Grand County

**Grand County**, located in southeastern Utah, had a 45.6% leisure and hospitality share of total private jobs in 2015, ranking 3rd statewide. Part of Utah’s physiographic region known as the Colorado Plateau, Grand County is a rugged landscape of red rock canyons, mesas, buttes, mountains, petrified sand dunes, colorful sandstone spires, fins, hoodoos and other diverse erosional formations. Moab, Grand County’s largest town and tourism hub, serves as a convenient launching pad to Arches National Park, Canyonlands National Park, the Colorado River (once called the Grand River), and Dead Horse Point State Park. Outdoor activities in Moab include hiking, river running, mountain biking, four-wheel driving, rock climbing, athletic events, art and music festivals, and many other local seasonal attractions that run from late March through early November. Moab draws a large number of international visitors during the tourist season and is also home to the world-famous Slickrock Trail.

### Travel and Tourism at a Glance

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
<th>change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand County Pop.</td>
<td>9,516</td>
<td>9,451</td>
<td>0.7%</td>
</tr>
<tr>
<td>State of Utah Pop.</td>
<td>2,995,919</td>
<td>2,944,498</td>
<td>1.7%</td>
</tr>
<tr>
<td>T-R Sales Tax Revenues</td>
<td>$8,853,890</td>
<td>$8,085,514</td>
<td>9.5%</td>
</tr>
<tr>
<td>L&amp;H Taxable Sales</td>
<td>$146,894,311</td>
<td>$131,159,577</td>
<td>12.0%</td>
</tr>
<tr>
<td>L&amp;H Jobs</td>
<td>1,956</td>
<td>1,820</td>
<td>7.5%</td>
</tr>
<tr>
<td>L&amp;H % of Total Jobs</td>
<td>45.6%</td>
<td>44.4%</td>
<td>2.7%</td>
</tr>
<tr>
<td>L&amp;H Wages</td>
<td>$41,203,421</td>
<td>$36,998,479</td>
<td>11.4%</td>
</tr>
<tr>
<td>Arches N.P.</td>
<td>1,399,247</td>
<td>1,284,767</td>
<td>8.9%</td>
</tr>
<tr>
<td>Canyonlands N.P.</td>
<td>634,607</td>
<td>542,431</td>
<td>17.0%</td>
</tr>
<tr>
<td>Avg. Occupancy Rate</td>
<td>63.8%</td>
<td>63.4%</td>
<td>0.6%</td>
</tr>
</tbody>
</table>

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

### Travel-Related Tax Revenues

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<th>2015</th>
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<th>change</th>
</tr>
</thead>
<tbody>
<tr>
<td>County Transient Room Tax</td>
<td>$3,898,673</td>
<td>$3,423,171</td>
<td>13.9%</td>
</tr>
<tr>
<td>Municipal Transient Room Tax</td>
<td>$955,972</td>
<td>$887,536</td>
<td>7.7%</td>
</tr>
<tr>
<td>Resort Communities Sales Tax</td>
<td>$3,377,429</td>
<td>$3,224,344</td>
<td>4.7%</td>
</tr>
<tr>
<td>Restaurant Tax</td>
<td>$501,322</td>
<td>$460,399</td>
<td>8.9%</td>
</tr>
<tr>
<td>Motor Vehicle Leasing Tax</td>
<td>$120,495</td>
<td>$90,063</td>
<td>33.8%</td>
</tr>
</tbody>
</table>

Source: Utah State Tax Commission

### Gross Leisure & Hospitality Taxable Sales

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<th>change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation</td>
<td>$96,753,291</td>
<td>$84,990,007</td>
<td>13.8%</td>
</tr>
<tr>
<td>Arts, Ent., &amp; Rec.</td>
<td>$9,759,387</td>
<td>$9,282,871</td>
<td>5.1%</td>
</tr>
<tr>
<td>Food Service</td>
<td>$40,381,633</td>
<td>$36,886,700</td>
<td>9.5%</td>
</tr>
</tbody>
</table>

Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.
Private-Sector Leisure & Hospitality
Share of Employment: 2015

Year-over Percent Change in Private-Sector Wages

Private-Sector Leisure & Hospitality Jobs

Year-over Change in Travel-Related Private-Sector Jobs

Accommodations Industry: County vs. State

Monthly Hotel Occupancy Rates

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Accommodation
Food Service
Air Transportation
Amusement and Recreation
Gasoline Stations
Miscellaneous store retailers
Museums/Parks/Historical sites
Perf. Arts/Spectator Sports
Scenic and Sightseeing Transportation
Sporting Goods/Hobby/Books Stores
Transit and Ground Passenger Transport

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.