

# Utah Economic and Business Review

## Highlights

This state of the industry report provides a comprehensive overview of tourism, travel and recreation-related spending, employment, wages, sales, tax revenue, visitation and industry performance in Utah.

- Utah's travel, tourism and recreation (TTR) industry spent a record \$7.5 billion in the Utah economy during 2013. Nonresident visitor spending (\$6.4 billion) benefitted the Utah economy by supporting jobs and generating income and tax revenue for the state. In 2013, the TTR industry was Utah's second largest export behind primary metals (\$8.3 billion) and ahead of computers and electronics (\$2.6 billion).
- Utah's TTR industry accounts for an estimated 132,681 total jobs (direct, indirect and induced) in the Utah economy, meaning approximately one in every 10 jobs in the state's economy can be attributed to the TTR industry. From 2009 to 2013, total TTR-related jobs and wages increased 6 percent and 17 percent, respectively. Over 40 percent of total private jobs in Daggett, Garfield, Grand, Wayne, Kane, and Summit counties were in the leisure and hospitality sector.
- In calendar year 2013, taxable sales in the leisure and hospitality sector totaled \$5.6 billion. Total taxable leisure and hospitality sales increased 20 percent from 2009 to 2013 and 5 percent from 2012 to 2013.
- In 2013, Utah received an estimated upper bound of \$1.02 billion in state and local direct, indirect and induced TTR-generated tax revenues. Total direct TTR-related tax revenues grew 22 percent from 2009 to 2013, and 7 percent from 2012 to 2013.
- In 2013 Utah recorded 6.3 million national park visits, 3.8 million national place visits, 2.1 million state park visits, as well as 4.2 million skier days during the 2013/2014 season.
- Utah's foodservice, arts, entertainment and recreation, and accommodations industries had the strongest economic performance from 2009 to 2013, followed by the transit and ground passenger industry. Utah's passenger air and rail industries experienced the most fluctuations in jobs and wages during the same five years.

## The State of Utah's Tourism, Travel and Recreation Industry

Jennifer Leaver, Research Analyst

Utah has a diverse tourism, travel and recreation (TTR) industry, which generates jobs and income for Utah residents and produces tax revenue for the state. Domestic and international tourists, travelers, and recreationists (travelers)<sup>1</sup> 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 and trade shows. While traveling in and around Utah, travelers spend their money on a variety of goods and services, which defines the TTR industry. This report provides a comprehensive overview of TTR-related visitation, spending, employment, wages, sales, tax revenue, and industry performance in Utah.

## Utah Travel Regions

For purposes of this report, BEBR divided Utah into seven travel regions, organized by geographic areas and counties. Figure 1 shows each Utah travel region with its share of the state's 2013 population. The Wasatch Front,<sup>2</sup> Utah's metropolitan hub, is bordered by mountains on the east and lakes on the west. In general, travelers visit the Wasatch Front to ski, attend arts and cultural events, visit local attractions, and shop and dine. The North Mountains<sup>3</sup> includes large portions of Wasatch-Cache and Uinta National Forests, mountain topography, and eight state parks. Eastern Utah<sup>4</sup> offers trout fishing, boating and river rafting opportunities in and around Flaming Gorge National Recreation Area, as well as abundant paleontological, archaeological and geological sites further south. Northwestern Utah<sup>5</sup> provides basin

1. In this report, and unless stated otherwise, travelers include both Utah residents and nonresidents who traveled away from home at least 50 one-way miles to reach an overnight destination.

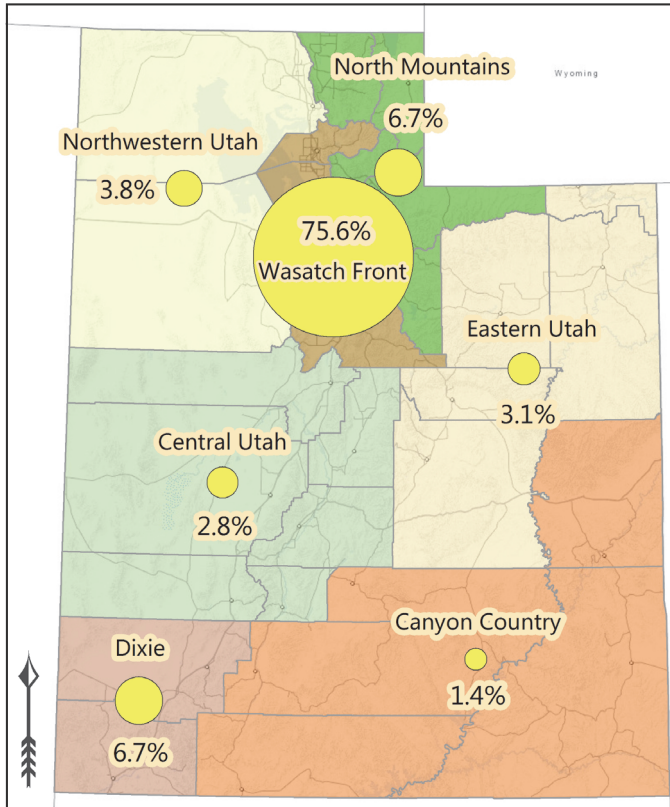
2. Davis, Salt Lake, Utah, and Weber counties.

3. Cache, Morgan, Rich, Summit and Wasatch counties.

4. Carbon, Daggett, Duchesne, Emery, and Uintah counties.

5. Box Elder and Tooele counties.

**Figure 1**  
**Map of Utah Travel Regions and Census Population Share, 2013**



Map by Natalie Young, BEBR, February 2015  
 Source: BEBR Analysis of U.S. Census Bureau Data

and range geography, with rugged mountains, endless vistas, and the unique Great Salt Lake ecosystem. Central Utah,<sup>6</sup> located in the “heart” of the state, comprises rolling hills, agricultural lands, historic sites, and popular ATV trail systems. Canyon Country,<sup>7</sup> which is home to four of Utah’s five national parks, attracts visitors to its unique geology, recreational opportunities and scenic beauty. Dixie,<sup>8</sup> in southwestern Utah, is the gateway to Zion National Park and is the warmest region in the state, making it a fine area for year-round golf and leisure.

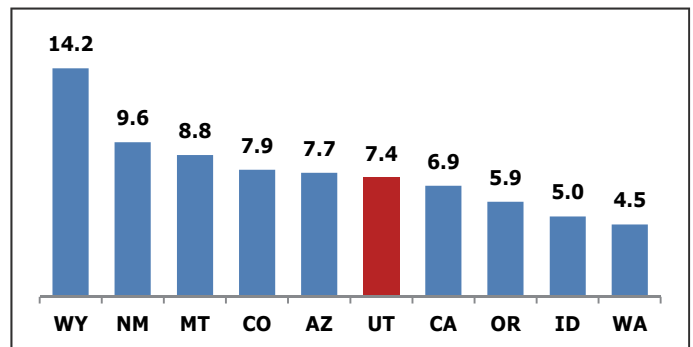
### Utah Tourism, Travel and Recreation in a National Context

Tourism, travel and recreation industries in both the U.S. and Utah have made strong post-recession recoveries. The U.S. Travel Association (USTA) touts travel as “one of the United States’ leading industries and largest employers” (USTA, 2013). In an October 3, 2014, press release, USTA’s senior vice president for research and economics, David Huether, states, “the travel industry...has outpaced job creation in the rest of the economy by 38 percent since the employment recovery began.” Based on a concurrent U.S. Department of Commerce report, Huether adds, “travel exports have increased by 5.5 percent compared to last year, which is 84 percent faster than other U.S. export growth.” According to USTA, domestic and international travelers spent an estimated \$888 billion in the U.S. in 2013, generating 8 million jobs, \$210 billion in payroll, and

\$134 billion in tax revenue (4–5 percent year-over increases). USTA stresses the importance of travel and tourism on the U.S. job market, stating that in 2013 one out of nine jobs in the U.S. was dependent on travel and tourism, 84 percent of travel companies were considered small businesses, and travel and tourism ranked number one among all U.S. industry exports. In fact, USTA claims that “travel is among the top 10 industries in 49 states and D.C. in terms of employment” (USTA, 2014).

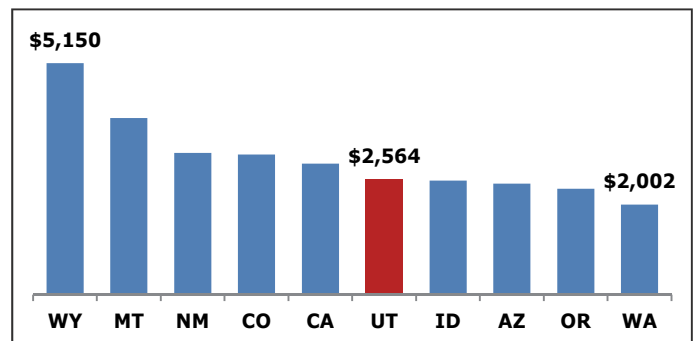
In 2012, USTA ranked Utah 33rd in the nation for domestic travel-related expenditures, with California, Florida, New York, Texas, Illinois and Nevada topping their list.<sup>9</sup> However, Utah ranks higher when looking at direct travel-generated job share and per capita travel-related expenditures. For instance, when comparing all 50 states’ share of travel-generated jobs to total jobs, Utah ranked 17th in the nation with a reported 7.4 percent share in 2012, ahead of California (19th), Texas (21st), New York (28th) and Illinois (29th). Utah falls in the middle when compared with nine western states by travel-generated job share (Figure 2) and per capita travel-related expenditures (Figure 3).

**Figure 2**  
**Travel-Generated Employment Share of Total Private Industry Employment, Ten Western States, 2012**



Source: U.S. Travel Association

**Figure 3**  
**Per Capita Travel-Related Expenditures, Ten Western States, 2012**



Source: BEBR Analysis of U.S. Travel Association and U.S. Census Bureau data

6. Beaver, Juab, Millard, Piute, Sanpete, and Sevier counties.

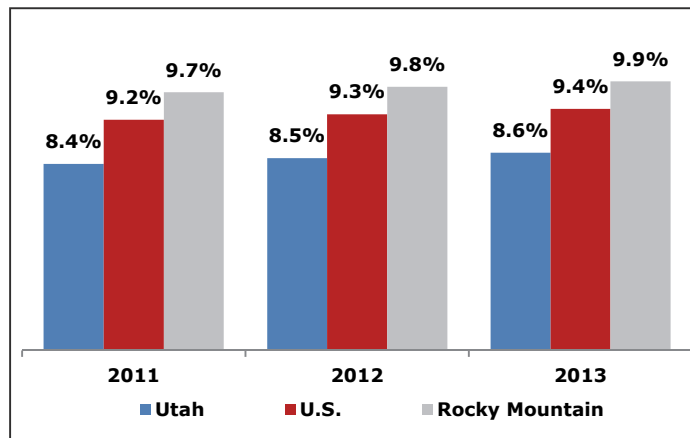
7. Garfield, Grand, Kane, San Juan, and Wayne counties.

8. Iron and Washington counties.

9. Nevada, which was left off of Figures 2 and 3, is an outlier with a 32 percent share of travel-generated employment and \$11,221 per capita travel-related expenditures.

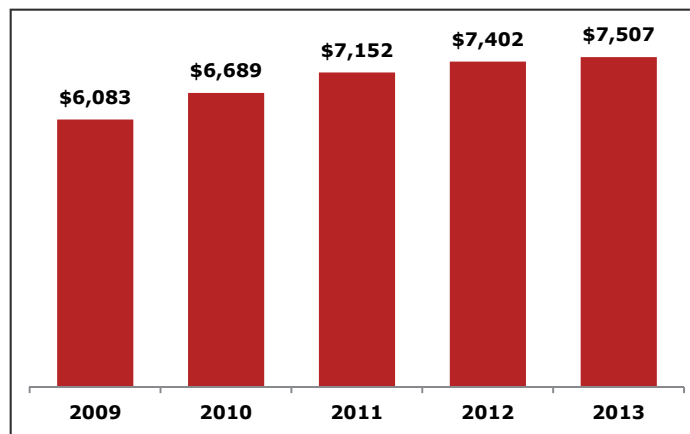
According to the Bureau of Economic Analysis, about one in ten private jobs in the U.S., the Rocky Mountain West, and Utah are in the leisure and hospitality supersector (Figure 4). The leisure and hospitality supersector comprises the “arts, entertainment and recreation” and “accommodation and food services” sectors, which include the following subsectors: performing arts, spectator sports, and related industries; museums, historical sites, and similar institutions; amusement, gambling, and recreation industries; accommodations; and food services and drinking places. As illustrated in Figure 4, the leisure and hospitality supersector share of total private jobs experienced incremental growth in the state, region and nation from 2011 to 2013. Because a greater number of leisure and hospitality sector jobs are seasonal and part-time, the share of leisure and hospitality sector wages to total wages is closer to 5 percent statewide, regionally, and nationally.

**Figure 4**  
**Leisure and Hospitality Sector Share of Total Private Industry Employment, 2011–2013**



Source: BEBR Analysis of Bureau of Economic Analysis data

**Figure 5**  
**Total Visitor Spending in Utah, 2009–2013**  
 (Millions of Constant 2013 Dollars)



Source: BEBR Analysis of TNS Global Data

### Visitor Spending and Visitor Profile

The tourism, travel and recreation industries make significant contributions to Utah’s state and local economies and have recovered since the end of the recession. The Utah Office of Tourism (UOT) currently contracts with research agency TNS Global (TNS) to provide Utah visitor spending and profile information. According to TNS, in calendar year 2013, tourists, travelers and recreationists spent a record \$7.5 billion in Utah’s economy. Figure 5 shows TNS visitor spending estimates from 2009 to 2013. When adjusted for inflation, visitor spending has increased 23 percent from 2009 to 2013 and a little over one percent from 2012 to 2013. TNS reports that the increase in visitor spending over time is due in large part to more visitor stays in paid accommodations. The \$7.5 billion in spending includes out-of-state and in-state leisure and business traveler spending.

While Utah resident traveler spending within the state must not be ignored or discounted, it is important to understand the difference between resident and nonresident (or “out-of-state”) visitor spending. Out-of-state visitor spending is significant

because it augments and adds outside dollars to Utah’s economy, whereas resident spending recirculates dollars already present in the state’s economy.<sup>10</sup> Of the \$7.5 billion in total spending in 2013, \$6.4 billion – or 85 percent – was out-of-state spending. According to TNS, out-of-state travelers spend, on

average, two to three times as much during their Utah visit as resident travelers. Therefore, understanding who visits Utah from out-of-state and why they come informs domestic and international marketing, which aims to attract future nonresident tourists and travelers.

In 2013, the UOT used dollars from the state’s Tourism Marketing Performance Fund to launch its non-winter “Mighty 5” marketing campaign in the spring (spotlighting Utah’s five national parks) and its winter 2013–14 marketing campaign in October (highlighting Utah’s access to world-class ski resorts and its “Greatest Snow on Earth”). For both campaigns, the UOT placed a variety of ads in major cities across the U.S. to attract nonresident Utah visitors. Strategic Marketing and Research Inc. (SMARI) – an agency contracted by the UOT to measure advertising effectiveness and return on investment (ROI) – found that while both marketing campaigns generated positive ROIs, there were some challenges with the winter advertising campaign.<sup>11</sup> Despite the winter marketing challenges, the Mighty 5 non-winter campaign “received

some of the strongest evaluative ratings of any Utah effort that SMARI has tested” and “generated a high level of incremental travel and ROI” (SMARI, 2014). SMARI reported that the 2014 Mighty 5 non-winter campaign resulted in about \$591 million in incremental<sup>12</sup> spending, which was a 52 percent increase over the \$389 million generated by 2013 marketing efforts. Based on

10. However, Utah resident travelers do contribute non-local dollars when they travel within Utah, but stay and spend their money outside of their county of origin.

11. Examples are the legalization of recreational marijuana in peer state of Colorado; less winter travel to western states from the East Coast; smaller Utah travel parties who spent less; and greater advertising-to-spending ratio.

12. Incremental refers to visits that would not have occurred without the awareness of Utah’s amenities generated by marketing efforts.

SMAR's visitor spending estimates, Utah's top three markets were Los Angeles, San Francisco, and Phoenix, followed by Sacramento, Seattle, and Portland.

TNS reports that in calendar year 2013 the majority of TravelsAmerica survey respondents visited Utah for leisure (vs. business), drove their own vehicle (vs. flew), and stayed three to four nights on average. In fact, according to TNS, Utah visitors are the most likely to travel with children compared to surrounding western states. In 2013, TNS noted increased Utah visitor participation in rural sightseeing and visiting friends, with the majority of out-of-state visitors taking trips to parks and historic sites, and participating in wildlife-viewing, adventure sports, or another outdoor recreation activity (Table 1).

**Table 1  
Utah Out-of-State Leisure Visitor Activities,  
By Quarter, 2013**

Activity	Q1	Q2	Q3	Q4
Visiting State/National Park	19%	27%	39%	22%
Visiting Relatives	19%	34%	28%	35%
Rural Sightseeing	8%	26%	40%	25%
Visiting Friends	15%	21%	14%	21%
Shopping	18%	15%	13%	25%
Wildlife Viewing	4%	17%	22%	6%
Historic Sites/Churches	7%	13%	15%	23%
Hiking/Backpacking	11%	13%	17%	8%
Urban Sightseeing	4%	8%	17%	19%
Fine Dining	17%	17%	12%	8%
Nature Travel	6%	13%	16%	6%
Museums	11%	5%	13%	11%
Camping	9%	11%	12%	1%
Skiing/Snowboarding	10%	0%	0%	0%
Golf	7%	5%	2%	0%

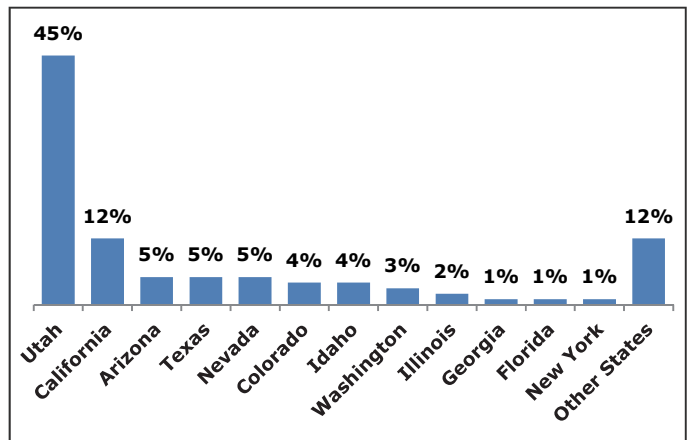
Source: TNS Global

TNS notes that Utah's key domestic source markets, such as California and Texas, do not always border Utah, which is somewhat unique for a western state (Figure 6). The greatest numbers of nonresident visitors arrive from Phoenix/Prescott, Las Vegas, Los Angeles, Denver and SF/Oakland/San Jose. TravelsAmerica survey data also showed that Utah's largest cities, such as Salt Lake City, Provo/Orem and St. George, attract the most visitors, and out-of-state visitors are more likely to choose Salt Lake City while Utah resident travelers are more likely to visit smaller Utah cities like St. George and Logan. Despite how or where they traveled, 87 percent of nonresident and 90 percent of resident Utah visitors reported being "extremely/very satisfied" with their Utah travel experience (TNS, 2014).

International visitors from many countries visit Utah each year to ski,<sup>13</sup> explore national parks, visit cultural sites, and attend conventions, trade shows and conferences. Utah's Office of Tourism reports that Utah's top international markets in 2013 were Canada, China, France, Germany, United Kingdom and Australia, in that order. As far as international travel, China is a country to watch. Visa Vue spending data reveal that while 2013 credit card spending by five countries was down from 2012,<sup>14</sup> annual spending by Chinese tourists increased by \$3.2 million (or 56 percent) from the previous year (Figure 7). In 2013, Temple Square, one of Utah's largest tourist attractions,

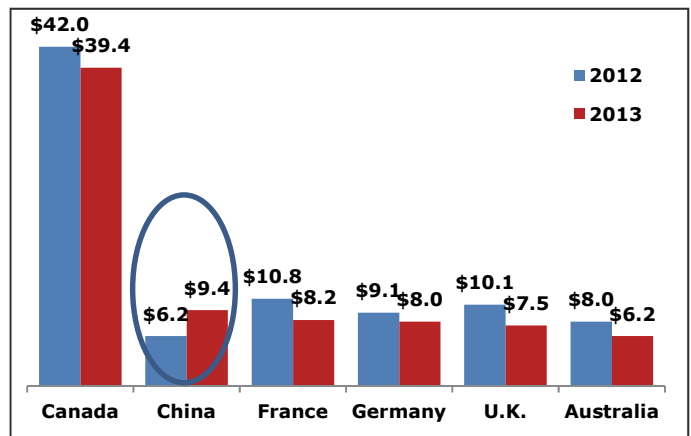
recorded 2,000 Chinese bus tours and anticipate more Chinese visitation in future years. On November 10, 2014, Attract China issued a press release announcing that the U.S. and China signed an agreement to issue longer travel visas for business, tourism, and education, and that the U.S. government projects Chinese travelers to the U.S. will grow at an annual rate of 16.9 percent (Attract China, 2014). Additionally, in November of 2014, the UOT initiated a new contract with Chinese representatives to promote Utah tourism in China. Chinese business travel in the U.S. is also projected to increase in the near future. According to the Global Business Travel Association Foundation, "China is moving towards global dominance of the business travel market" and is expected to "surpass the U.S. as the largest business travel market in the world by 2016" (GBTA, 2014).

**Figure 6  
Utah Visitor Source by State, 2013**



Source: TNS Global

**Figure 7  
Spending in Utah by International Visitors,  
2012 vs. 2013  
(In Millions)**



Source: Visa Vue

13. The greatest number of international skiers/snowboarders come from Australia, Canada, and the UK, in that order.

14. Decreases in Utah's other top international market visitor spending in 2013 may be due to the variability in exchange rates, airfare, and other economic factors in the country of origin.



## TTR-Related Employment

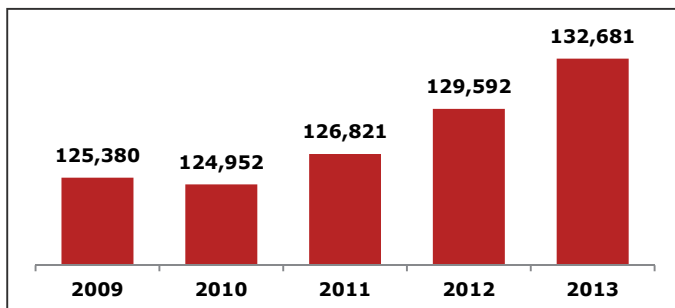
Travel, tourism and recreation visitor spending generates and supports a variety of Utah jobs. Defining TTR-related employment, however, is complicated because the TTR industry is not a distinct industry defined by the Bureau of Labor Statistics, such as manufacturing or construction. Instead, the TTR industry is a patchwork of industries, comprised of goods and services purchased or leased by the traveler prior to, during, and even after a trip. Therefore, unlike an export industry such as apparel manufacturing, where goods are produced in one region and exported to another region for consumption, the TTR industry, composed of multiple and diverse industries, provides services and goods to consumers who temporarily visit a region outside of their own to consume a “touristic experience.” Thus, the TTR industry can be thought of as an “export industry.” As such, Utah’s TTR industry, with estimated nonresident revenues of \$6.4 billion, would be Utah’s second largest export in 2013 behind primary metals (\$8.3 billion) and ahead of computers and electronics (\$2.6 billion).<sup>15</sup>

Due to the seasonal and part-time nature of many TTR-related jobs, annual TTR-related wage shares (of total wages) are smaller than annual tourism-related job shares (of total jobs), giving the impression that tourism-related jobs are lower-paying than jobs in other goods-producing or service-related industries. Despite this perception (whether accurate or not) there are many positive aspects of TTR industry employment. For instance, many jobs in TTR-related industries are accessible to

individuals without higher education or who are in the process of obtaining higher education. These jobs teach skills such as decision making, problem solving, communicating verbally, being a part of a team and maintaining a positive attitude – skills that are critical in all economic sectors (ASPA, 2014). Also, there are individuals in today’s workforce that consider quality of life aspects (e.g. scenic beauty, fresh air, access to recreation, mobility and flexible work schedule) to be of higher value than full-time employment and higher wages (Solnet, et al. 2014).

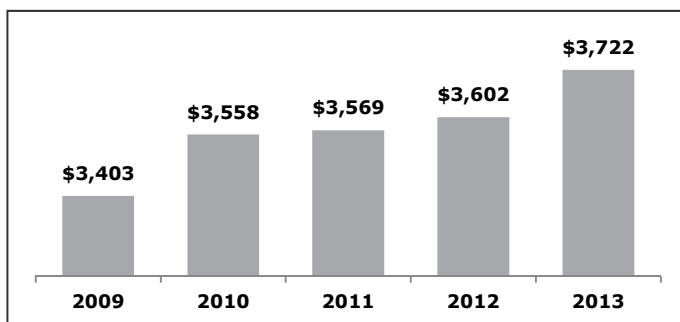
In calendar year 2013, traveler spending supported an estimated 132,681 direct, indirect and induced jobs in Utah, as well as \$3.7 billion in payroll (Figures 8 and 9). BEBR estimates TTR-related employment in Utah by selecting total jobs in nationally recognized tourism-related industries and then weighting them for Utah.<sup>16</sup> TTR-related jobs considered in this report include jobs in accommodations, automotive and equipment rental (car, RV, recreational gear), transportation (air, bus, taxi, rail, shuttle, scenic), travel arrangements, arts, entertainment, recreation, foodservice, parking lots, auto repair, and retail (shopping, gas stations, groceries). Jobs supported by travelers experienced a 6 percent increase from 2009 to 2013 and a 2 percent year-over increase in 2013. TTR-related wages have increased at more than twice the rate of jobs. When adjusted for inflation, total TTR-related wages increased 17 percent from 2009 to 2013 and 5 percent from 2012 to 2013.

**Figure 8**  
Total TTR-Related Employment,\* 2009–2013



\*Direct, indirect and induced.  
Source: BEBR Analysis of U.S. Bureau of Labor Statistics data

**Figure 9**  
Total Tourism-Related Wages,\* 2009–2013  
(Millions of Constant 2013 Dollars)



\*Direct, indirect and induced.  
Source: BEBR Analysis of U.S. Bureau of Labor Statistics data

## Leisure and Hospitality Employment by Region

Job counts and total payroll by detailed tourism-related subsectors (e.g. air transportation, car rental, charter bus, taxi and limousine, recreational gear rental) are often not disclosed by labor statistics departments at the local level, while data for the larger leisure and hospitality supersector are. About 70 percent of all TTR-related employment in the state of Utah falls under the “leisure and hospitality” umbrella. Therefore, calculating a region’s share of leisure and hospitality jobs to total jobs is one way to estimate a region’s dependence on the TTR industry. When looking at the number of private leisure and hospitality jobs to total private jobs in Utah’s seven travel regions, there are large differences among the regions. For instance, 40 percent of all private jobs in Canyon Country were in the leisure and hospitality sector in 2013, followed by 21 percent in the North Mountains region and 18 percent in the Dixie region (Figure 10). It is interesting to note that four of Utah’s five national parks are in Canyon Country and the fifth national park is in Dixie.<sup>17</sup> Likewise, the North Mountains region is home to four ski resorts, eight state parks and large tracts of national forest. In contrast, only about 10 percent of private jobs in Eastern Utah and the Wasatch Front were in the leisure and hospitality sector in 2013.

Annual leisure and hospitality jobs increased in all Utah travel regions from the end of the recession to 2013. The Dixie region experienced the greatest post-recession growth in the leisure and hospitality supersector (17 percent), followed by the North

15. World Trade Association, 2014.

16. Weights are based on the U.S. Bureau of Economic Analysis’s Tourism and Traveler Satellite Accounts’ “tourist commodity ratios.”

17. Arches, Bryce Canyon, Canyonlands, and Capitol Reef National Parks are all in Canyon Country; Zion National Park is in Dixie.

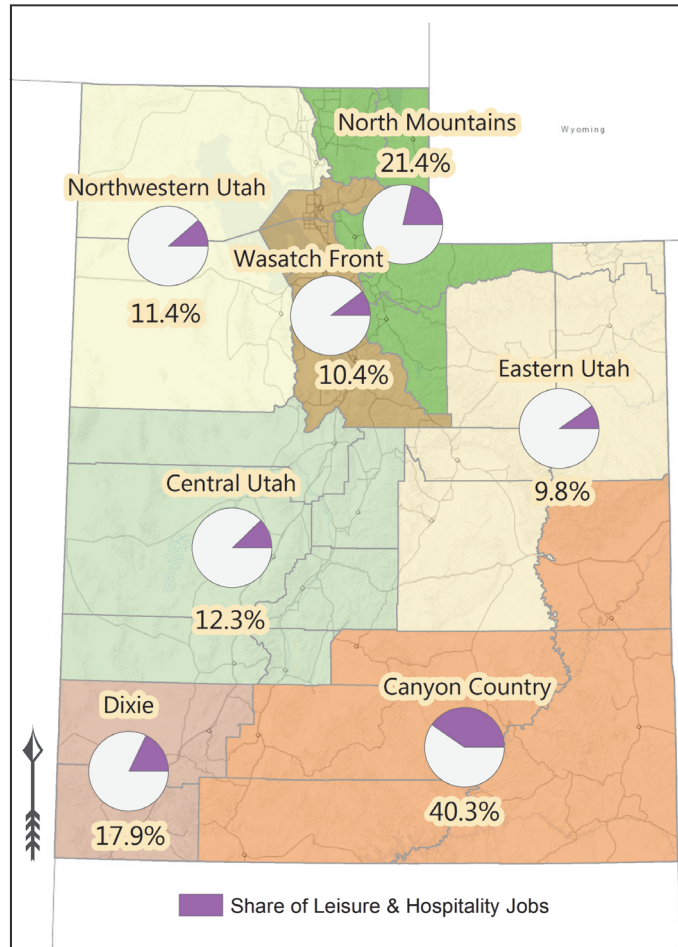
Mountains region (13 percent) and the Wasatch Front (11 percent). From 2010 to 2013, statewide leisure and hospitality employment grew 12 percent while all other employment grew at a lesser rate of 10 percent.

### Leisure and Hospitality Jobs and Wages by County

As for the share of leisure and hospitality jobs and wages to total private industry jobs and wages at the county level, Daggett County, home to Flaming Gorge National Recreation Area, had the greatest share (73 percent), followed by Garfield, Grand, Wayne and Kane counties. Over a third of total wages in Garfield, Daggett and Kane counties were generated in the leisure and hospitality sector (Figure 11).

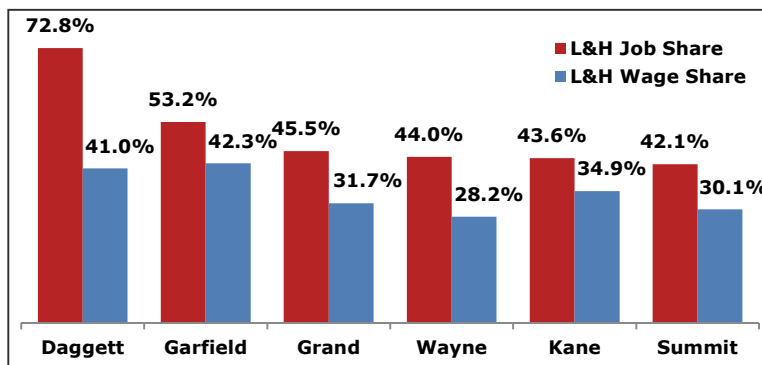
Since 2010, 9 of Utah's 29 counties have experienced greater than 15 percent increases in leisure and hospitality employment. Beaver County, home to Eagle Point Ski Resort, experienced the most post-recession growth (29 percent), followed by Uintah County (23 percent), Rich and Duchesne counties (20 percent), and Wayne and Washington counties (19 percent). It should be pointed out, however, that both Uintah and Duchesne counties were currently experiencing an oil and gas boom and saw relatively large increases in oil and gas jobs during this same time period. This means that the additional leisure and hospitality jobs (e.g. accommodations and foodservice) in eastern Utah may be the product of oil and gas industry expansion rather than a growing tourism industry. Despite this variance, tourism is most likely the generator of increased leisure jobs in all other counties that experienced post-recession increases.

**Figure 10**  
Leisure & Hospitality Sector Share of Total Private Industry Employment by Travel Region, 2013



Map by Natalie Young, BEBR, February 2015  
Source: BEBR Analysis of U.S. Census Bureau Data

**Figure 11**  
Leisure and Hospitality Sector Share of Total Private Industry Employment and Wages by Selected County, 2013



Source: BEBR Analysis of U.S. Bureau of Labor Statistics data

### The Seasonal Nature of Tourism, Travel and Recreation in Utah

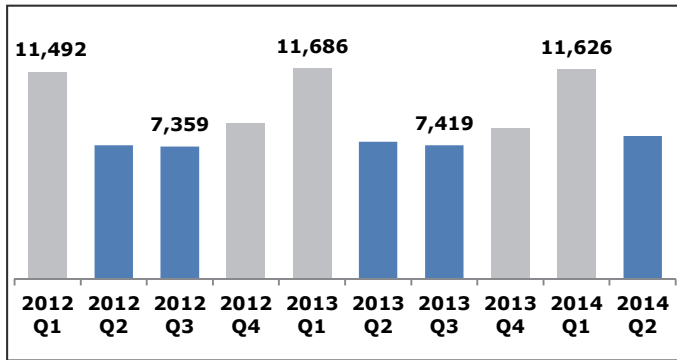
Utah's tourism, travel and recreation industry is seasonal in nature due to Utah's geography, climate, and natural amenities. In the winter, snowboarders and skiers are drawn to Utah's 14 ski resorts, 11 of which are within one hour from Salt Lake City International Airport. Spring, summer and fall are popular times to visit the national parks, monuments and other wilderness areas.

To determine the seasonality of the TTR industry at the regional or county level, BEBR examined private leisure and hospitality jobs by quarter, as provided by Utah's Department of Workforce Services. Summit County, home of the popular resort town of Park City in the Northern Mountains region, is a good example of a county that experiences winter seasonality. Summit County has three ski resorts, several winter recreation activity venues, and hosts the Sundance Film Festival, which

is held in January and attracts upwards of 30,000 Utah nonresident attendees. In 2014, the film festival's 31,482 nonresident attendees spent a total of \$59.3 million in Utah (an average of \$309.36 per person per day), the majority of which (74 percent) was spent on lodging and meals (Stambro, 2014). As Figure 12 shows, leisure and hospitality jobs grew by more than half each year in Summit County from quarter three (July, August, September) to quarter one

(January, February, March), which is peak skiing and snowboarding season.

**Figure 12**  
Private Leisure and Hospitality Jobs by Quarter, Summit County, 2012–2014



Source: Utah Department of Workforce Services

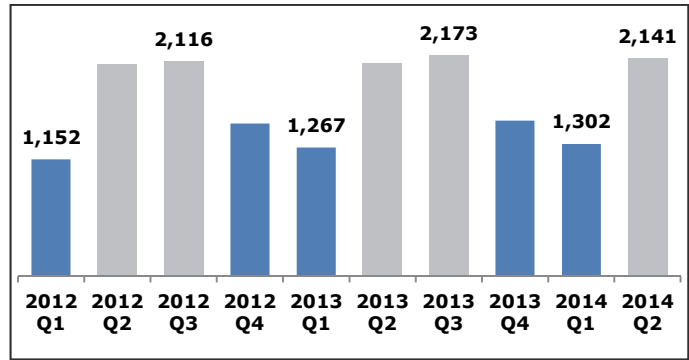
In contrast to winter, or cold weather, seasonality, Grand County, located in Canyon Country, is a good example of a county that experiences warm weather seasonality. Grand County is home to two national parks (Arches & Canyonlands), whitewater rafting, mountain biking, rock climbing, athletic events, art and music festivals, jeep safari, and many other local seasonal attractions that run from late March through early November. Figure 13 illustrates how leisure and hospitality jobs in Grand County peak in quarters two and three, or April through September, with a significant drop in the number of jobs during quarters four and one, or October through March.

### Skiing and Snowboarding in Utah

Winter sports are an important aspect of Utah's TTR industry, attracting nonresident visitors and new dollars to the economy. In September 2014, Visit Salt Lake unveiled its "Ski City" marketing campaign to promote the proximity of a well-rounded city (Salt Lake City) to four world-class ski areas. In fact, during the same month, Colorado-based Vail Resorts announced its purchase of Park City Mountain Resort and its future plans to connect with Canyons Resort (currently managed by Vail). One month later, Deer Valley Ski Resort in Summit County announced its purchase of Solitude Ski Resort in Salt Lake County. In November 2014, *SKI* magazine named seven of Utah's 14 ski resorts in their 2015 top-ranked western ski resorts, including Deer Valley (2nd), Park City Mountain Resort (7th) Canyons Resort (14th), Snowbird (21st), Alta (28th), Solitude (29th) and Snowbasin (30th) (*SKI*, 2014).

From 1982/83 to 2013/14, reported skier days<sup>18</sup> in Utah increased 80 percent from 2.3 million to 4.2 million (Figure 14). In fact, the number of skier days reported in 2013/14 was the third highest number of visits on record, despite below average snowfall. BEBR has estimated that the Utah ski industry supports approximately

**Figure 13**  
Private Leisure and Hospitality Jobs by Quarter, Grand County, 2012–2014



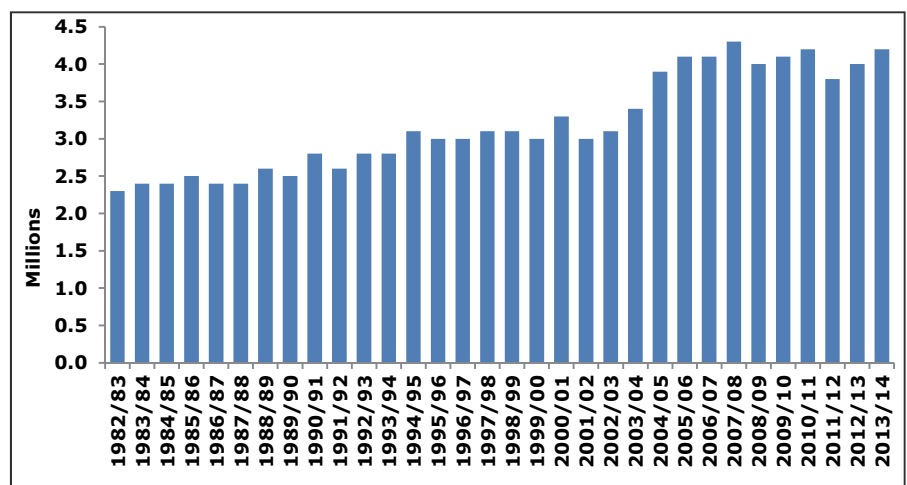
Source: Utah Department of Workforce Services

18,419 direct, indirect and induced full- and part-time jobs during peak ski season. In addition, RRC & Associates' latest on-mountain Ski Utah survey estimated total skier/snowboarder spending to be \$1.29 billion during the 2012/13 season, up 10 percent from 2010/11. Of this, \$1.08 billion was spent by nonresident skiers and snowboarders (up from \$990 million in 2010/11), with an average daily per person spend of \$323 (up from \$272 in 2010/11). RRC & Associates' next on-mountain survey of Utah resorts will take place during the 2014/15 ski season.

### Park Visitation in Utah

Utah has a unique topography consisting of Rocky Mountain, Colorado Plateau, and Basin and Range geography. A large percent of Utah's dramatic landscape and Native American and pioneer heritage resources are organized into federally and state-managed parks that aim to preserve and educate visitors about

**Figure 14**  
Total Utah Skier Days, 1982/83 to 2013/14



Source: Ski Utah

18. The National Ski Areas Association defines a "skier day" as one person visiting a ski area for all or any part of a day or night for the purpose of skiing/snowboarding.

Utah's natural, cultural, and historical assets. Utah has five national parks, seven national monuments, two national recreation areas, one national historic site, 43 state parks, 23 million acres of BLM land, 26 scenic byways, eight welcome centers and over 8 million acres of national forest, all of which offer a variety of opportunities to travelers.

**National Parks and Places**

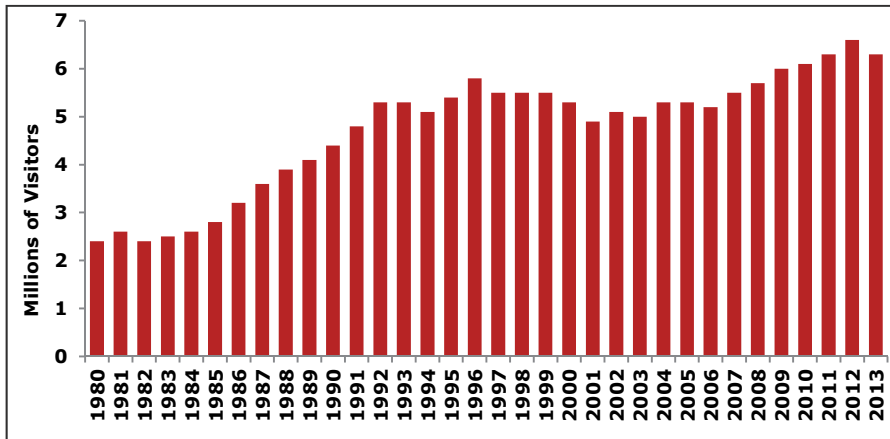
The National Park Service issued a report in 2014 (NPS, 2014) detailing visitation by national park and national place<sup>19</sup> and the economic contributions of visitor spending, including jobs and labor income. Table 2 shows national park statistics, revealing 9 million non-local visits to Utah's national parks and places, which generated \$611 million in non-local spending and supported an estimated 8,000 jobs with \$242 million in direct labor income – the majority of which supported the economies of Utah's rural gateway communities.<sup>20</sup>

**Table 2**  
**The Economic Contributions of Utah's National Parks and Places, 2013**  
(Dollar Amounts in Thousands)

Park Unit	Non-Local Visits	Non-Local Spending	Jobs	Labor Income
Arches National Park*	1,082,866	\$120,172	1,753	\$46,306
Bryce Canyon National Park	1,240,217	\$104,055	1,422	\$38,499
Canyonlands National Park	436,584	\$25,995	346	\$9,302
Capitol Reef National Park	650,002	\$44,902	553	\$15,137
Zion National Park*	2,617,129	\$144,030	1,737	\$72,164
Dinosaur NM	258,754	\$15,596	184	\$5,660
Golden Spike NHS	37,164	\$2,151	30	\$941
Glen Canyon NRA	1,991,925	\$115,594	1,435	\$39,343
Hovenweep NM	23,425	\$1,469	19	\$509
Rainbow Bridge NM	46,008	\$2,884	37	\$993
Natural Bridges NM	77,363	\$4,806	59	\$1,607
Timpanogos Cave NM	76,666	\$4,806	74	\$2,344
Cedar Breaks NM	391,819	\$24,564	338	\$8,836
<b>Totals</b>	<b>8,929,922</b>	<b>\$611,025</b>	<b>7,987</b>	<b>\$241,642</b>

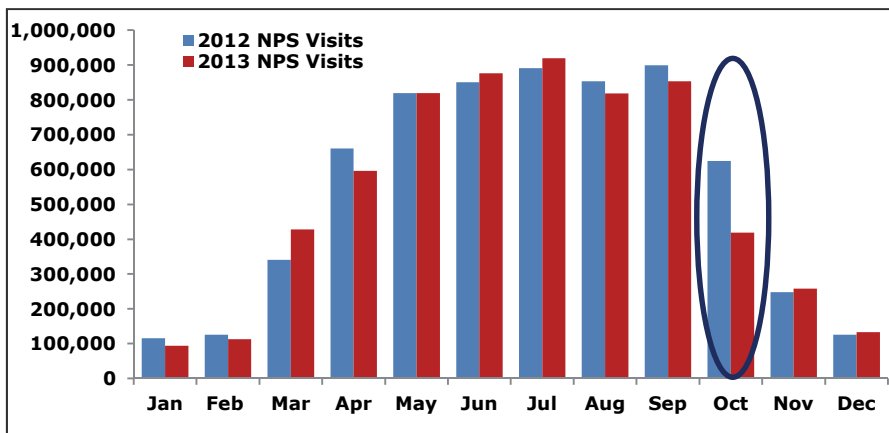
Source: U.S. National Park Service

**Figure 15**  
**Utah National Parks Recreation Visitation, 1980–2013**



Note: Utah National Parks consist of Arches, Bryce Canyon, Canyonlands, Capitol Reef and Zion National Parks.  
Source: U.S. National Park Service

**Figure 16**  
**Utah National Parks Monthly Recreation Visitation, 2012 vs. 2013**



Note: Utah National Parks consist of Arches, Bryce Canyon, Canyonlands, Capitol Reef and Zion National Parks.  
Source: U.S. National Park Service

Since 1904, the National Park Service (NPS) has recorded recreational visitation to national parks and places. According to NPS data, recreational visitation to Utah's five national parks increased by 157 percent from 1980 to 2013, with peak visitation recorded in 2012 (Figure 15). There was a 4 percent decrease in national park visitation from 2012 to 2013 due in part to a colder than normal January/February and the 10-day government shutdown in October 2013, which caused a 33 percent decrease in total national park visitation from the previous October (Figure 16). Due to a lapse in federal government appropriations, the NPS closed all 401 national park units beginning October 1, 2013. According to the NPS, "system-wide visitation declined by over 6.4 million visitors in October 2013 compared to October 2012 visitation" which "revealed an estimated loss of \$414 million in NPS visitor spending within gateway communities across the country" (NPS, 2014). During the shutdown, the NPS entered into agreements with the State of Utah (and five other states) to temporarily operate 14 park units, including all five of Utah's national parks. In spite of this, Utah's Governor's Office of Management and Budget estimated that the Utah tourism industry lost approximately \$30 million due to the shutdown (Deseret News, 2013).

19. The term "national places" includes federally designated and protected monuments, recreation areas, historic sites, etc.  
20. Gateway communities are defined in HR Bill 585, 109th Congress, as "those communities that abut or are in close proximity to Federal lands."



While all Utah national parks experienced increased visitation post-recession (2010 to 2013), Arches has experienced the greatest increase (7 percent) in the past few years, followed by Canyonlands (6 percent) and Zion (5 percent). In fact, Arches and Canyonlands were the only two national parks or places in Utah that

experienced visitation increases in 2013.

Table 3 shows Utah national park recreation visitation since 1980 and national park visitation share in 2013, with Zion National Park accounting for the largest share of total recreational visits, followed by Bryce Canyon and Arches. On a national scale, Zion National Park annually ranks in the “10 Most-Visited National Parks” and was the 7th most visited national park in 2013 (NPS, 2013).<sup>21</sup>

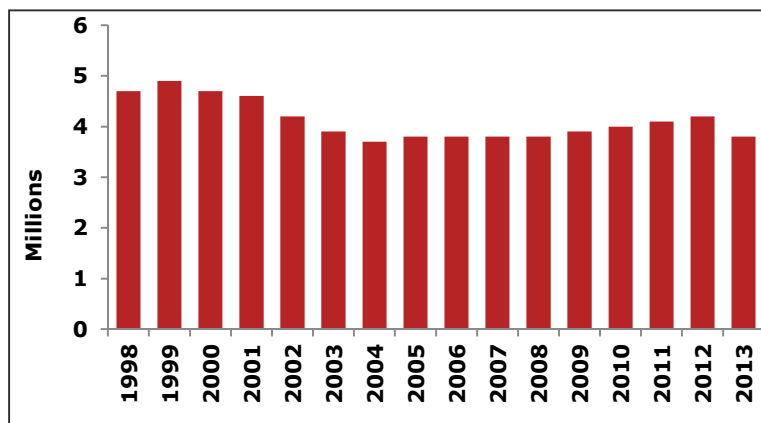
Utah’s seven national monuments, one of two national recreation areas<sup>22</sup> and one national historic site reported a total visitation decrease of 3 percent from 2010 to 2013, with peak visitation recorded in 1999 (Figure 17), and an 8 percent decrease between 2012 and 2013 (Table 4). Not one national place experienced an increase in visitation in 2013; again, this is partially due to a colder-than-normal winter and the government shutdown in the fall. Rainbow Bridge National Monument and Cedar Breaks National Monument had the largest relative year-over drops in visitation with decreases of 27 percent and 26 percent, respectively.

**Table 3**  
**Utah National Park Recreation Visitation, 1980–2013**

Year	Arches	Bryce	Canyonlands	Capitol Reef	Zion	Total
1980	290,519	571,541	56,505	342,788	1,123,846	2,385,199
1985	363,464	500,782	116,672	320,503	1,503,272	2,804,693
1990	620,719	862,659	276,831	562,477	2,102,400	4,425,086
1995	859,374	994,548	448,769	648,864	2,430,162	5,381,717
2000	786,429	1,099,275	401,558	612,656	2,432,348	5,332,266
2005	781,670	1,017,681	393,381	550,255	2,586,665	5,329,652
2010	1,014,405	1,285,492	435,908	662,661	2,665,972	6,064,438
2011	1,040,758	1,296,000	473,773	668,834	2,825,505	6,304,870
2012	1,070,577	1,385,352	452,952	673,345	2,973,607	6,555,833
2013	1,082,866	1,311,875	462,242	663,670	2,807,387	6,328,040
Change 2012–2013	1.1%	-5.3%	2.1%	-1.4%	-5.6%	-3.5%
Share of Park Visitation 2013	17.1%	20.7%	7.3%	10.5%	44.4%	100.0%

Source: U.S. National Park Service

**Figure 17**  
**Utah National Places Recreation Visitation, 1980–2012**



Note: Utah National Places consist of Cedar Breaks, Dinosaur, Grand Staircase-Escalante, Hovenweep, Natural Bridges, Rainbow Bridge, and Timpanogos National Monuments; Glen Canyon and Flaming Gorge National Recreation Areas; and Golden Spike National Historic Site. Visitation data for Flaming Gorge National Recreation Area is not available and is not included above.  
Source: U.S. National Park Service

**Table 4**  
**Percent Change from Previous Year, Utah National Places Visitation, 2012–2013**

Utah National Places	2012	2013	2012–2013
Grand Staircase-Escalante NM	761,532	759,587	-0.3%
Glen Canyon NRA	2,061,328	1,991,924	-3.4%
Golden Spike NHS	42,551	40,704	-4.3%
Hovenweep NM	26,710	24,959	-6.6%
Natural Bridges NM	89,011	82,330	-7.5%
Dinosaur NM	302,858	274,361	-9.4%
Timpanogos NP	118,764	91,269	-23.2%
Cedar Breaks NM	631,809	466,450	-26.2%
Rainbow Bridge NM	75,214	54,773	-27.2%
Total N.M. & Rec. Area Visits	4,109,777	3,786,357	-7.9%

Source: U.S. National Park Service

### State Parks

Utah’s Division of State Parks manages 43 state parks and administers the Utah off-highway-vehicle (OHV), boating and trails program. Although records of state park visitation have been kept as far back as 1980, several state parks have been decommissioned or created since then. In addition, Utah State Parks changed its methodology for

counting recreation visitors in July of 2013. According to Utah State Park’s recreation visitation data from quarters 3 and 4 of fiscal years 2014 and 2015, Wasatch Mountain, Jordanelle, Bear Lake and Deer Creek (North Mountains), Dead Horse Point (Canyon Country), Antelope Island (Wasatch Front), and Sand Hollow (Dixie) State Parks received the most visitors (over 100,000). Willard Bay (Wasatch Front), Territorial Statehouse and Yuba (Central), East Canyon and Deer Creek (North Mountains), and Quail Creek (Dixie) State Parks

experienced at least 25 percent year-over increases in visitation as well. Overall, there was an 11 percent year-over increase in visitation to all Utah state parks for the same time frame.

### Meetings, Conventions and Trade Shows

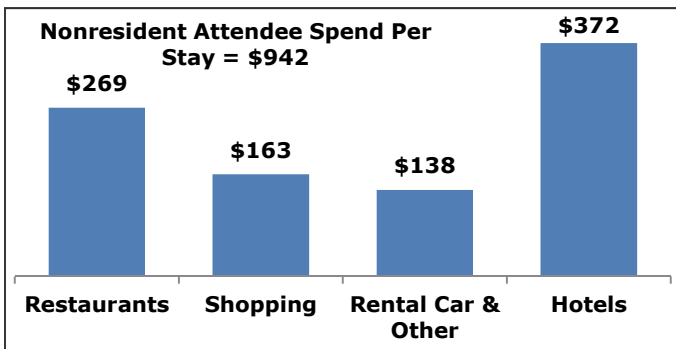
Throughout the year, Utah hosts numerous meetings, conventions, and trade shows, which attract out-of-state visitors to Utah and

21. Bryce Canyon NP and Arches NP ranked among the top 20. There are 59 national parks in the U.S.

22. Visitation data for Flaming Gorge National Recreation Area, which is managed by the U.S. Forest Service, is not available and is therefore not included in Figure 17 or Table 4.

new dollars to its economy. From 2006 to 2012, BEBR surveyed 23 meetings, conventions and trade shows – only a fraction of total meetings held in Utah. From those surveys, BEBR was able to estimate that 195,670 nonresident meeting attendees spent \$184.4 million dollars, or about \$942 per person per stay. (The concentration of meeting attendees at convention venues enables the survey of attendees to determine their spending with a high degree of confidence.) According to Visit Salt Lake, the Convention & Visitors Bureau, the Salt Palace Convention Center in downtown Salt Lake City experienced record-setting attendance in 2014, not only at the Outdoor Retailer Summer Market, but also at six other trade shows and conventions. It is estimated that attendees of the over 54 national, international and regional events hosted at the Salt Palace in 2014 spent close to \$300 million in the local economy, stimulating additional jobs, income, and tax revenue. As Figure 18 illustrates, nonresident

**Figure 18**  
**Average Spending Share Per Stay, Utah Meeting, Convention, and Trade Show Nonresident Attendees**



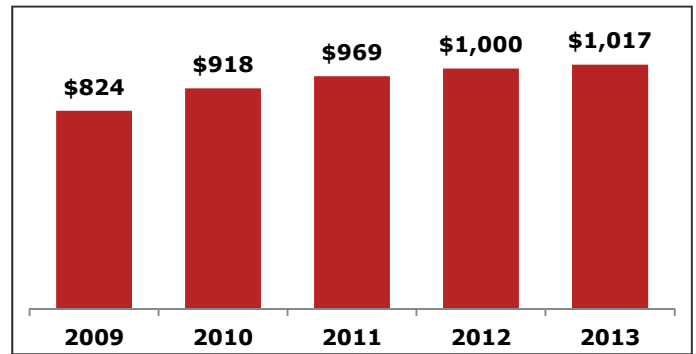
Note: Average amounts calculated using survey research from 23 meetings between 2006 and 2012.  
Source: BEBR and Visit Salt Lake

meeting attendees spent the majority of their per-stay spend on hotels, food and beverages, and shopping.

### TTR-Related Sales and Tax Revenue

In 2013, the record \$7.5 billion in visitor spending generated an estimated upper bound of \$1.02 billion in state and local tax revenues (Figure 19).<sup>23</sup> In Utah, the majority of tourism-generated tax revenue comes from sales and use taxes collected on visitor purchases. Each taxable sale in Utah generates a combination of state and local tax revenues. Utah's sales and use taxes are transaction taxes, meaning "the transaction is taxed, not the actual goods or services. The buyer is the actual taxpayer" (USTC, 2014).

**Figure 19**  
**Estimated TTR-Related State and Local Tax Revenue, 2009–2013**  
(Millions of Constant 2013 Dollars)



Source: BEBR analysis of Utah Office of Tourism and Utah State Tax Commission data

Although not all tourist purchases are taxable transactions or "taxable sales" (e.g. transportation fares) the majority of TTR-related purchases are. Approximately 70 percent of all traveler purchases fall into the leisure and hospitality sector; however, not all leisure and hospitality sales are made by travelers.

Table 5 shows total leisure and hospitality taxable sales from calendar year 2009 to 2013, as reported by the Utah State Tax Commission. When adjusted for inflation, leisure and hospitality sales, as a group, increased 20 percent over the past five years and 5 percent over the past year, with the largest year-over increases in performing arts and spectator sports (12 percent), special food services (9 percent), and amusement and recreation (7 percent). There was a 17 percent year-over decrease in sales in the museums, historical sites, zoos and parks sector. While drinking places sales (i.e. bars) remained relatively flat, sales in all other leisure and hospitality subsectors increased by at least 3 percent.

In addition to looking at leisure and hospitality taxable sales, BEBR also estimated total tourism-generated taxable sales in Utah. For purposes of this report, "tourism-generated" means that out-of-state or non-local tourists and travelers made the

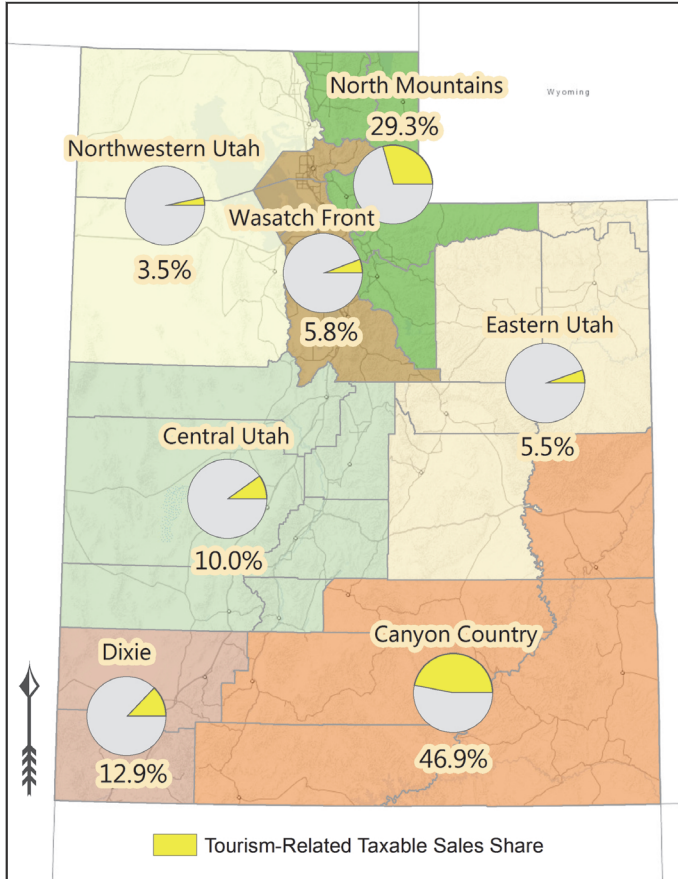
**Table 5**  
**Leisure and Hospitality Industry Taxable Sales, 2009–2013**  
(Millions of Constant 2013 Dollars)

Industry	2009	2010	2011	2012	2013	Change	
						2009–2013	2012–2013
Special Food Services, Food Carts	\$232.8	\$259.0	\$278.3	\$293.9	\$320.5	37.7%	9.1%
Hotels, Motels, B&Bs, Resorts, Other	\$946.3	\$1,043.4	\$1,163.5	\$1,227.2	\$1,288.7	36.2%	5.0%
RV Parks, Camps	\$24.8	\$25.5	\$28.3	\$29.6	\$30.5	23.4%	3.4%
Drinking Places (Alcoholic Beverages)	\$84.3	\$87.6	\$95.6	\$101.8	\$101.7	20.7%	-0.1%
Restaurants & Other Eating Places	\$2,865.6	\$2,900.6	\$3,015.0	\$3,150.0	\$3,295.4	15.0%	4.6%
Amusement & Recreation	\$350.4	\$349.6	\$350.1	\$368.1	\$393.3	12.2%	6.8%
Performing Arts, Spectator Sports, Related	\$109.6	\$119.0	\$84.2	\$101.8	\$113.9	3.9%	11.8%
Museums, Historical Sites, Zoos, Parks, Similar	\$30.5	\$32.2	\$29.0	\$33.6	\$27.8	-8.8%	-17.4%
<b>Total Taxable Sales</b>	<b>\$4,644.2</b>	<b>\$4,816.9</b>	<b>\$5,044.1</b>	<b>\$5,306.0</b>	<b>\$5,571.8</b>	<b>20.0%</b>	<b>5.0%</b>

Source: Utah State Tax Commission

23. Includes estimated direct, indirect and induced tourism-related sales, fuel, property, corporate, income, fees, and all other tourism-generated tax revenues.

**Figure 20**  
**Tourism-Generated Taxable Sales Share of Total Taxable Sales by Travel Region, 2013**



Map by Natalie Young, BEBR, February 2015  
 Source: BEBR Analysis of U.S. Census Bureau Data

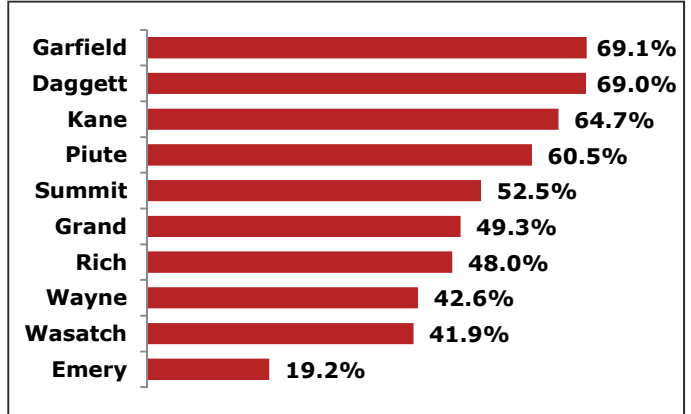
taxable transactions, contributing non-local dollars to the economy.

When Utah is divided into seven travel regions, tourism-generated taxable sales account for the largest share of total taxable sales in Canyon Country (47 percent), followed by the North Mountains (29 percent) and Dixie (13 percent) (Figure 20). Regions where tourism-generated sales represent the smallest shares of total sales, such as Northwestern Utah, Eastern Utah and the Wasatch Front are dominated by taxable transactions in the following industries: motor vehicle and parts dealers, general merchandise retail, manufacturing, wholesale durable goods and trade, utilities, mining, and grocery stores.

Figure 21 shows the Utah counties where tourism-generated taxable sales have the largest shares of total county taxable sales.

Each taxable sale in Utah generates a combination of state and local tax revenues. In general, the Utah state sales tax on a taxable transaction is held in trust until it is

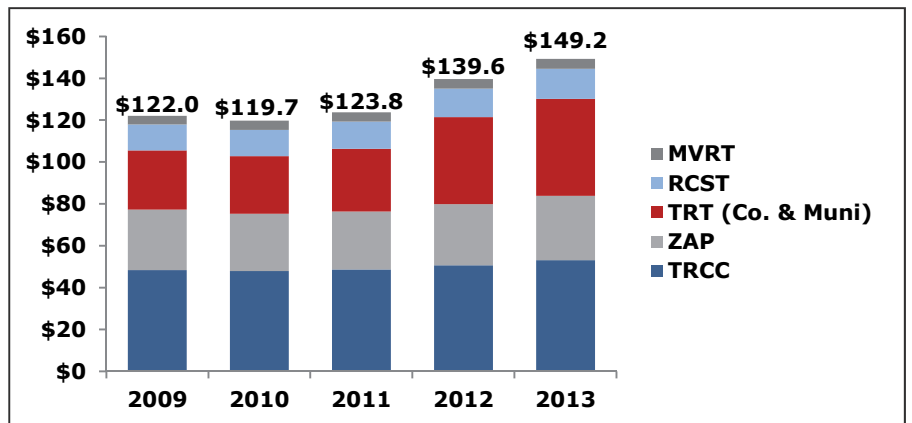
**Figure 21**  
**Tourism-Generated Taxable Sales' Share of Total Taxable Sales by County, 2013**



Source: BEBR Analysis of Utah State Tax Commission Data

collected by the Utah State Tax Commission. State sales tax revenues fund a variety of statewide public services, including highways, colleges, universities, law enforcement, justice systems, environmental protection and health and human services. A portion of state sales tax is earmarked for things such as natural resource protection, water, wastewater, transportation and other projects (USTC, 2013). Local (county and municipality) sales tax revenues are collected in the same manner as state sales taxes, but are distributed back to the counties, cities, and towns in which they taxes are imposed. In most counties, a portion of local sales tax revenue is earmarked for tourism-related purposes, such as supporting local arts and entertainment establishments (ZAP tax), tourism marketing (TRCC and TRT), and transportation projects (Mass Transit, Fixed Guideway, 2<sup>nd</sup> Class Airport, Highway and Transit). Over the years, a number of counties and municipalities have enacted/raised or repealed/lowered certain TTR-related taxation. Taking this into consideration, there has been an upward trend in TTR-related tax revenues for Utah over the

**Figure 22**  
**Total TTR-Related Sales Tax Revenues, 2009–2013**  
 (Millions of Constant 2013 Dollars)



MVRT = Motor Vehicle Rental Tax; RCST = Resort Community Sales Tax; TRCC = Tourism, Recreation, Culture and Convention Facilities Tax; ZAP = Zoo, Arts, Parks Sales Tax.  
 Source: BEBR analysis of Utah State Tax Commission data

years, with a 22 percent increase from 2009 to 2013, and a 7 percent increase from 2012 to 2013 (Figure 22).

### TTR-Related Industry Performance

Tourism, travel and recreation-related industry performance is another important aspect when examining the state of Utah's TTR industry. The U.S. Bureau of Economic Analysis provides public statewide information, including employment<sup>24</sup> and earnings<sup>25</sup> data. To better understand recent TTR industry performance, BEBR analyzed Utah's accommodations, transportation, arts, entertainment and recreation, and foodservice industry data. Because the share of total retail sales made by travelers is relatively small (3–5 percent), the retail sales industry has not been included in this section.

### Accommodations Industry Performance

The accommodations industry has made a strong recovery post-recession. Smith Travel Research gathers occupancy rate, average daily rate (ADR), and revenue per available room (RevPAR) data for over 300 Utah hotels and motels. Table 6 looks at accommodations industry performance indicators and compares annual percent changes in hotel occupancy, ADR and RevPAR from 2009 to 2013. RevPAR showed the most growth (18 percent) in the past five years, with occupancy up 11 percent and ADR up 6 percent. From 2012 to 2013, accommodations employment was up 2 percent and earnings increased 4 percent. Taxable sales in the accommodations industry, adjusted for inflation, increased 36 percent from 2009 to 2013 and 5 percent from 2012 to 2013. In 2013, the accommodations industry provided 20,449 full- and part-time employee and proprietor jobs and \$589 million in earnings.

### Transportation Industry Performance

The performance of Utah's transportation industry, which includes passenger air and rail, transit and ground, scenic and sightseeing transportation, and travel arrangements and reservation services, has fluctuated over time, with some transportation subsectors making strong post-recession recoveries and others not quite reestablishing pre-recession levels.

### Passenger Air Industry

Utah has one international airport located in Salt Lake City, as well as three additional primary commercial airports.<sup>26</sup> Salt Lake City International Airport (SLC) offers direct flights to multiple domestic destinations and to a handful of international destinations.<sup>27</sup> In 2014, the Salt Lake City International Airport began the first phase of construction on its \$1.8 billion redevelopment plan, which is expected to create 24,000 Utah jobs with \$1 billion in income. An hour south of SLC, the Provo Municipal Airport offers direct flights to Phoenix, San Francisco and Los Angeles. The St. George Municipal Airport and Ogden-Hinkley Airport have direct flights to Denver and Phoenix, respectively. In fact, the Ogden-Hinkley Airport announced plans to offer roundtrip flights to national parks in 2015, including Utah's Bryce Canyon and Canyonlands National Parks.

SLC records the number of passengers enplaned and deplaned at its facility on a monthly and annual basis. Passenger data show that the months of March, June, July and August receive the largest volume of deplaned passengers. Of total deplaned passengers, approximately 1–3 percent are international travelers.<sup>28</sup>

Table 7 shows the percent change of total deplaned passengers, employment, and wages for scheduled passenger air transportation from 2009 to 2013. Employment and

wages in Utah's passenger air industry experienced growth in 2010 and 2011, and despite an annual decrease in jobs in 2013, wages were at a five-year high. As of 2013, Utah's passenger air industry provided an average of 5,876 direct full- and part-time jobs (does not include proprietors) and \$384 million in wages.

### Passenger Rail Industry

Amtrak passenger rail serves Utah with one long-distance train, the California Zephyr, which crosses from Chicago to San Francisco daily. Utah currently has four Amtrak stations: Green River, Helper, Provo and Salt Lake City. In federal fiscal year<sup>29</sup> 2010, Amtrak reported a ridership in Utah of 48,539

Key Measurement	2009	2010	2011	2012	2013	Change 2009— 2013	Change 2012— 2013
(Dollar Amounts Are Millions of Constant 2013 Dollars)							
Employment	18,955	19,013	19,557	20,011	20,449	7.9%	2.2%
Earnings	\$502.2	\$516.3	\$544.2	\$565.0	\$589.4	17.4%	4.3%
Taxable Sales	\$974.9	\$1,072.9	\$1,196.1	\$1,260.8	\$1,322.8	35.7%	4.9%
(Dollar Amounts Are Constant 2013 Dollars)							
Occupancy Rate	53.1%	56.1%	57.8%	59.0%	59.1%	6.0%	0.1%
ADR	\$93.63	\$92.67	\$95.41	\$97.94	\$99.45	6.2%	1.5%
RevPAR	\$49.72	\$52.02	\$55.13	\$57.81	\$58.79	18.2%	1.7%

Sources: BEBR Analysis of U.S. Bureau of Economic Analysis, Utah State Tax Commission and Smith Travel Research Data

24. Comprises part-time and full-time employee wage and salary jobs and proprietors' jobs.

25. Comprises wage and salary disbursements, supplements to wages and salaries (employer contributions for employee pension and insurance funds and for government social insurance), and proprietors' income.

26. Provo (PVU), St. George (SGU) and Wendover (ENV).

27. Canada, Mexico, France, and Holland (2015).

28. It must be noted that domestic and international travelers also fly into Las Vegas on their way to explore southern Utah's national parks and monuments.

29. October 1 through September 30.



passengers, and in federal fiscal year 2014 ridership was reported to be 51,470 – a 6 percent increase in five years. Amtrak also reportedly spent a total of \$42 million on goods and services (e.g. diesel fuel, parts, etc.) in Utah over the past five years (Amtrak, 2010–2014). In fiscal year 2014, Amtrak provided 46 direct Utah jobs and \$4.3 million in wages.

### Transit and Ground Passenger Transportation

Utah’s transit and ground passenger transportation sector includes mixed-mode transit, commuter rail, bus transportation, special needs transportation, airport shuttle and other transit and ground passenger transportation. According to BEA data, employment in this sector increased 9 percent in the past five years and 3 percent in the past year. Earnings increased 18 percent over the past five years and 9 percent from 2012 to 2013. In 2013, Utah’s transit and ground passenger transportation industry supplied 2,411 direct full- and part-time employee and proprietor jobs and \$87.0 million in earnings.

### Charter Bus, Taxi and Limousine

Employment and wages in the ground transportation subsectors of charter bus, taxi and limousine services have experienced fluctuations over the years, but performed relatively well in 2013.<sup>30</sup> Between 2004 and 2013, charter bus employment increased 30 percent and taxi and limousine employment increased at twice that rate (59 percent). Despite this ten-year increase in jobs, 2013 employment in the charter bus sector had not reached pre-recession levels, although wages in this sector had. The reverse was true in the taxi and limousine sector where jobs had returned to pre-recession levels while wages had not. In 2013, the charter bus and taxi and limousine industries provided a combined total of 737 direct full- and part-time jobs (does not include proprietors) and \$17.6 million in combined wages – healthy increases in combined jobs (14 percent) and wages (20 percent) for one year.

### Scenic and Sightseeing Transportation

Scenic and sightseeing transportation, which includes leisure travel via land, water and air, did not perform as well in 2013 as

it has in past years. Based on limited available data, scenic and sightseeing transportation experienced a 44 percent decrease in jobs and 35 percent decrease in wages between 2004 and 2013. In 2013, this industry supported 44 direct full- and part-time jobs (does not include proprietors) and \$940,000 in wages.

### Travel Arrangement and Reservation Services

The travel arrangement and reservation services subsector remained stable in 2013, although it had still not returned to pre-recession levels. This subsector did experience a 1–3 percent upswing in employment and wages from 2012 to 2013. In 2013, this sector reported 5,343 direct full- and part-time jobs (does not include proprietors) with \$144.2 million in wages – a much greater number of jobs and wages than the charter bus, taxi and limousine, and scenic and sightseeing transportation subsectors combined.

### Arts, Entertainment, and Recreation Industry Performance

Although arts, entertainment, and recreation industry performance is not tied as closely to the TTR industry as accommodations and transportation, traveler purchases do generate a portion of jobs in this sector.<sup>31</sup> Table 8 shows both private and public employment and earnings,<sup>32</sup> and gross taxable sales data from 2009 to 2013. This sector includes Utah’s ski industry, nature parks, museums, zoos and historical sites,

amusement parks, performing arts and spectator sports. Utah’s arts, entertainment and recreation sector fared well from 2009 to 2013 compared to other leisure and hospitality sectors highlighted in this report. Public employment, private earnings and taxable sales all experienced greater than 6 percent increases from 2012 to 2013. Even though public employment was up from 2012, public wages remained flat and were even lower than wages in 2009. The data show a significant increase in local

**Table 7**  
**Total Annual Deplaned Passengers, Employment, and Wages, Salt Lake City International Airport, 2009–2013**  
(Millions of Constant 2013 Dollars)

Year	Total Deplaned Passengers	Annual Change	Employment*	Annual Change	Wages	Annual Change
2009	10,228,929	-1.6%	6,127	-7.5%	\$331.3	-7.4%
2010	10,463,367	2.3%	6,288	2.6%	\$351.1	6.0%
2011	10,196,611	-2.5%	6,470	2.9%	\$379.9	8.2%
2012	10,064,456	-1.3%	6,133	-5.2%	\$364.4	-4.1%
2013	10,083,831	0.2%	5,876	-4.2%	\$383.9	5.4%

\*Private full-time and part-time employees.  
Sources: BEBR analysis of Salt Lake City International Airport and U.S. BLS data

**Table 8**  
**Utah’s Arts, Entertainment, and Recreation Industry, 2009–2013**  
(Millions of Constant 2013 Dollars)

Key Measurement	2009	2010	2011	2012	2013	Change 2009–	Change 2012–
Private Employment	34,193	34,475	35,483	37,391	38,428	12.4%	2.8%
Private Earnings	\$592.7	\$602.1	\$612.4	\$659.4	\$706.8	19.3%	7.2%
Public Employment	5,514	5,667	5,726	5,710	6,133	11.2%	7.4%
Public Wages	\$101.9	\$102.8	\$100.1	\$98.1	\$99.0	-2.9%	0.9%
Taxable Sales	\$490.4	\$500.7	\$463.3	\$503.6	\$534.9	9.1%	6.2%

Source: BEBR analysis of U.S. Bureau of Economic Analysis, Utah Department of Workforce Services and Utah State Tax Commission data

30. The BEA and BLS are unable to disclose employment and wage data for interurban and rural bus transportation (e.g. Greyhound) due to privacy issues.

31. In 2011, the U.S. Bureau of Economic Analysis’s Travel and Tourism Satellite Account program estimated that, on a national scale, 23 to 34 percent of purchases in the arts, entertainment and recreation sector were attributed to travelers and tourists.

32. Public employment and wage data is included in this table to capture public park and museum jobs.

government amusement and recreation jobs over the years, which tend to be part-time, seasonal, and lower-paying than, for example, federal and state parks jobs. In 2013, the arts, entertainment and recreation industry supported 44,561 public and private full- and part-time jobs (including private proprietors) and \$806 million in earnings.

**Food Services & Drinking Places Industry Performance**

The food services and drinking places (foodservice) sector, which includes restaurants and bars, is also part of the leisure and hospitality supersector. Although it's likely that the majority of restaurant and bar patrons are local residents, a portion of Utah restaurant and bar patrons are visitors.<sup>33</sup> Foodservice employment and earnings took a small dip during the recession, but made a strong comeback from 2011 to 2013. Similar to arts, entertainment and recreation, taxable sales in the foodservice industry made incremental annual gains over the past five years (Table 9). In 2013, Utah's foodservice industry provided 86,062 direct full- and part-time employee and proprietor jobs and \$1.7 billion in employee and proprietor earnings.

**Summary**

Utah's diverse and seasonal tourism, travel and recreation industry has experienced a strong recovery from the recent recession.

Increased numbers of tourists, travelers and recreationists, spanning a variety of ages and origins, continue to visit Utah's ski resorts, parks and other natural, cultural and historic attractions.

The Utah state economy experienced record levels of total traveler spending (\$7.5 billion) and associated state and local tax revenues (\$1.02 billion). Total TTR-related jobs increased 6 percent in the past five years and 2 percent in the past year. TTR-related wages made an even stronger post-recession recovery with 11 percent increases in the past five years and 5 percent growth in the past year. On a regional and county level, the share of total private jobs in the leisure and hospitality supersector was largest in Utah's Canyon Country, Dixie, and Northern Mountains regions and, more specifically, in Daggett, Garfield, Grand, Wayne, Kane and Summit counties. From 2010 to 2013, all Utah travel regions experienced at least 3 percent employment growth in the leisure and hospitality supersector.

While skier visits to Utah's 14 resorts during the 2013/14 ski season experienced a year-over increase and were the third highest on record (despite below average snowfall), year-over recreation visitation to Utah's national parks and places was down. Utah's national parks experienced a 4 percent decline in annual visitation and Utah's national places an 8 percent decline. Drops in Utah national park and place visitation was due in

large part to the government shutdown in October 2013. Recent visitation data shows, however, that visits to Utah's national parks and places in 2014 were trending well above 2013 visitation counts.

Although it is impossible to compare year-over state park visitation in 2013 due to a change in Utah State Parks' visitor counting methodology, Utah's state parks experienced an 11 percent total increase in visitation during the second half of 2014 (compared to the second half of 2013). Similarly, conventions, trade shows, and meetings in Utah experienced record-setting attendance in 2014, according to Visit Salt Lake, which increased non-local spending, generated additional tax revenue, and supported related jobs and wages.

When adjusted for inflation, taxable sales in the leisure and hospitality sector increased 20 percent in a five-year span and 5 percent from 2012 to 2013. Similar to leisure and hospitality job shares, leisure and hospitality taxable sales shares were largest in Utah's Canyon Country, North Mountains, and Dixie travel regions. More specifically, Garfield, Daggett, Kane, Piute, Summit, and Grand had the largest shares of leisure and

hospitality sales. Statewide, tourism-related tax revenues (RCST, TRT, TRCC, and ZAP) increased 22 percent in the past five years and 7 percent in the past year.

As for TTR-related industry performance in

2013, foodservice, arts, entertainment and recreation, and accommodations had the strongest job, wage, and sales performance, followed by the transit and ground passenger transportation sector. The subsectors of charter bus, taxi and limousine services experienced significant year-over increases in employment, while travel arrangements and reservation services experienced incremental growth in both jobs and wages. The passenger air and rail industries experienced declines in employment but higher wages overall. In fact, the scenic and sightseeing transportation subsector was the only industry to experience a downturn in both jobs and wages in 2013.

In sum, Utah's tourism, travel and recreation industry is an integral part of Utah's economy as it generates jobs and wages, directly and indirectly supports a variety of businesses, and contributes to Utah's overall tax base. TTR-generated taxes not only help promote future tourism marketing and the maintenance of tourism facilities, but also help fund a variety of public services, including education, health, and human services.

Looking ahead to 2015, BEBR is optimistic about the state of Utah's TTR industry. Job growth in the U.S. is predicted to continue in 2015, along with increasing wages and lower gas prices, fueling greater domestic travel and travel-related

**Table 9**  
**Utah's Foodservice Industry, 2009–2013**  
(Millions of Constant 2013 Dollars)

Key Measurement	2009	2010	2011	2012	2013	Change 2009–2013	Change 2012–2013
Employment	76,821	76,244	78,235	81,801	86,062	12.0%	5.2%
Earnings	\$1,523	\$1,521	\$1,578	\$1,689	\$1,742	14.4%	3.2%
Taxable Sales	\$3,183	\$3,472	\$3,389	\$3,511	\$3,718	16.8%	4.9%

Source: U.S. Bureau of Economic Analysis, Utah State Tax Commission

33. In 2011, the U.S. Bureau of Economic Analysis's Travel and Tourism Satellite Account program estimated that, on a national scale, 18 percent of purchases in the foodservice sector were attributed to travelers and tourists.

spending. Based on the successes of UOT's prior tourism marketing campaigns, BEBR believes that continued tourism marketing will also generate increased Utah nonresident visitation. BEBR is cautiously optimistic that Utah will experience growth in the China market due to relaxed travel visa regulations and UOT's new contract with Chinese tourism representatives. Overall, it is likely that Utah will experience growth in both the domestic and international travel markets. BEBR forecasts moderate increases in TTR-related jobs (3 percent), wages (4 percent), sales (6 percent) and TTR-related tax revenues (8 percent) in 2015.



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**BEBR**  
Bureau of Economic and Business Research  
David Eccles School of Business | University of Utah

2014 | Volume 74, Number 4

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