

Jennifer Leaver is a research analyst specializing in local, regional, and statewide tourism research.

In 2014, Ms. Leaver created 29 Utah county tourism profiles, which are updated annually and made available to county leaders and the general public online. In 2015 she will be producing a research brief focusing on the economic contributions of Utah's tourism industry to Utah's urban vs. rural regions.

Ms. Leaver received her B.A. in English from the University of Puget Sound and her M.A. in Applied Anthropology from Oregon State University. Prior to her time at the University of Utah, she spent seven years working as a policy specialist, research consultant, and information analyst for the State of Utah's Department of Human Services.