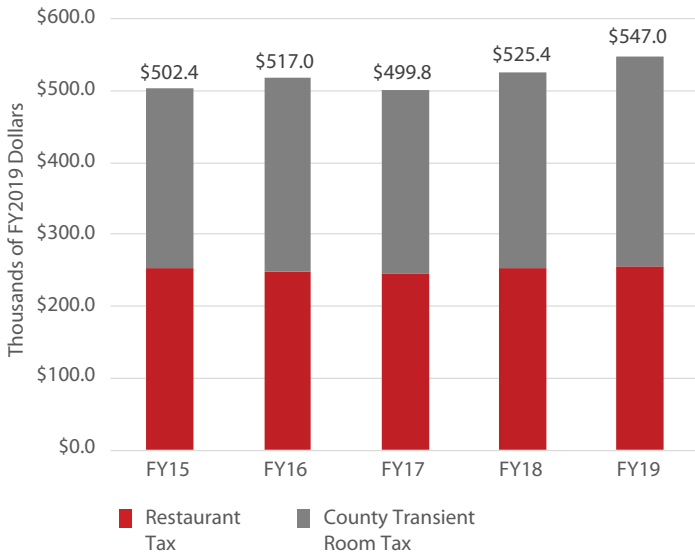


## Tax Revenue

Visitor spending generated \$4.3 million in direct tax revenue, including \$2.1 million in state and \$2.2 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$738,702 in additional indirect and induced state and local tax revenue, for a total of \$5.1 million.<sup>4</sup>

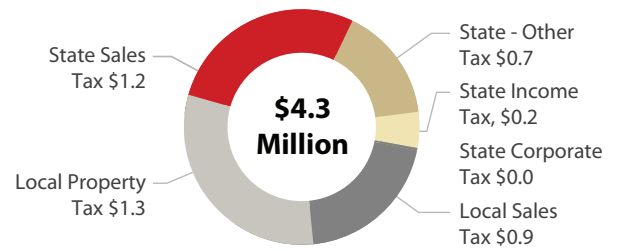
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2019, Carbon County collected a total of \$546,997 in these two sales taxes combined, up 4.1% from 2018 and up 8.9% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



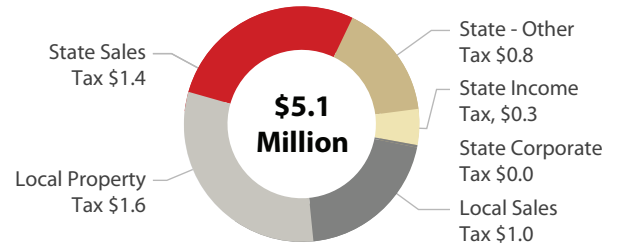
## Direct Tax Revenue, 2019

(Based on \$50.4 million in direct spending)

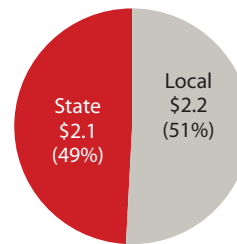


## Total Tax Revenue, 2019

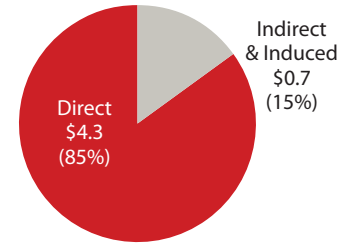
(Based on 60.2 million in total visitor-related spending)



## Direct Tax Revenue, 2019



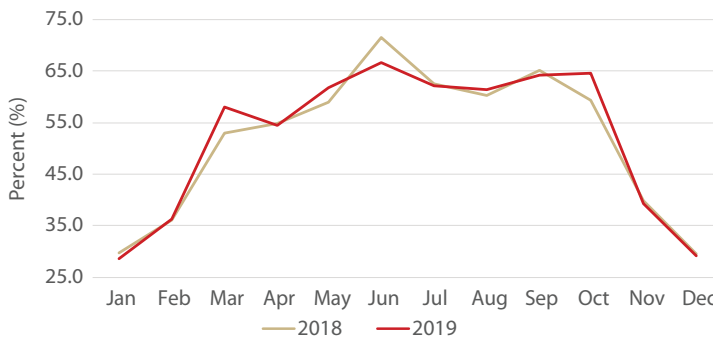
## Total Tax Revenue, 2019



## Hotel Data

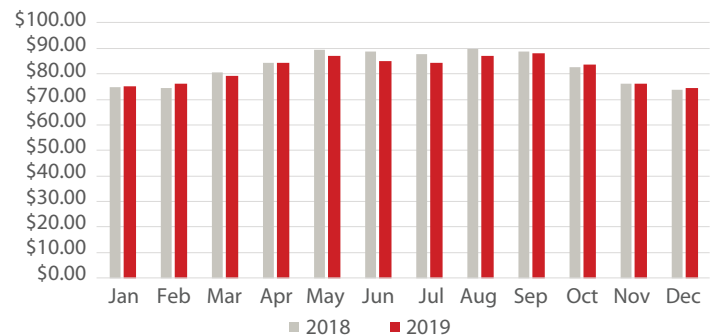
Carbon County hotel occupancy rates averaged 52.2% in 2019 compared to 51.7% in 2018. June, October, September, and May (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, Carbon County's average daily room rate was \$81.68 compared to \$82.58 in 2018, a 1.1% year-over-year decrease.

### Average Hotel Daily Room Rate



## Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).



## Daggett County, 2019

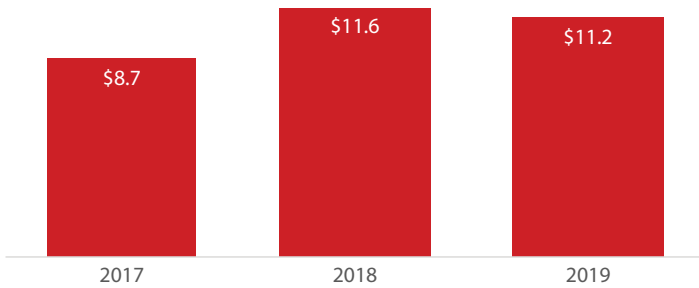
### Spending

In 2019, visitors directly spent an estimated \$11.2 million in Daggett County, a 3.4% decrease from 2018.<sup>1</sup> The top three spending categories were auto transportation, lodging, and recreation. Daggett County visitor spending made up 0.1% of total statewide spending.

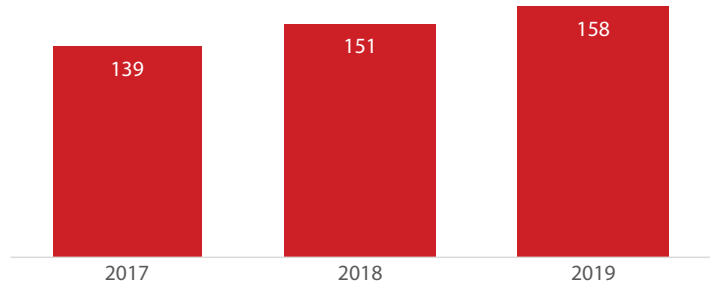
### Jobs

Visitor spending supported 158 direct Daggett County travel and tourism jobs, a 3.4% increase from 2018. Accommodations, auto repair, and gas stations were the top three job sectors. These 158 direct travel and tourism jobs supported an additional 19 indirect and induced jobs in the county for a total 177 jobs.<sup>2</sup>

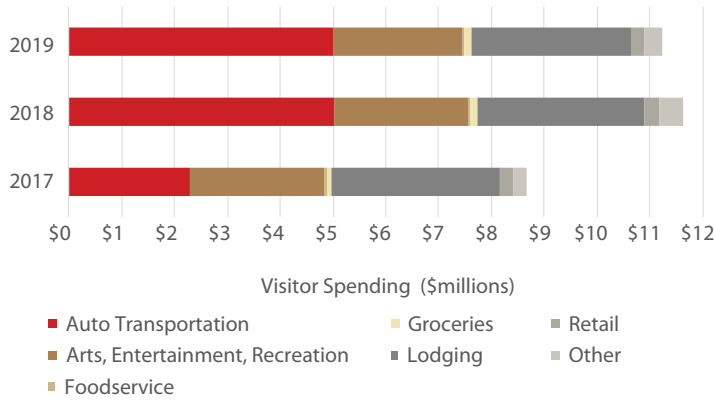
Direct Spending Estimates (millions of dollars)



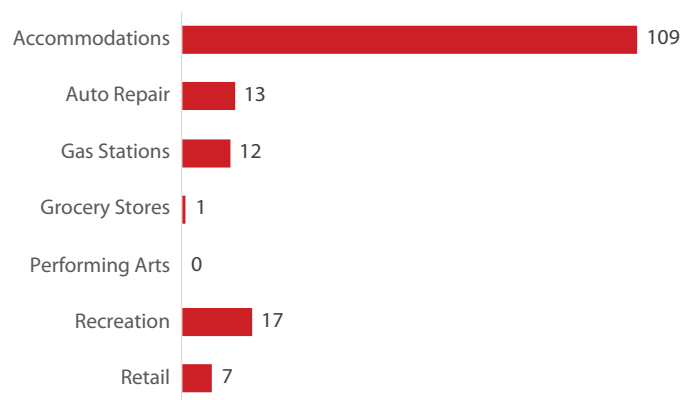
Direct Travel & Tourism Jobs



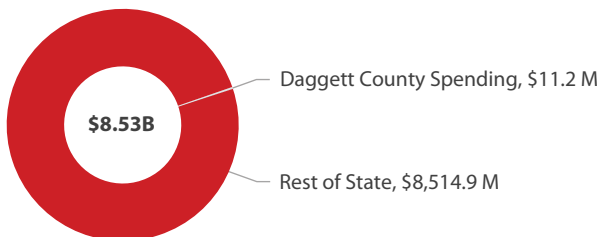
Direct Spending Estimates by Spending Category



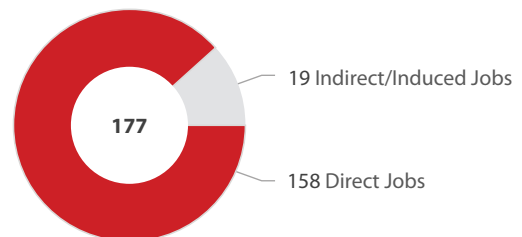
Direct Travel & Tourism Jobs by Job Type, 2019



Daggett Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

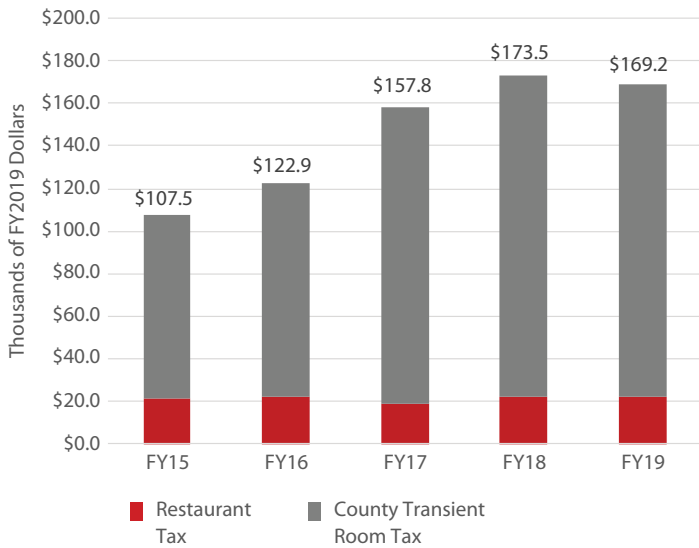


## Tax Revenue

Visitor spending generated \$1.8 million in direct tax revenue, including \$650,830 in state and \$1.1 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$122,569 in additional indirect and induced state and local tax revenue, for a total of \$1.9 million.<sup>4</sup>

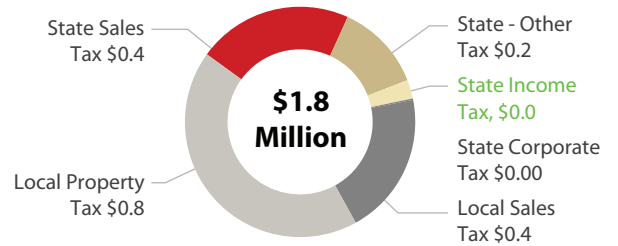
Travel and tourism-related sales tax revenue include transient room tax and restaurant tax. In fiscal year 2019, Daggett County collected a total of \$169,200 in these two tourism-related taxes, down 2.5% percent from 2018 and up 57.5% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



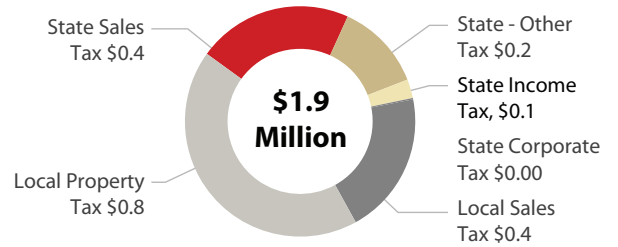
## Direct Tax Revenue, 2019

(Based on \$11.2 million in direct spending)

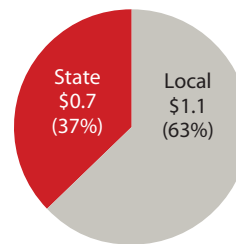


## Total Tax Revenue, 2019

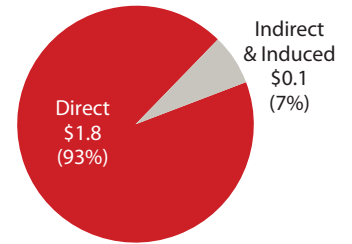
(Based on \$12.3 million in total spending)



## Direct Tax Revenue, 2019



## Total Tax Revenue, 2019



## Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

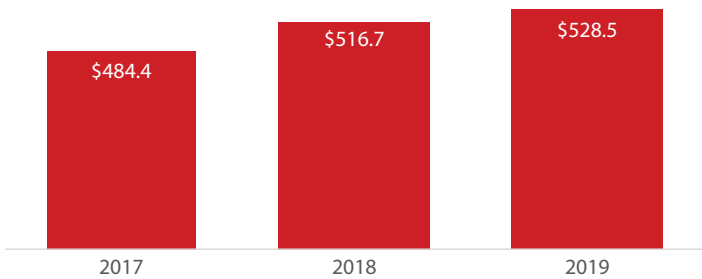
- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- 4 See note #2 regarding "indirect and induced."
- 5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

## Davis County, 2019

### Spending

In 2019, visitors directly spent an estimated \$528.5 million in Davis County, a 2.5% increase from 2018.<sup>1</sup> The top three spending categories were auto transportation, foodservice, and retail. Davis County visitor spending made up 6.2% of total statewide spending.

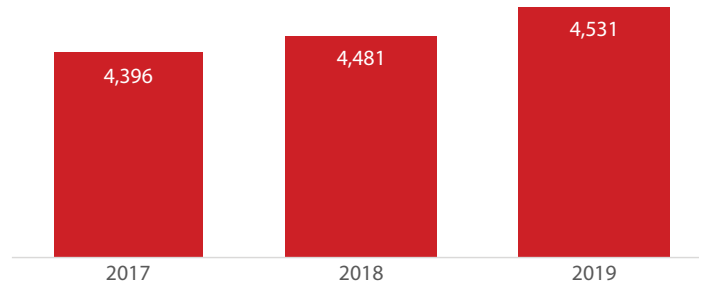
Direct Spending Estimates (millions of dollars)



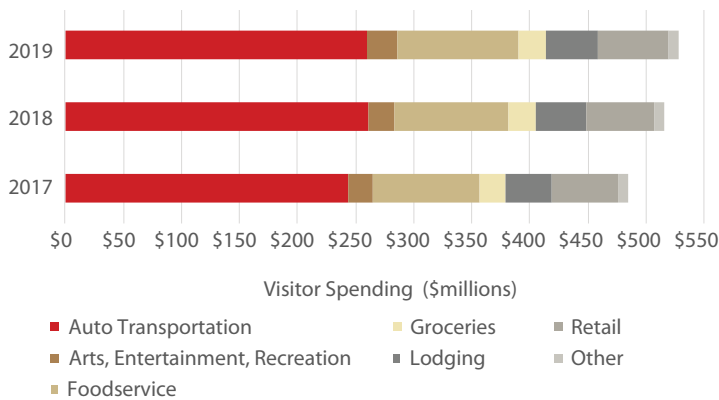
### Jobs

Visitor spending supported 4,531 direct Davis County travel and tourism jobs, a 1.1% increase from 2018. Foodservice, recreation, and accommodations were the top three job sectors. These 4,531 direct travel and tourism jobs supported an additional 1,096 indirect and induced jobs in the county for a total 5,627 jobs.<sup>2</sup>

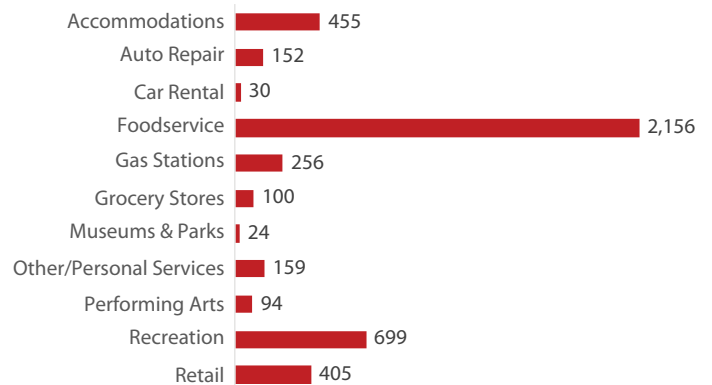
Direct Travel & Tourism Jobs



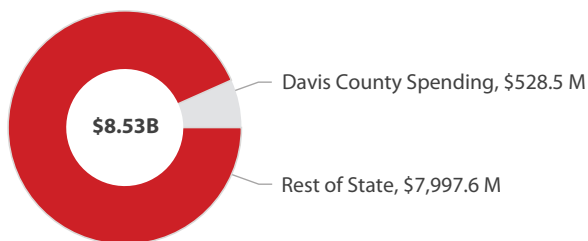
Direct Spending Estimates by Spending Category



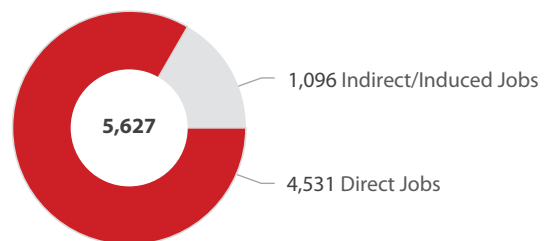
Direct Travel & Tourism Jobs by Job Type, 2019



Davis Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

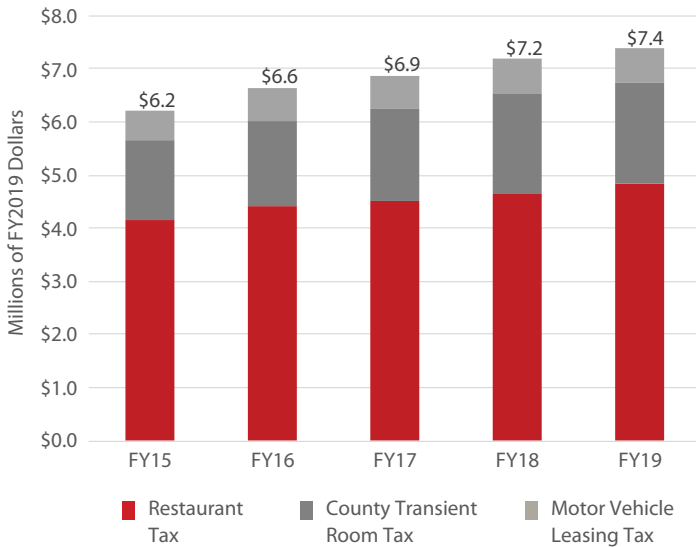


## Tax Revenue

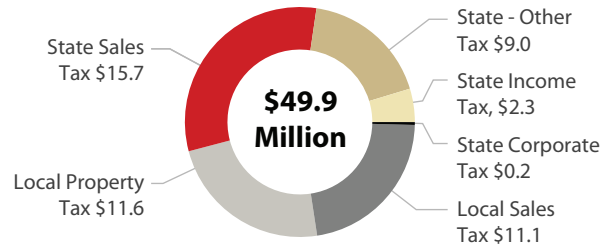
Visitor spending generated \$49.9 million in direct tax revenue, including \$27.2 million in state and \$22.7 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$8.7 million in additional indirect and induced state and local tax revenue, for a total of \$58.5 million.<sup>4</sup>

Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle leasing tax, and restaurant tax. In fiscal year 2019, Davis County collected a total of \$7.4 million in these three sales taxes combined, up 2.8% from 2018 and 18.7% over the past five years.<sup>5</sup>

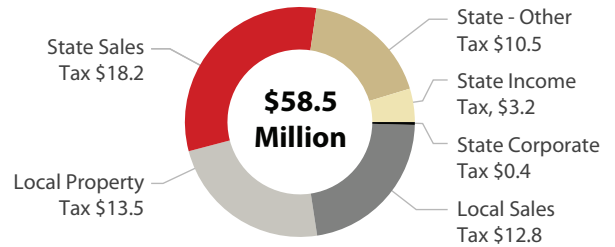
### Select Local Sales Tax Revenues



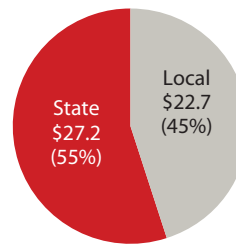
## Taxes/Direct Travel & Tourism Tax Revenue, 2019 (Based on \$528.5 million in direct spending)



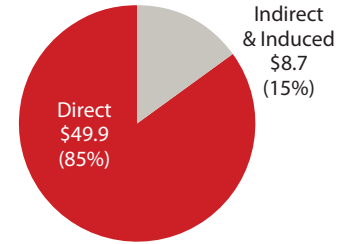
## Total Travel & Tourism Tax Revenue, 2018 (Based on \$653.4 million in total spending)



### Direct Tax Revenue, 2019



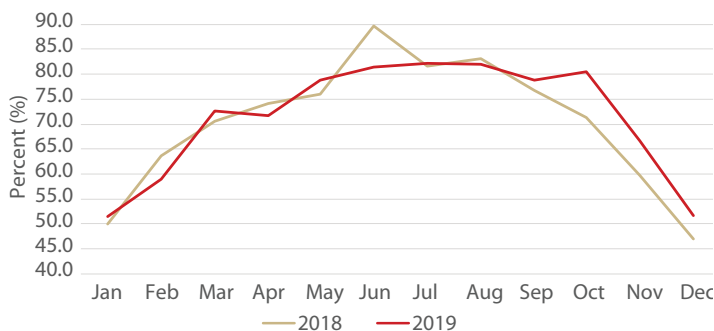
### Total Tax Revenue, 2019



## Hotel Data

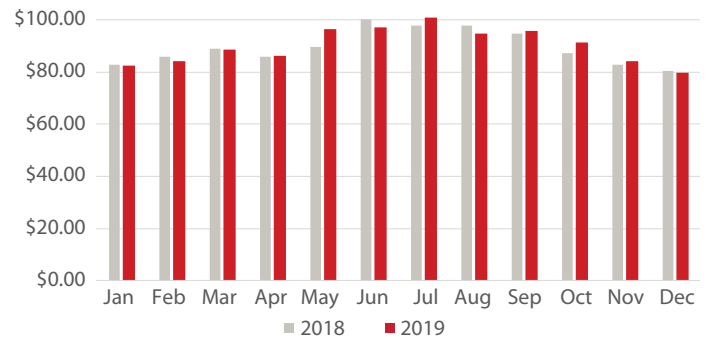
Davis County hotel occupancy rates averaged 71.4% in 2019 compared to 70.3% in 2018. July, August, June, and October (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, Davis County's average daily room rate was \$90.11 compared to \$89.43 in 2018, a 0.8% year-over-year increase.

### Average Hotel Daily Room Rate



## Endnotes

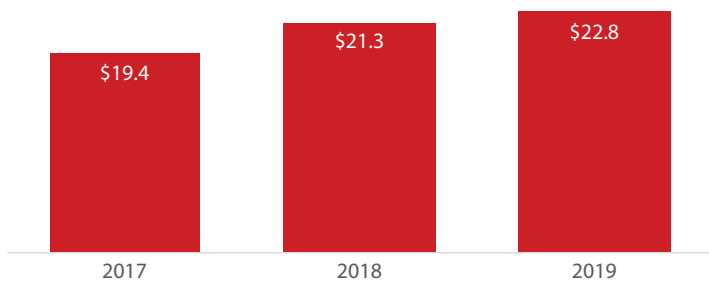
1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum 1.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #1 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2, above).

## Duchesne County, 2019

### Spending

In 2019, visitors directly spent an estimated \$22.8 million in Duchesne County, a 7.0% increase from 2018.<sup>1</sup> The top three spending categories were auto transportation, foodservice, and lodging. Duchesne County visitor spending made up 0.3% of total statewide spending.

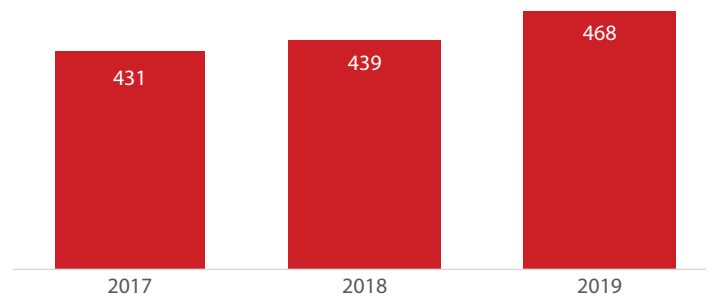
Direct Spending Estimates (millions of dollars)



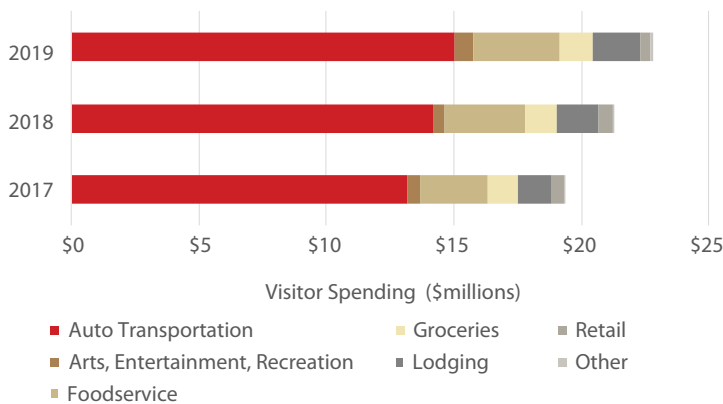
### Jobs

Visitor spending supported 468 direct Duchesne County travel and tourism jobs, a 6.6% increase from 2018. Accommodations, foodservice, and gas stations were the top three job sectors. These 468 direct travel and tourism jobs supported an additional 77 indirect and induced jobs in the county for a total 545 jobs.<sup>2</sup>

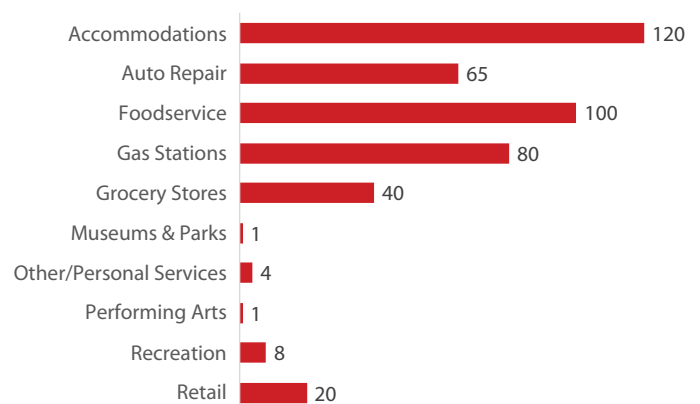
Direct Travel & Tourism Jobs



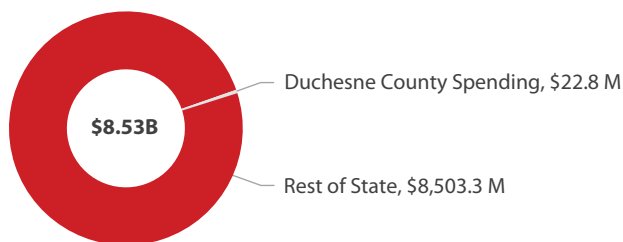
Direct Spending Estimates by Spending Category



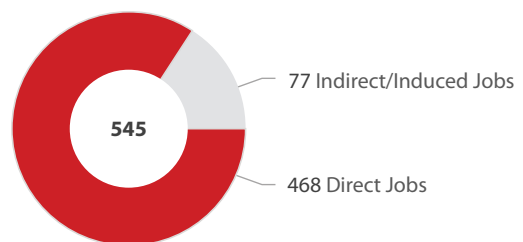
Direct Travel & Tourism Jobs by Job Type, 2019



Duchesne Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

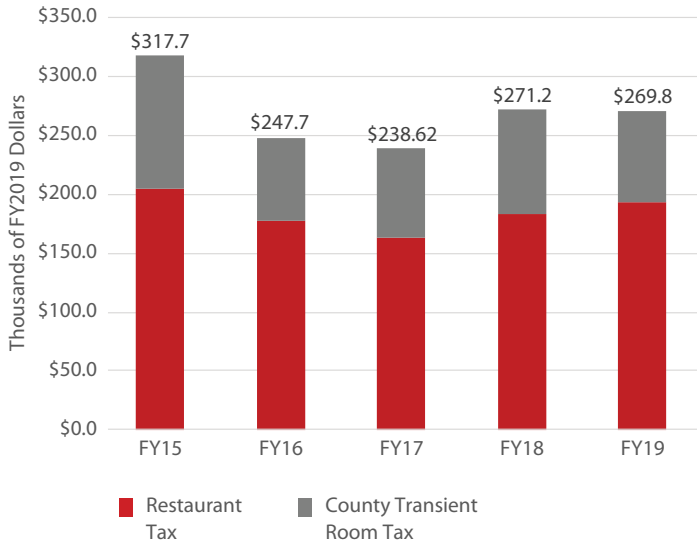


## Tax Revenue

Visitor spending generated \$2.8 million in direct tax revenue, including \$1.3 million in state and \$1.5 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$453,575 in additional indirect and induced state and local tax revenue, for a total of \$3.2 million.<sup>4</sup>

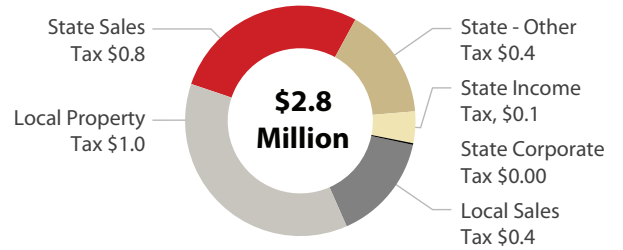
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2019, Duchesne County collected a total of \$269,790 in these two sales taxes combined, down 0.5% from 2018 and down 15.1% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



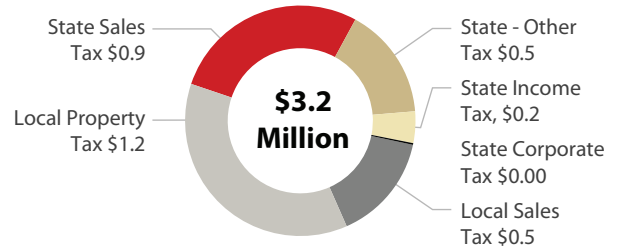
## Direct Tax Revenue, 2019

(Based on \$22.8 million in direct spending)

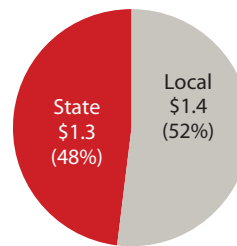


## Total Tax Revenue, 2019

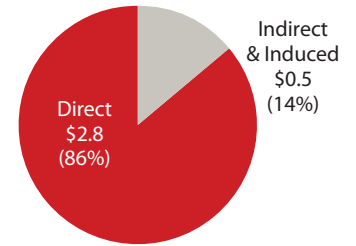
(Based on \$29.7 million in total visitor-related spending)



## Direct Tax Revenue, 2019



## Total Tax Revenue, 2019



## Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

## Emery County, 2019

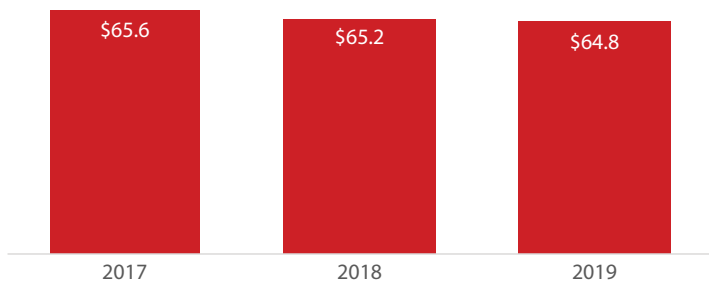
### Spending

In 2019, visitors directly spent an estimated \$64.8 million in Emery County, a 0.6% decrease from 2018.<sup>1</sup> The top three spending categories were auto transportation, lodging, and foodservice. Emery County visitor spending made up 0.8% of total statewide spending.

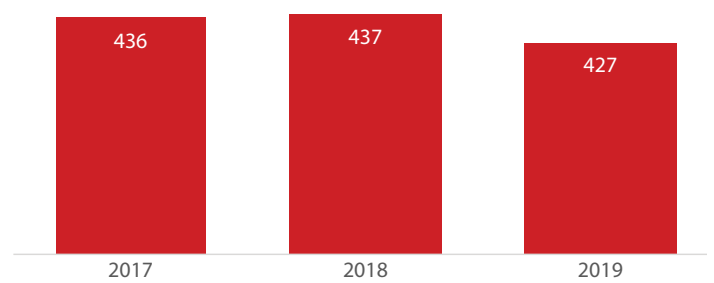
### Jobs

Visitor spending supported 427 direct Emery County travel and tourism jobs, a 2.2% decrease from 2018. Gas stations, accommodations, and foodservice were the top three job sectors. These 427 direct travel and tourism jobs supported an additional 51 indirect and induced jobs in the county for a total 478 jobs.<sup>2</sup>

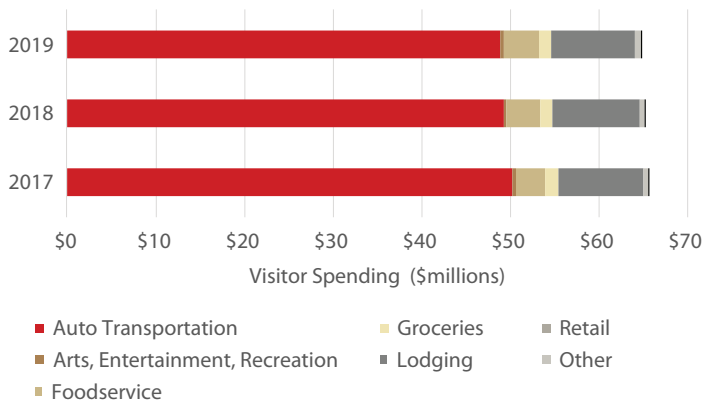
Direct Spending Estimates (millions of dollars)



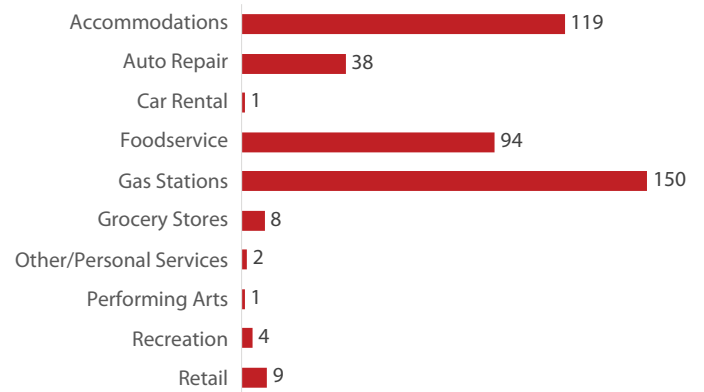
Direct Travel & Tourism Jobs



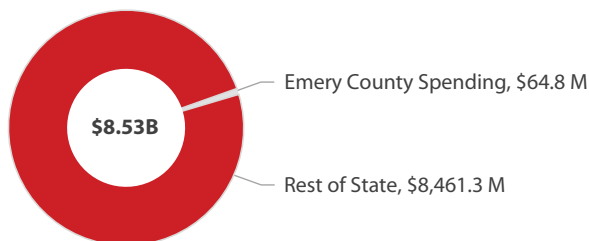
Direct Spending Estimates by Spending Category



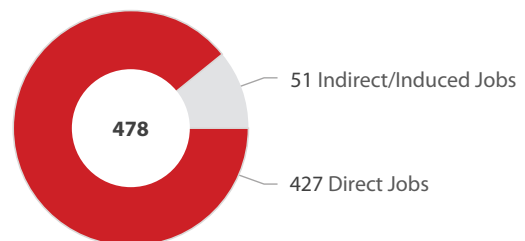
Direct Travel & Tourism Jobs by Job Type, 2019



Emery Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

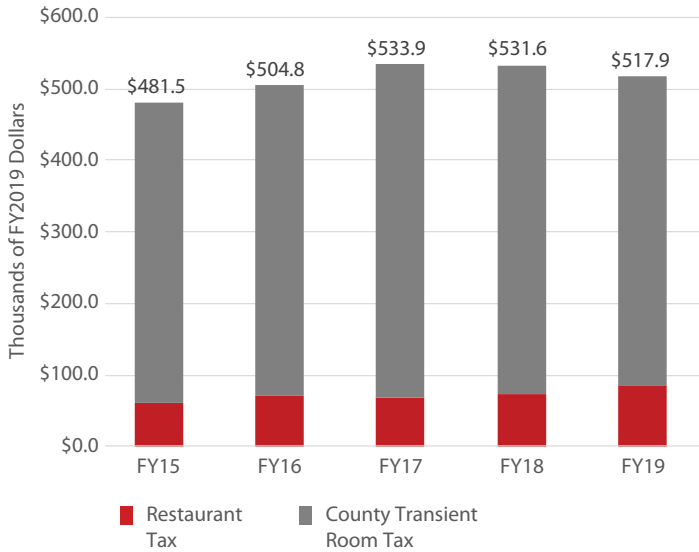


## Tax Revenue

Visitor spending generated \$5.5 million in direct tax revenue, including \$2.2 million in state and \$3.3 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$830,903 in additional indirect and induced state and local tax revenue, for a total of \$6.3 million.<sup>4</sup>

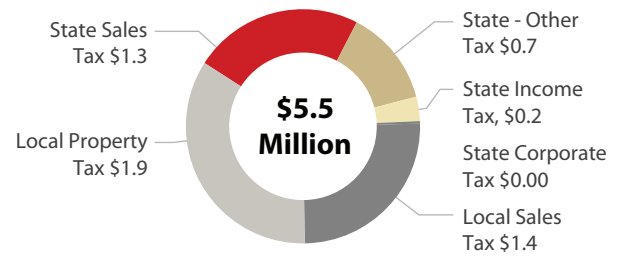
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2019, Emery County collected a total of \$517,876 in these two sales taxes combined, down 2.6% from 2018 and up 7.6% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



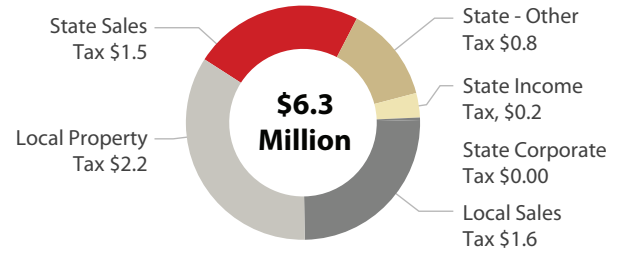
## Direct Tax Revenue, 2019

(Based on \$64.8 million in direct spending)

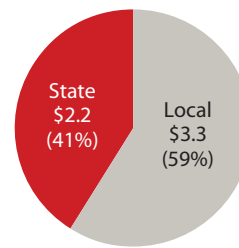


## Total Tax Revenue, 2019

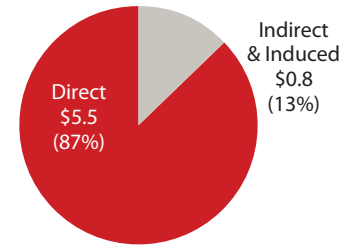
(Based on \$71.9 million in total spending)



## Direct Tax Revenue, 2019



## Total Tax Revenue, 2019



## Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

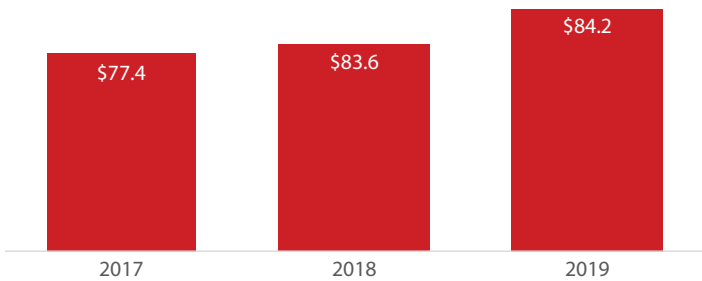


## Garfield County, 2019

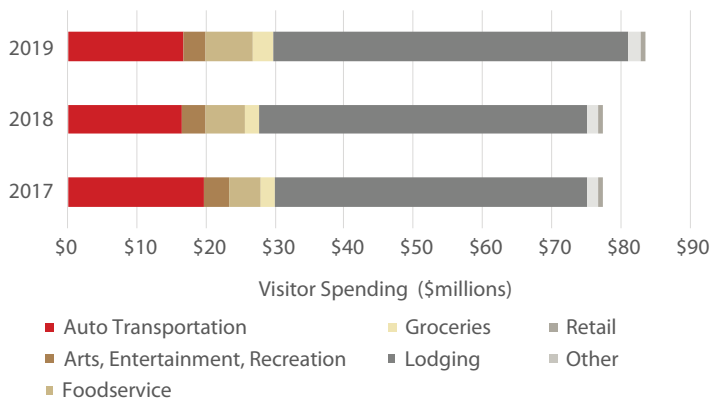
### Spending

In 2019, visitors directly spent an estimated \$84.2 million in Garfield County, a 0.7% increase from 2018.<sup>1</sup> The top three spending categories were lodging, auto transportation, and foodservice. Garfield County visitor spending made up 1.0% of total statewide spending.

Direct Spending Estimates (millions of dollars)



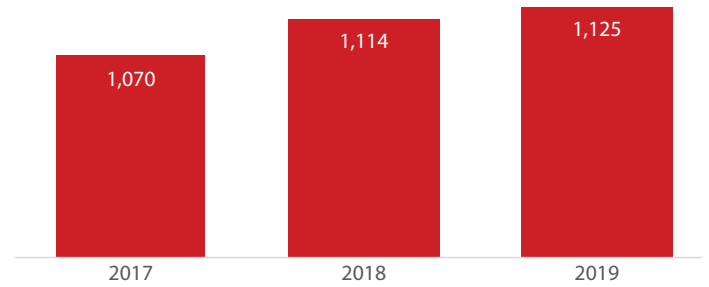
Direct Spending Estimates by Spending Category



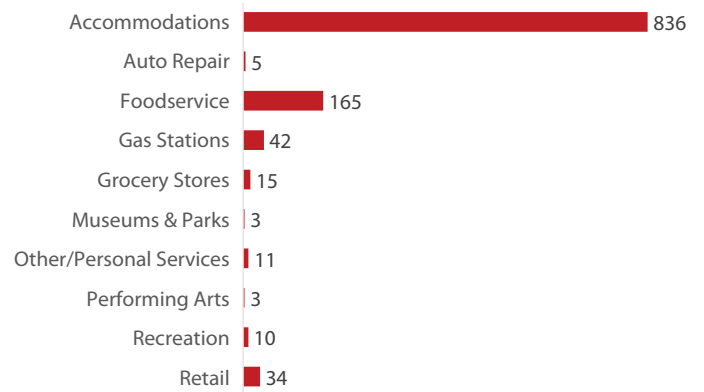
### Jobs

Visitor spending supported 1,125 direct Garfield County travel and tourism jobs, a 1.0% increase from 2018. Accommodations, foodservice, and gas stations were the top three job sectors. These 1,125 direct travel and tourism jobs supported an additional 166 indirect and induced jobs in the county for a total 1,291 jobs.<sup>2</sup>

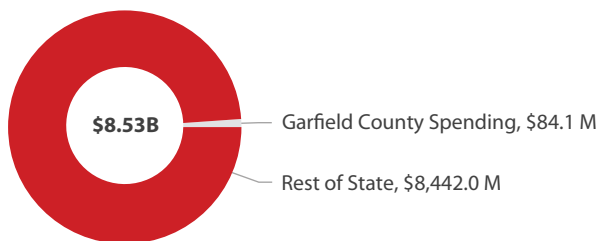
Direct Travel & Tourism Jobs



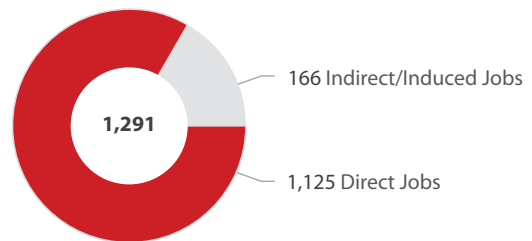
Direct Travel & Tourism Jobs by Job Type, 2019



Garfield Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

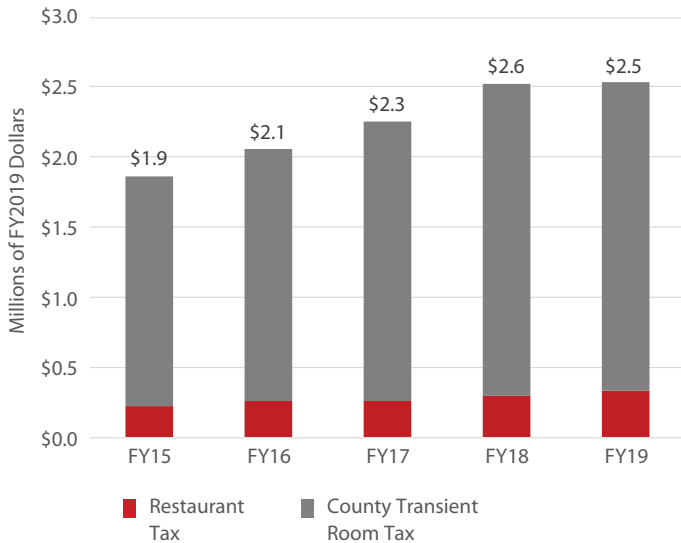


## Tax Revenue

Visitor spending generated \$13.1 million in direct tax revenue, including \$5.7 million in state and \$7.4 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$2.0 million in additional indirect and induced state and local tax revenue, for a total of \$15.1 million.<sup>4</sup>

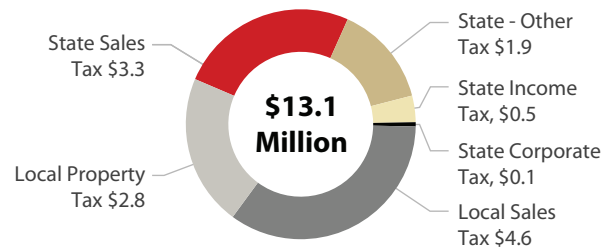
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2019, Garfield County collected a total of \$2.5 million in these two sales taxes combined, down 3.0% percent from 2018 and up 31.4% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



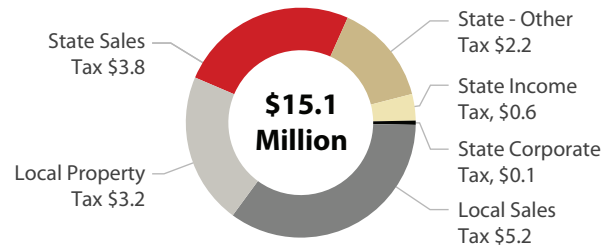
## Direct Tax Revenue, 2019

(Based on \$84.2 million in direct spending)

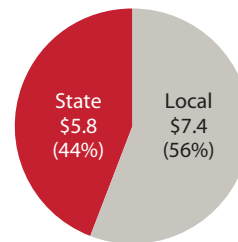


## Total Tax Revenue, 2019

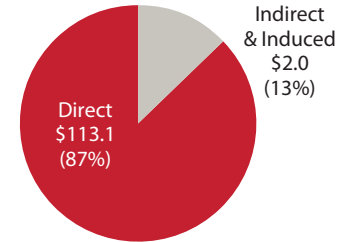
(Based on \$104.5 million in total spending)



## Direct Tax Revenue, 2019



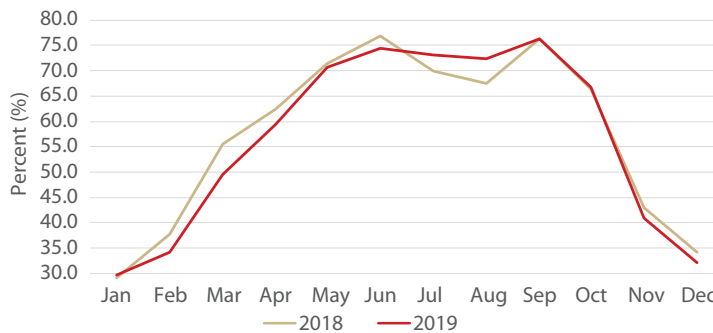
## Total Tax Revenue, 2019



## Hotel Data

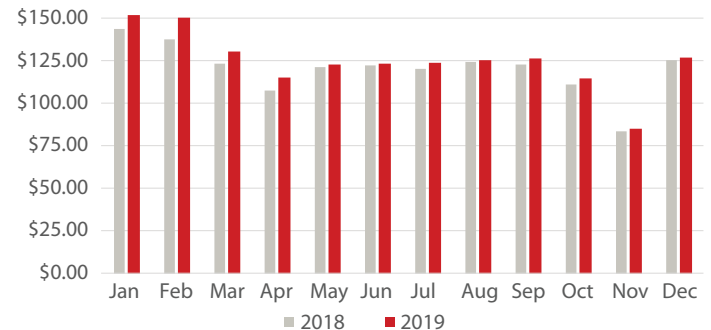
Garfield County hotel occupancy rates averaged 56.7% in 2019 compared to 57.5% in 2018. September, June, July, and August (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, Garfield County's average daily room rate was \$124.72 compared to \$120.28 in 2018, a 3.7% year-over-year increase.

### Average Hotel Daily Room Rate



## Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

## Grand County, 2019

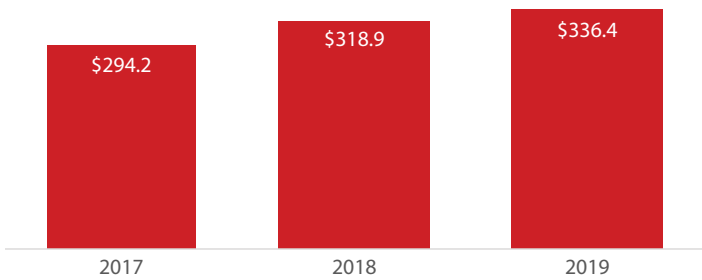
### Spending

In 2019, visitors directly spent an estimated \$336.4 million in Grand County, an 5.5% increase from 2018.<sup>1</sup> The top three spending categories were lodging, auto transportation, and foodservice. Grand County visitor spending made up 3.9% of total statewide spending.

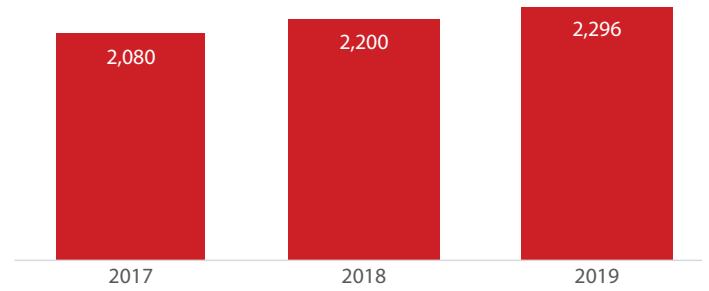
### Jobs

Visitor spending supported 2,296 direct Grand County travel and tourism jobs, a 4.4% increase from 2018. Accommodations, foodservice, and recreation were the top three job sectors. These 2,296 direct travel and tourism jobs supported an additional 710 indirect and induced jobs in the county for a total 3,006 jobs.<sup>2</sup>

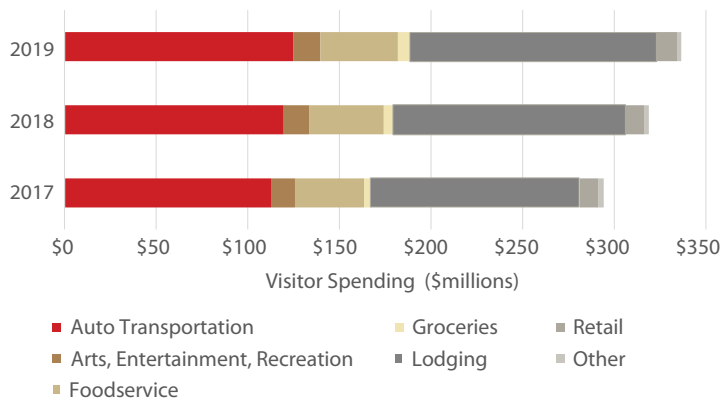
Direct Spending Estimates (millions of dollars)



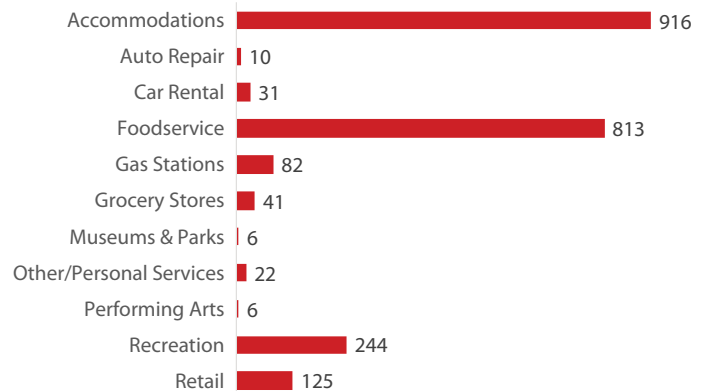
Direct Travel & Tourism Jobs



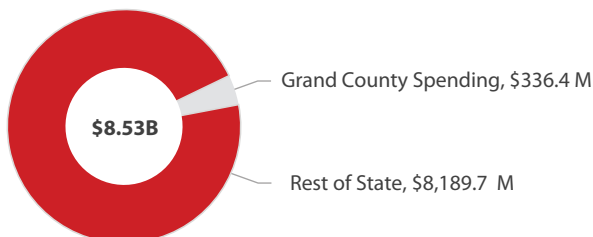
Direct Spending Estimates by Spending Category



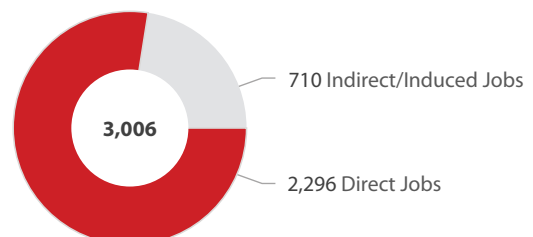
Direct Travel & Tourism Jobs by Job Type, 2019



Grand Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

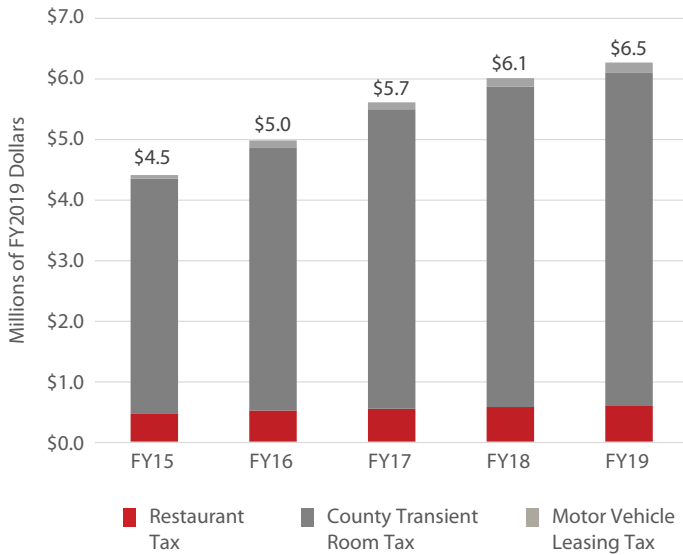


## Tax Revenue

Visitor spending generated \$50.6 million in direct tax revenue, including \$20.9 million in state and \$29.8 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$12.0 million in additional indirect and induced state and local tax revenue, for a total of \$62.6 million.<sup>4</sup>

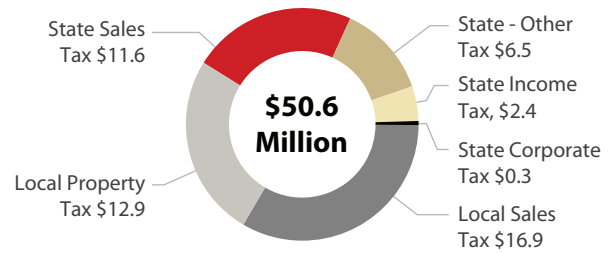
Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In fiscal year 2019, Grand County collected a total of \$6.5 million in these three sales taxes combined, up 6.6% percent from 2018 and 42.6% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



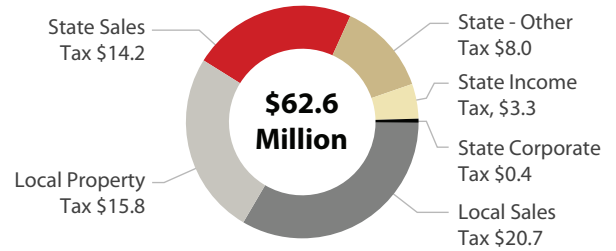
## Direct Tax Revenue, 2019

(Based on \$336.4 million in direct spending)

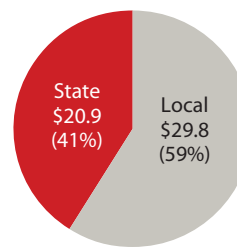


## Total Tax Revenue, 2019

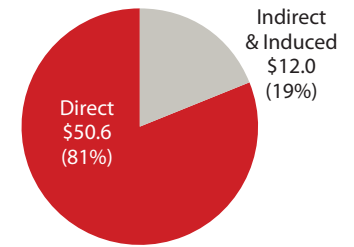
(Based on \$441.9 million in total spending)



## Direct Tax Revenue, 2019



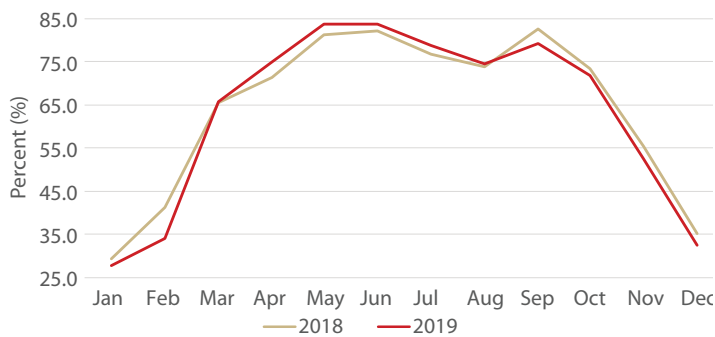
## Total Tax Revenue, 2019



## Hotel Data

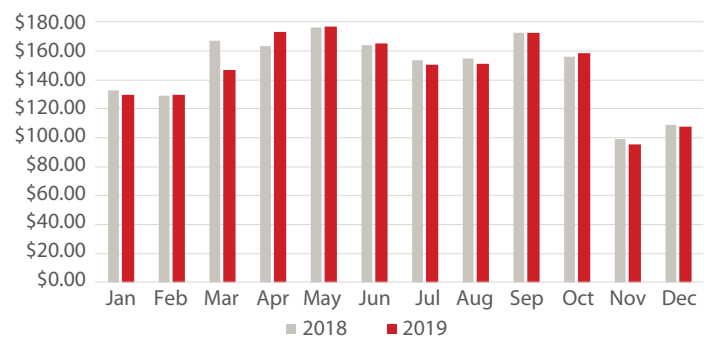
Grand County hotel occupancy rates averaged 63.2% in 2019 compared to 64.0% in 2018. May, June, September, and August (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, Grand County's average daily room rate was \$146.42 compared to \$148.13 in 2018, a 1.1% year-over-year decrease.

### Average Hotel Daily Room Rate



## Endnotes

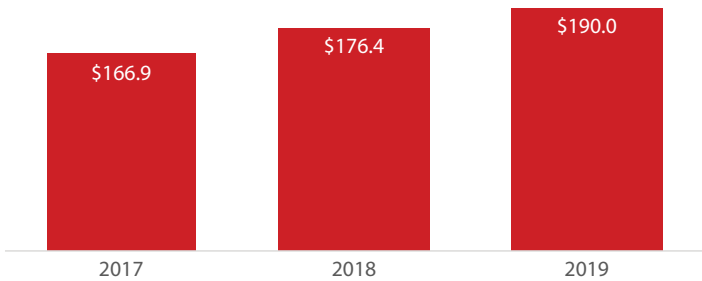
- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

## Iron County, 2019

### Spending

In 2019, visitors directly spent an estimated \$190.0 million in Iron County, an 7.7% increase from 2018.<sup>1</sup> The top three spending categories were auto transportation, foodservice, and lodging. Iron County visitor spending made up 2.3% of total statewide spending.

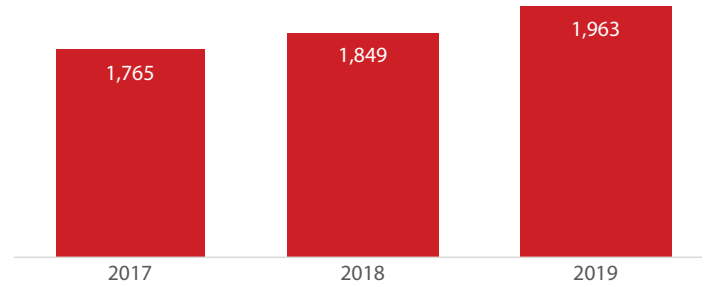
Direct Spending Estimates (millions of dollars)



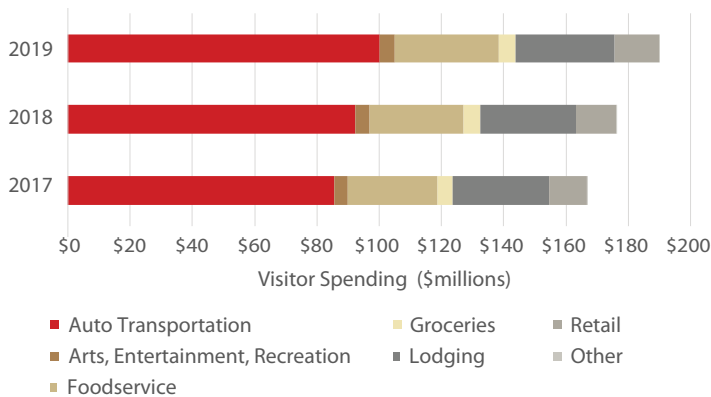
### Jobs

Visitor spending supported 1,963 direct Iron County travel and tourism jobs, a 6.2% increase from 2018. Foodservice, accommodations, and retail were the top three job sectors. These 1,963 direct travel and tourism jobs supported an additional 448 indirect and induced jobs in the county for a total 2,411 jobs.<sup>2</sup>

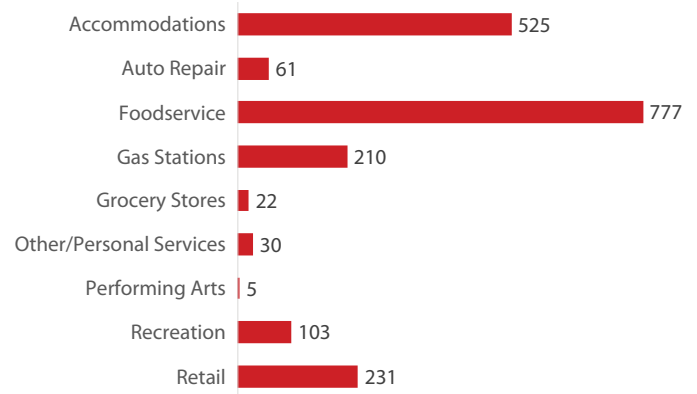
Direct Travel & Tourism Jobs



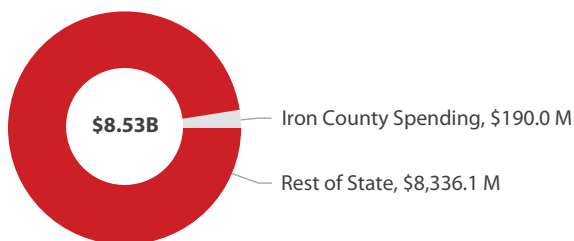
Direct Spending Estimates by Spending Category



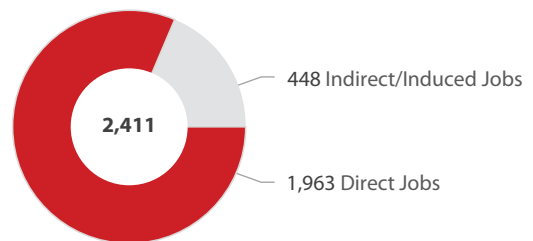
Direct Travel & Tourism Jobs by Job Type, 2019



Iron Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

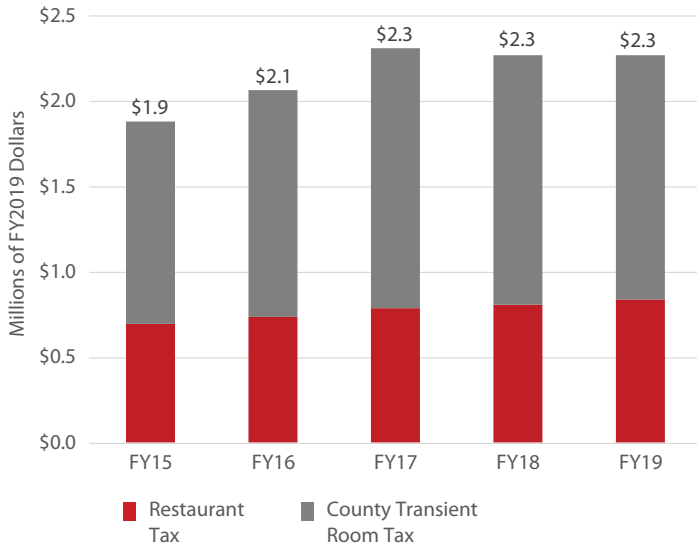


## Tax Revenue

Visitor spending generated \$17.0 million in direct tax revenue, including \$9.2 million in state and \$7.8 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$4.4 million in additional indirect and induced state and local tax revenue, for a total of \$21.4 million.<sup>4</sup>

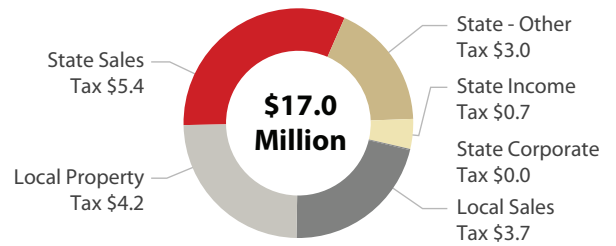
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2019, Iron County collected a total of \$2.3 million in these two sales taxes combined, up 0.0% percent from 2018 and up 20.4% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



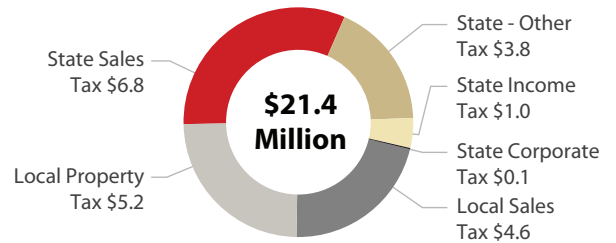
## Direct Tax Revenue, 2019

(Based on \$190.0 million in direct spending)

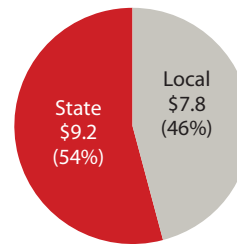


## Total Tax Revenue, 2019

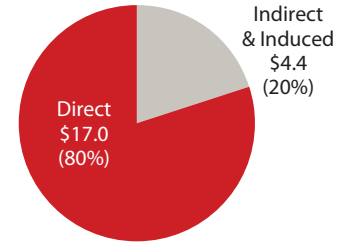
(Based on \$235.5 million in total spending)



## Direct Tax Revenue, 2019



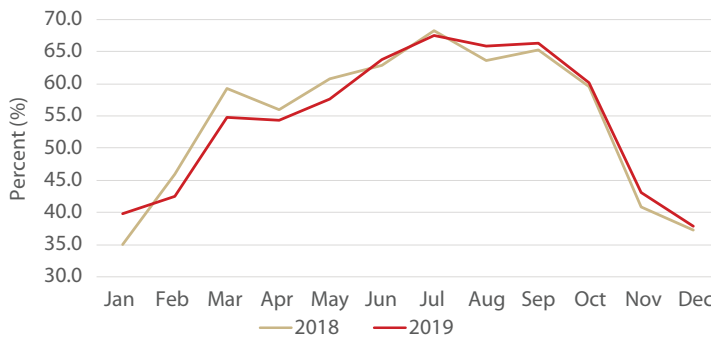
## Total Tax Revenue, 2019



## Hotel Data

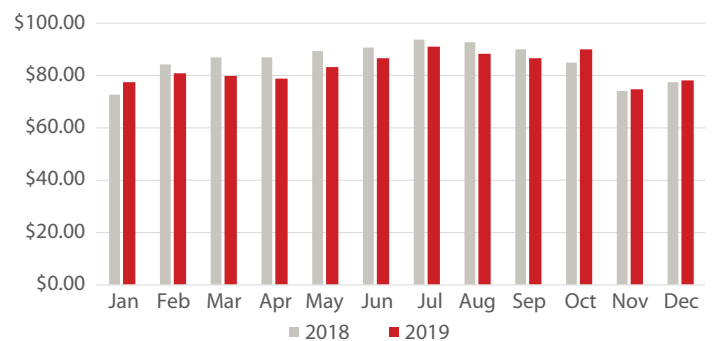
Iron County hotel occupancy rates averaged 54.4% in 2019 compared to 54.5% in 2018. July, September, August, and June (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, Iron County's average daily room rate was \$82.99 compared to \$85.36 in 2018, a 2.8% year-over-year decrease.

### Average Hotel Daily Room Rate



## Endnotes

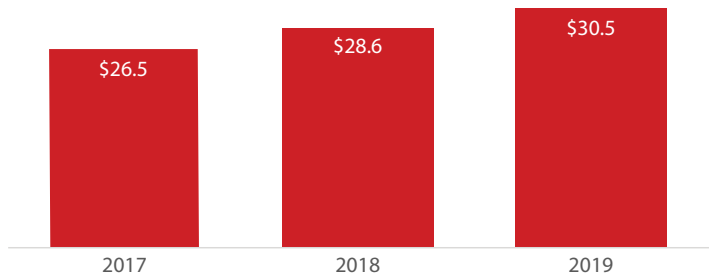
1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

## Juab County, 2019

### Spending

In 2019, visitors directly spent an estimated \$30.5 million in Juab County, an 6.5% increase from 2018.<sup>1</sup> The top three spending categories were auto transportation, foodservice, and lodging. Juab County visitor spending made up 0.3% of total statewide spending.

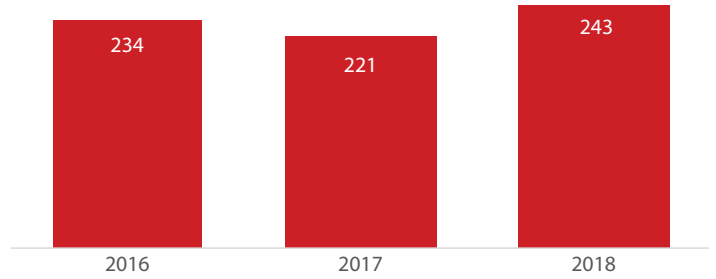
Direct Spending Estimates (millions of dollars)



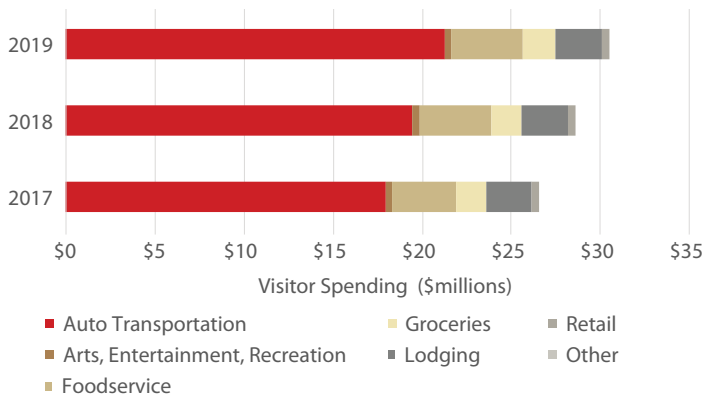
### Jobs

Visitor spending supported 243 direct Juab County travel and tourism jobs, a 10.1% increase from 2018. Foodservice, gas stations, and accommodations were the top three job sectors. These 243 direct travel and tourism jobs supported an additional 27 indirect and induced jobs in the county for a total 270 jobs.<sup>2</sup>

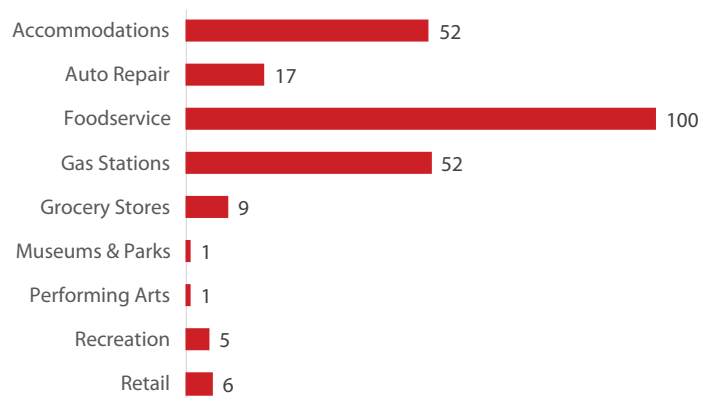
Direct Travel & Tourism Jobs



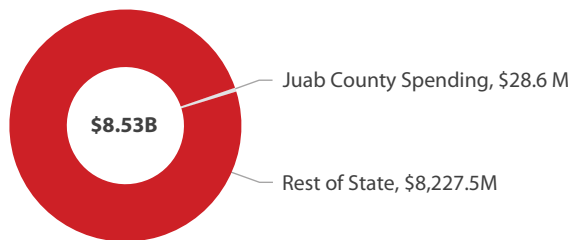
Direct Spending Estimates by Spending Category



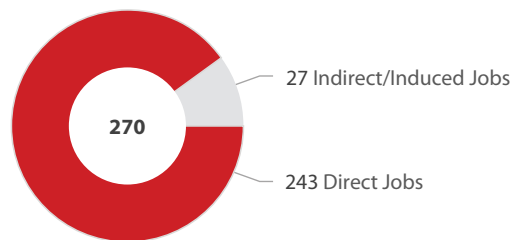
Direct Travel & Tourism Jobs by Job Type, 2019



Juab Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

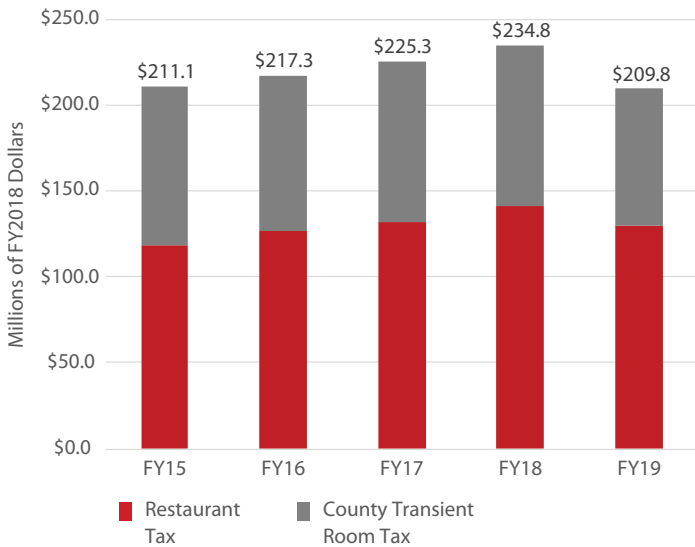


## Tax Revenue

Visitor spending generated \$2.2 million in direct tax revenue, including \$1.2 million in state and \$1.0 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$285,892 in additional indirect and induced state and local tax revenue, for a total of \$2.5 million.<sup>4</sup>

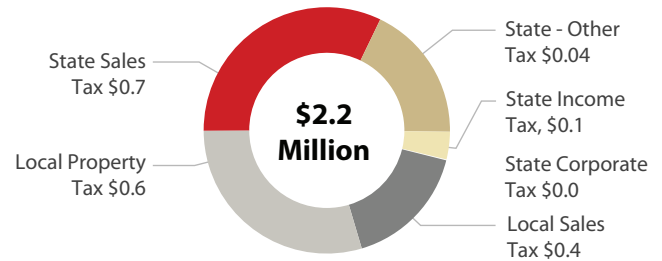
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2019, Juab County collected a total of \$209,775 in these two sales taxes combined, down 10.6% percent from 2018 and down 0.6% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



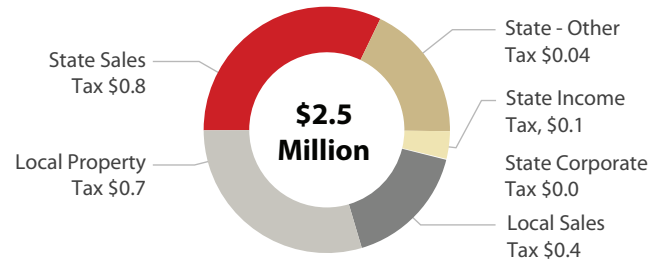
## Direct Tax Revenue, 2019

(Based on \$30.5 million in direct spending)

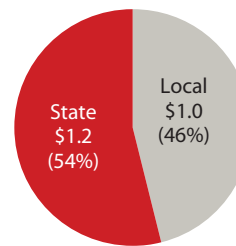


## Total Tax Revenue, 2019

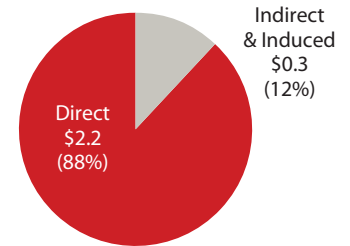
(Based on \$33.8 million in total spending)



## Direct Tax Revenue, 2019



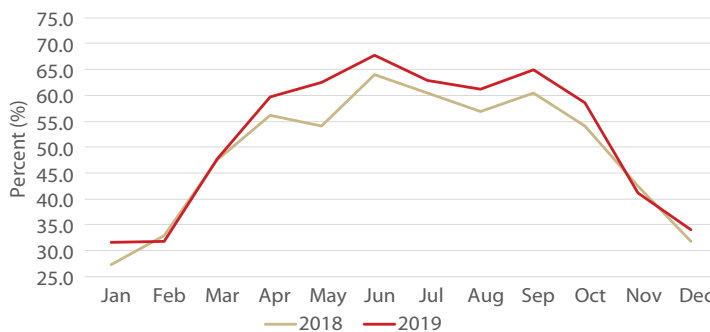
## Total Tax Revenue, 2019



## Hotel Data

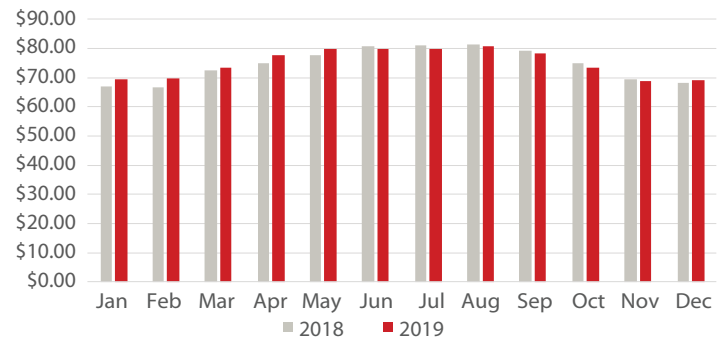
Juab County hotel occupancy rates averaged 52.0% in 2019 compared to 49.0% in 2018. June, September, July, and May (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, Juab County's average daily room rate was \$75.02 compared to \$74.52 in 2018, a 0.7% year-over-year increase.

### Average Hotel Daily Room Rate



## Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

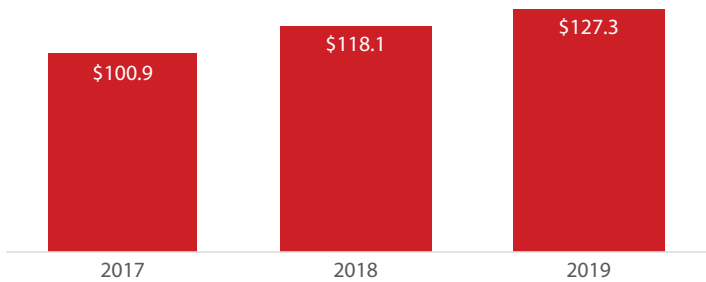


## Kane County, 2019

### Spending

In 2019, visitors directly spent an estimated \$127.3 million in Kane County, a 7.8% increase from 2018.<sup>1</sup> The top three spending categories were lodging, recreation, and auto transportation. Kane County visitor spending made up 1.5% of total statewide spending.

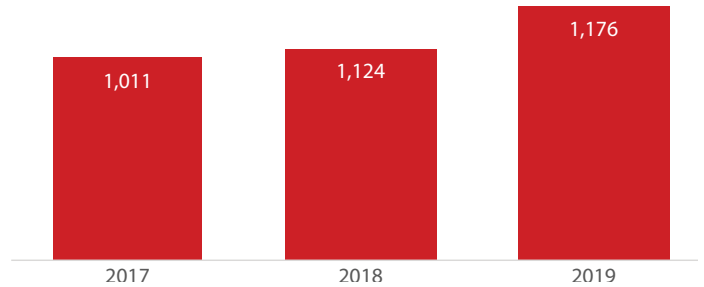
Direct Spending Estimates (millions of dollars)



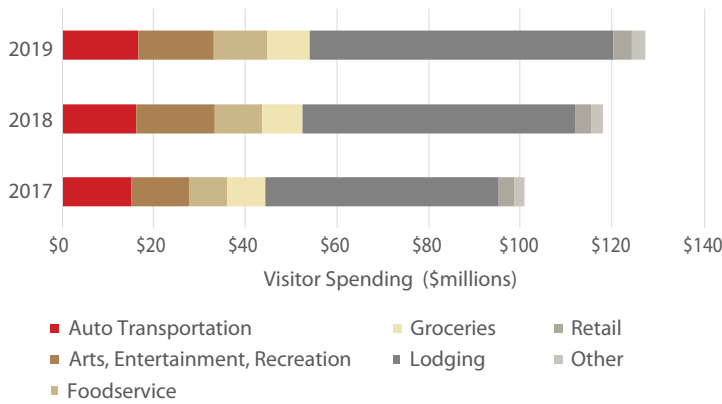
### Jobs

Visitor spending supported 1,176 direct Kane County travel and tourism jobs, an 4.6% increase from 2018. Accommodations, foodservice, and recreation were the top three job sectors. These 1,176 direct travel and tourism jobs supported an additional 258 indirect and induced jobs in the county for a total 1,434 jobs.<sup>2</sup>

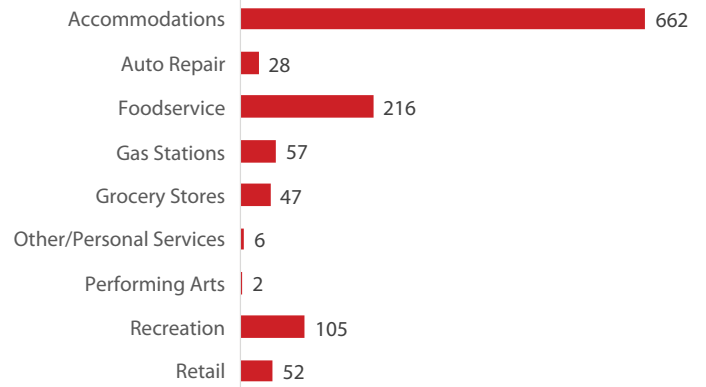
Direct Travel & Tourism Jobs



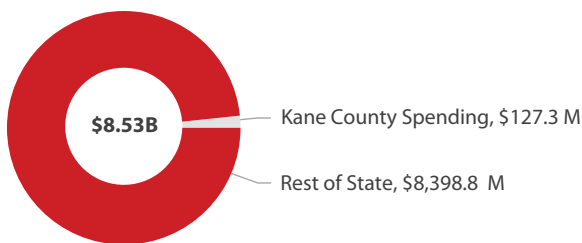
Direct Spending Estimates by Spending Category



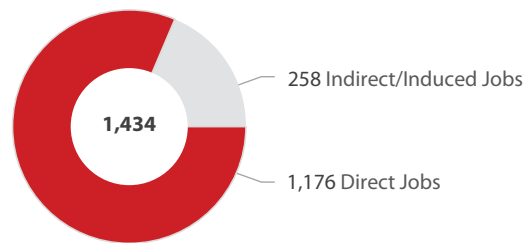
Direct Travel & Tourism Jobs by Job Type, 2019



Kane Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

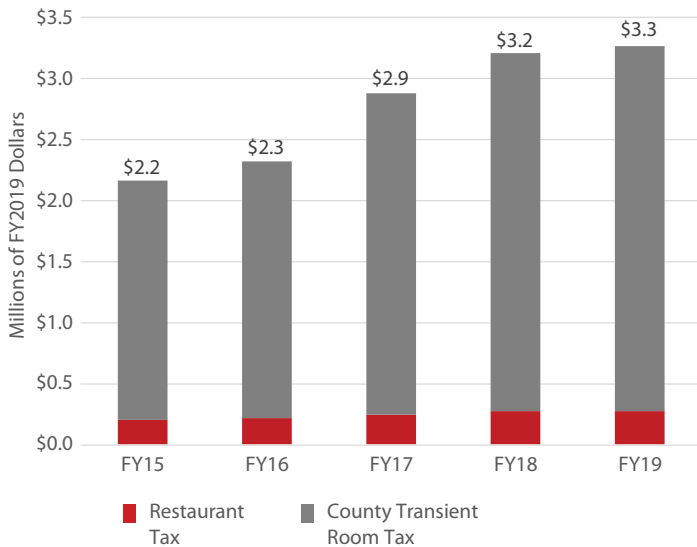


## Tax Revenue

Visitor spending generated \$20.9 million in direct tax revenue, including \$9.0 million in state and \$11.9 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$4.2 million in additional indirect and induced state and local tax revenue, for a total of \$25.2 million.<sup>4</sup>

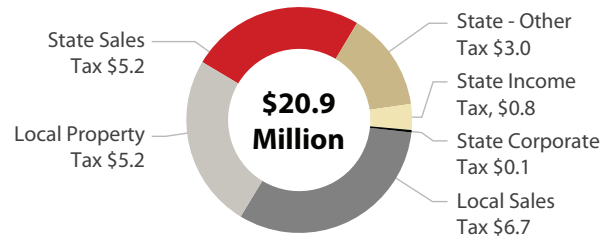
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2019, Kane County collected a total of \$3.3 million in these two sales taxes combined, up 1.9% percent from 2018 and 51.2% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



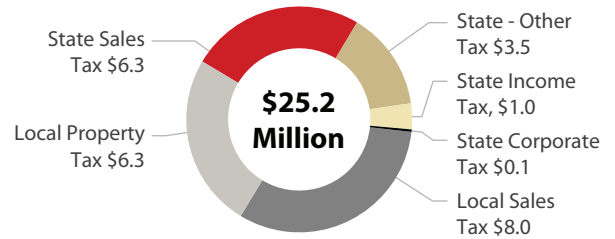
## Direct Tax Revenue, 2019

(Based on \$127.3 million in direct spending)

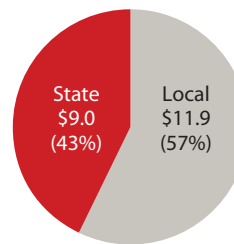


## Total Travel & Tourism Tax Revenue, 2019

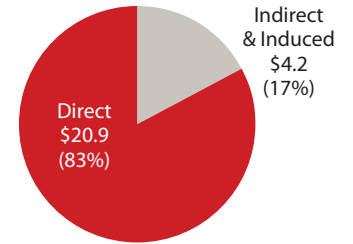
(Based on \$161.3 million in total spending)



## Direct Tax Revenue, 2019



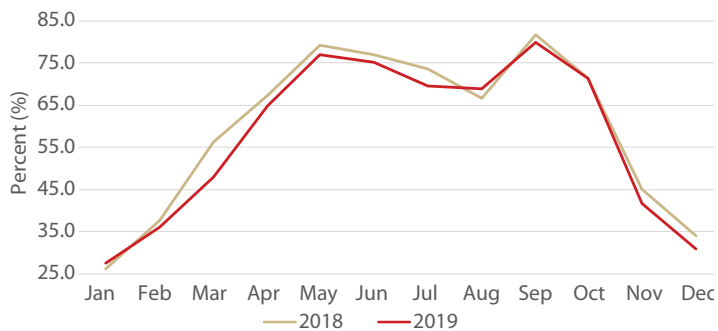
## Total Tax Revenue, 2019



## Hotel Data

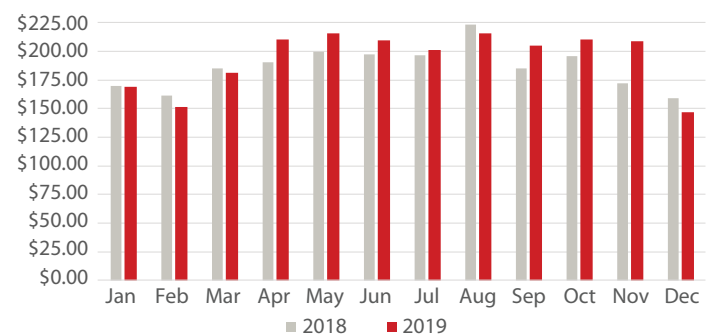
Kane County hotel occupancy rates averaged 57.6% in 2019 compared to 59.7% in 2018. September, May, June, and July (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, Kane County's average daily room rate was \$193.74 compared to \$186.2 in 2018, a 4.1% year-over-year increase.

### Average Hotel Daily Room Rate



## Endnotes

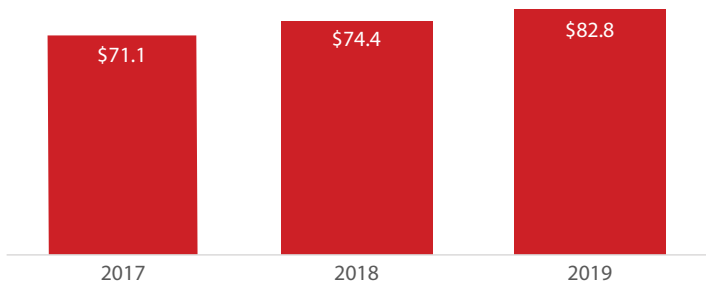
1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

## Millard County, 2019

### Spending

In 2019, visitors directly spent an estimated \$82.8 million in Millard County, an 11.3% increase from 2018.<sup>1</sup> The top three spending categories were auto transportation, lodging, and foodservice. Millard County visitor spending made up 1.0% of total statewide spending.

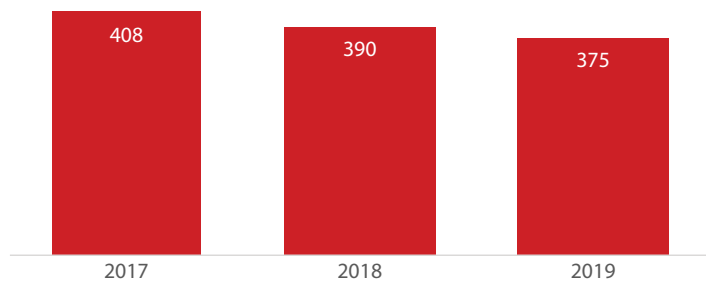
Direct Spending Estimates (millions of dollars)



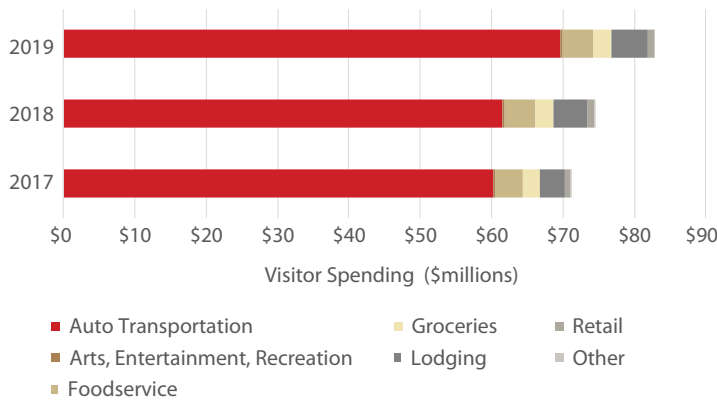
### Jobs

Visitor spending supported 375 direct Millard County travel and tourism jobs, a 3.9% decrease from 2018. Gas stations, foodservice, and accommodations were the top three job sectors. These 375 direct travel and tourism jobs supported an additional 60 indirect and induced jobs in the county for a total 435 jobs.<sup>2</sup>

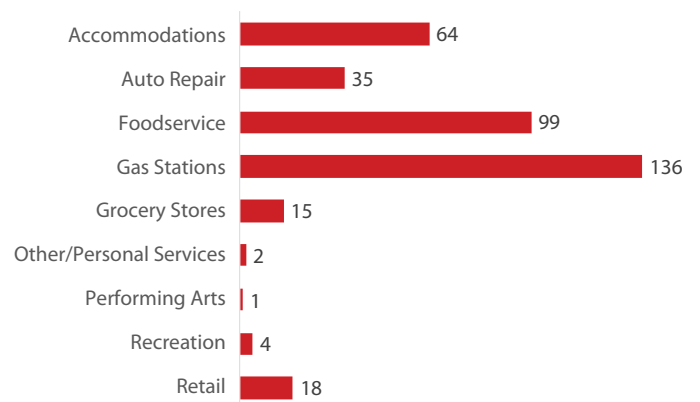
Direct Travel & Tourism Jobs



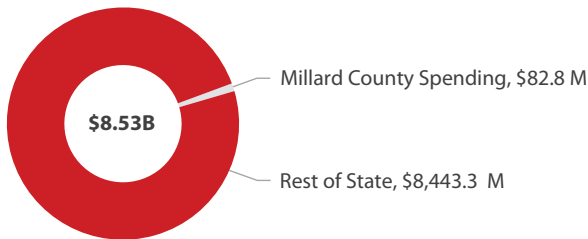
Direct Spending Estimates by Spending Category



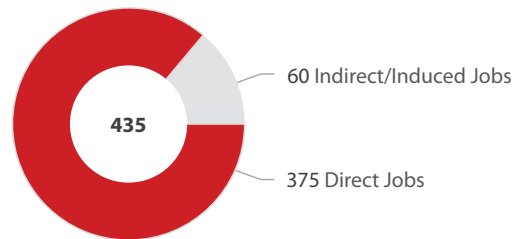
Direct Travel & Tourism Jobs by Job Type, 2019



Millard Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

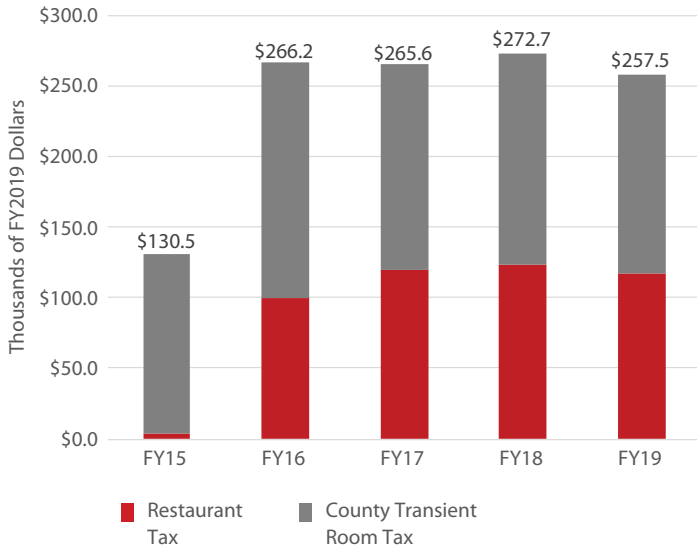


## Tax Revenue

Visitor spending generated \$5.4 million in direct tax revenue, including \$2.4 million in state and \$3.0 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$601,908 in additional indirect and induced state and local tax revenue, for a total of \$6.0 million.<sup>4</sup>

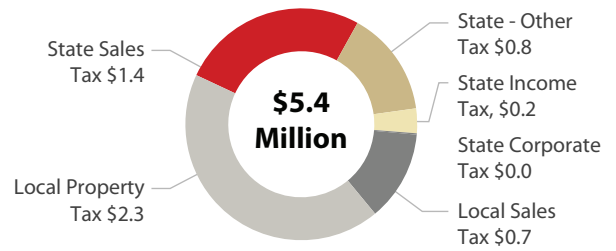
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2019, Millard County collected a total of \$257,544 in these two sales taxes combined, down 5.6% from 2018 and up 97.3% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



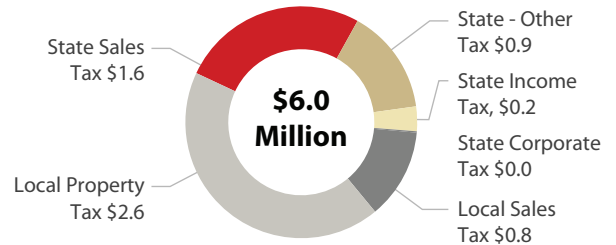
## Direct Tax Revenue, 2019

(Based on \$82.8 million in direct spending)

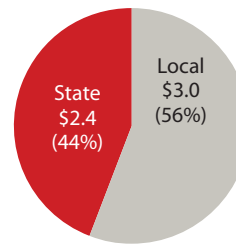


## Total Tax Revenue, 2019

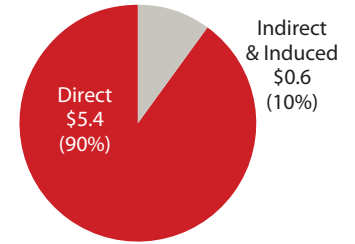
(Based on \$90.9 million in total spending)



## Direct Tax Revenue, 2019



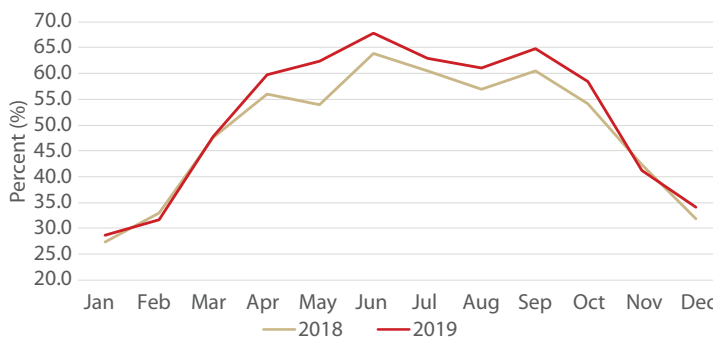
## Total Tax Revenue, 2019



## Hotel Data

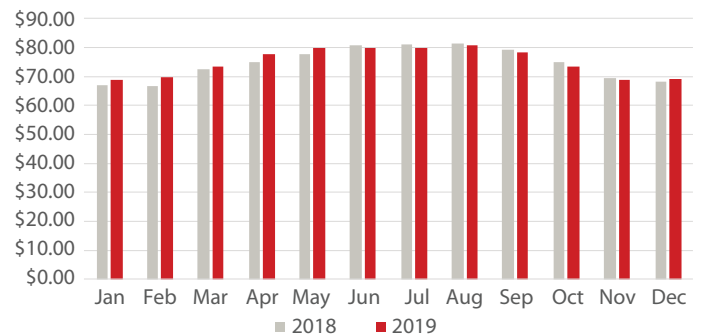
Millard County hotel occupancy rates averaged 51.7% in 2019 compared to 49.0% in 2018. June, September, July, and May (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, Millard County's average daily room rate was \$74.95 compared to \$74.52 in 2018, a 0.6% year-over-year increase.

### Average Hotel Daily Room Rate



## Endnotes

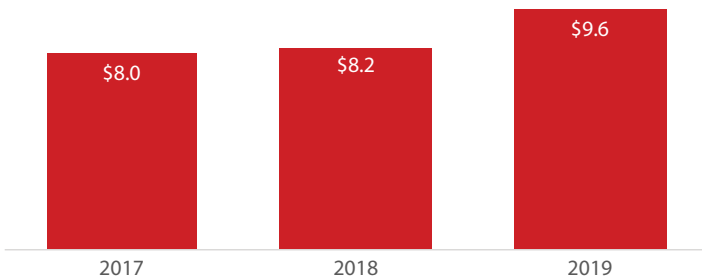
1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

## Morgan County, 2019

### Spending

In 2019, visitors directly spent an estimated \$9.6 million in Morgan County, a 16.4% increase from 2018.<sup>1</sup> The top three spending categories were auto transportation, foodservice, and accommodations. Morgan County visitor spending made up 0.1% of total statewide spending.

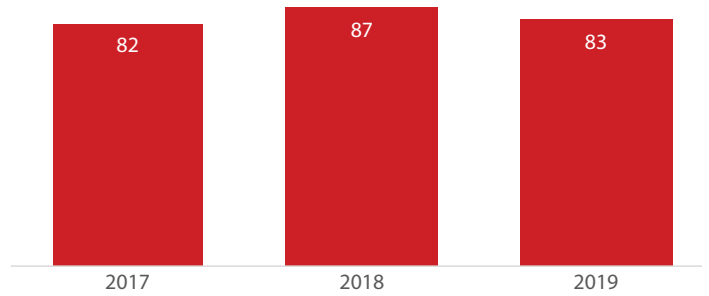
Direct Spending Estimates (millions of dollars)



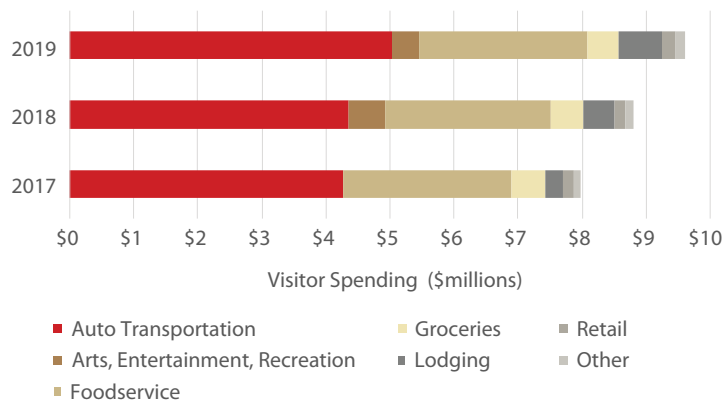
### Jobs

Visitor spending supported 83 direct Morgan County travel and tourism jobs, a 4.6% decrease from 2018. Foodservice, gas stations, and auto repair were the top three job sectors. These 83 direct travel and tourism jobs supported an additional 20 indirect and induced jobs in the county for a total 103 jobs.<sup>2</sup>

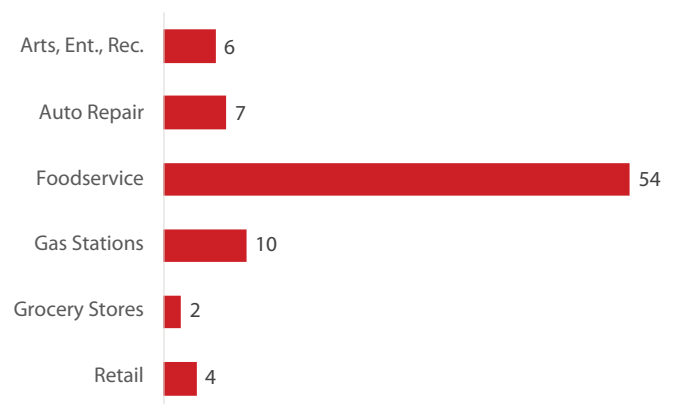
Direct Travel & Tourism Jobs



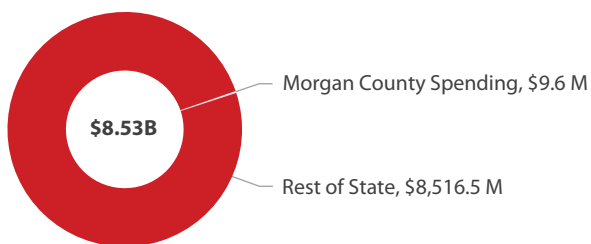
Direct Spending Estimates by Spending Category



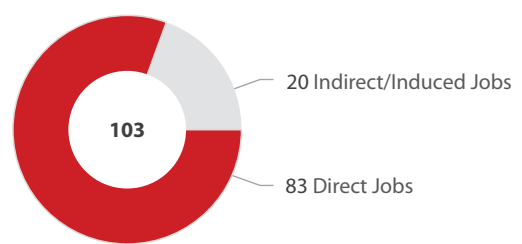
Direct Travel & Tourism Jobs by Job Type, 2019



Morgan Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

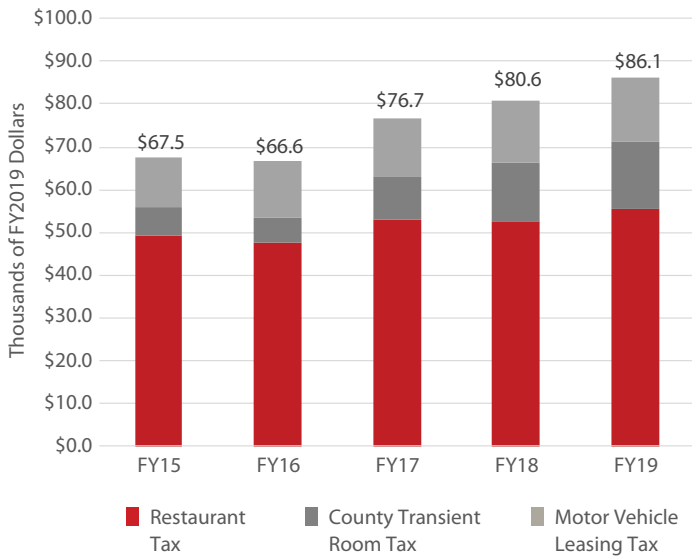


## Tax Revenue

Visitor spending generated \$884,380 in direct tax revenue, including \$435,364 in state and \$449,016 in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$121,972 in additional indirect and induced state and local tax revenue, for a total of \$1.0 million.<sup>4</sup>

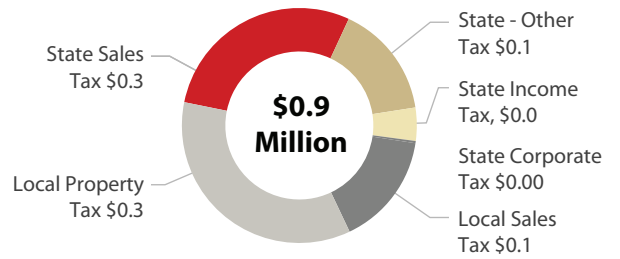
Travel and tourism-related sales tax revenues include transient room tax, restaurant tax, and motor vehicle leasing tax. In fiscal year 2019, Morgan County collected a total of \$86,127 in these three combined taxes, up 6.8% percent from 2018 and 27.7% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



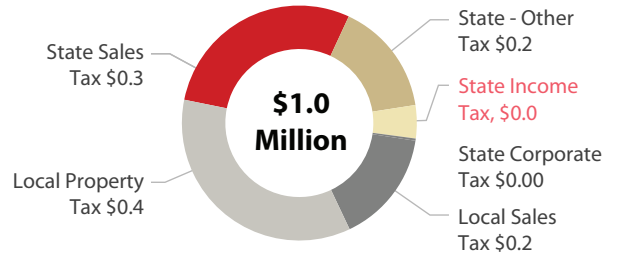
## Direct Tax Revenue, 2019

(Based on \$9.6 million in direct spending)

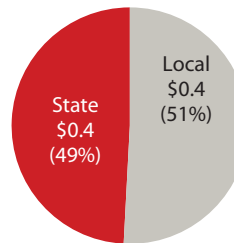


## Total Tax Revenue, 2019

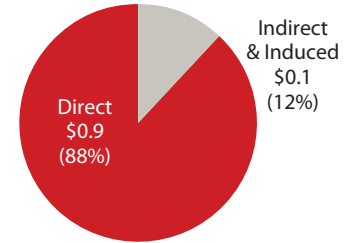
(Based on \$11.5 million in total spending)



## Direct Tax Revenue, 2019



## Total Tax Revenue, 2019



## Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

## Piute County, 2019

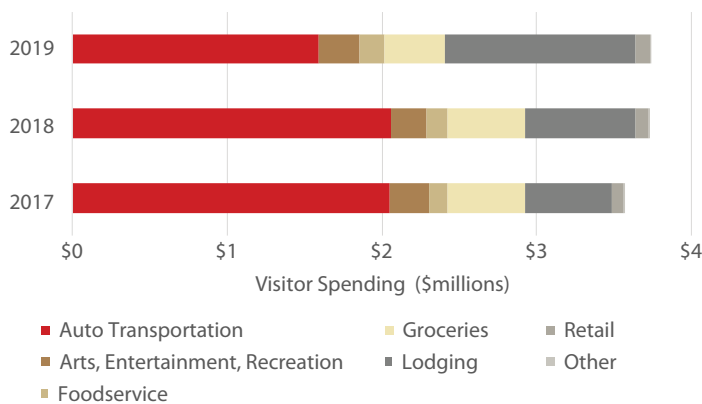
### Spending

In 2019, visitors directly spent an estimated \$3.7 million in Piute County, an 0.2% increase from 2018.<sup>1</sup> The top three spending categories were auto transportation, lodging, and groceries. Piute County visitor spending made up 0.04% of total statewide spending.

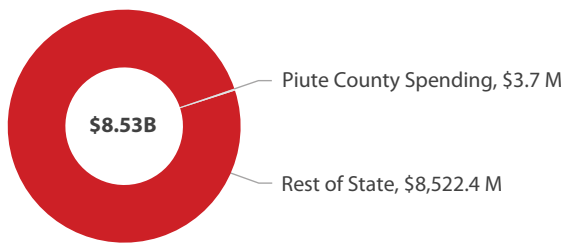
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



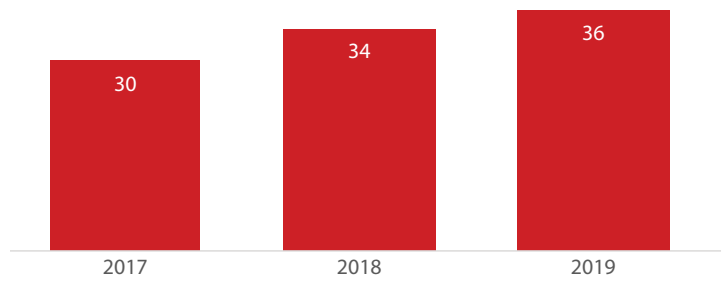
Piute Portion of Statewide Visitor Spending, 2019



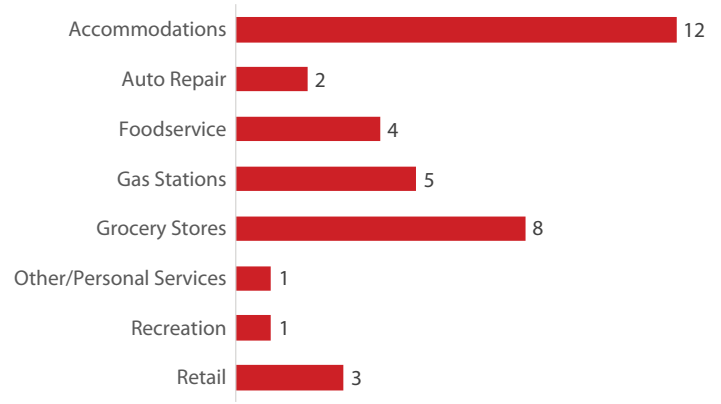
### Jobs

Visitor spending supported 36 direct Piute County travel and tourism jobs, a 5.9% increase from 2018. Accommodations, grocery stores, and gas stations were the top three job sectors. These 36 direct travel and tourism jobs supported an additional 5 indirect and induced jobs in the county for a total 41 jobs.<sup>2</sup>

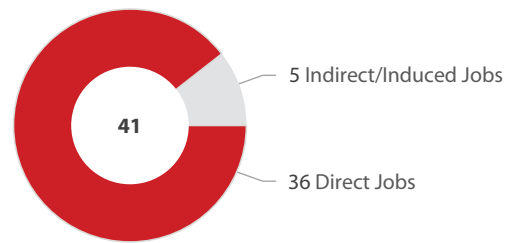
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2019



Total Travel & Tourism Jobs, 2019

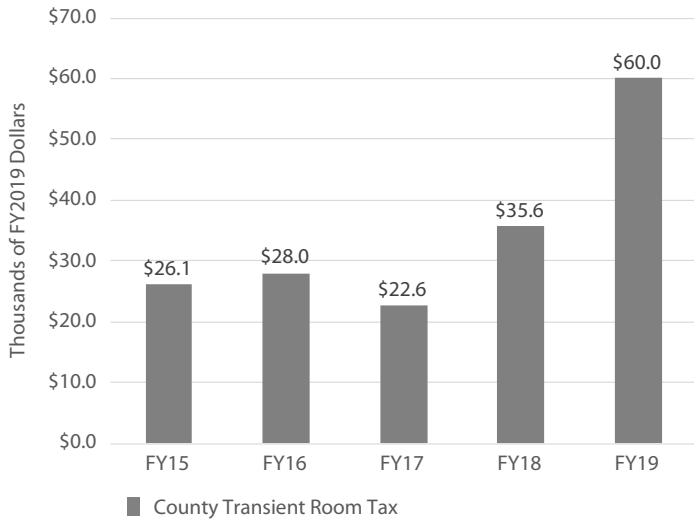


## Tax Revenue

Visitor spending generated \$397,605 in direct tax revenue, including \$149,995 in state and \$247,609 in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$33,097 in additional indirect and induced state and local tax revenue, for a total of \$430,702.<sup>4</sup>

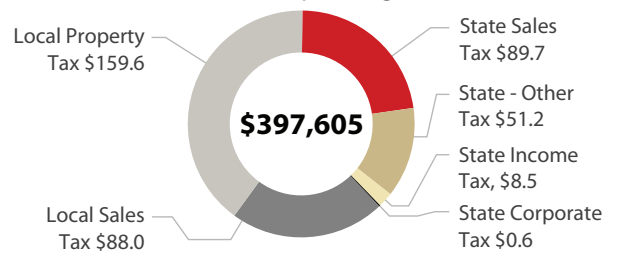
The only tourism-related tax Piute County collects is transient room tax. In fiscal year 2019, Piute County collected a total of \$60,037 in county lodging tax, up 68.5% percent from 2018 and 129.7% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



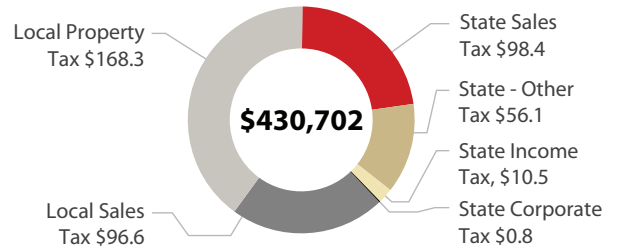
### Direct Tax Revenue, 2019

(Based on \$3.7 million in direct spending)

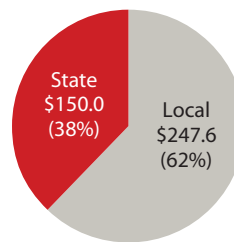


### Total Tax Revenue, 2019

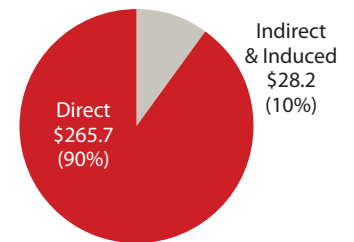
(Based on \$4.1 million in total spending)



### Direct Tax Revenue, 2019



### Total Tax Revenue, 2019



## Endnotes

- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

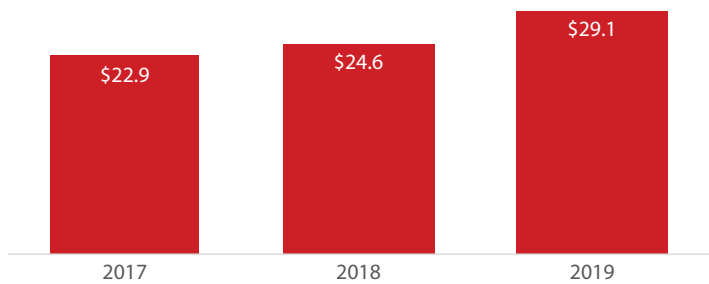


## Rich County, 2019

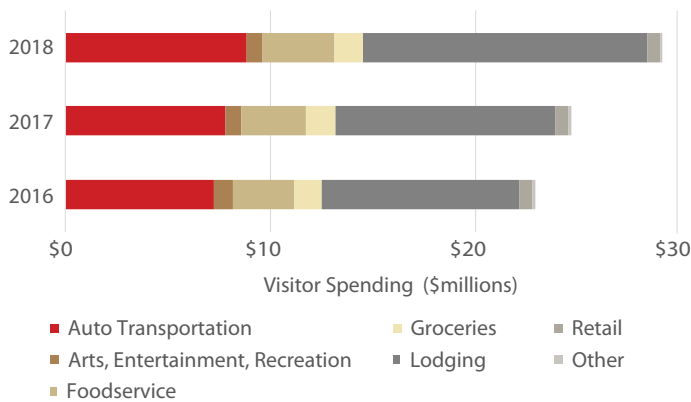
### Spending

In 2019, visitors directly spent an estimated \$29.1 million in Rich County, a 18.2% increase from 2018.<sup>1</sup> The top three spending categories were lodging, auto transportation, and foodservice. Rich County visitor spending made up 0.3% of total statewide spending.

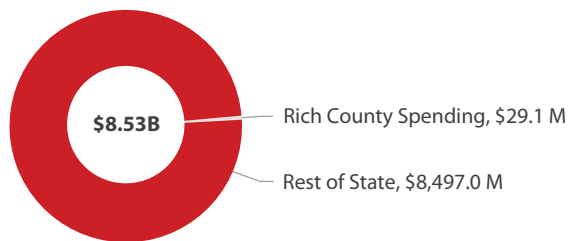
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



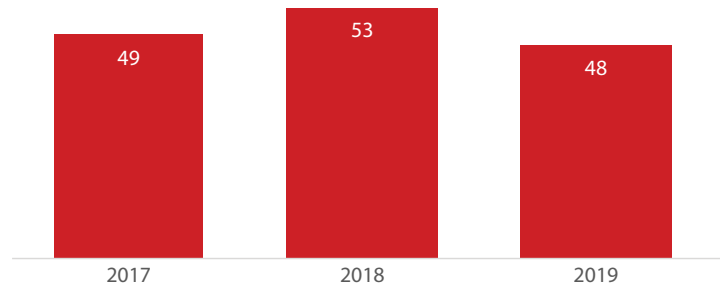
Rich Portion of Statewide Visitor Spending, 2019



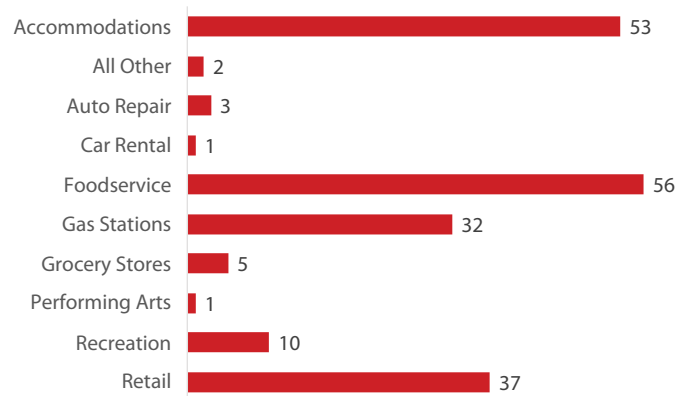
### Jobs

Visitor spending supported 190 direct Rich County travel and tourism jobs, a 5.1% decrease from 2018. Foodservice, accommodations, and retail were the top three job sectors. These 190 direct travel and tourism jobs supported an additional 39 indirect and induced jobs in the county for a total 229 jobs.<sup>2</sup>

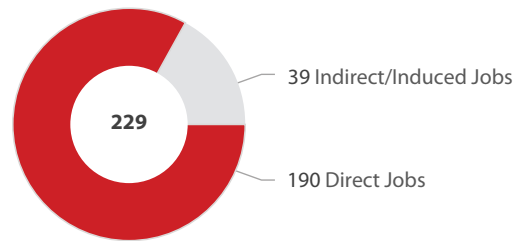
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2019



Total Travel & Tourism Jobs, 2019

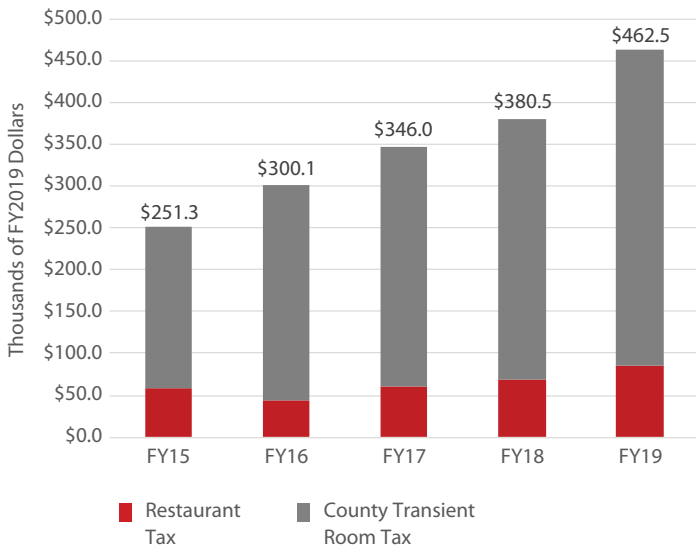


## Tax Revenue

Visitor spending generated \$3.9 million in direct tax revenue, including \$1.8 million in state and \$2.1 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$1.1 million in additional indirect and induced state and local tax revenue, for a total of \$5.0 million.<sup>4</sup>

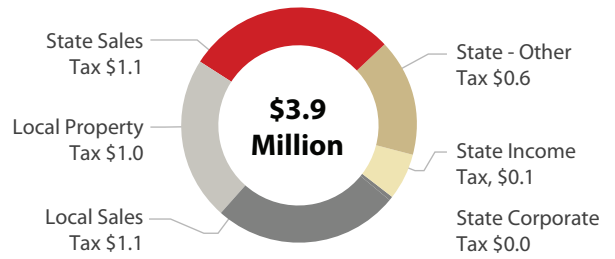
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2019, Rich County collected a total of \$462,505 in these two sales taxes combined, up 21.5% percent from 2018 and 84.1% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



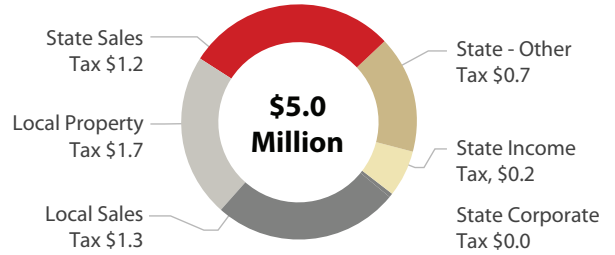
## Direct Tax Revenue, 2019

(Based on \$29.1 million in direct spending)

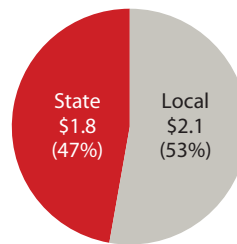


## Total Travel & Tourism Tax Revenue, 2019

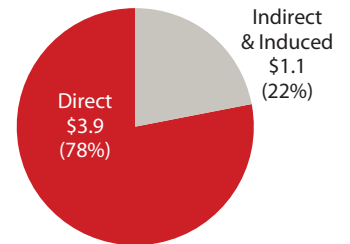
(Based on \$36.0 million in total spending)



## Direct Tax Revenue, 2019



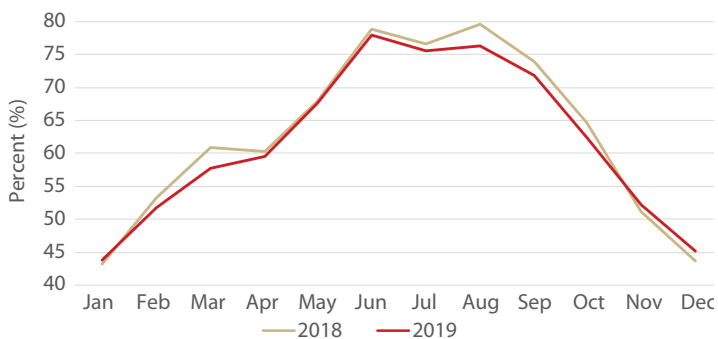
## Total Tax Revenue, 2019



## Hotel Data

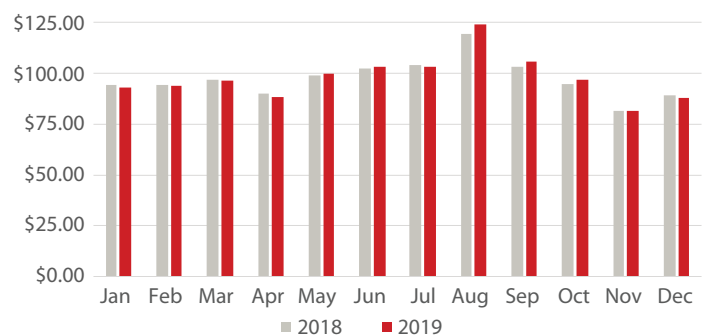
Rich County hotel occupancy rates averaged 58.6% in 2019 compared to 61.8% in 2018. August, July, June, and September (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, Rich County's average daily room rate was \$98.56 compared to \$97.92 in 2018, a 0.7% year-over-year increase.

### Average Hotel Daily Room Rate



## Endnotes

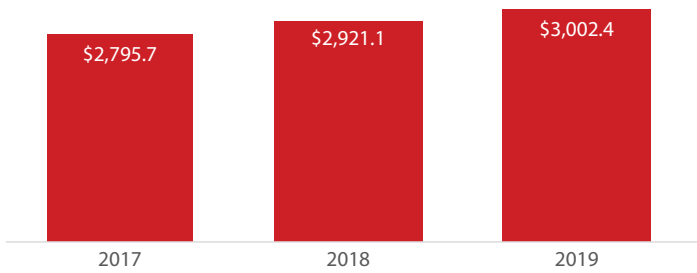
- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

## Salt Lake County, 2019

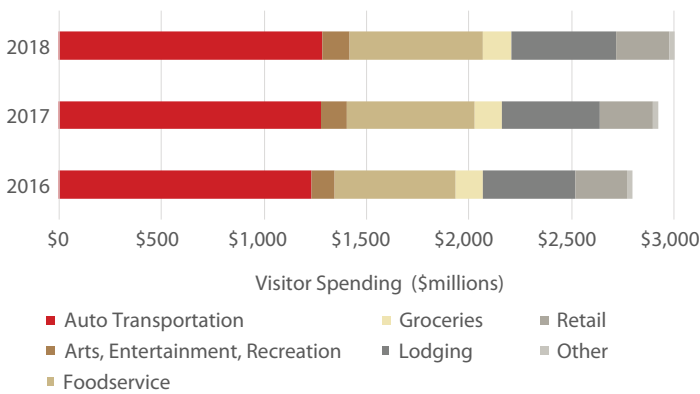
### Spending

In 2019, visitors directly spent an estimated \$3.0 billion in Salt Lake County, an 2.8% increase from 2018.<sup>1</sup> The top three spending categories were auto transportation, foodservice, and lodging. Salt Lake County visitor spending made up 35.2% of total statewide spending.<sup>2</sup>

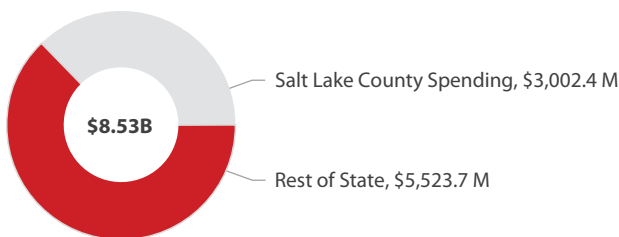
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



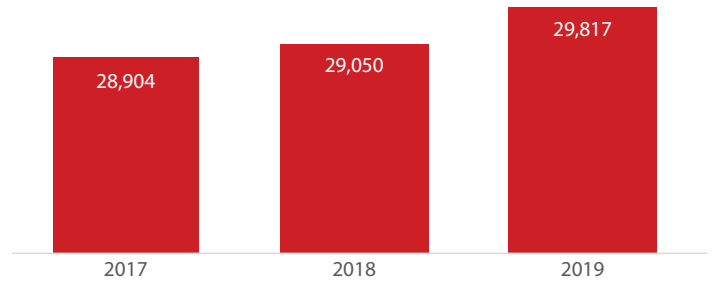
Salt Lake Portion of Statewide Direct Visitor Spending, 2019



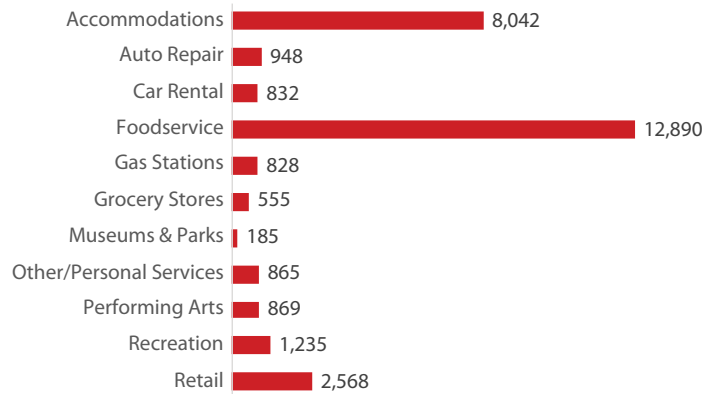
### Jobs

Visitor spending supported 29,817 direct Salt Lake County travel and tourism jobs, a 2.6% increase from 2018. Foodservice, accommodations, and retail were the top three job sectors. These 29,817 direct travel and tourism jobs supported an additional 11,335 indirect and induced jobs in the county for a total 41,152 jobs.<sup>3</sup>

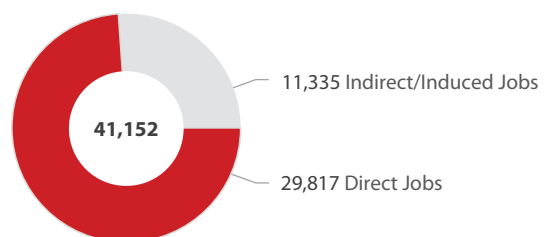
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2019



Total Travel & Tourism Jobs, 2019

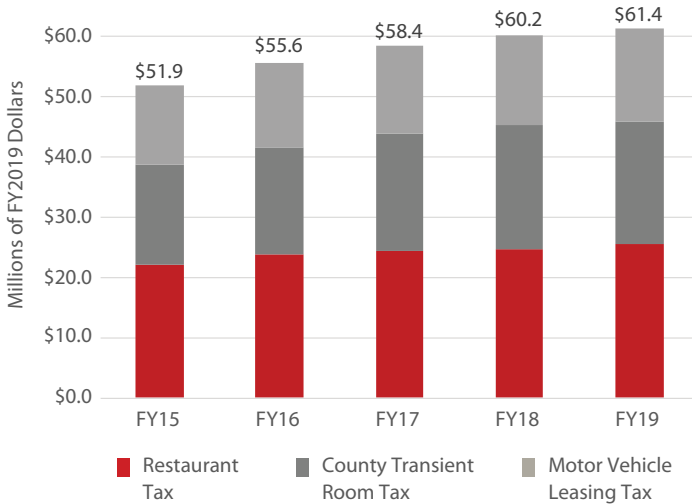


## Tax Revenue

Visitor spending generated \$358.4 million in direct tax revenue, including \$191.9 million in state and \$166.6 million in local tax revenue.<sup>4</sup> Visitor spending generated approximately \$117.8 million in additional indirect and induced state and local tax revenue, for a total of \$476.2 million.<sup>5</sup>

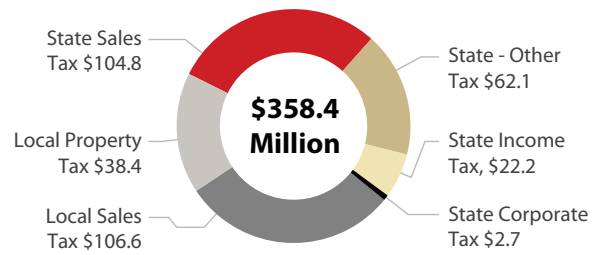
Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In fiscal year 2019, Salt Lake County collected a total of \$61.4 million in these three sales taxes combined, up 1.9% percent from 2018 and 18.3% over the past five years.<sup>6</sup>

### Select Local Sales Tax Revenues



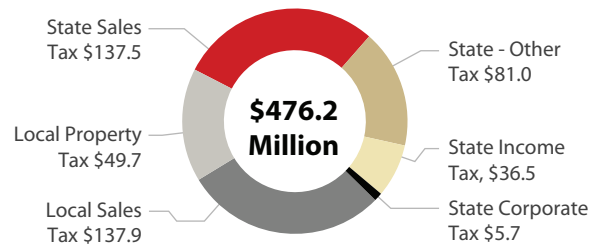
## Direct Tax Revenue, 2019

(Based on \$3.0 billion in direct spending)

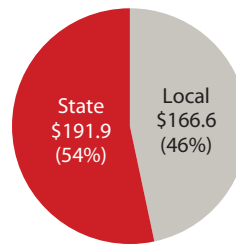


## Total Tax Revenue, 2019

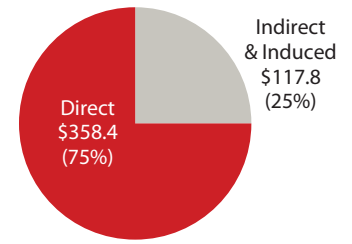
(Based on \$4.6 billion in total spending)



## Direct Tax Revenue, 2019



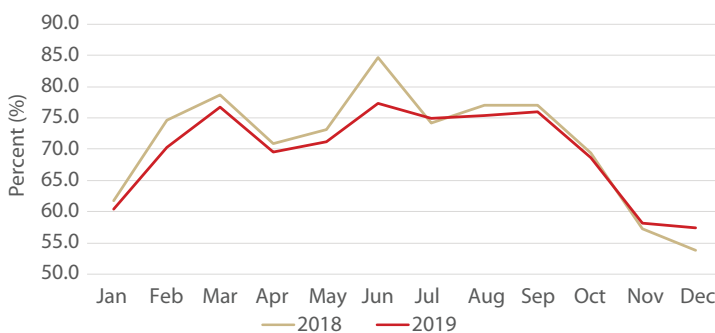
## Total Tax Revenue, 2019



## Hotel Data

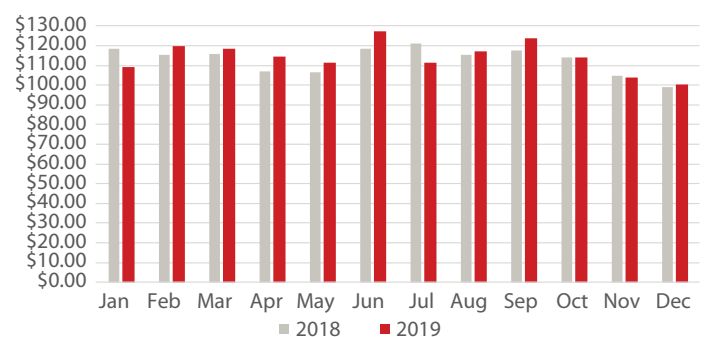
Salt Lake County hotel occupancy rates averaged 69.6% in 2019 compared to 71.0% in 2018. June, March, September, and August (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, Salt Lake County's average daily room rate was \$114.85 compared to \$114.25 in 2018, a 0.5% year-over-year increase.

### Average Hotel Daily Room Rate



## Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. If transportation spending were to be included in the county profiles, the total Salt Lake County visitor spending share would be closer to 46% of total statewide visitor spending.
3. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects.

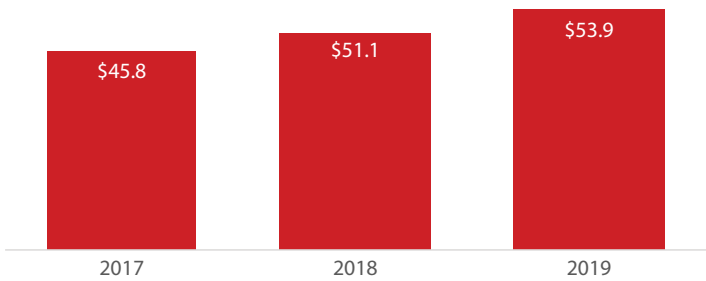
- Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
4. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
  5. See note #2 regarding "indirect and induced."
  6. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

## San Juan County, 2019

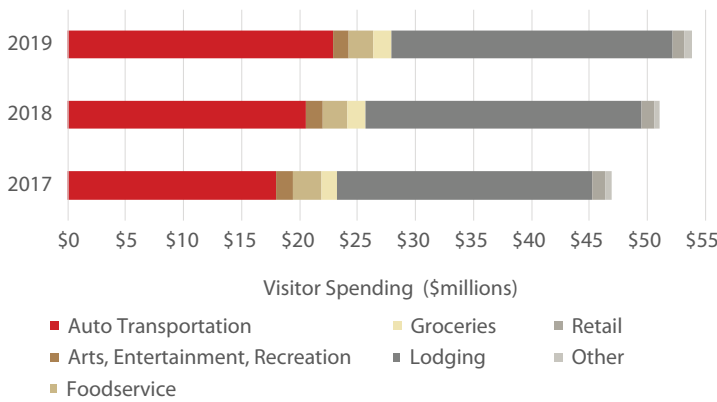
### Spending

In 2019, visitors directly spent an estimated \$53.9 million in San Juan County, an 5.4% increase from 2018.<sup>1</sup> The top three spending categories were lodging, auto transportation, and foodservice. San Juan County visitor spending made up 0.6% of total statewide spending.

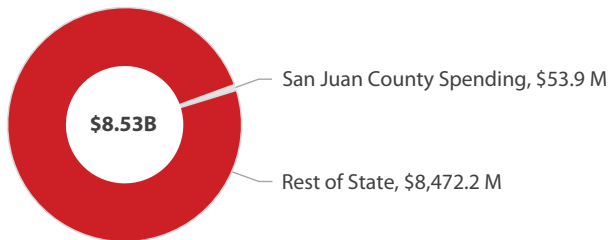
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



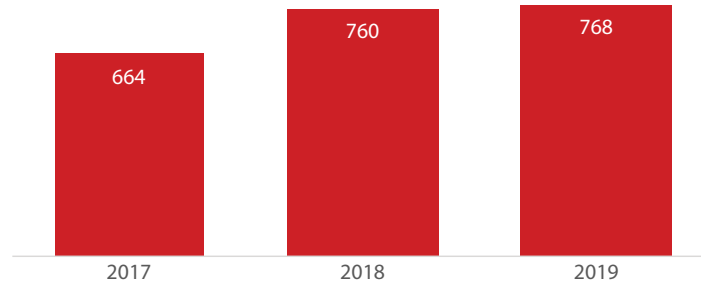
San Juan Portion of Statewide Visitor Spending, 2019



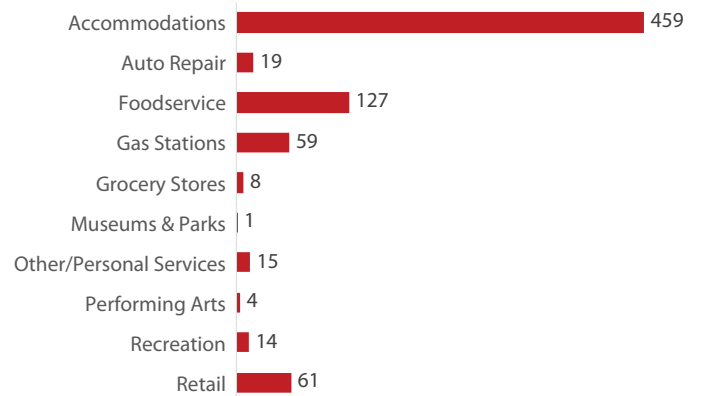
### Jobs

Visitor spending supported 768 direct San Juan County travel and tourism jobs, a 1.0% increase from 2018. Accommodations, foodservice, and retail were the top three job sectors. These 768 direct travel and tourism jobs supported an additional 122 indirect and induced jobs in the county for a total 890 jobs.<sup>2</sup>

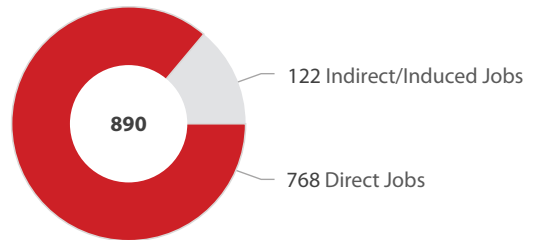
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2019



Total Travel & Tourism Jobs, 2019

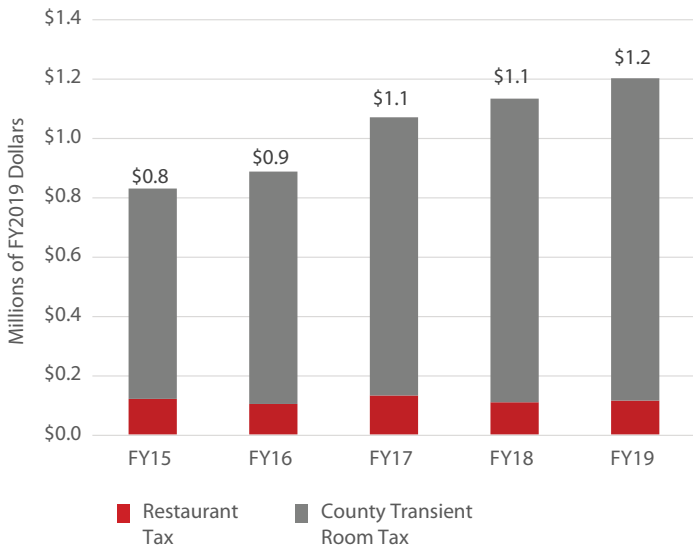


## Tax Revenue

Visitor spending generated \$7.0 million in direct tax revenue, including \$3.0 million in state and \$4.0 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$936,480 in additional indirect and induced state and local tax revenue, for a total of \$7.9 million.<sup>4</sup>

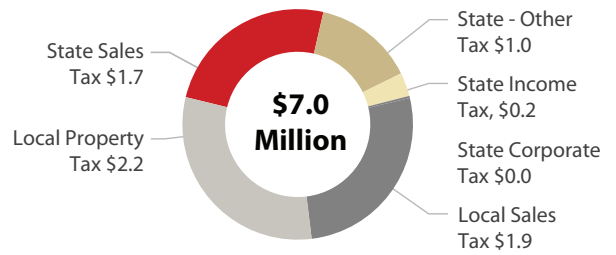
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2019, San Juan County collected a total of \$1.2 million in these two sales taxes combined, up 5.8% percent from 2018 and up 44.6% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



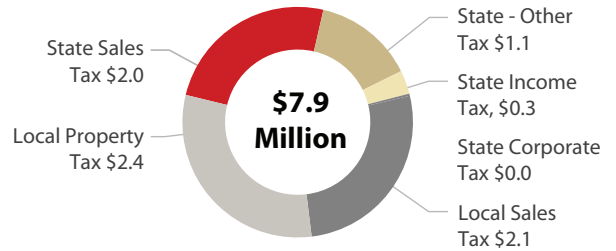
## Direct Tax Revenue, 2019

(Based on \$53.9 million in direct spending)

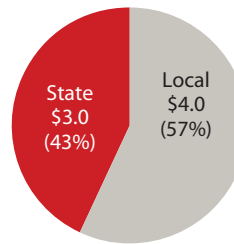


## Total Tax Revenue, 2019

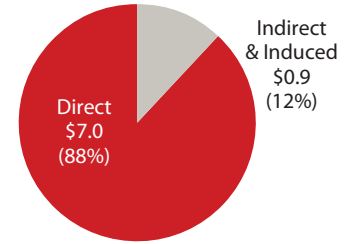
(Based on \$61.9 million in total spending)



## Direct Tax Revenue, 2019



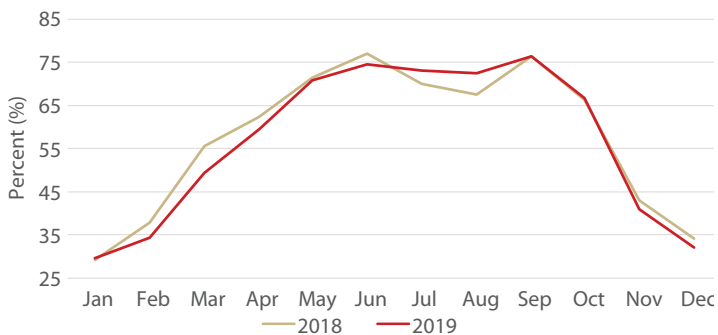
## Total Tax Revenue, 2019



## Hotel Data

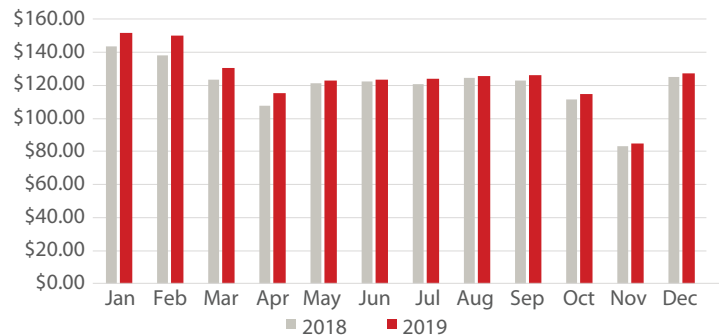
San Juan County hotel occupancy rates averaged 56.7% in 2019 compared to 57.5% in 2018. September, June, July, and August (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, San Juan County's average daily room rate was \$124.72 compared to \$120.28 in 2018, a 3.7% year-over-year increase.

### Average Hotel Daily Room Rate



## Endnotes

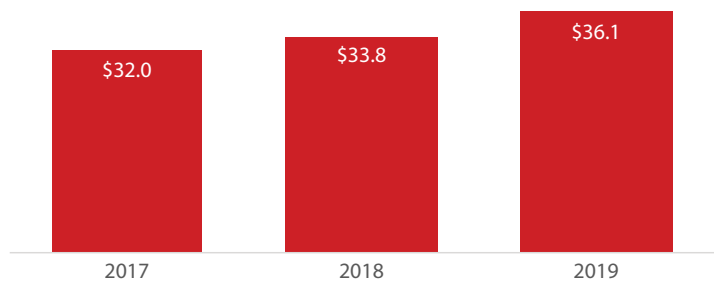
- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

## Sanpete County, 2019

### Spending

In 2019, visitors directly spent an estimated \$36.1 million in Sanpete County, an 6.8% increase from 2018.<sup>1</sup> The top three spending categories were auto transportation, foodservice, and lodging. Sanpete County visitor spending made up 0.4% of total statewide spending.

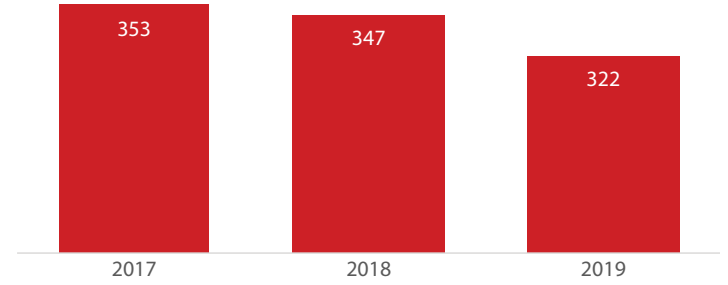
Direct Spending Estimates (millions of dollars)



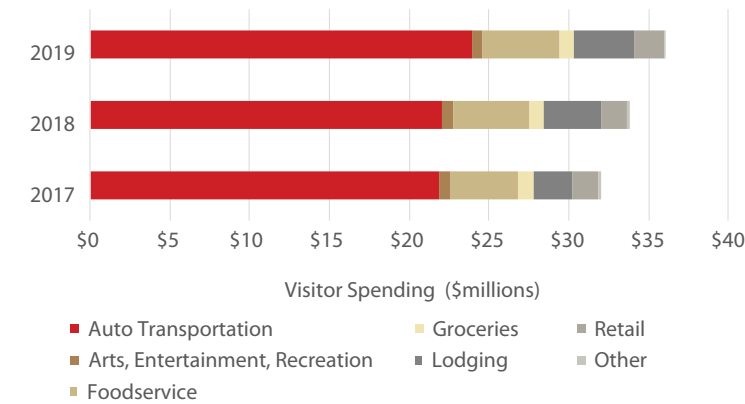
### Jobs

Visitor spending supported 322 direct Sanpete County travel and tourism jobs, a 7.2% decrease from 2018. Foodservice, accommodations, and gas stations were the top three job sectors. These 322 direct travel and tourism jobs supported an additional 71 indirect and induced jobs in the county for a total 393 jobs.<sup>2</sup>

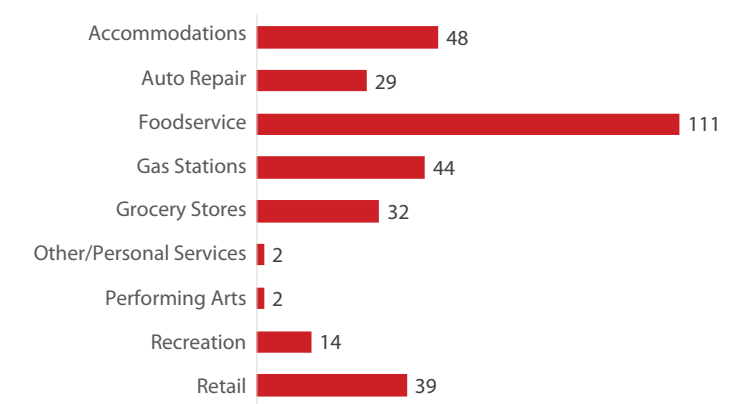
Direct Travel & Tourism Jobs



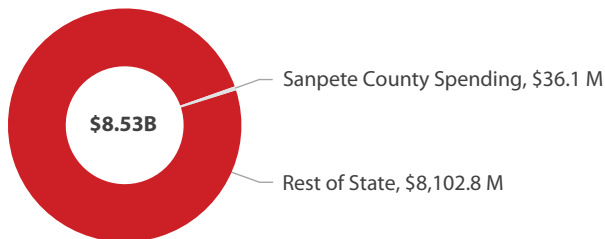
Direct Spending Estimates by Spending Category



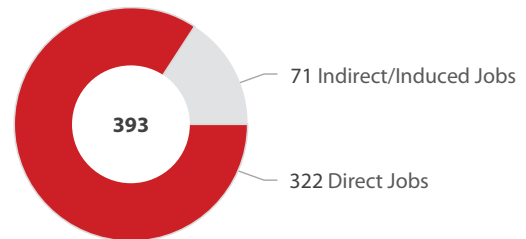
Direct Travel & Tourism Jobs by Job Type, 2019



Sanpete Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

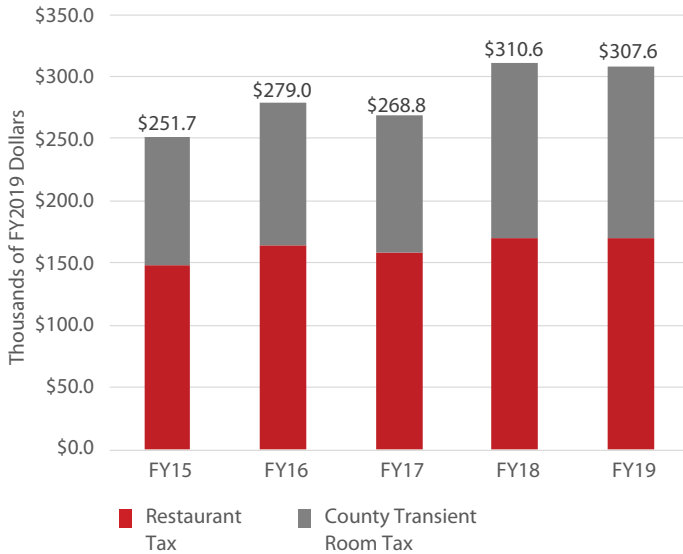


## Tax Revenue

Visitor spending generated \$3.5 million in direct tax revenue, including \$1.7 million in state and \$1.8 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$561,283 in additional indirect and induced state and local tax revenue, for a total of \$4.1 million.<sup>4</sup>

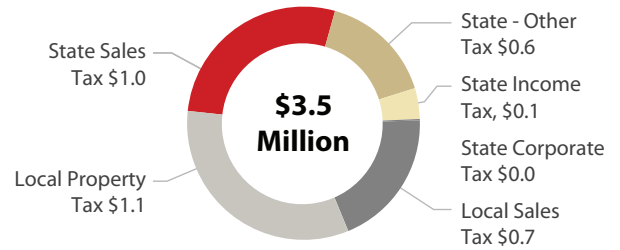
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2019, Sanpete County collected a total of \$307,574 in these two sales taxes combined, down 1.0% percent from 2018 and 22.2% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



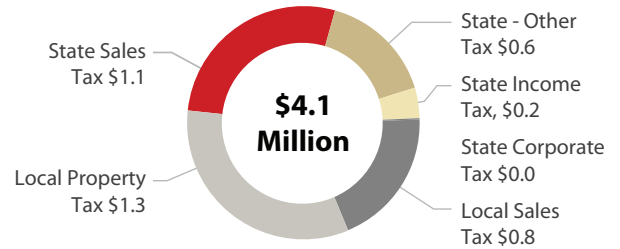
## Direct Tax Revenue, 2019

(Based on \$36.1 million in direct spending)

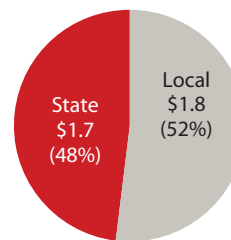


## Total Tax Revenue, 2019

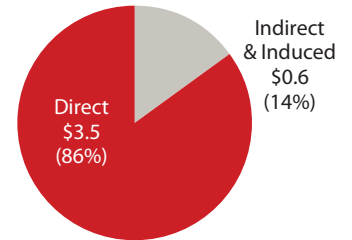
(Based on \$42.4 million in total spending)



## Direct Tax Revenue, 2019



## Total Tax Revenue, 2019



## Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

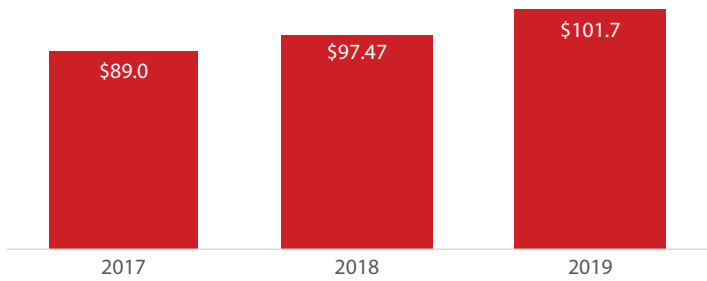


## Sevier County, 2019

### Spending

In 2019, visitors directly spent an estimated \$101.7 million in Sevier County, a 4.5% increase from 2018.<sup>1</sup> The top three spending categories were auto transportation, lodging, and foodservice. Sevier County visitor spending made up 1.2% of total statewide spending.

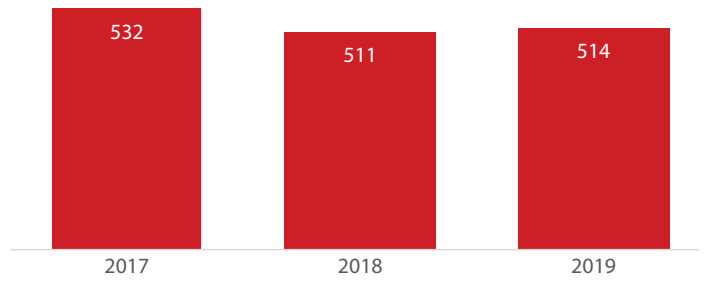
Direct Spending Estimates (millions of dollars)



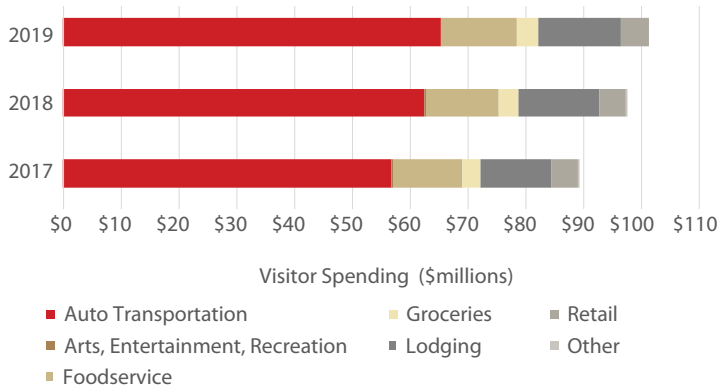
### Jobs

Visitor spending supported 514 direct Sevier County travel and tourism jobs, a 0.6% increase from 2018. Accommodations, foodservice, and gas stations were the top three job sectors. These 514 direct travel and tourism jobs supported an additional 117 indirect and induced jobs in the county for a total 631 jobs.<sup>2</sup>

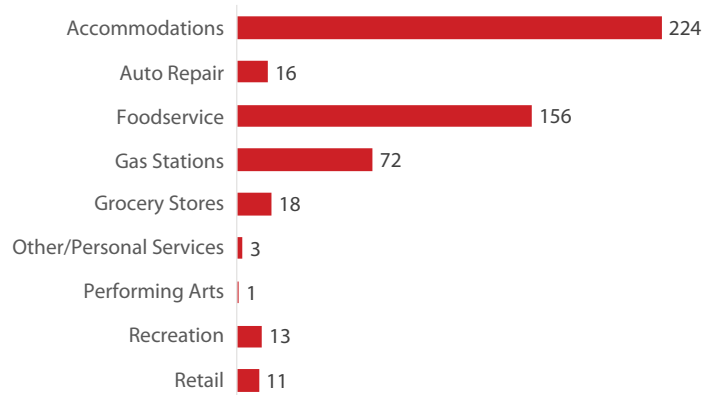
Direct Travel & Tourism Jobs



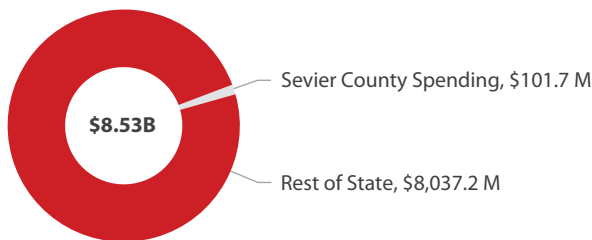
Direct Spending Estimates by Spending Category



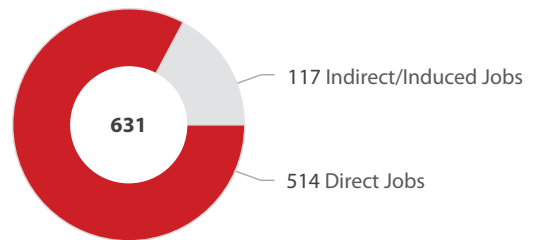
Direct Travel & Tourism Jobs by Job Type, 2019



Sevier Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

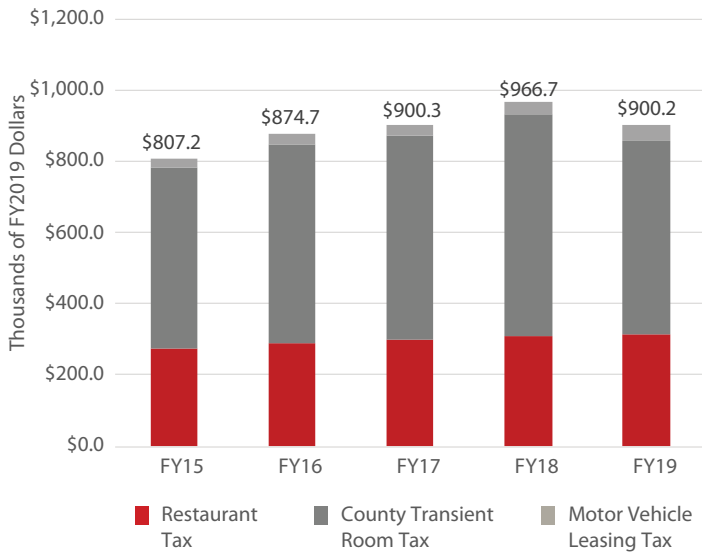


## Tax Revenue

Visitor spending generated \$8.3 million in direct tax revenue, including \$4.3 million in state and \$4.0 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$1.7 million in additional indirect and induced state and local tax revenue, for a total of \$10.0 million.<sup>4</sup>

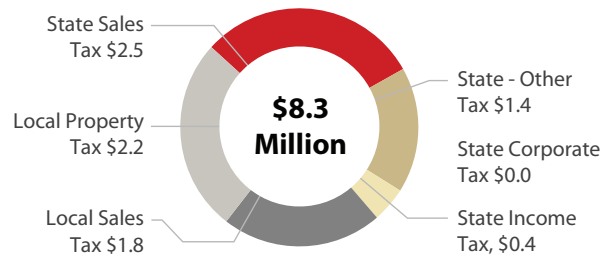
Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In fiscal year 2019, Sevier County collected a total of \$900,152 in these three sales taxes combined, down 6.9% from 2018 and up 11.5% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



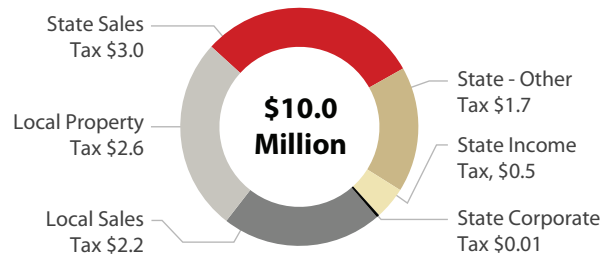
## Direct Tax Revenue, 2019

(Based on \$101.7 million in direct spending)

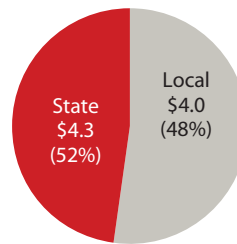


## Total Tax Revenue, 2019

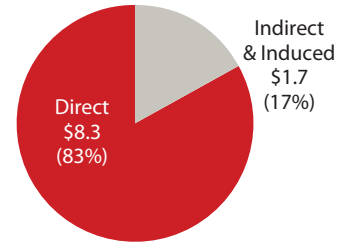
(Based on \$119.0 million in total visitor-related spending)



## Direct Tax Revenue, 2019



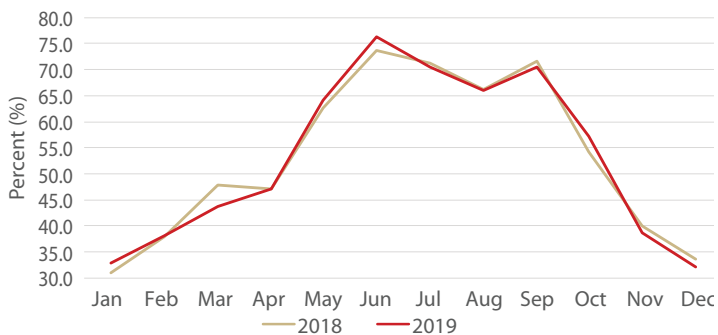
## Total Tax Revenue, 2019



## Hotel Data

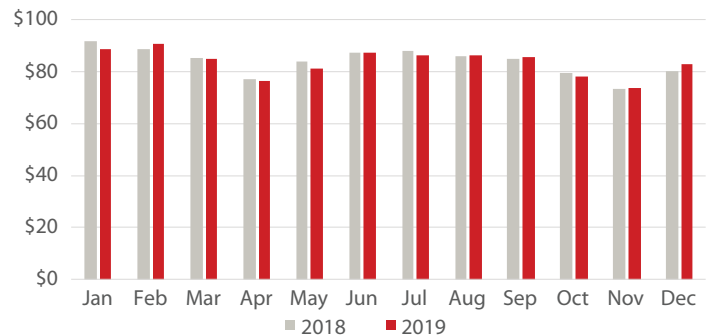
Sevier County hotel occupancy rates averaged 53.1% in 2019 compared to 53.1% in 2018. June, July, September, and August (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, Sevier County's average daily room rate was \$83.55 in 2019 compared to \$83.89 in 2018, a 0.4% year-over-year decrease.

### Average Hotel Daily Room Rate



## Endnotes

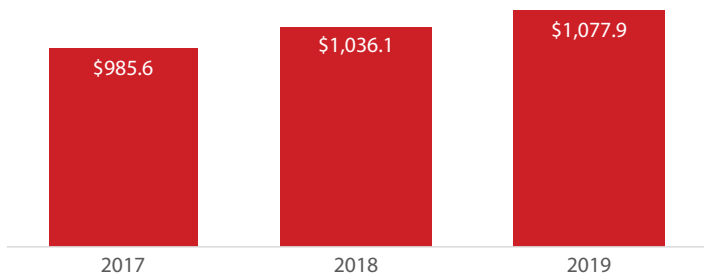
1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

## Summit County, 2019

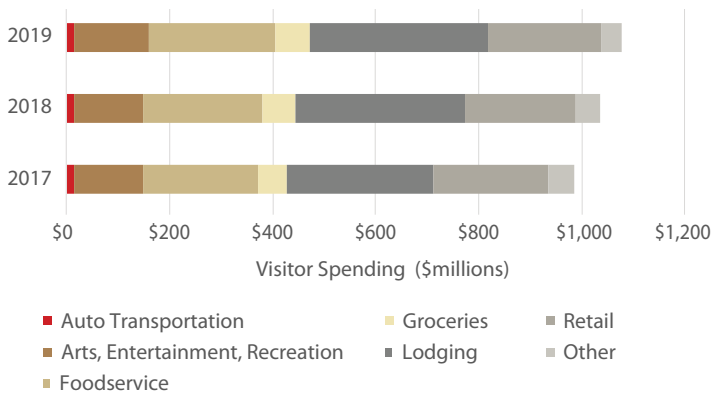
### Spending

In 2019, visitors directly spent an estimated \$1.08 billion in Summit County, a 4.0% increase from 2018.<sup>1</sup> The top three spending categories were lodging, foodservice, and recreation. Summit County visitor spending made up 12.6% of total statewide spending.

Direct Spending Estimates (millions of dollars)



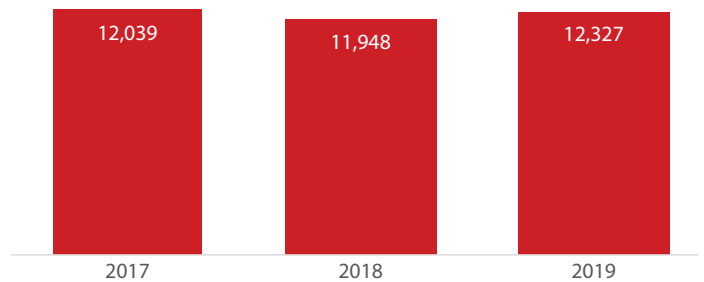
Direct Spending Estimates by Spending Category



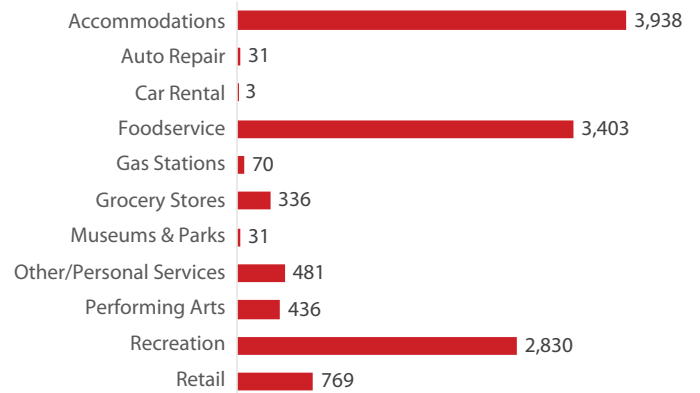
### Jobs

Visitor spending supported 12,327 direct Summit County travel and tourism jobs, a 3.2% increase from 2018. Accommodations, foodservice, and recreation were the top three job sectors. These 12,327 direct travel and tourism jobs supported an additional 2,676 indirect and induced jobs in the county for a total 15,003 jobs.<sup>2</sup>

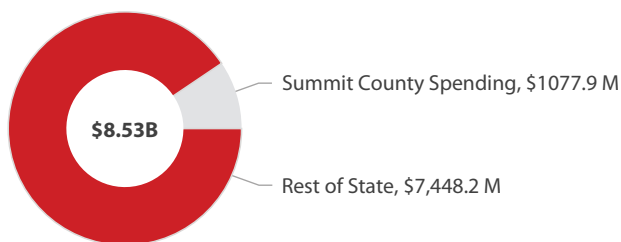
Direct Travel & Tourism Jobs



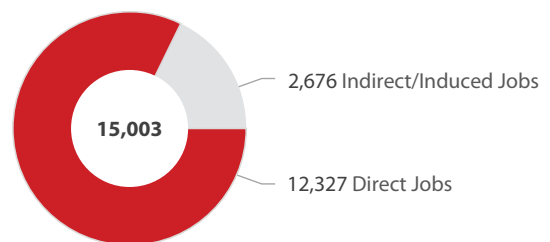
Direct Travel & Tourism Jobs by Job Type, 2019



Summit Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

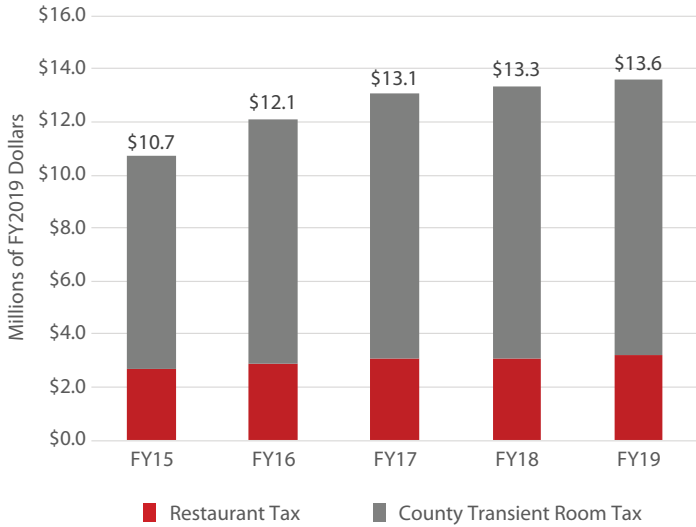


## Tax Revenue

Visitor spending generated \$165.7 million in direct tax revenue, including \$86.1 million in state and \$79.7 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$31.0 million in additional indirect and induced state and local tax revenue, for a total of \$196.7 million.<sup>4</sup>

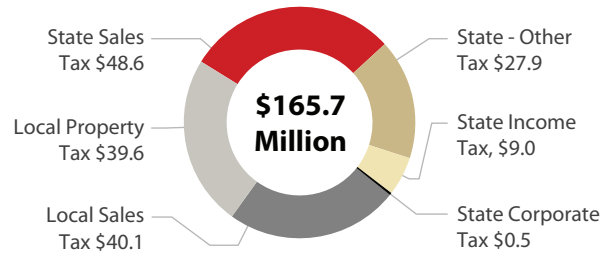
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2019, Summit County collected a total of \$13.6 million in these two sales taxes combined, up 2.3% from 2018 and 27.3% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



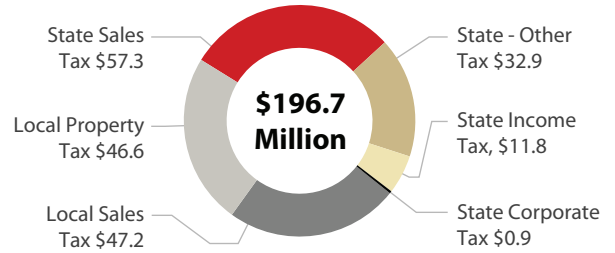
## Taxes/Direct Travel & Tourism Tax Revenue, 2019

(Based on \$1.08 billion in direct spending)

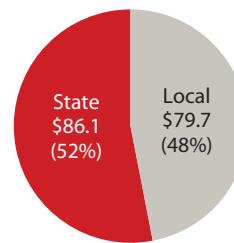


## Taxes/Direct Tax Revenue, 2019

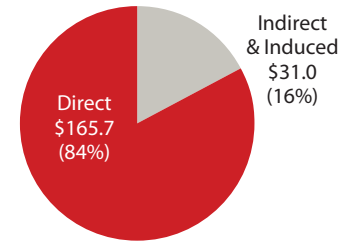
(Based on \$1.46 billion in total spending)



## Direct Tax Revenue, 2019



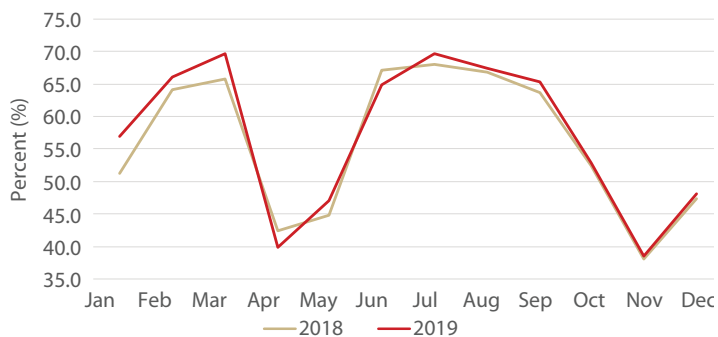
## Total Tax Revenue, 2019



## Hotel Data

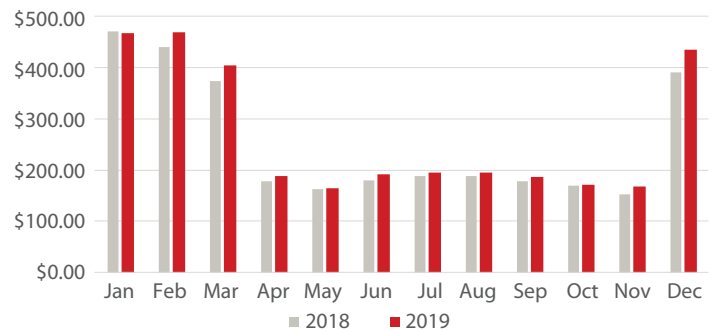
Summit County hotel occupancy rates averaged 57.2% in 2019 compared to 56.0% in 2018. July, March, August, and Feb (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, Summit County's average daily room rate was \$269.73 compared to \$256.18 in 2018, a 5.3% year-over-year increase.

### Average Hotel Daily Room Rate



## Endnotes

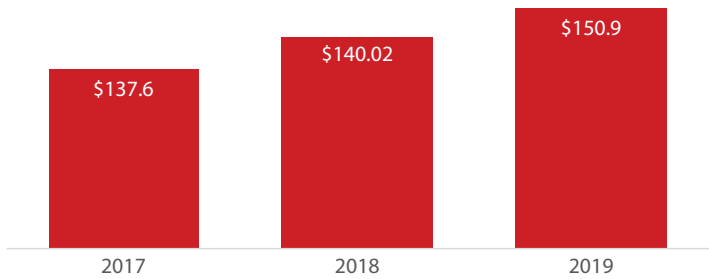
- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum 1.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #1 regarding "indirect and induced."
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2, above).

## Tooele County, 2019

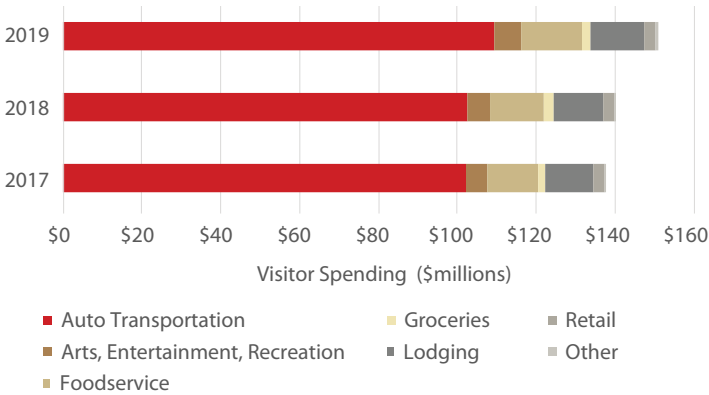
### Spending

In 2019, visitors directly spent an estimated \$150.9 million in Tooele County, a 7.7% increase from 2018.<sup>1</sup> The top three spending categories were auto transportation, foodservice, and lodging. Tooele County visitor spending made up 1.8% of total statewide spending.

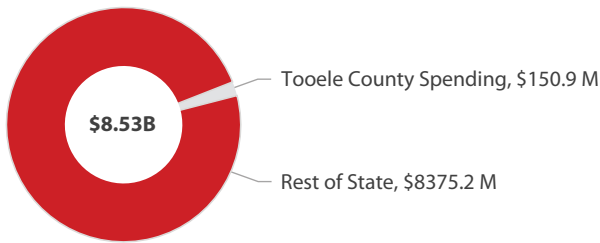
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



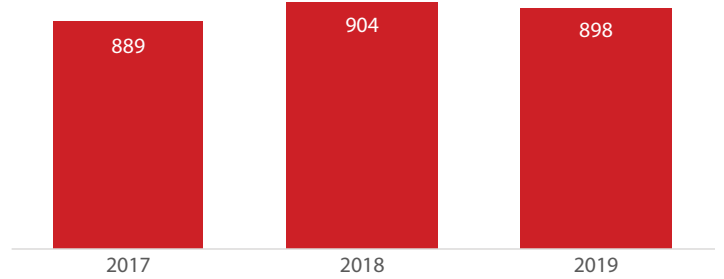
Tooele Portion of Statewide Visitor Spending, 2019



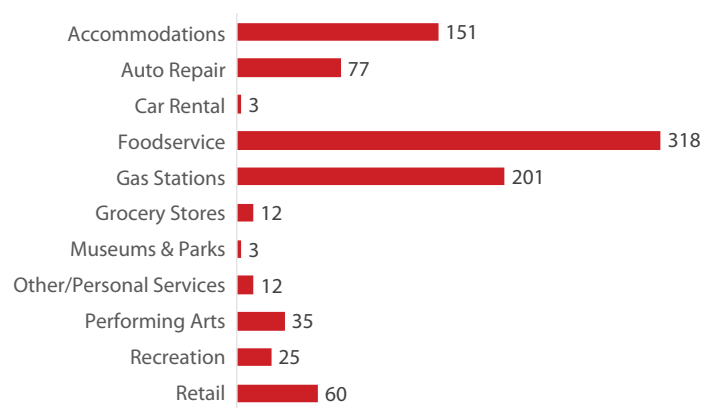
### Jobs

Visitor spending supported 898 direct Tooele County travel and tourism jobs, a 0.7% decrease from 2018. Foodservice, gas stations, and accommodations were the top three job sectors. These 898 direct travel and tourism jobs supported an additional 190 indirect and induced jobs in the county for a total 1,087 jobs.<sup>2</sup>

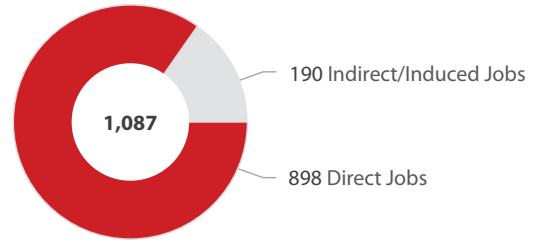
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2019



Total Travel & Tourism Jobs, 2019

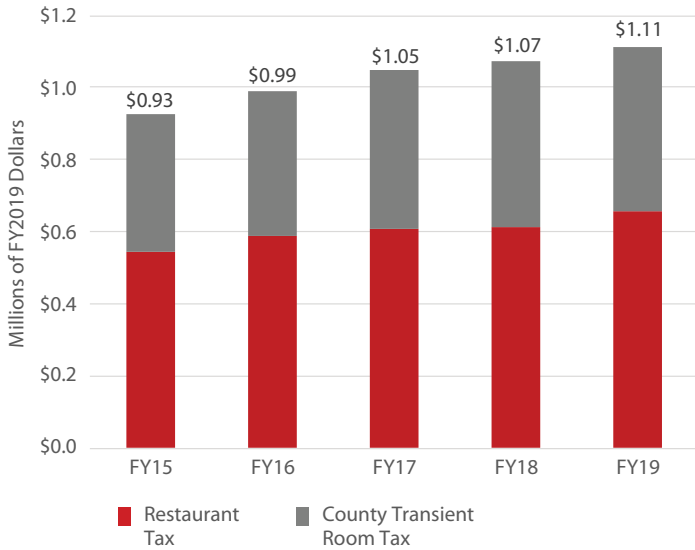


## Tax Revenue

Visitor spending generated \$12.4 million in direct tax revenue, including \$6.2 million in state and \$6.2 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$2.8 million in additional indirect and induced state and local tax revenue, for a total of \$15.2 million.<sup>4</sup>

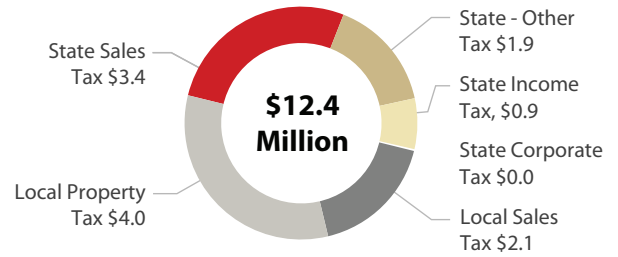
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2019, Tooele County collected a total of \$1.11 million in these two sales taxes combined, up 3.5% percent from 2018 and up 19.6% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



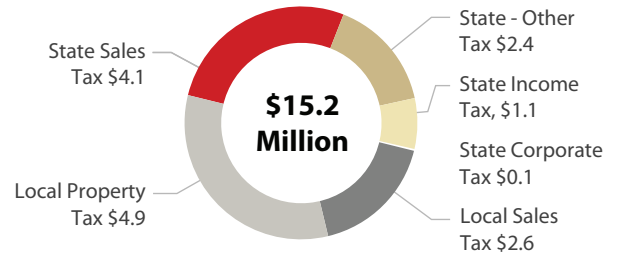
## Direct Tax Revenue, 2019

(Based on \$150.9 million in direct spending)

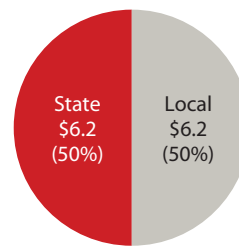


## Total Tax Revenue, 2019

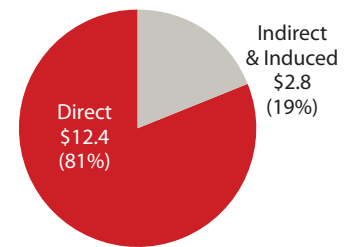
(Based on \$169.6 million in total visitor-related spending)



## Direct Tax Revenue, 2019



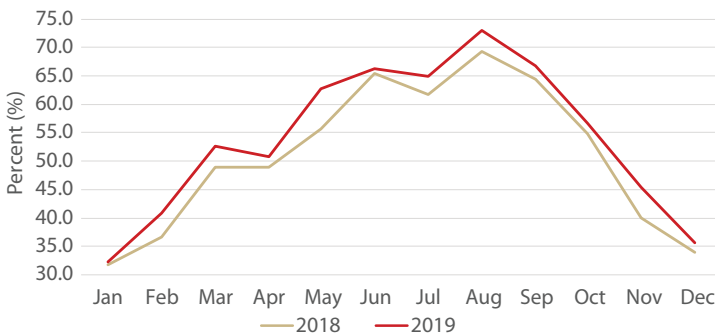
## Total Tax Revenue, 2019



## Hotel Data

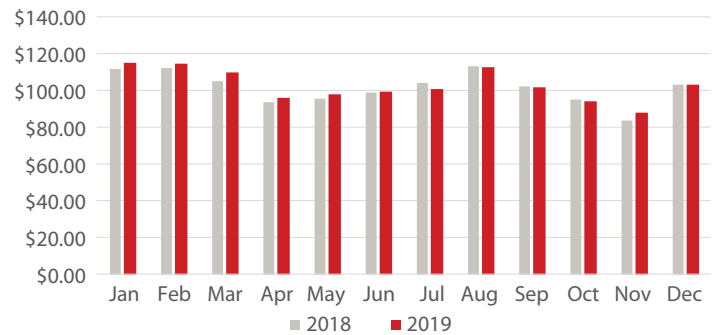
Tooele County hotel occupancy rates averaged 54.0% in 2019 compared to 51.0% in 2018. August, September, June, and July (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, Tooele County's average daily room rate was \$102.88 compared to \$101.55 in 2018, a 1.3% year-over-year increase.

### Average Hotel Daily Room Rate



## Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

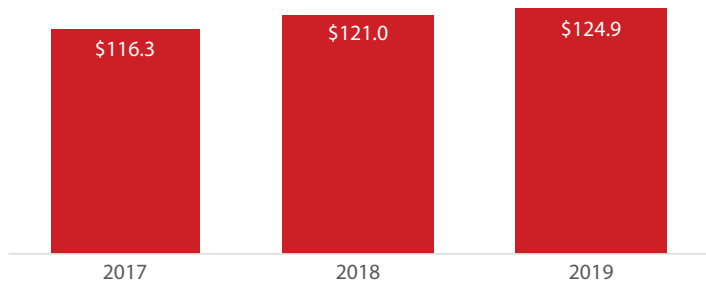
- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- 4 See note #2 regarding "indirect and induced."
- 5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

## Utah County, 2019

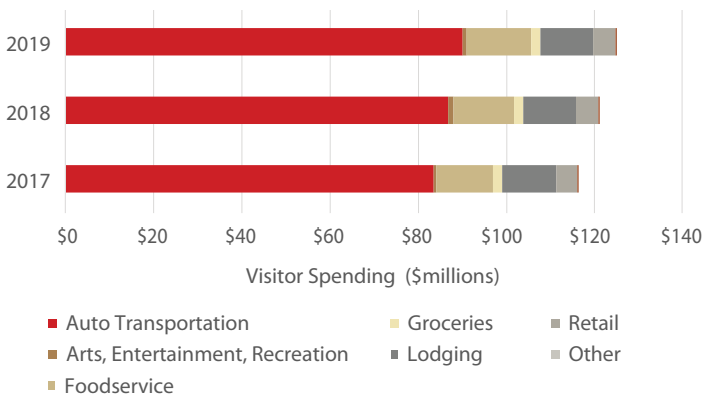
### Spending

In 2019, visitors directly spent an estimated \$124.9 million in Utah County, an 3.3% increase from 2018.<sup>1</sup> The top three spending categories were auto transportation, foodservice, and lodging. Utah County visitor spending made up 1.4% of total statewide spending.

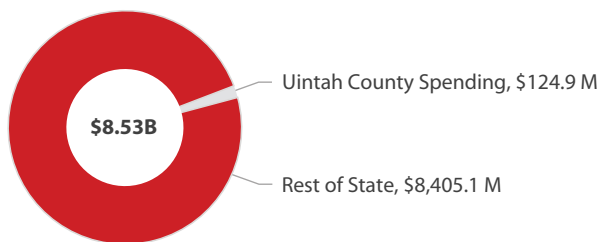
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



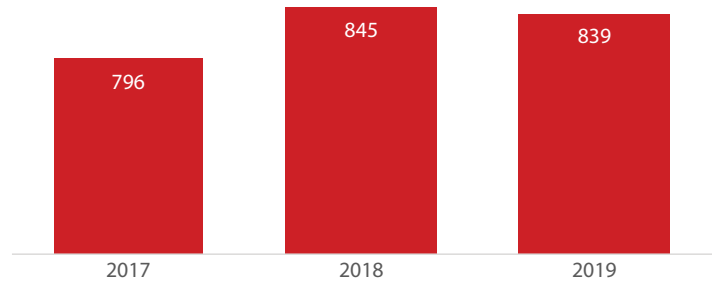
Utah Portion of Statewide Visitor Spending, 2019



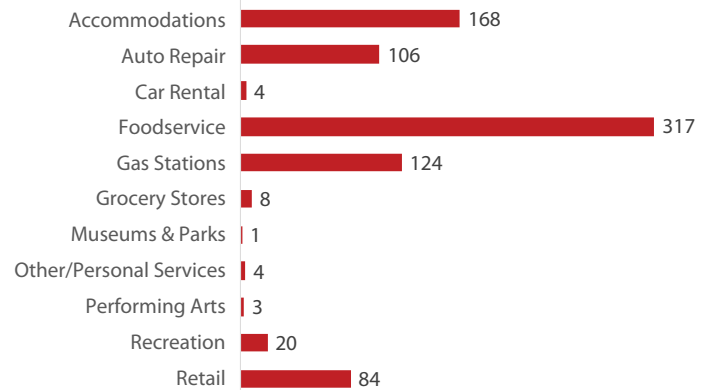
### Jobs

Visitor spending supported 839 direct Utah County travel and tourism jobs, a 0.7% decrease from 2018. Foodservice, accommodations, and gas stations were the top three job sectors. These 839 direct travel and tourism jobs supported an additional 166 indirect and induced jobs in the county for a total 1,005 jobs.<sup>2</sup>

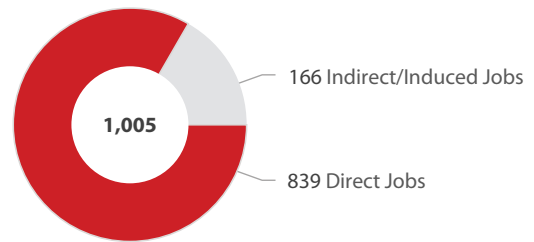
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2019



Total Travel & Tourism Jobs, 2019

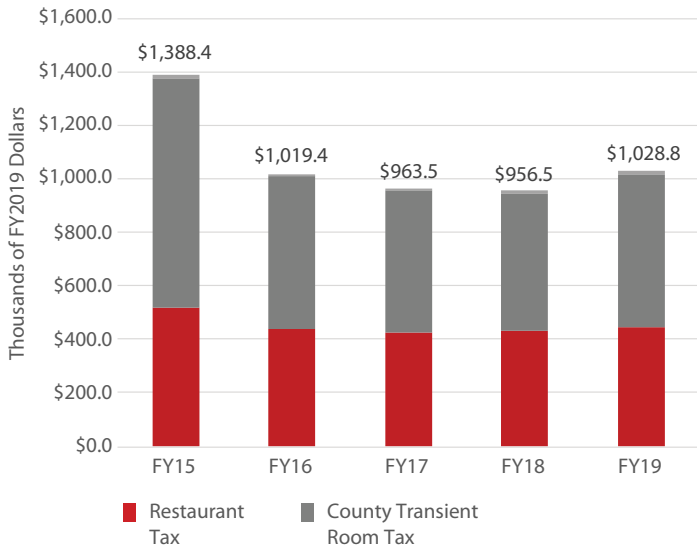


## Tax Revenue

Visitor spending generated \$10.8 million in direct tax revenue, including \$5.1 million in state and \$5.6 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$1.2 million in additional indirect and induced state and local tax revenue, for a total of \$11.9 million.<sup>4</sup>

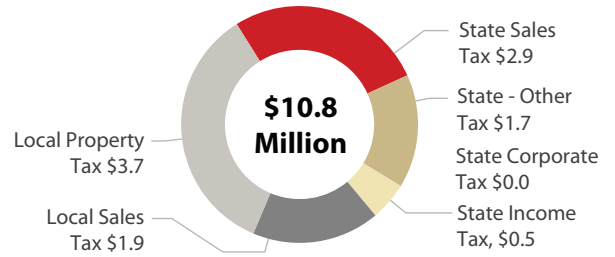
Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In fiscal year 2019, Uintah County collected a total of \$1.0 million in these three sales taxes combined, up 7.6% percent from 2018 and down 25.9% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



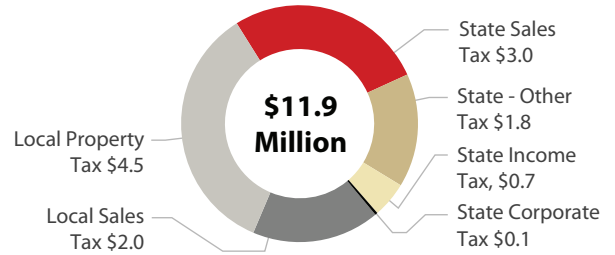
## Direct Tax Revenue, 2019

(Based on \$124.9 million in direct spending)

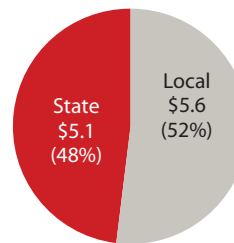


## Total Tax Revenue, 2019

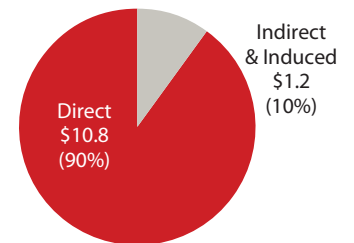
(Based on \$144.9 million in total spending)



## Direct Tax Revenue, 2019



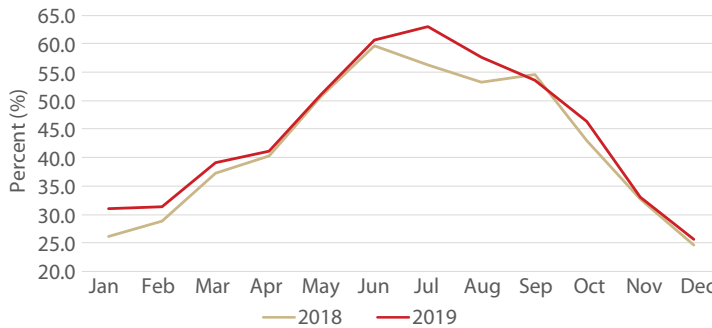
## Total Tax Revenue, 2019



## Hotel Data

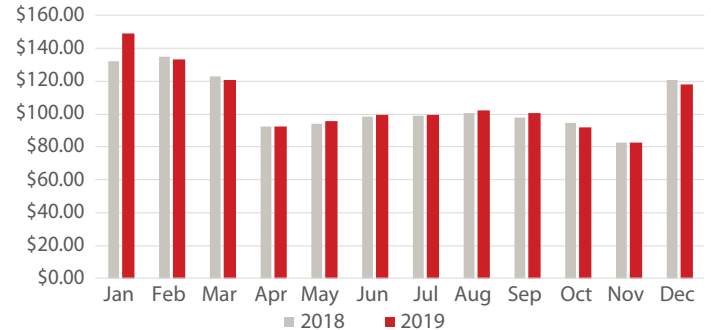
Uintah County hotel occupancy rates averaged 44.5% in 2019 compared to 42.3% in 2018.

### Average Hotel Occupancy Rate



In 2019, Uintah County's average daily room rate was \$107.03 compared to \$105.87 in 2018, a 1.1% year-over-year increase.

### Average Hotel Daily Room Rate



## Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).



## Utah County, 2019

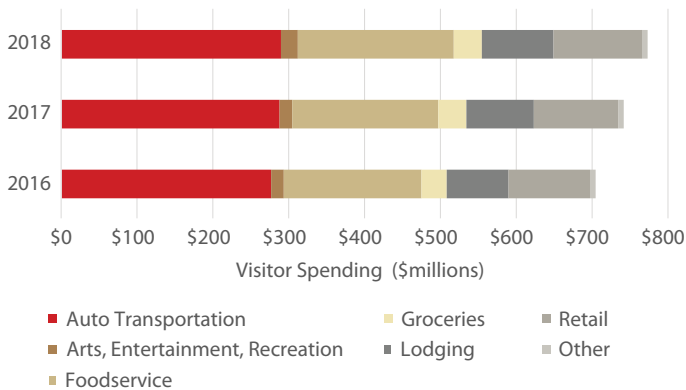
### Spending

In 2019, visitors directly spent an estimated \$773.6 million in Utah County, a 4.3% increase from 2018.<sup>1</sup> The top three spending categories were auto transportation (e.g. car rental, gasoline, and auto repair), foodservice, and retail. Utah County visitor spending made up 9.1% of total statewide spending.

Direct Spending Estimates (millions of dollars)



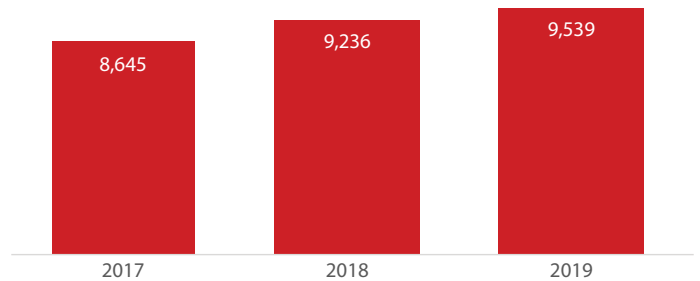
Direct Spending Estimates by Spending Category



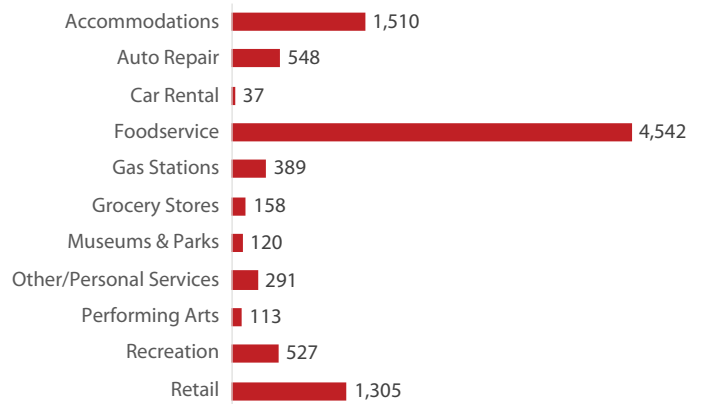
### Jobs

Visitor spending supported 9,539 direct Utah County travel and tourism jobs, a 3.3% increase from 2018. Foodservice, retail, and accommodations were the top three job sectors. These 9,539 direct travel and tourism jobs supported an additional 2,796 indirect and induced jobs in the county for a total 12,335 jobs.<sup>2</sup>

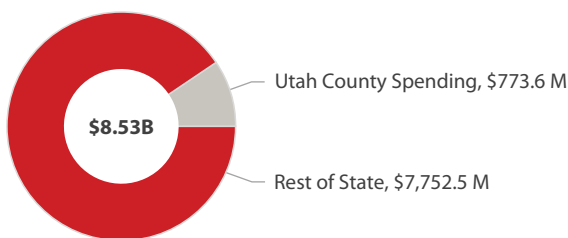
Direct Travel & Tourism Jobs



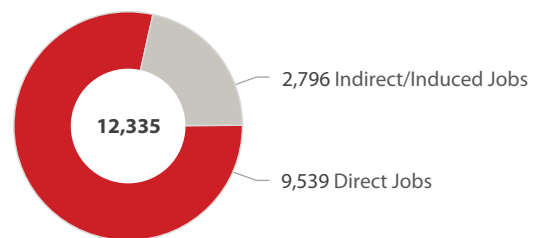
Direct Travel & Tourism Jobs by Job Type, 2019



Utah Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

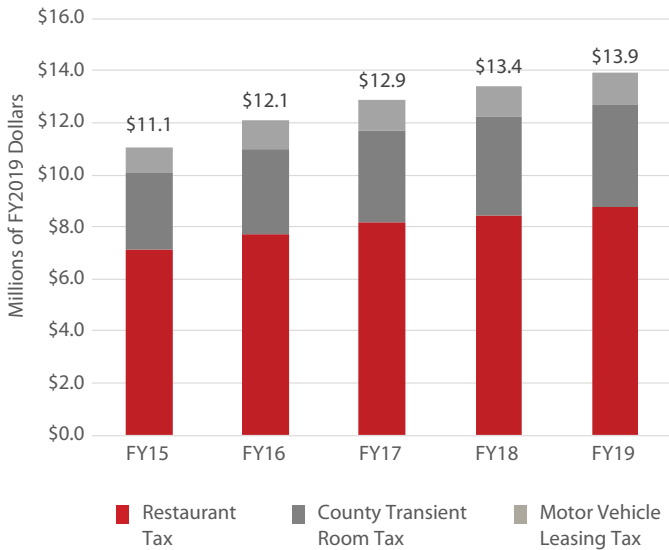


## Tax Revenue

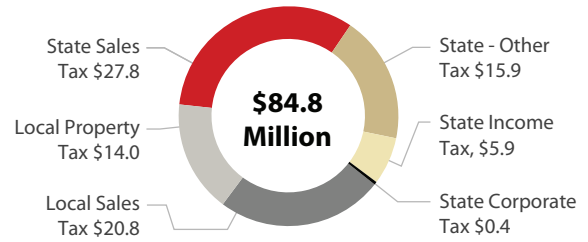
Visitor spending generated \$84.8 million in direct tax revenue, including \$50.0 million in state and \$34.8 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$23.5 million in additional indirect and induced state and local tax revenue, for a total of \$108.3 million.<sup>4</sup>

Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle leasing tax, and restaurant tax. In fiscal year 2019, Utah County collected a total of \$13.9 million dollars in these three sales taxes combined, up 3.8% from 2018 and 25.6% over the past five years.<sup>5</sup>

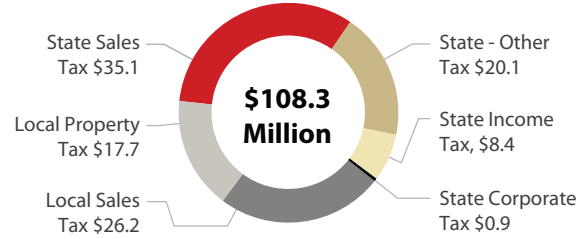
### Select Local Sales Tax Revenues



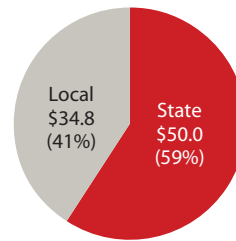
### Taxes/Direct Travel & Tourism Tax Revenue, 2019 (Based on \$773.6 million in direct spending)



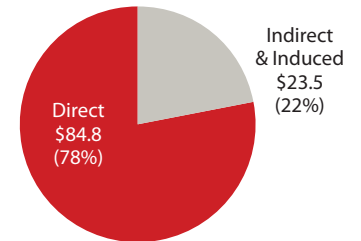
### Taxes/Direct Tax Revenue, 2019 (Based on \$1.09 billion in total spending)



### Direct Tax Revenue, 2019



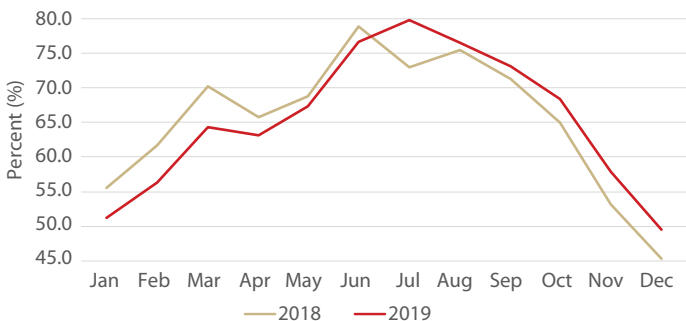
### Total Tax Revenue, 2019



## Hotel Data

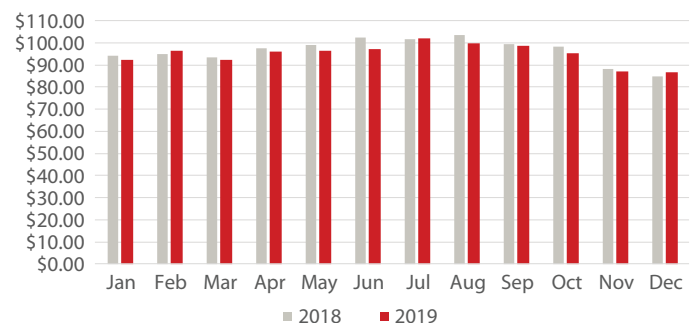
Utah County hotel occupancy rates averaged 65.3% in 2019 compared to 65.3% in 2018. July, June, August, and September (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, Utah County's average daily room rate was \$95.09 compared to \$96.42 in 2018, a 1.4% year-over-year decrease.

### Average Hotel Daily Room Rate



## Endnotes

- Public transportation spending estimates are not included. See Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

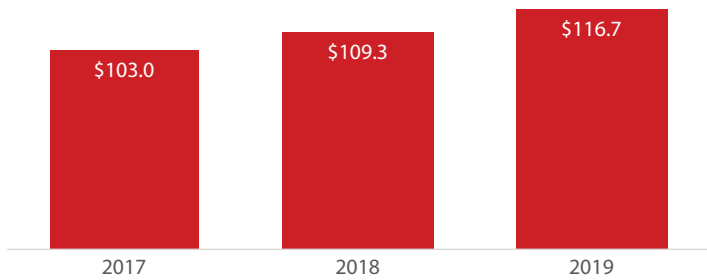
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #1 regarding "indirect and induced."
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2, above).

## Wasatch County, 2019

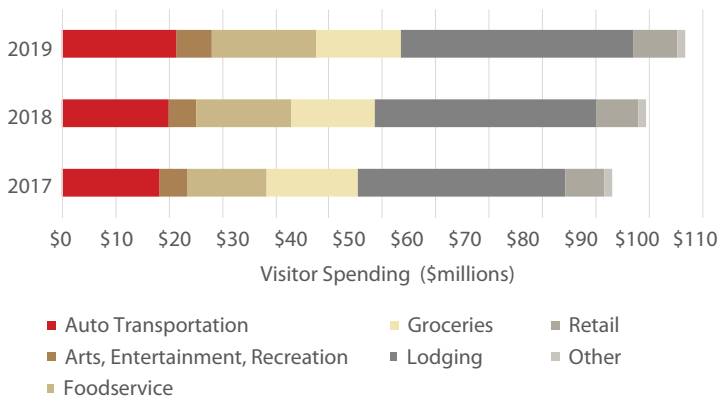
### Spending

In 2019, visitors directly spent an estimated \$116.7 million in Wasatch County, an 6.8% increase from 2018.<sup>1</sup> The top three spending categories were lodging, auto transportation, and foodservice. Wasatch County visitor spending made up 1.4% of total statewide spending.

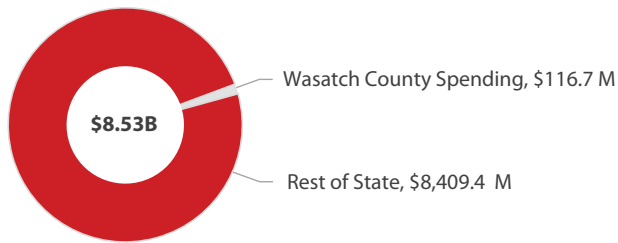
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



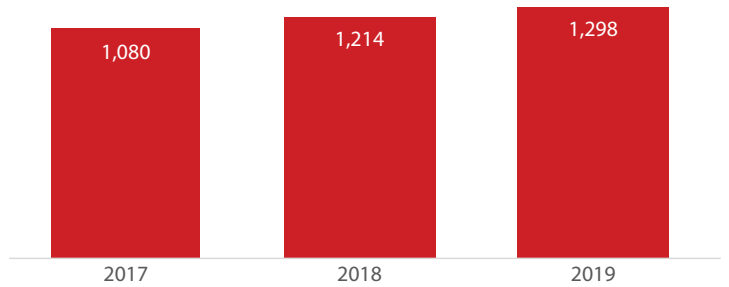
Wasatch Portion of Statewide Visitor Spending, 2019



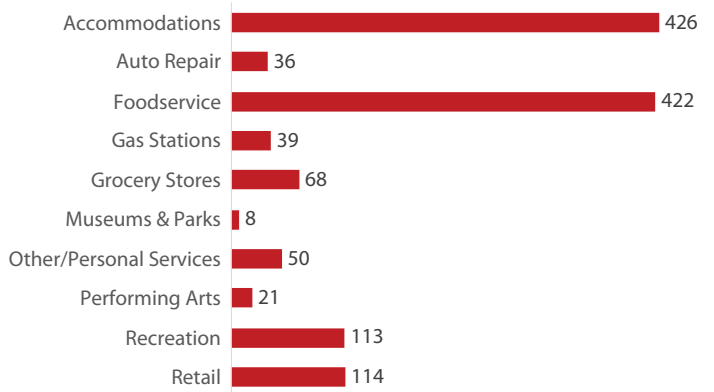
### Jobs

Visitor spending supported 1,298 direct Wasatch County travel and tourism jobs, a 6.9% increase from 2018. Accommodations, foodservice, and retail were the top three job sectors. These 1,298 direct travel and tourism jobs supported an additional 329 indirect and induced jobs in the county for a total 1,627 jobs.<sup>2</sup>

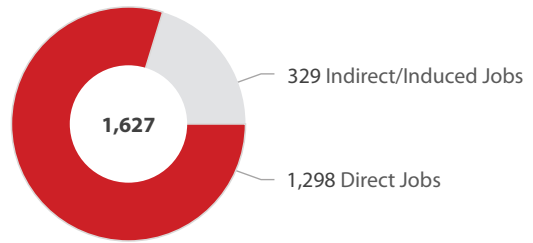
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2019



Total Travel & Tourism Jobs, 2019

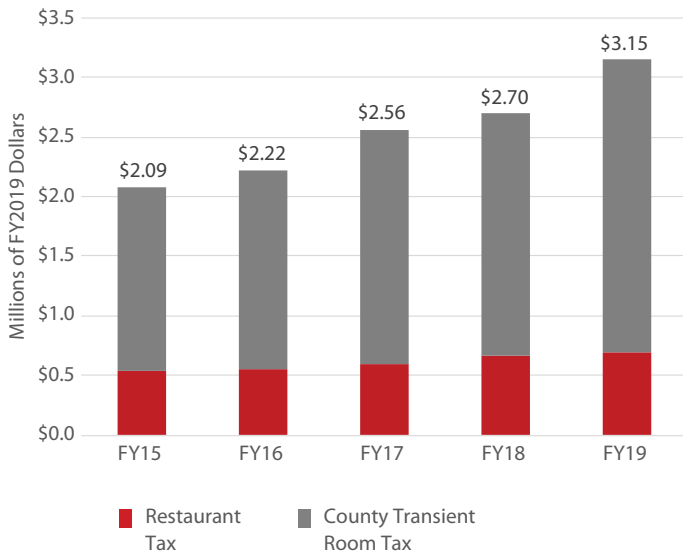


## Tax Revenue

Visitor spending generated \$17.9 million in direct tax revenue, including \$7.7 million in state and \$10.1 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$2.7 million in additional indirect and induced state and local tax revenue, for a total of \$20.6 million.<sup>4</sup>

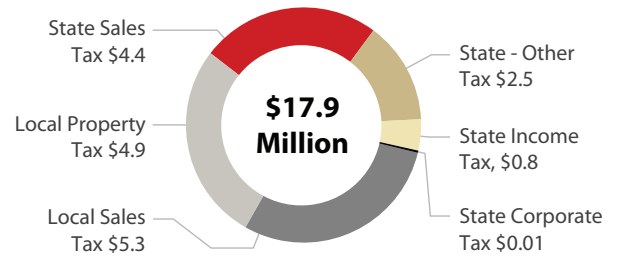
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2019, Wasatch County collected a total of \$3.2 million in these two sales taxes combined, up 16.8% percent from 2018 and 51.1% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



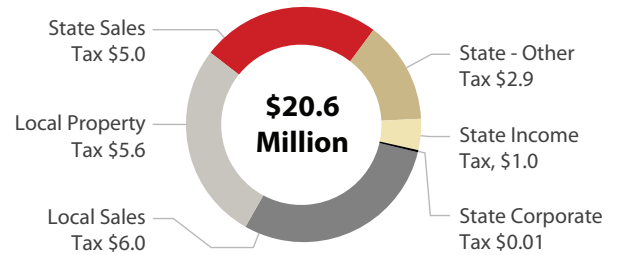
## Direct Tax Revenue, 2019

(Based on \$116.7 million in direct spending)

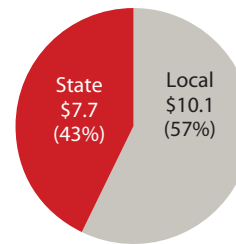


## Total Tax Revenue, 2019

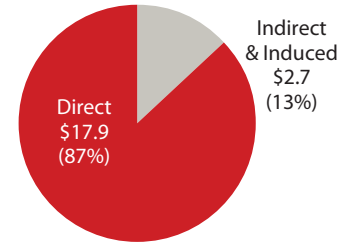
(Based on \$153.0 million in total spending)



## Direct Tax Revenue, 2019



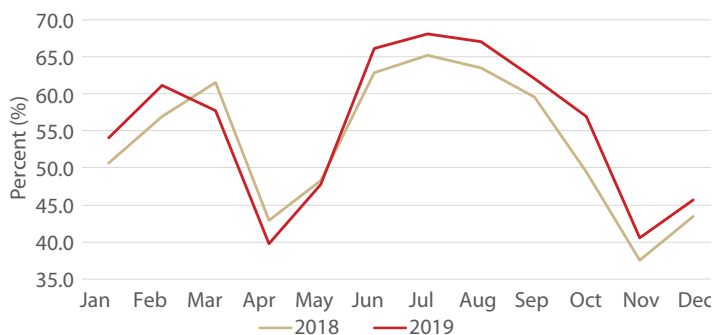
## Total Tax Revenue, 2019



## Hotel Data

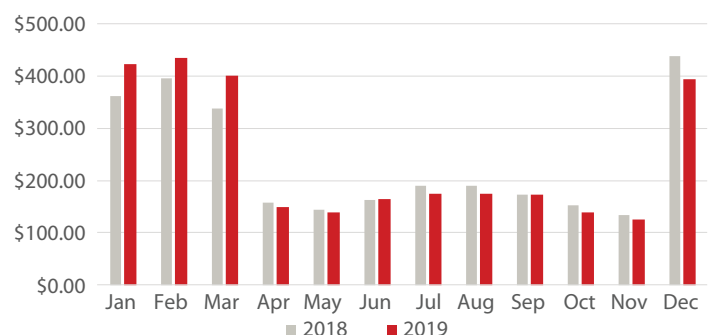
Wasatch County hotel occupancy rates averaged 55.6% in 2019 compared to 53.5% in 2018. July, August, June, and September (in that order) had the highest average occupancy

### Average Hotel Occupancy Rate



rates. In 2019, Wasatch County's average daily room rate was \$241.31 compared to \$236.80 during the same period in 2018, a 1.9% year-over-year increase.

### Average Hotel Daily Room Rate



## Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

## Washington County, 2019

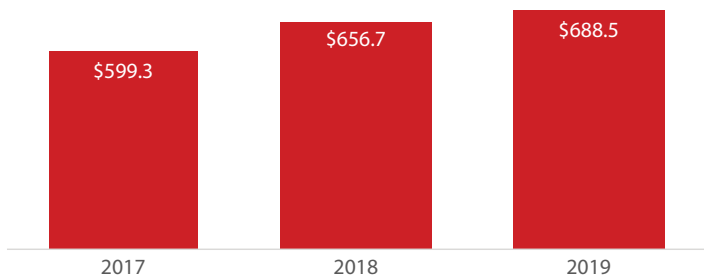
### Spending

In 2019, visitors directly spent an estimated \$688.5 million in Washington County, a 4.8% increase from 2018.<sup>1</sup> The top three spending categories were lodging, auto transportation, and foodservice. Washington County visitor spending made up 8.1% of total statewide spending.

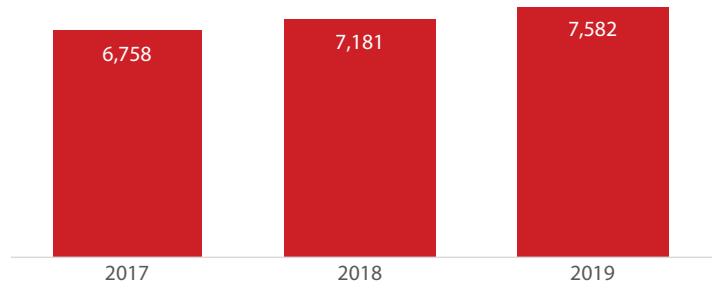
### Jobs

Visitor spending supported 7,582 direct Washington County travel and tourism jobs, a 5.6% increase from 2018. Foodservice, accommodations, and retail were the top three job sectors. These 7,582 direct travel and tourism jobs supported an additional 2,827 indirect and induced jobs in the county for a total 10,409 jobs.<sup>2</sup>

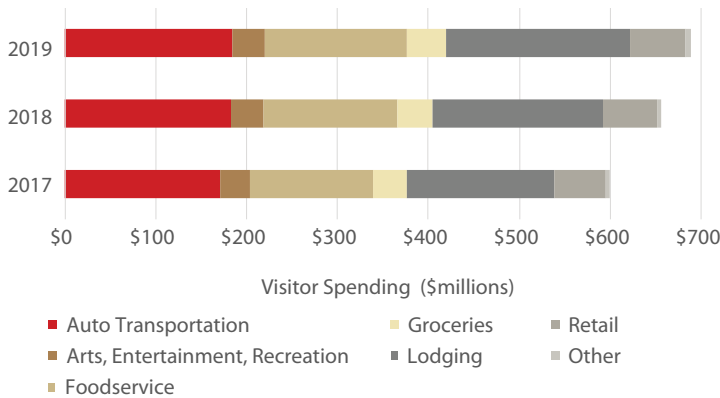
Direct Spending Estimates (millions of dollars)



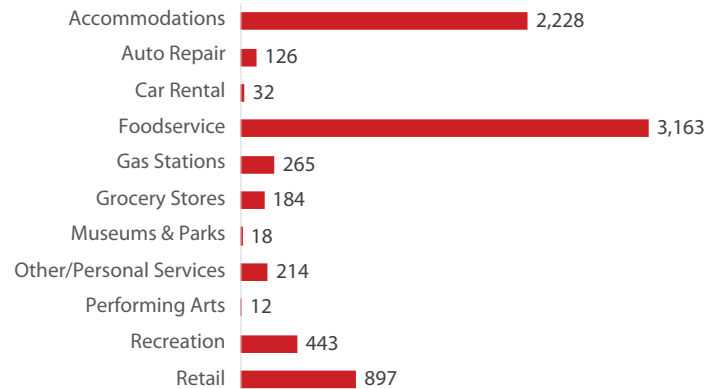
Direct Travel & Tourism Jobs



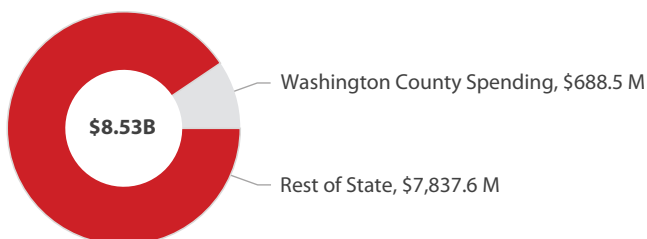
Direct Spending Estimates by Spending Category



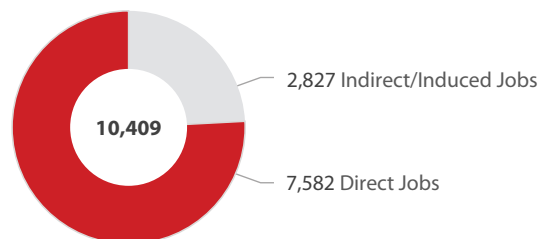
Direct Travel & Tourism Jobs by Job Type, 2019



Washington Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

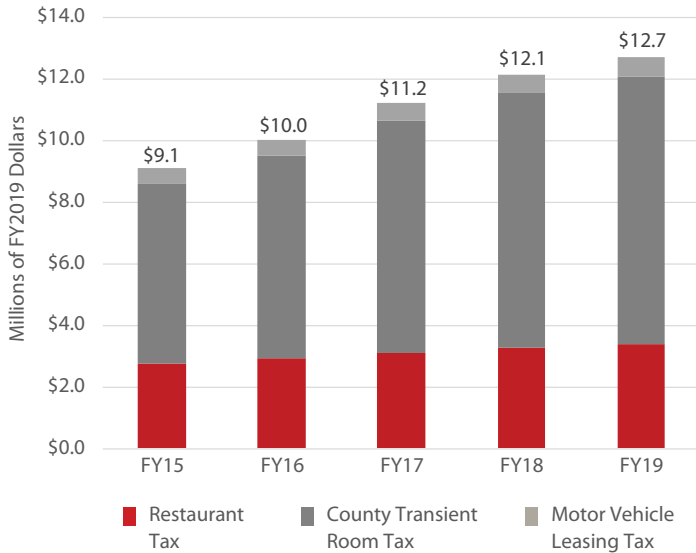


## Tax Revenue

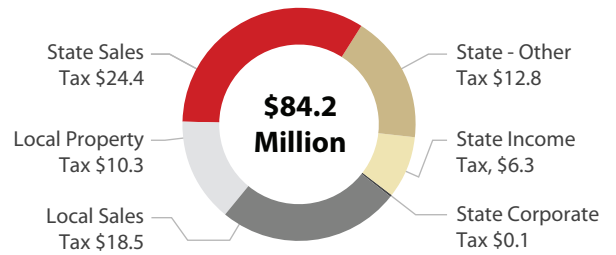
Visitor spending generated \$84.2 million in direct tax revenue, including \$45.0 million in state and \$39.2 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$24.6 million in additional indirect and induced state and local tax revenue, for a total of \$108.8 million.<sup>4</sup>

Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle leasing tax, and restaurant tax. In fiscal year 2019, Washington County collected a total of \$12.7 million in these three sales taxes combined, up 4.7% from 2018 and 40.0% over the past five years.<sup>5</sup>

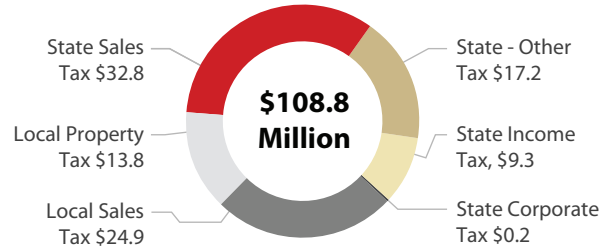
### Select Local Sales Tax Revenues



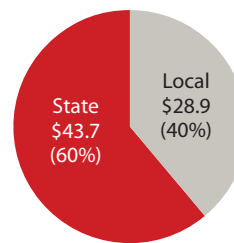
## Direct Travel & Tourism Tax Revenue, 2019 (Based on \$688.5 million in direct spending)



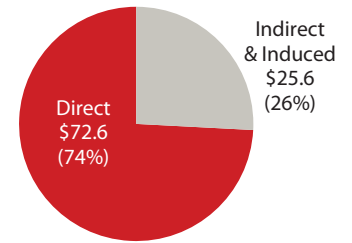
## Total Travel & Tourism Tax Revenue, 2019 (Based on \$990.2 million in total spending)



## Direct Tax Revenue, 2019



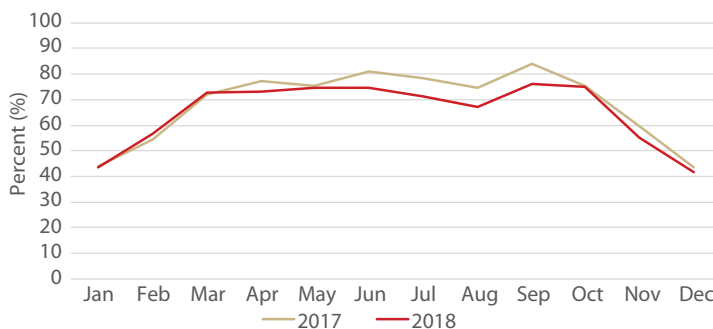
## Total Tax Revenue, 2019



## Hotel Data

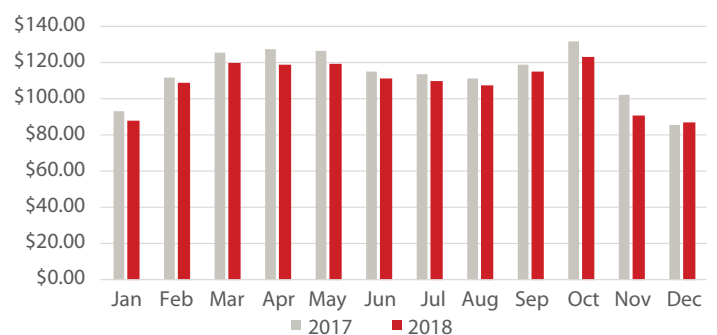
Washington County hotel occupancy rates averaged 62.0% in 2019 compared to 65.2% in 2018. September, October, June, and May (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, Washington County's average daily room rate was \$102.96 compared to \$108.33 in 2018, a 5.0% year-over-year decrease.

### Average Hotel Daily Room Rate



## Endnotes

- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum 1.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #1 regarding "indirect and induced."
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2, above).

## Wayne County, 2019

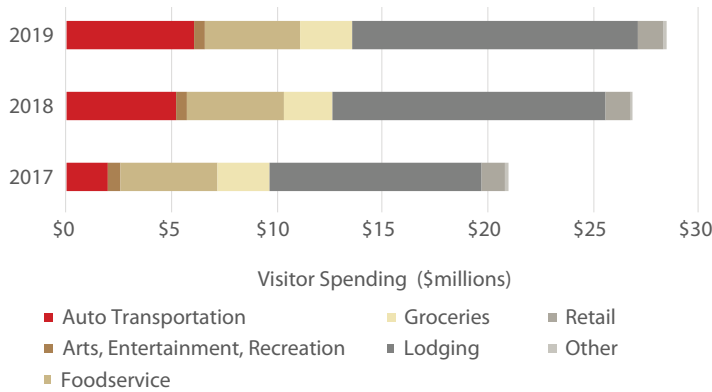
### Spending

In 2019, visitors directly spent an estimated \$28.5 million in Wayne County, an 5.9% increase from 2018.<sup>1</sup> The top three spending categories were lodging, auto transportation, and foodservices. Wayne County visitor spending made up 0.3% of total statewide spending.

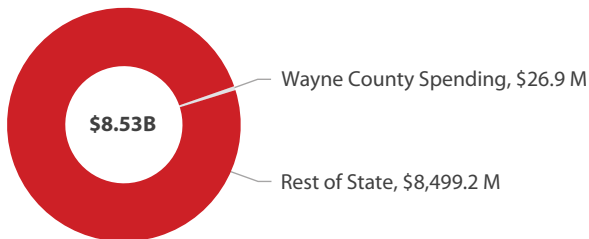
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



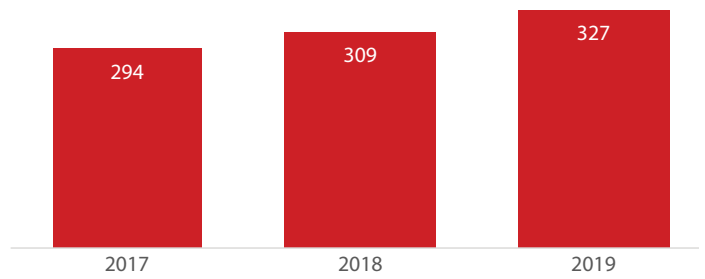
Wayne Portion of Statewide Visitor Spending, 2019



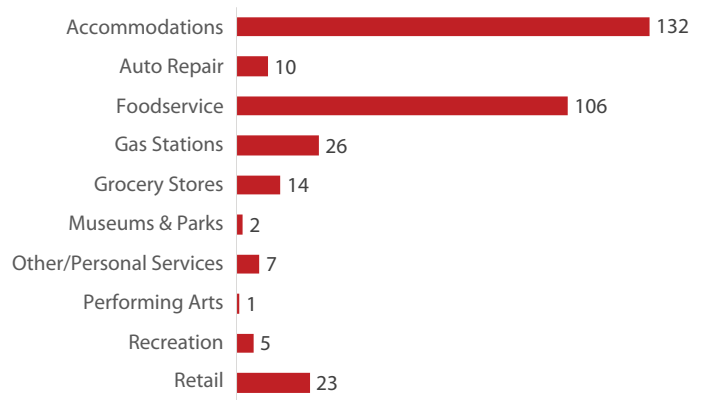
### Jobs

Visitor spending supported 327 direct Wayne County travel and tourism jobs, an 2.8% decrease from 2018. Accommodations, foodservice, and gas stations were the top three job sectors. These 327 direct travel and tourism jobs supported an additional 54 indirect and induced jobs in the county for a total 381 jobs.<sup>2</sup>

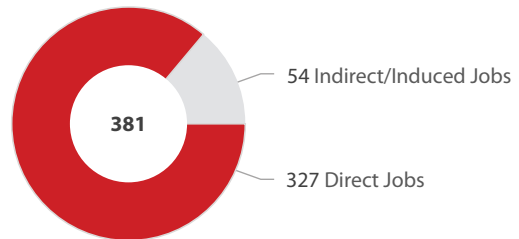
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2019



Total Travel & Tourism Jobs, 2019

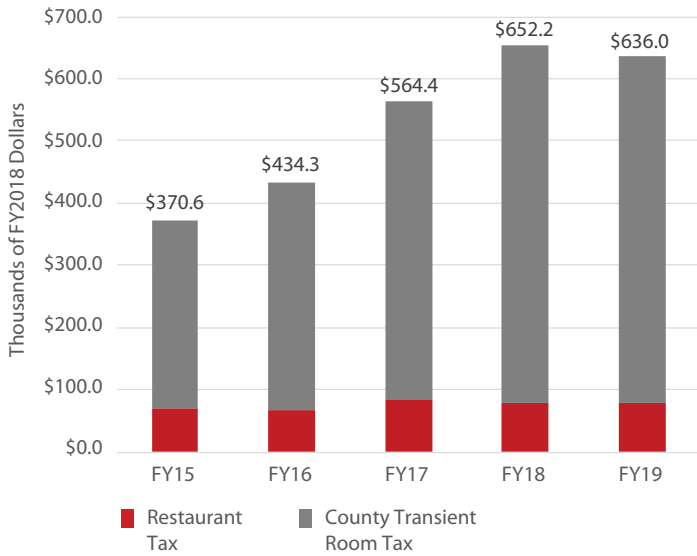


## Tax Revenue

Visitor spending generated \$4.1 million in direct tax revenue, including \$1.9 million in state and \$2.2 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$619,232 in additional indirect and induced state and local tax revenue, for a total of \$4.7 million.<sup>4</sup>

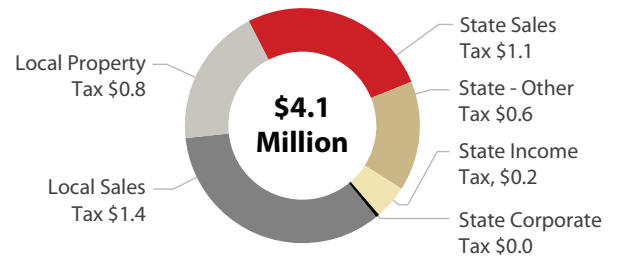
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2019, Wayne County collected a total of \$636,037 in these two sales taxes combined, down 2.5% from 2018 and up 71.6% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



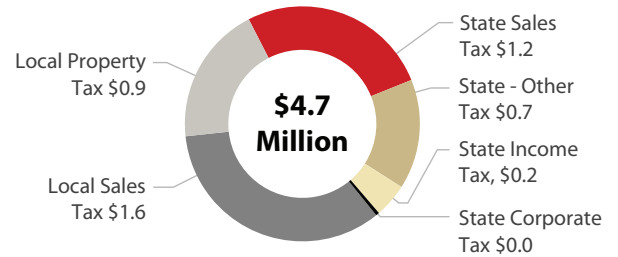
## Direct Tax Revenue, 2019

(Based on \$28.5 million in direct spending)

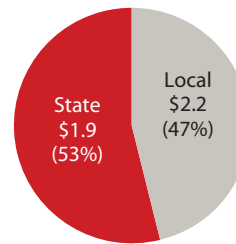


## Total Tax Revenue, 2019

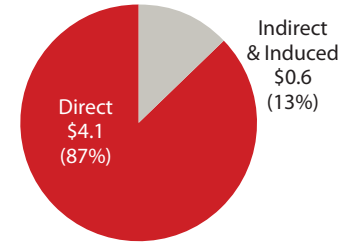
(Based on \$33.9 million in total spending)



## Direct Tax Revenue, 2019



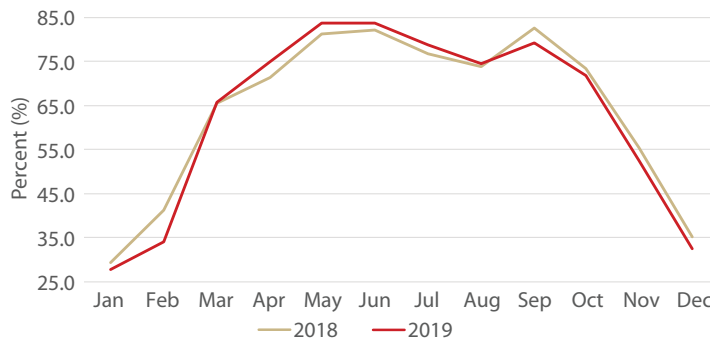
## Total Tax Revenue, 2019



## Hotel Data

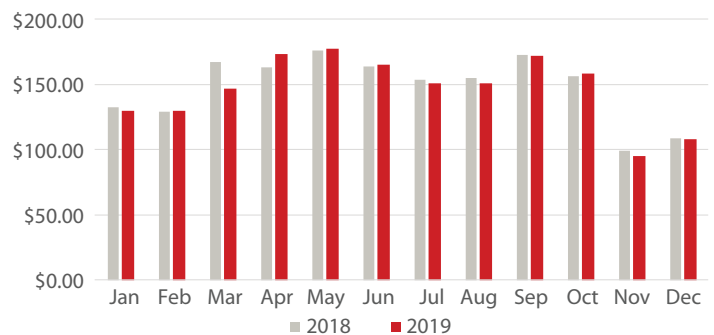
Wayne County hotel occupancy rates averaged 63.2% in 2019 compared to 64.0% in 2018. June, May, September, and July (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, Wayne County's average daily room rate was \$146.42 compared to \$148.13 in 2018, a 1.2% year-over-year decrease.

### Average Hotel Daily Room Rate



## Endnotes

- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

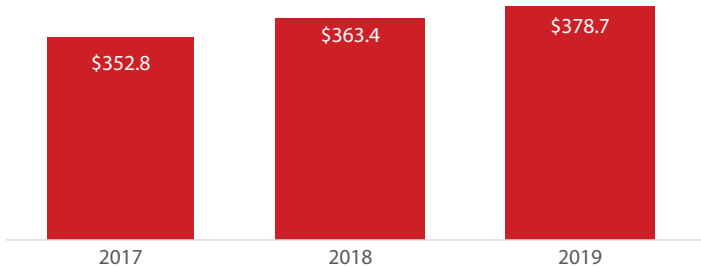


## Weber County, 2019

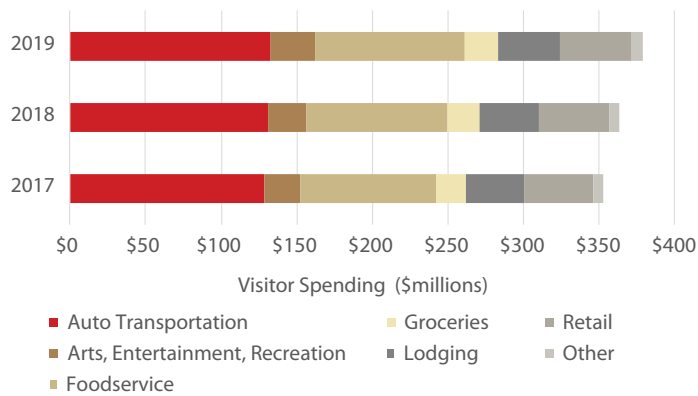
### Spending

In 2019, visitors directly spent an estimated \$378.7 million in Weber County, a 4.2% increase from 2018.<sup>1</sup> The top three spending categories were auto transportation, foodservice, and retail. Weber County visitor spending made up 4.3% of total statewide spending.

Direct Spending Estimates (millions of dollars)



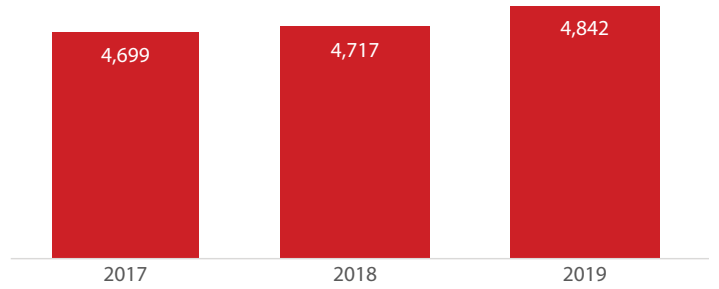
Direct Spending Estimates by Spending Category



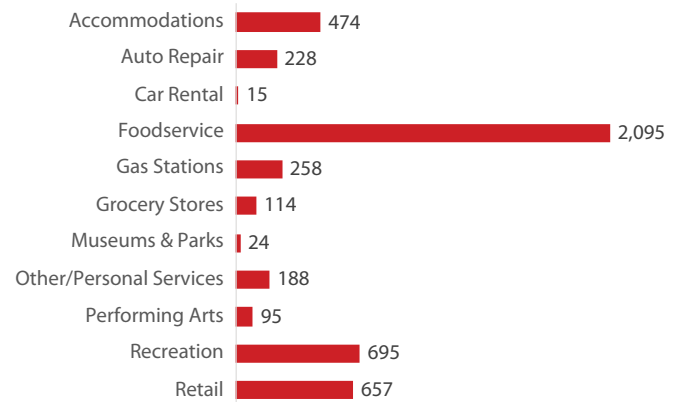
### Jobs

Visitor spending supported 4,842 direct Weber County travel and tourism jobs, a 2.7% increase from 2018. Foodservice, recreation, and retail were the top three job sectors. These 4,842 direct travel and tourism jobs supported an additional 885 indirect and induced jobs in the county for a total of 5,727 jobs.<sup>2</sup>

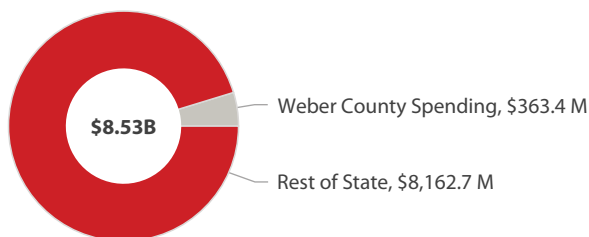
Direct Travel & Tourism Jobs



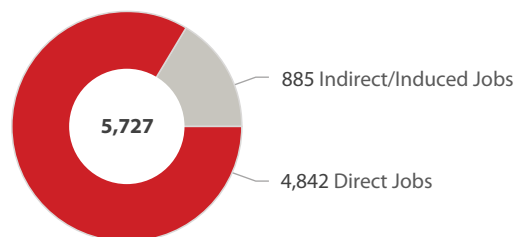
Direct Travel & Tourism Jobs by Job Type, 2019



Weber Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

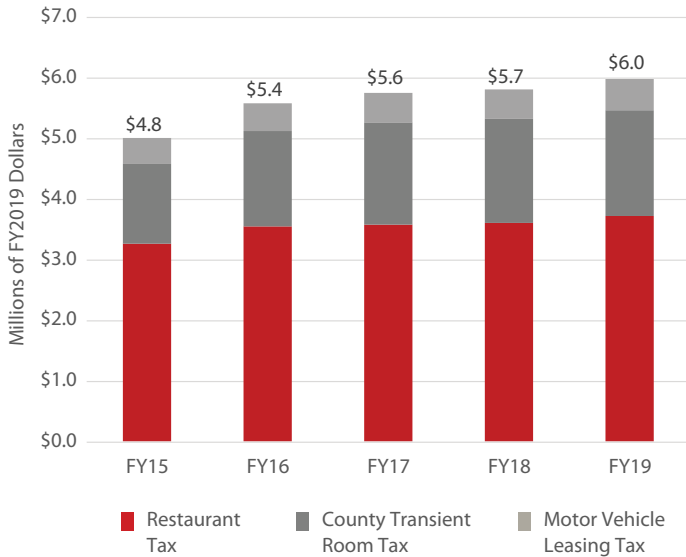


## Tax Revenue

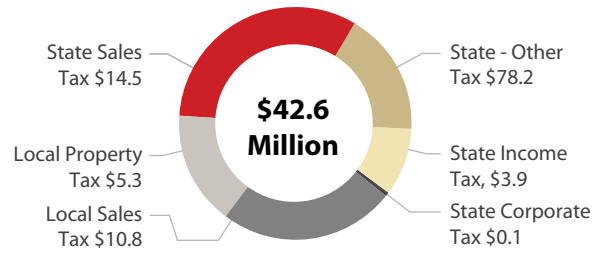
Visitor spending generated \$42.6 million in direct tax revenue, including \$26.5 million in state and \$16.1 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$10.3 million in additional indirect and induced state and local tax revenue, for a total of \$52.9 million.<sup>4</sup>

Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle leasing tax, and restaurant tax. In fiscal year 2019, Weber County collected a total of \$6.0 million from these three sales taxes, up 3.0% from 2018 and 19.5% over the past five years.<sup>5</sup>

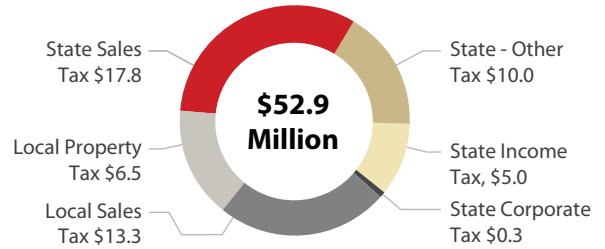
### Select Local Sales Tax Revenues



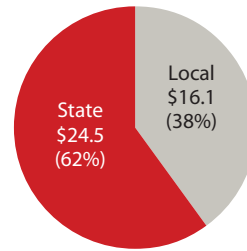
## Direct Travel & Tourism Tax Revenue, 2019 (Based on \$378.7 million in direct spending)



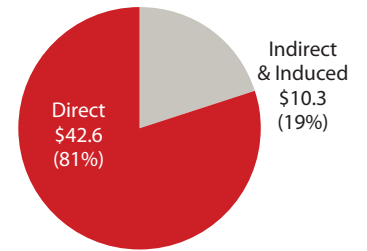
## Total Travel & Tourism Tax Revenue, 2019 (Based on \$483.2 million in total spending)



### Direct Tax Revenue, 2019



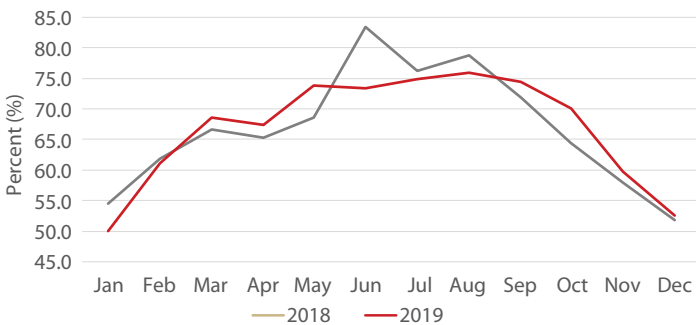
### Total Tax Revenue, 2019



## Hotel Data

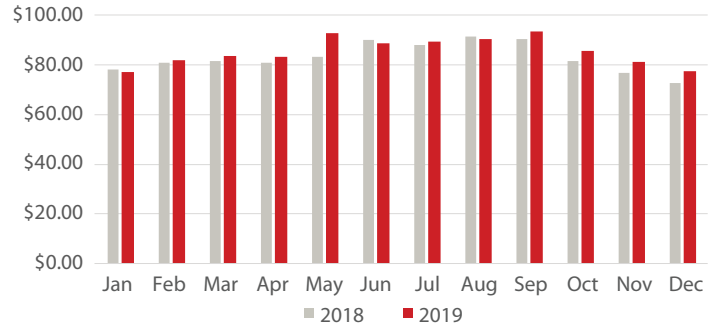
Weber County hotel occupancy rates averaged 66.8% in 2019 compared to 66.7% in 2018. August, July, September, and May (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, Weber County's average daily room rate was \$85.45 compared to \$82.98 in 2018, a 3.0% year-over-year increase.

### Average Hotel Daily Room Rate



## Endnotes

- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #1 regarding "indirect and induced."
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2, above).

# Addendum A

In 2019, domestic and international travelers and tourists spent money on public transportation, including air, shuttle, taxi, rideshare, train, bus, and mass transit fares. U.S. Travel Association reported Utah’s share of this total public transportation spending—or the amount that stayed in Utah—at \$1.93 billion. The Gardner Institute estimates that the majority (85%) of public transportation spending takes place along the

Wasatch Front—specifically in Salt Lake County—based on the number of private transportation jobs in each county. As the home of the Salt Lake City International Airport, Salt Lake County is the state’s largest transportation hub. Here is a look at 2019 public transportation-related employment for the state, all four Wasatch Front counties, and the rest of the state:

Public Transportation Sector	Statewide	Salt Lake	Utah	Weber	Davis	Wasatch Front	Rest of State
Scheduled Air Transportation	7,254	6,293	72	*	39	6,404	850
Support Activities for Air Transportation	1,556	1,156	222	27	100	1,505	51
Transit and Ground Transportation <sup>1</sup>	1,693	620	276	104	23	1,023	670
<b>Total Private Jobs</b>	<b>10,503</b>	<b>8,069</b>	<b>570</b>	<b>131</b>	<b>162</b>	<b>8,932</b>	<b>1,571</b>
<b>Share</b>	<b>100.0%</b>	<b>76.8%</b>	<b>5.4%</b>	<b>1.2%</b>	<b>1.5%</b>	<b>85.0%</b>	<b>15.0%</b>

Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labor Statistics and Utah Department of Workforce Services data

\*not disclosed due to small numbers

1. Includes urban, interurban, and rural transit systems, taxi/limousine services, charter bus industry, and all other ground passenger transportation.