

State of Utah

The State of Utah had an 11.9% leisure and hospitality¹ share of total private jobs in 2014, ranking **33rd** out of 50 states in the U.S. (same national ranking as 2013). Utah has a diverse tourism industry, which generates jobs and income for Utah residents and produces tax revenue for the state. Domestic and international visitors are drawn to Utah's natural, cultural, and historical assets. Utah has 14 ski resorts, 11 of which are within one hour of Salt Lake City International Airport, as well as five national parks, seven national monuments, two national recreation areas, one national historic site and 43 state parks. Throughout the year, Utah hosts several arts events, such as the Sundance Film Festival, Utah Shakespeare Festival, Moab Music Festival and Utah Arts Festival, in addition to well-attended athletic events, meetings, conventions, conferences and tradeshows.

Total tourism-related tax revenue grew 11.0% in fiscal year 2014, which included healthy increases in statewide resort community and motor vehicle leasing tax revenues. In 2014, total taxable sales in the leisure and hospitality sector increased 8.2% from the previous year. This included a 15.9% increase in arts/entertainment/recreation sales, a 6.3% increase in accommodations sales, and a 7.8% increase in foodservice-related sales statewide. The State of Utah's leisure and hospitality sector experienced a 3.7% increase in jobs and a 6.5% increase in wages – both higher than national averages. Since 2010, the average number of statewide leisure and hospitality sector jobs has remained fairly consistent year-round, adding an average of 5,300 jobs each summer season (compared to winter). In 2014, every tourism-related job sector experienced growth. Utah experienced the greatest increase in private accommodations jobs (653), followed by public amusement and recreation jobs (420), private miscellaneous retail sales jobs (401), and private gas station jobs (284).

According to Smith Travel Research, Utah hotel occupancy rates are highest from June through September and lowest between November and

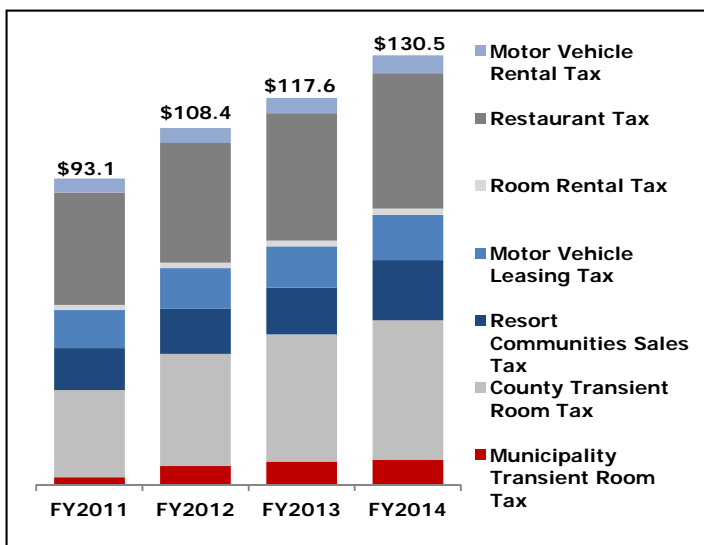
Tourism At-A-Glance			
U.S. Tourism Ranking: 33rd*			
	2013	2014	% Change
Utah Population	2,900,872	2,942,902	1.4%
U.S. Population	316,128,839	318,857,056	0.9%
Tourism-Related Tax Revenues (Fiscal Year; In Millions)	\$117.6	\$130.5	11.0%
Leisure & Hospitality Taxable Sales (Calendar Year; In Millions)	\$5,575.4	\$6,034.8	8.2%
Leisure & Hospitality Jobs	123,521	128,067	3.7%
Leisure & Hospitality Wages (Millions)	\$2,059.6	\$2,193.4	6.5%
Average Annual Hotel Occupancy Rate	58.5%	60.1%	1.6%
Total Skier Visits (14 Utah Ski Resorts)	4,161,585	3,946,762	-5.2%
Total State Park Visitation (July-May)	3,019,093	3,661,226	21.3%
Total National Park Visitation	6,328,040	7,239,149	14.4%

*Compared to all 50 U.S. states; based on share of private leisure and hospitality jobs to total private jobs.
 †The "Leisure and Hospitality" sector includes NAICS 71 and 72.

February. Utah's hotel performance measures fared better in 2014, with year-over increases in average annual occupancy rate (1.6%), average annual daily room rate (4.3%) and revenue per available room (6.9%). Total SLC International Airport passengers increased 4.7% from 20.18 million to 21.14 million.

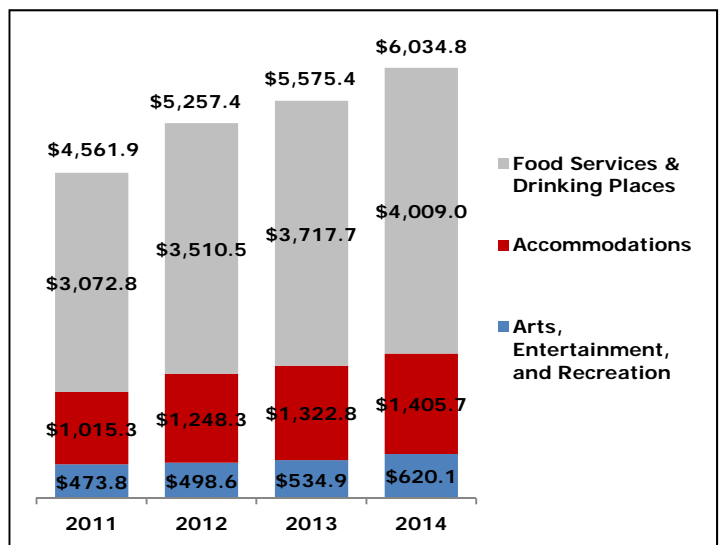
Utah experienced a less than favorable snow year in 2014/2015, which was reflected in a 5.2% year-over decrease in total skier visits. On the other hand, Utah national parks set an all-time record of 7.2 million total recreation visits (up 14.4%), while FY2015 visitor counts to Utah's State Parks were trending 21.3% above FY2014 counts at the time of this publication. Overall, 2014 was a relatively strong tourism year for the State of Utah.

Tourism-Related Tax Revenue (In Millions of Dollars)



Source: Utah State Tax Commission

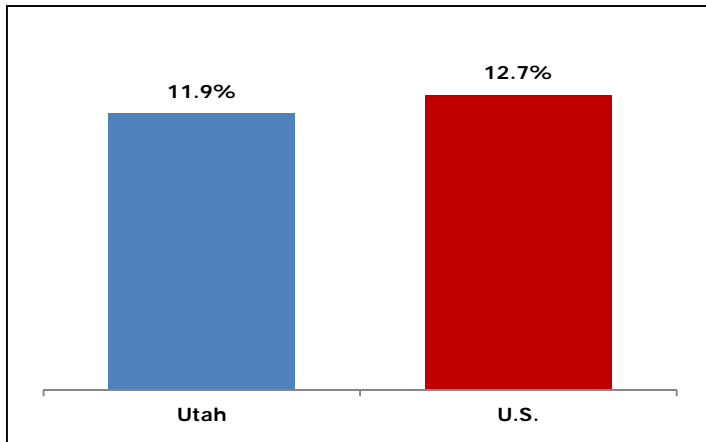
Gross Leisure & Hospitality Taxable Sales (In Millions of Dollars)



Source: Utah State Tax Commission

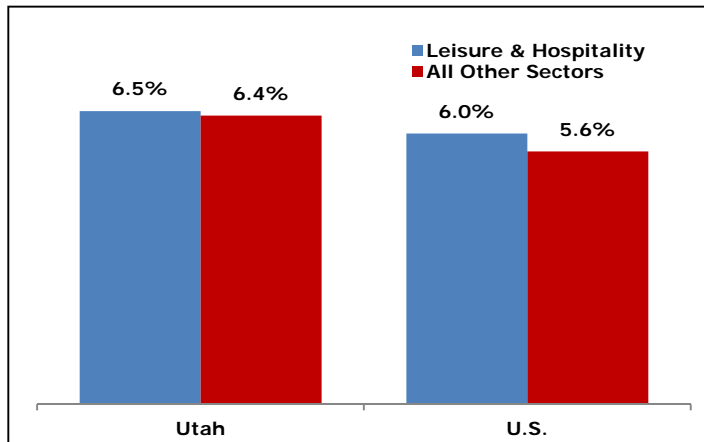
Utah Travel & Tourism Profile: State of Utah

Private Leisure & Hospitality Employment: Share of Total 2014



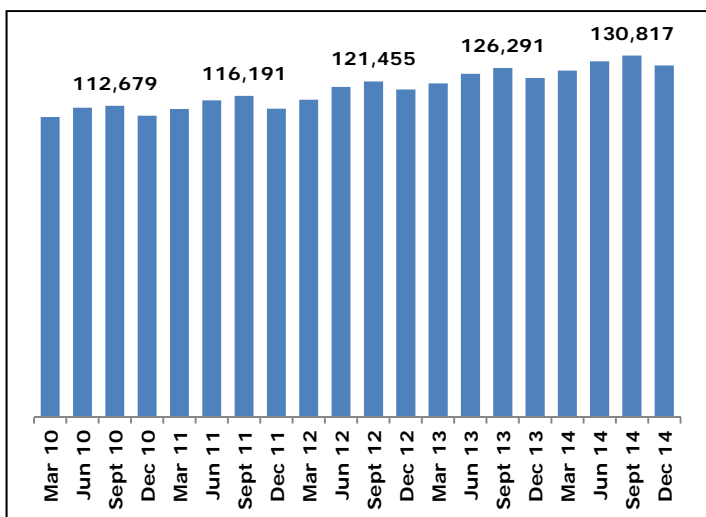
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



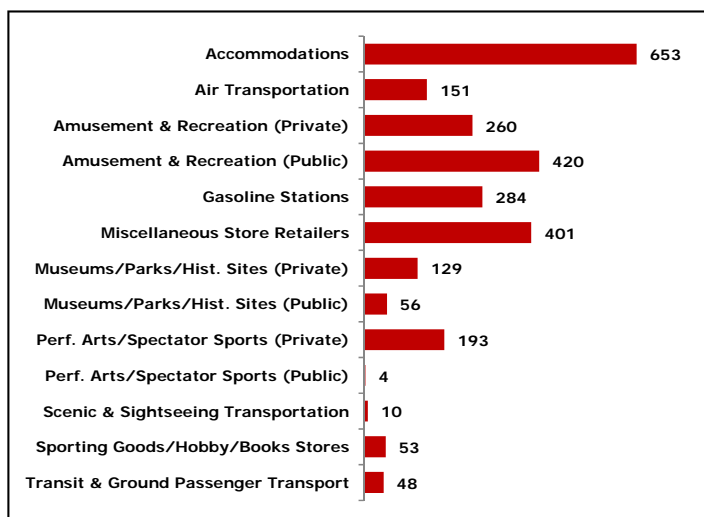
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



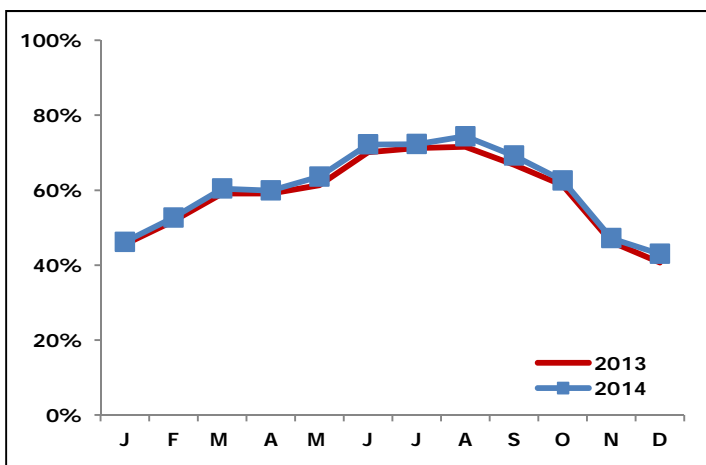
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: State of Utah



Source: Smith Travel Research

Accommodations Industry

State of Utah			
	2013	2014	% Change
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%
Salt Lake City International Airport Passengers			
Total Passengers	20,186,474	21,141,610	4.7%
Total Enplaned	10,102,643	10,571,935	4.6%
Total Deplaned	10,083,831	10,569,675	4.8%

Sources: Smith Travel Research and Salt Lake City International Airport