

UTAH TRAVEL & TOURISM PROFILE

State and Counties

2015-2016



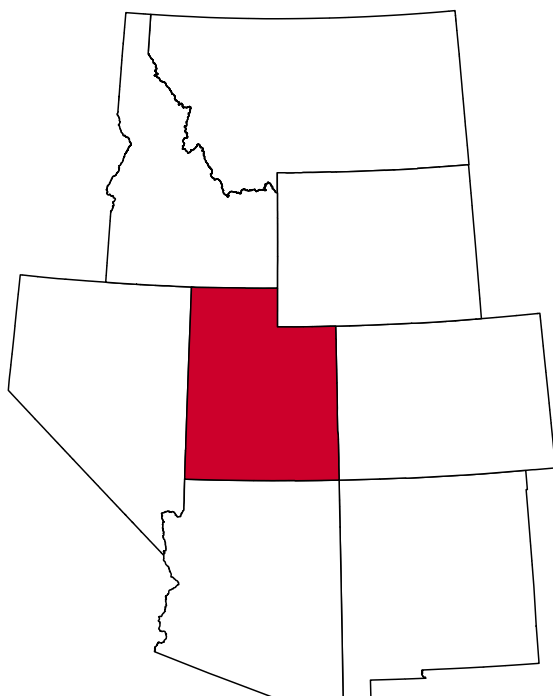
Kem C. Gardner

POLICY INSTITUTE

THE UNIVERSITY OF UTAH

State of Utah

The State of Utah had an 11.9% leisure and hospitality share of total private jobs in 2016, ranking 35th among all states. Utah has a diverse travel and 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, 10 of which are within one hour of Salt Lake City International Airport, as well as five national parks, eight 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, Utah Festival Opera, and Utah Arts Festival, in addition to well-attended athletic events, meetings, conventions, conferences and tradeshows.



Travel and Tourism at a Glance

	2016	2015	change
Utah Pop.	3,051,217	2,990,632	2.0%
U.S. Pop.	323,127,513	320,896,618	0.7%
T-R Sales Tax Rev.	\$154,853,641	\$146,094,147	6.0%
L&H Taxable Sales	\$7,122,191,074	\$6,733,499,824	5.8%
L&H Jobs	138,686	133,613	3.8%
L&H % of Total Jobs	11.9%	11.9%	0.0%
L&H Wages	\$2,581,339,368	\$2,451,538,088	5.3%
Skier-Days	4,584,658	4,457,575	2.9%
National Parks & Places	11,673,427	9,825,287	18.8%
State Parks	5,081,847	4,792,688	6.0%
Avg. Occupancy Rate	61.3%	60.6%	1.1%
SLC Int'l Airport	23,155,527	22,141,026	4.6%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$55,757,296	\$51,485,073	8.3%
Municipal Transient Room Tax	\$10,069,361	\$9,487,862	6.1%
Resort Communities Sales Tax	\$22,905,286	\$21,243,769	7.8%
Restaurant Tax	\$49,854,084	\$48,215,522	3.4%
Motor Vehicle Leasing Tax	\$16,267,614	\$15,661,920	3.9%

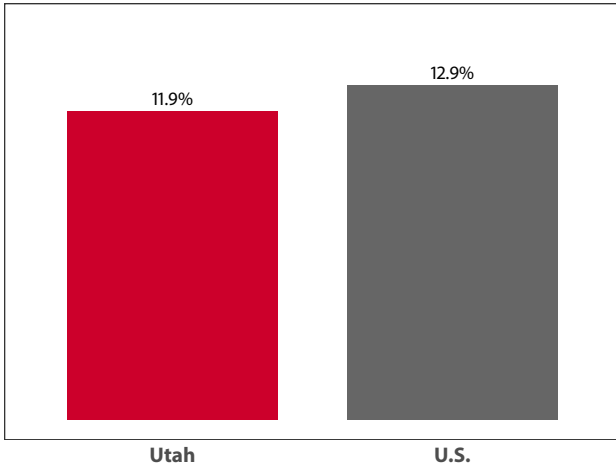
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$1,719,325,111	\$1,590,348,974	8.1%
Arts, Ent., & Rec.	\$816,794,874	\$726,457,207	12.4%
Food Service	\$4,586,071,089	\$4,416,693,643	3.8%

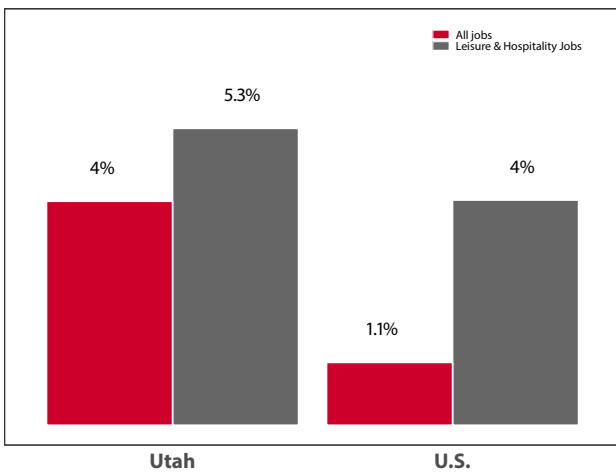
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2016



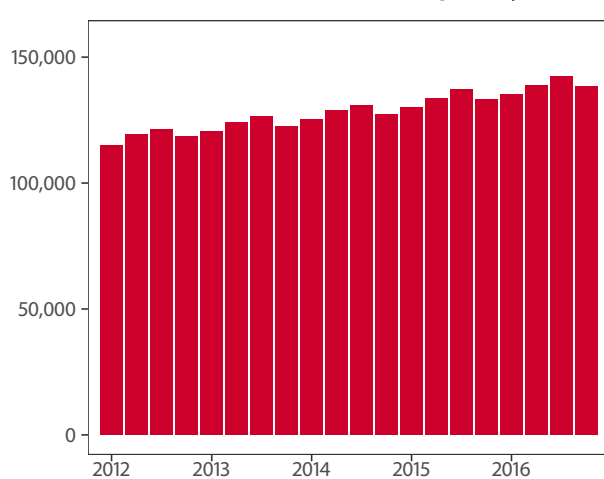
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



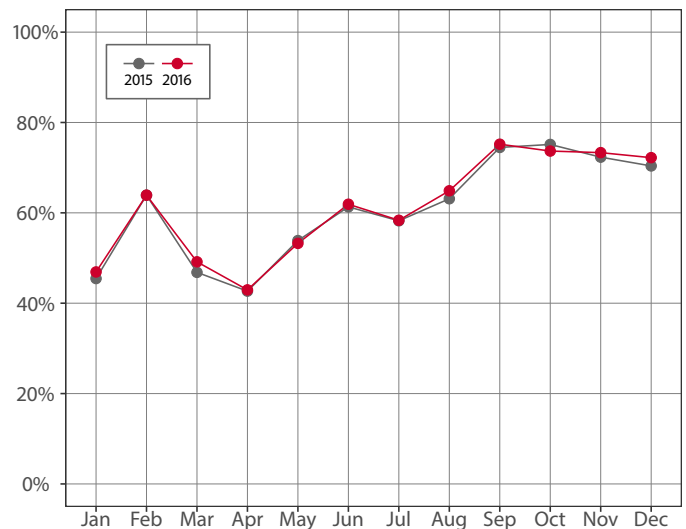
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	19,938	19,799	139
Food Service	95,813	92,759	3,054
Air Transportation	6,255	6,161	94
Amusement and Recreation	16,151	14,893	1,258
Gasoline Stations	9,934	9,594	340
Miscellaneous store retailers	8,291	7,936	355
Museums/Parks/Historical sites	1,281	1,221	60
Perf. Arts/Spectator Sports	5,501	4,938	563
Scenic and Sightseeing Transportation	-	50	-
Sporting Goods/Hobby/Books Stores	8,639	8,801	-162
Transit and Ground Passenger Transport	1,692	1,644	48

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.

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.

Accommodations Industry

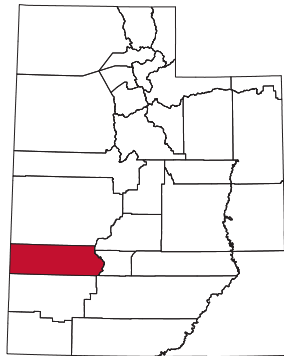
	2016	2015	change
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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

Beaver County

Beaver County, located in southwestern Utah, had an 18.5% share of leisure and hospitality jobs in 2016, ranking 11th statewide. The massive Tushar Range marks the eastern boundary of Beaver County that houses Delano Peak (12,173 feet) and Mount Belknap (12,139 feet)—two of the highest mountains in the state. The county has a diverse history that includes Native American inhabitants, famous explorers, western outlaws, Mormon settlers, military personnel, and mineral prospectors.

Rockhounds are drawn to Beaver County's deposits of smoky quartz and feldspar in and around Rock Corral Recreation Area located on the west side of the Mineral Mountain Range. Beaver is also home to Eagle Point Ski Resort, Frisco Ghost Town, and the popular "Crusher in the Tushar" bike race. Additionally, the county receives supplemental visitation from motorists traveling the I-15 corridor between Salt Lake City and Las Vegas or Los Angeles.



Travel and Tourism at a Glance

	2016	2015	change
Beaver County Pop.	6,782	6,710	1.1%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$394,949	\$349,801	12.9%
L&H Taxable Sales	\$17,110,833	\$16,122,994	6.1%
L&H Jobs	363	356	1.8%
L&H % of Total Jobs	18.5%	17.4%	6.3%
L&H Wages	\$5,128,370	\$4,831,363	6.1%
Avg. Occupancy Rate	54.1%	55.2%	-2.0%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$280,035	\$244,548	14.5%
Municipal Transient Room Tax	\$5,402	\$4,915	9.9%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$109,512	\$100,339	9.1%
Motor Vehicle Leasing Tax	-	-	-

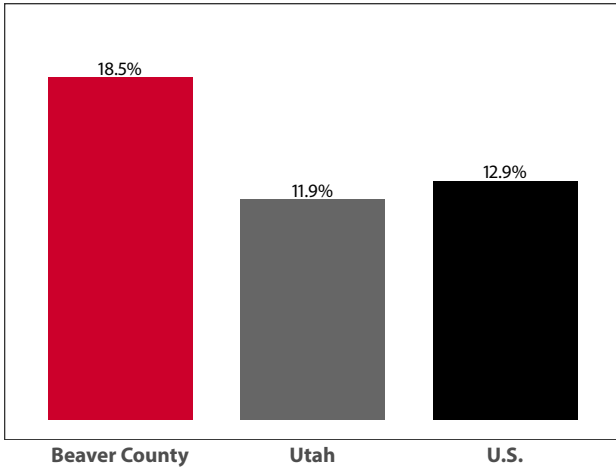
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$6,112,768	\$6,058,486	0.9%
Arts, Ent., & Rec.	\$1,350,000	\$1,100,843	22.6%
Food Service	\$9,648,065	\$8,963,664	7.6%

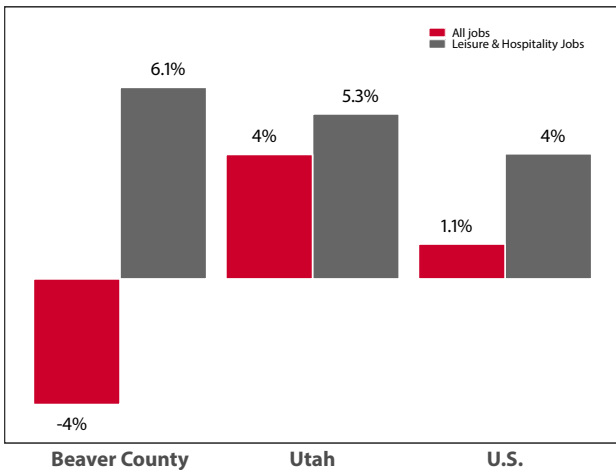
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2016



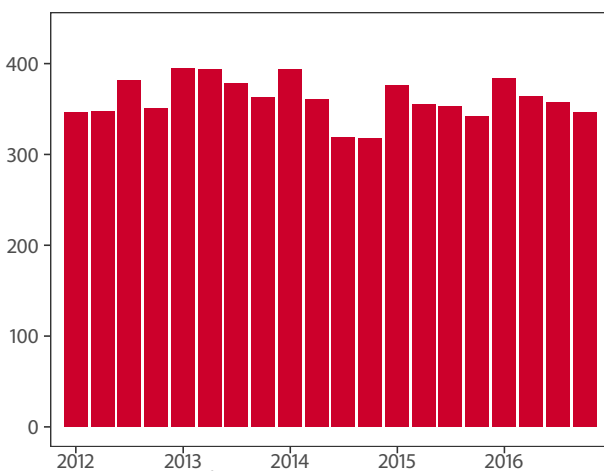
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



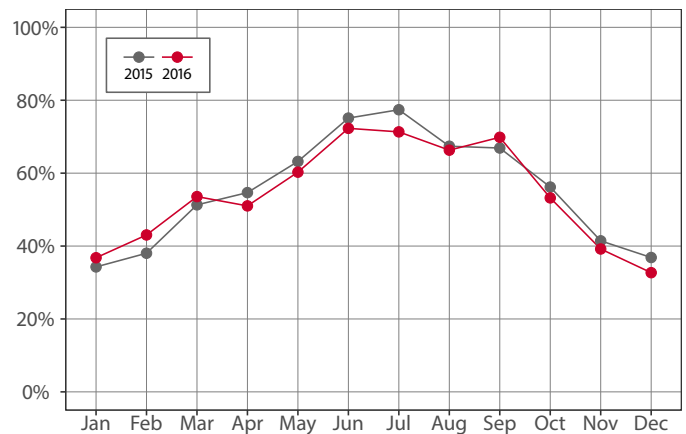
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	-	-	-
Food Service	208	206	2
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	248	220	28
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.

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.

Accommodations Industry: County vs. State

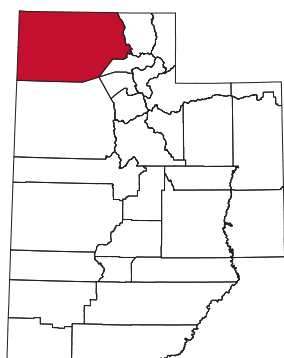
	2016	2015	change
County			
Average Daily Room Rate	\$78.48	\$77.51	1.3%
Occupancy Rate	54.1%	55.2%	-2.0%
Revenue Per Available Room	\$42.94	\$43.23	-0.7%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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Box Elder County

Box Elder County, located in the northwestern corner of Utah, had a 9.7% leisure and hospitality share of total private jobs in 2016, ranking 27th statewide. Box Elder County celebrates a diverse history and geography, offering a mix of farmlands and marshlands where the Great Basin Mountains meet the Rockies.

Popular activities in Box Elder County include boating at Willard Bay State Park, bird watching at the Bear River Migratory Bird Refuge, and visiting Golden Spike National Historic Site—the point where 1,776 miles of transcontinental railroad were joined in 1869.



Other notable attractions include famous land art installations, such as the Spiral Jetty and Sun Tunnels, Willard City's Welsh-styled architecture, Morton-Thiokol's outdoor rocket museum, and Crystal Hot Springs. Box Elder towns located along the I-15 and I-84 corridors receive supplemental visitation from interstate travelers. According to Smith Travel Research, average annual hotel occupancy rates in Box Elder-Cache-Rich counties are generally highest from June through September with a peak in August.

Travel and Tourism at a Glance

	2016	2015	change
Box Elder County Pop.	54,038	52,971	2.0%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$920,765	\$891,664	3.3%
L&H Taxable Sales	\$64,502,197	\$61,930,321	4.2%
L&H Jobs	1,679	1,543	8.9%
L&H % of Total Jobs	9.7%	9.6%	1.0%
L&H Wages	\$20,645,941	\$18,886,471	9.3%
Golden Spike N.H.S.	60,027	59,147	1.5%
Avg. Occupancy Rate	59.2%	58.5%	1.2%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$306,604	\$287,192	6.8%
Municipal Transient Room Tax	\$63,965	\$62,419	2.5%
Resort Communities Sales Tax	–	–	–
Restaurant Tax	\$550,197	\$542,053	1.5%
Motor Vehicle Leasing Tax	–	–	–

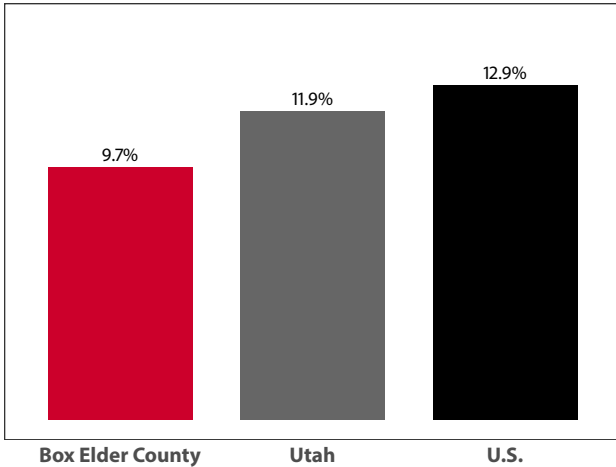
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$7,088,904	\$6,728,877	5.4%
Arts, Ent., & Rec.	\$5,206,596	\$4,834,616	7.7%
Food Service	\$52,206,697	\$50,366,828	3.7%

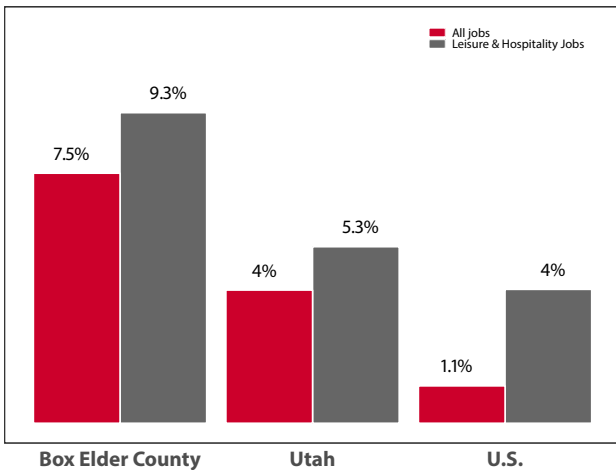
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality
Share of Employment: 2016



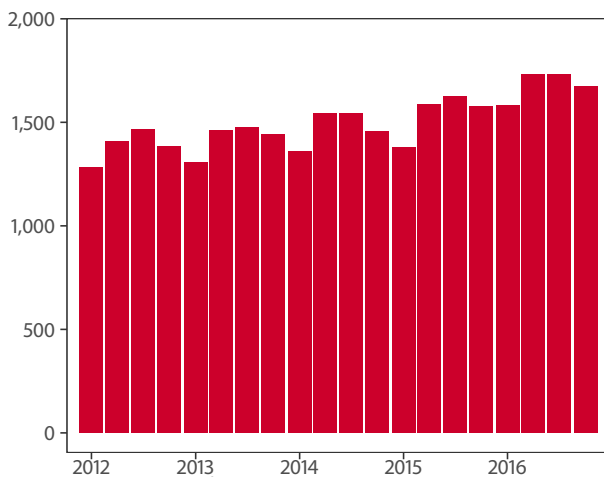
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



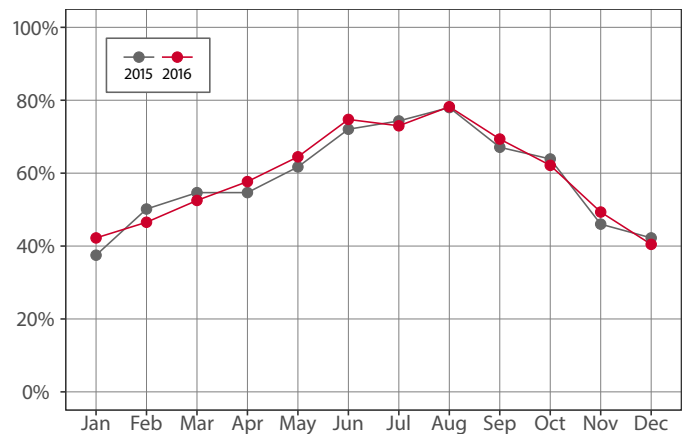
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	76	83	-7
Food Service	1,384	1,264	120
Air Transportation	-	-	-
Amusement and Recreation	188	169	19
Gasoline Stations	280	242	38
Miscellaneous store retailers	39	37	2
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	30	25	5
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	27	26	1
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.

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.

Accommodations Industry: County vs. State

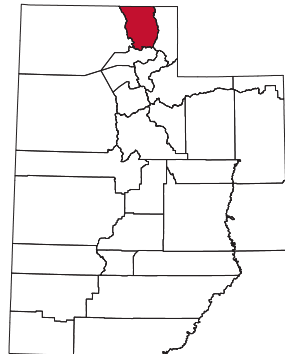
	2016	2015	change
County			
Average Daily Room Rate	\$90.56	\$89.91	0.7%
Occupancy Rate	59.2%	58.5%	1.2%
Revenue Per Available Room	\$54.35	\$53.22	2.1%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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Cache County

Cache County, bordered by the Wasatch Mountains on the east and the Wellsville Mountains on the west, had a 10.9% share of leisure and hospitality jobs in 2016, ranking 23rd statewide. Cache County is home to mountain landscapes, sprawling agricultural land, and Utah State University, which is located in the county seat of Logan. Logan Canyon National Scenic Byway, a large visitor attraction, heads northeast out of Logan en route to the western shores of Bear Lake State Park.

Along the byway, travelers are rewarded with stunning scenery and a variety of outdoor recreational opportunities. Wildflowers blossom in the canyon during summer, followed by the vibrant hues of changing leaves in the fall. Cache County is also home to



Beaver Mountain Ski Resort, Cherry Peak Ski Resort, Hyrum State Park, dairy farms and cheese factories, and a variety of entertainment (e.g. Utah Festival Opera), dining, and lodging options. Although the county boasts a diverse economy, its share of the tourism sector is smaller than Utah's more metropolitan counties. As a result, it experiences very little seasonal fluctuation in leisure and hospitality jobs.

Travel and Tourism at a Glance

	2016	2015	change
Cache County Pop.	123,907	121,855	1.7%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$2,161,274	\$2,116,809	2.1%
L&H Taxable Sales	\$165,824,588	\$160,414,348	3.4%
L&H Jobs	4,693	4,620	1.6%
L&H % of Total Jobs	10.9%	10.9%	0.0%
L&H Wages	\$61,659,945	\$61,603,173	0.1%
Avg. Occupancy Rate	59.2%	58.5%	1.2%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$567,805	\$536,897	5.8%
Municipal Transient Room Tax	\$179,840	\$171,913	4.6%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$1,413,629	\$1,407,999	0.4%
Motor Vehicle Leasing Tax	-	-	-

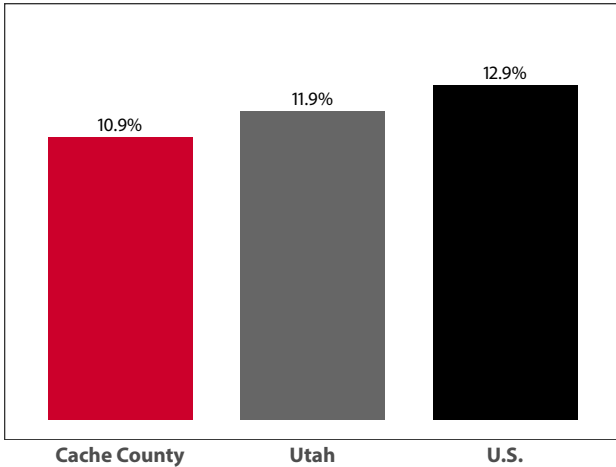
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$19,104,672	\$17,865,054	6.9%
Arts, Ent., & Rec.	\$14,693,057	\$12,281,143	19.6%
Food Service	\$132,026,859	\$130,268,152	1.4%

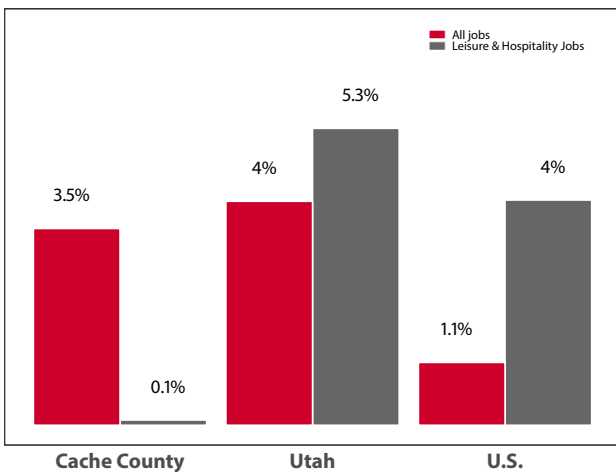
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality
Share of Employment: 2016



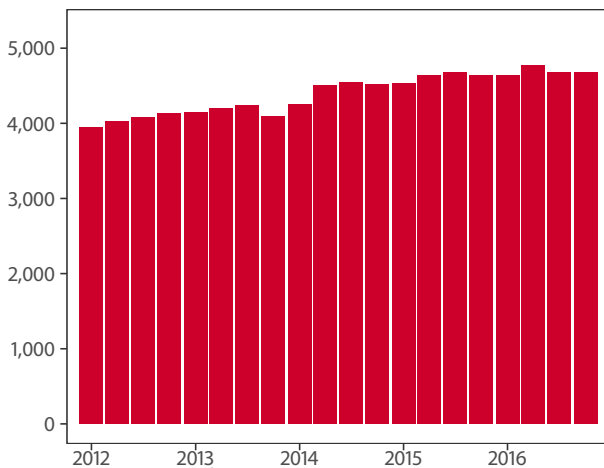
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



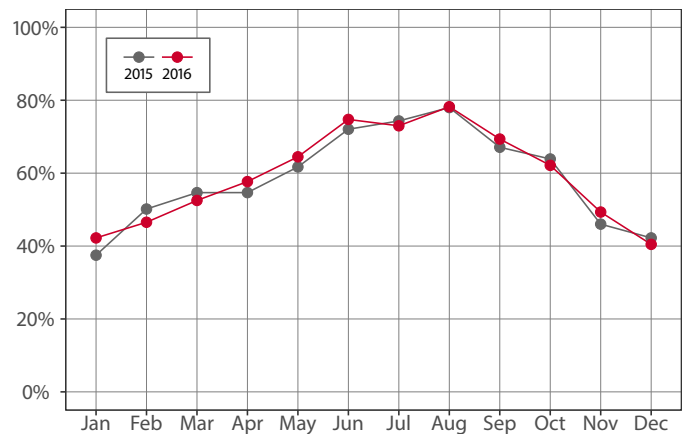
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	290	327	-37
Food Service	3,488	3,477	11
Air Transportation	-	-	-
Amusement and Recreation	659	592	67
Gasoline Stations	338	343	-5
Miscellaneous store retailers	216	196	20
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	475	475	0
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.

Monthly Hotel Occupancy Rates



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Accommodations Industry: County vs. State

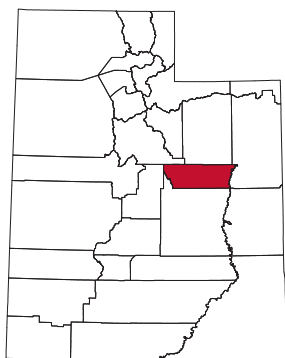
	2016	2015	change
County			
Average Daily Room Rate	\$90.56	\$89.91	0.7%
Occupancy Rate	59.2%	58.5%	1.2%
Revenue Per Available Room	\$54.35	\$53.22	2.1%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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Carbon County

Carbon County, located in a central-eastern Utah region known as “Castle Country,” had an 11.9% leisure and hospitality share of total private jobs in 2016, ranking 19th in the state. Carbon County, once the land of carnivorous Jurassic dinosaurs and ancient Fremont Indian culture, was later traversed and settled by Mormon farmers and ranchers, cowboys and outlaws, and miners seeking riches in the county’s vast coal deposits.

Carbon County has many paleontological, cultural, historical, and recreational assets. Bordered by the Green River on the east and the heavily forested Wasatch Plateau on the west, Carbon County is home to the Cleveland-Lloyd Dinosaur Quarry, the densest



collection of Jurassic-age dinosaur fossils ever discovered, the world’s longest Native American “art rock gallery” at Nine Mile Canyon, and offers premier ice-fishing at Scofield State Park. Carbon County also receives some “pass-through visitation” from travelers driving between Salt Lake City and Denver, Moab, and the nearby San Rafael Swell.

Travel and Tourism at a Glance

	2016	2015	change
Carbon County Pop.	21,188	21,164	0.1%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$543,165	\$535,591	1.4%
L&H Taxable Sales	\$29,551,523	\$30,884,634	-4.3%
L&H Jobs	732	773	-5.3%
L&H % of Total Jobs	11.9%	11.8%	0.8%
L&H Wages	\$8,371,698	\$9,010,255	-7.1%
Avg. Occupancy Rate	42.6%	45.2%	-5.6%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$255,745	\$242,207	5.6%
Municipal Transient Room Tax	\$56,613	\$52,546	7.7%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$230,808	\$240,838	-4.2%
Motor Vehicle Leasing Tax	-	-	-

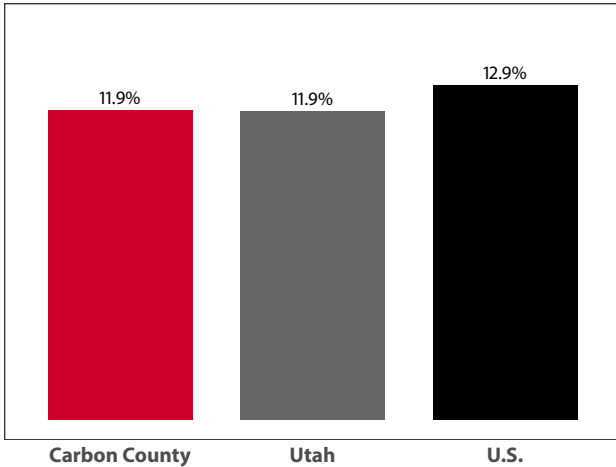
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$6,017,406	\$6,201,396	-3.0%
Arts, Ent., & Rec.	\$1,929,916	\$2,108,381	-8.5%
Food Service	\$21,604,201	\$22,574,857	-4.3%

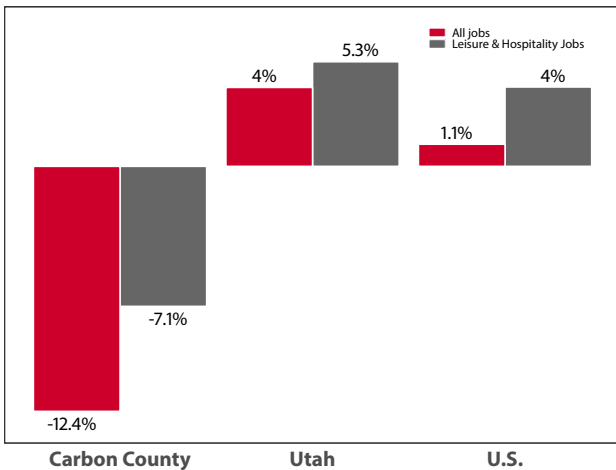
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2016



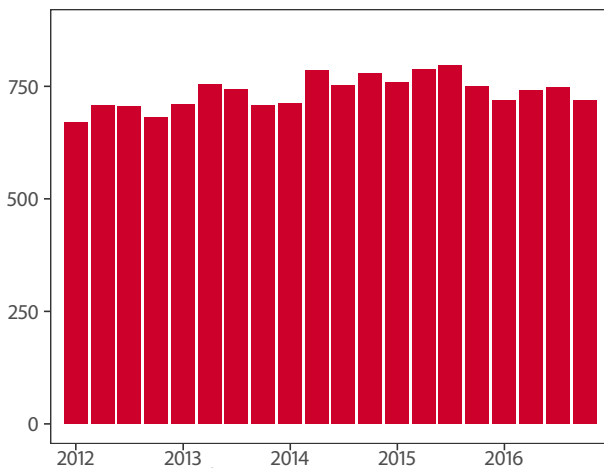
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



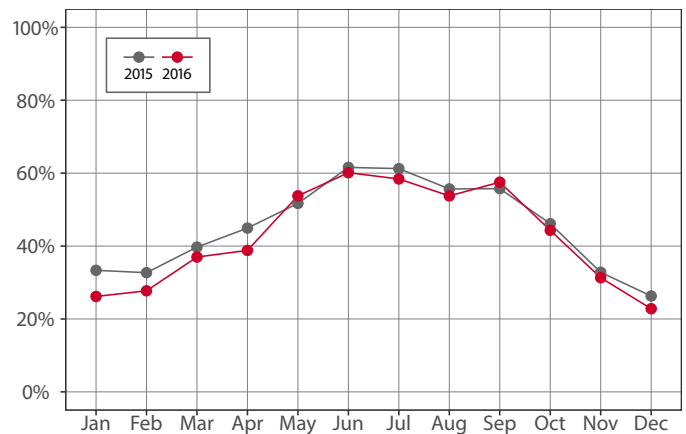
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	110	131	-21
Food Service	543	574	-31
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	151	143	8
Miscellaneous store retailers	23	28	-5
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.

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.

Accommodations Industry: County vs. State

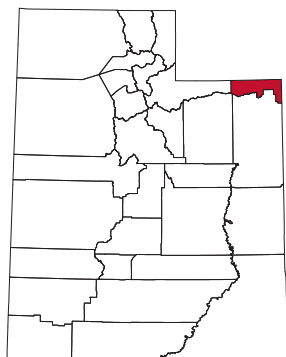
	2016	2015	change
County			
Average Daily Room Rate	\$86.68	\$87.10	-0.5%
Occupancy Rate	42.6%	45.2%	-5.6%
Revenue Per Available Room	\$36.72	\$39.43	-6.9%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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

Daggett County

Daggett County, the youngest and least populated county in Utah, had a 63.8% leisure and hospitality share of total private jobs in 2016, ranking 1st statewide. Daggett County shares its borders with Wyoming and Colorado and is best known for Flaming Gorge National Recreation Area, which attracts outdoor enthusiasts from surrounding cities and states.

The "A" Section of the Green River that flows out of Flaming Gorge Dam boasts blue ribbon trout fishing and is a popular daily river stretch for rafts, kayaks, and dories. Boating and fishing on Flaming Gorge Reservoir are also common activities and the county,



which includes tracts of the Ashley National Forest, hosts over 700 individual campsites and 27 group sites. Recently, Daggett County has been working with the Utah Office of Outdoor Recreation, Utah State Parks, the U.S. Forest Service and the Bureau of Land Management to develop new trails and to better promote existing trails in and around the county.

Travel and Tourism at a Glance

	2016	2015	change
Daggett County Pop.	1,103	1,113	-0.9%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$140,696	\$115,851	21.4%
L&H Taxable Sales	\$8,116,464	\$7,900,806	2.7%
L&H Jobs	129	120	7.7%
L&H % of Total Jobs	63.8%	59.5%	7.2%
L&H Wages	\$2,417,930	\$2,136,182	13.2%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$121,770	\$94,242	29.2%
Municipal Transient Room Tax	-	-	-
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$18,925	\$21,609	-12.4%
Motor Vehicle Leasing Tax	-	-	-

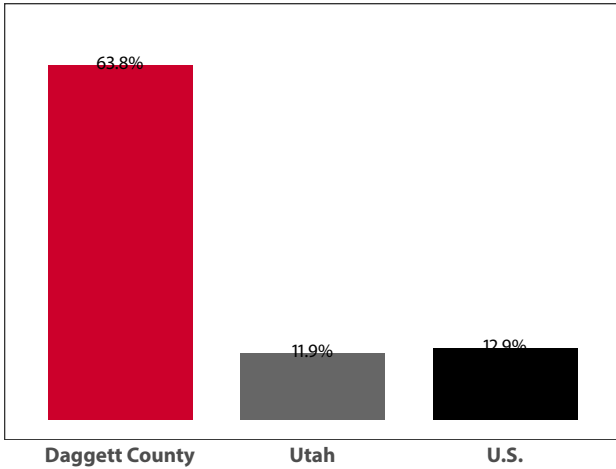
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$2,709,565	\$2,473,038	9.6%
Arts, Ent., & Rec.	\$5,196,899	\$5,198,426	0.0%
Food Service	\$210,000	\$229,342	-8.4%

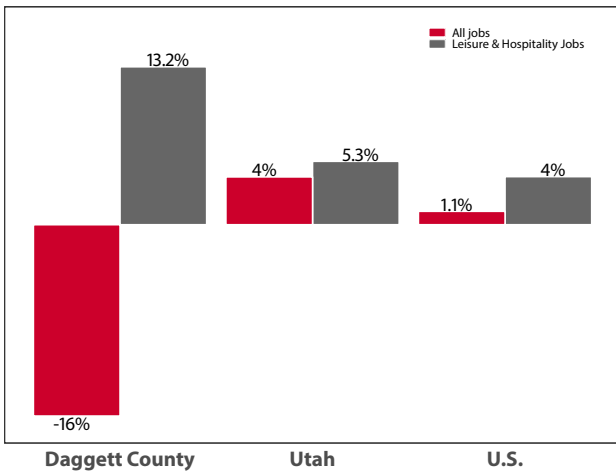
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2016**



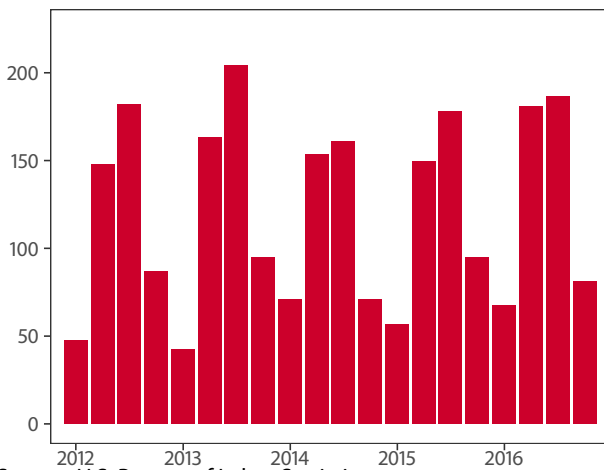
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	102	94	8
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.

Monthly Hotel Occupancy Rates

Data is not available for this county

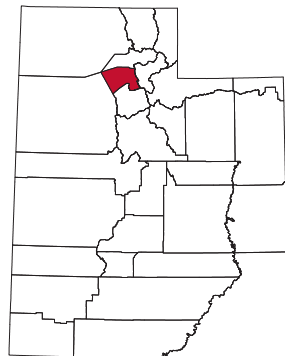
Accommodations Industry: County vs. State

Data is not available for this county

Davis County

Davis County, the smallest county in Utah in terms of land size, had a 12.9% share of leisure and hospitality jobs in 2016, ranking 17th statewide. The county lies sandwiched between the Wasatch Mountains and the Great Salt Lake.

Home to Utah's first courthouse, Davis County is known for its restaurants, amusement parks, agricultural ambiance, and access to Antelope Island State Park. In addition, it serves as a gateway to the Great Salt Lake. Lagoon Amusement Park, Cherry Hill,



and Boondocks are popular attractions for kids and families, especially during the summer months. A seven-mile causeway on the western edge of Davis County leads to the largest island in the Great Salt Lake—Antelope Island, which is home to free-ranging bison, mule deer, bighorn sheep, pronghorn antelope and a variety of desert wildlife.

Travel and Tourism at a Glance

	2016	2015	change
Davis County Pop.	342,645	336,091	2.0%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$6,669,158	\$6,516,005	2.4%
L&H Taxable Sales	\$529,132,825	\$504,886,673	4.8%
L&H Jobs	12,075	11,870	1.7%
L&H % of Total Jobs	12.9%	12.9%	0.0%
L&H Wages	\$175,561,378	\$167,115,949	5.1%
Avg. Occupancy Rate	67.4%	69.4%	-3.0%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$1,551,561	\$1,484,109	4.5%
Municipal Transient Room Tax	\$358,917	\$344,676	4.1%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$4,152,845	\$4,109,642	1.1%
Motor Vehicle Leasing Tax	\$605,836	\$577,578	4.9%

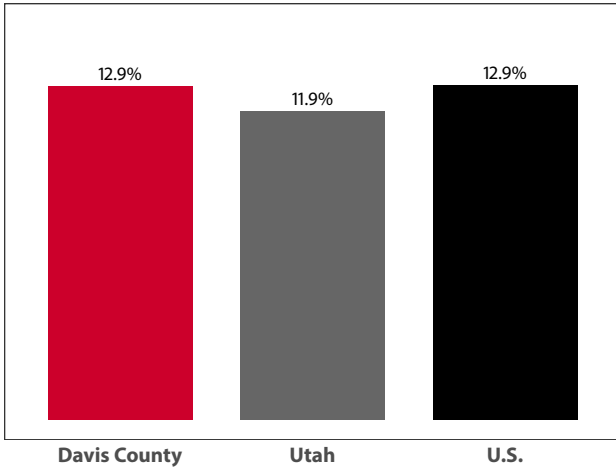
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$40,625,036	\$37,673,851	7.8%
Arts, Ent., & Rec.	\$95,991,281	\$87,319,767	9.9%
Food Service	\$392,516,508	\$379,893,055	3.3%

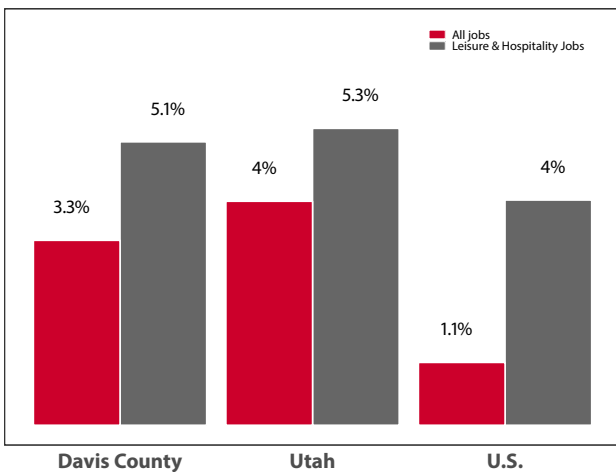
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2016



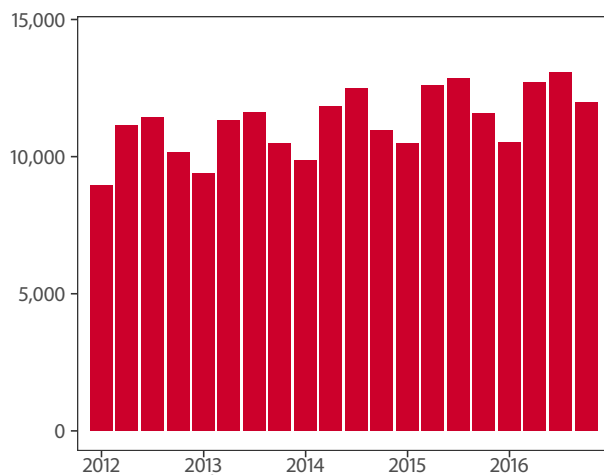
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



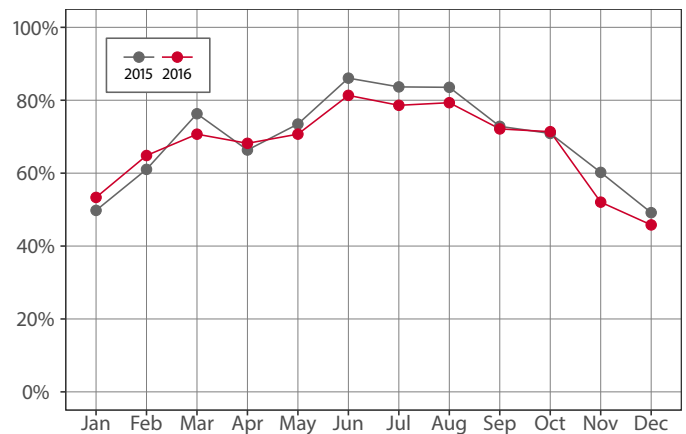
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	471	423	48
Food Service	8,798	8,549	249
Air Transportation	31	30	1
Amusement and Recreation	2,476	2,654	-178
Gasoline Stations	767	742	25
Miscellaneous store retailers	713	701	12
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	873	854	19
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.

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.

Accommodations Industry: County vs. State

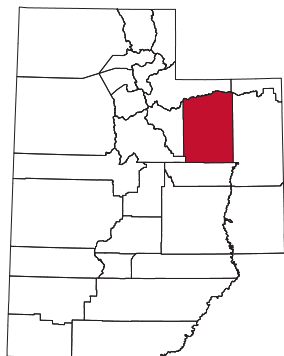
	2016	2015	change
County			
Average Daily Room Rate	\$84.42	\$82.12	2.8%
Occupancy Rate	67.4%	69.4%	-3.0%
Revenue Per Available Room	\$57.35	\$57.46	-0.2%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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Duchesne County

Duchesne County, located in eastern Utah, had a 7.5% share of leisure and hospitality jobs in 2016, ranking 29th statewide. Once the land of Ute Indians, fur trappers, and the U.S. Calvary, Duchesne County's High Uintas Wilderness was opened to homesteaders in the early 20th century. In 2012, Duchesne County experienced an economic boom in the oil and gas industry, which has slowed considerably since that time.

This economic downturn is reflected in the decreases in its leisure and hospitality sector. Aside from Duchesne's economic hardships, on the weekends outdoor enthusiasts are drawn to its vast mountain stretches and hundreds of pristine high-altitude



lakes. Starvation State Park and Big Sandwash Reservoir offer fishing and boating opportunities, while Nine Mile Canyon acts as an "outdoor museum" showcasing ancient Indian rock art and dwellings. Duchesne County is also home to King's Peak—Utah's highest mountain that tops out at 13,528 feet. Backpacking, horseback riding, cross-country skiing, and wildlife-viewing are popular activities in Duchesne County's High Uintas Wilderness Area located in the Ashley National Forest.

Travel and Tourism at a Glance

	2016	2015	change
Duchesne County Pop.	20,608	20,821	-1.0%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$233,807	\$272,229	-14.1%
L&H Taxable Sales	\$16,428,138	\$17,389,797	-5.5%
L&H Jobs	407	414	-1.8%
L&H % of Total Jobs	7.5%	6.5%	15.4%
L&H Wages	\$5,073,391	\$5,311,560	-4.5%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$73,378	\$83,264	-11.9%
Municipal Transient Room Tax	\$6,640	\$8,151	-18.5%
Resort Communities Sales Tax	—	—	—
Restaurant Tax	\$153,789	\$180,814	-14.9%
Motor Vehicle Leasing Tax	\$0	\$0	—

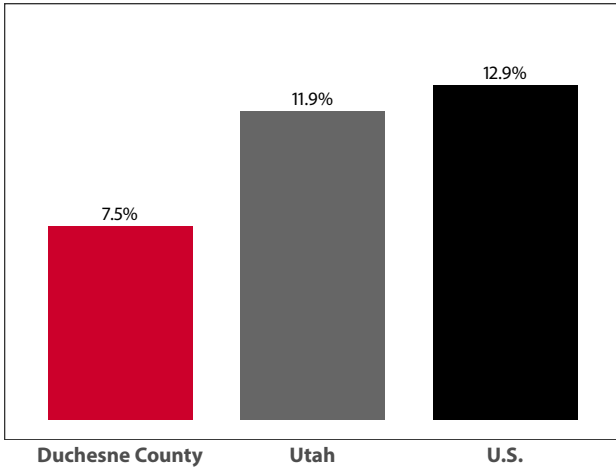
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$2,388,082	\$2,631,843	-9.3%
Arts, Ent., & Rec.	\$1,050,000	\$835,825	25.6%
Food Service	\$12,990,056	\$13,922,129	-6.7%

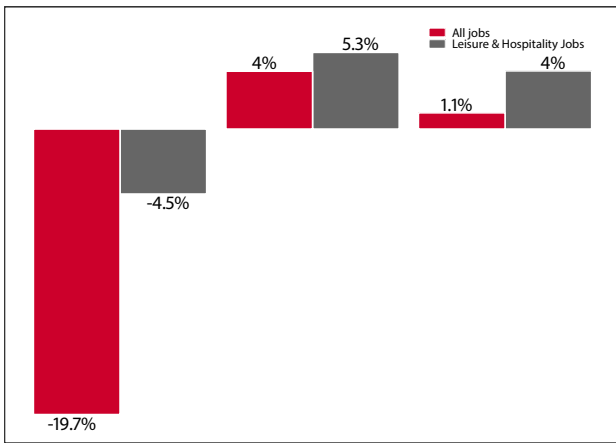
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality
Share of Employment: 2016



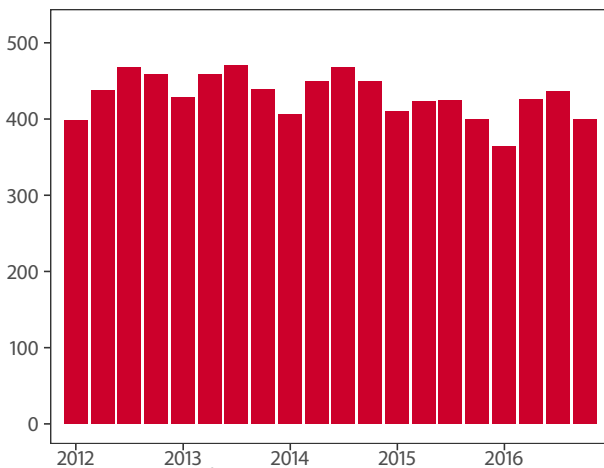
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	110	126	-16
Food Service	285	274	11
Air Transportation	-	-	-
Amusement and Recreation	11	-	-
Gasoline Stations	205	183	22
Miscellaneous store retailers	16	25	-9
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.

Monthly Hotel Occupancy Rates

Data is not available for this county

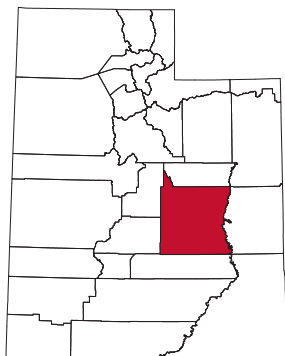
Accommodations Industry: County vs. State

Data is not available for this county

Emery County

Emery County, located in southeastern Utah, had a 12.5% leisure and hospitality share of total private jobs in 2016, ranking 18th statewide. Emery County, comprised of a variety of physiographic features, is bordered by the Wasatch Plateau on the west and the Green River on the east. It is home to four state parks as well as the stunning San Rafael Swell, a landscape known for its deep canyons, jagged reefs, and expansive views.

Aptly-named Goblin Valley State Park, located in the San Rafael Swell, is one of the most profitable state parks in Utah, drawing visitors who seek to camp and explore the park's eerie and otherworldly eroded sandstone "creatures." Green River State Park rests



on the banks of the Green River and features a nine-hole golf course and boat launch site. In western Emery County, Huntington State Park and Millsite State Park provide reservoirs for waterskiing, crawdad fishing, boating, and swimming. Split in half lengthwise by Interstate 70, with an artery of Highway 191 heading north to Salt Lake City, Emery County receives supplemental "pass-through visitation" reflected in its gas station and grocery store employment.

Travel and Tourism at a Glance

	2016	2015	change
Emery County Pop.	10,573	10,659	-0.8%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$983,854	\$952,413	3.3%
L&H Taxable Sales	\$17,591,121	\$15,911,429	10.6%
L&H Jobs	277	272	1.9%
L&H % of Total Jobs	12.5%	11.9%	5.0%
L&H Wages	\$4,096,994	\$3,849,222	6.4%
Avg. Occupancy Rate	58.9%	58.1%	1.4%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$425,138	\$401,627	5.9%
Municipal Transient Room Tax	\$93,557	\$88,044	6.3%
Resort Communities Sales Tax	\$401,689	\$398,291	0.9%
Restaurant Tax	\$63,470	\$64,451	-1.5%
Motor Vehicle Leasing Tax	-	-	-

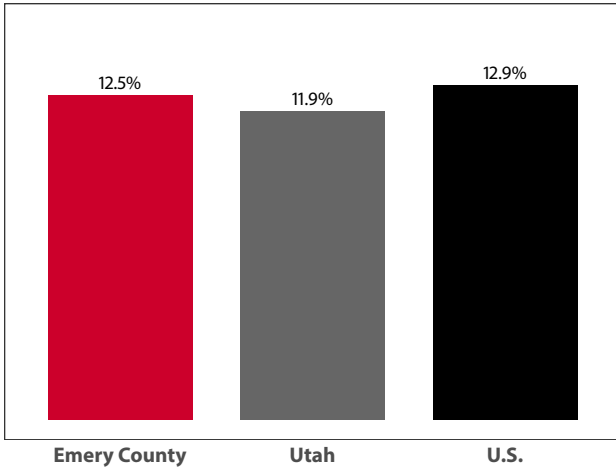
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$10,805,739	\$10,085,774	7.1%
Arts, Ent., & Rec.	\$702,380	\$644,947	8.9%
Food Service	\$6,083,002	\$5,180,708	17.4%

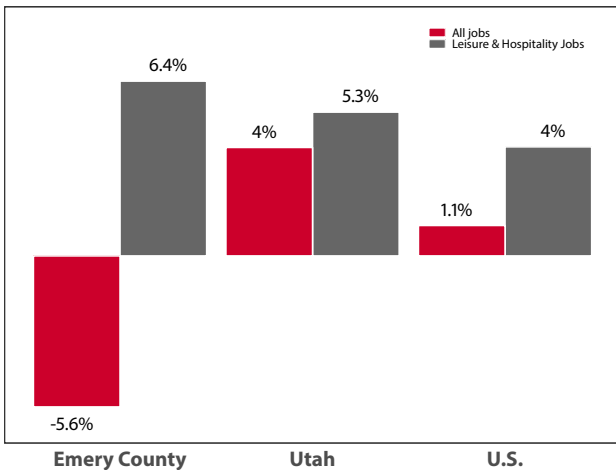
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2016



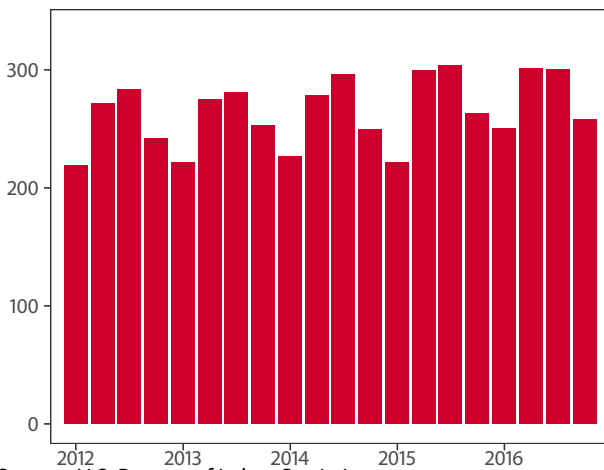
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



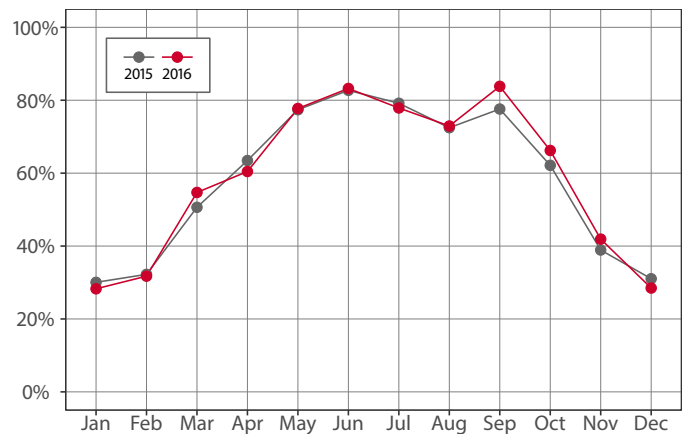
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	141	137	4
Food Service	136	134	2
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	245	216	29
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.

Monthly Hotel Occupancy Rates



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Accommodations Industry: County vs. State

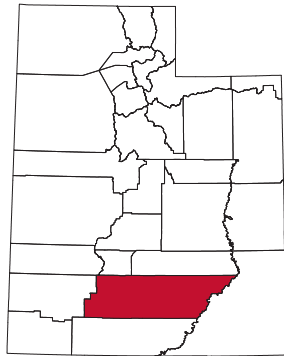
	2016	2015	change
County			
Average Daily Room Rate	\$86.13	\$83.62	3.0%
Occupancy Rate	58.9%	58.1%	1.4%
Revenue Per Available Room	\$51.18	\$48.87	4.7%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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

Garfield County

Garfield County, located in south-central Utah, had a 53.7% leisure and hospitality share of total private jobs in 2016, ranking 2nd statewide. Its vast rangelands and forest reserves have supported traditional ranching and lumber livelihoods since Mormon settlement in the late 19th century. After the creation of Bryce Canyon National Park in 1928, Garfield County experienced a growing tourism economy. In the early '90s, county officials paved a portion of the Burr Trail leading into Capitol Reef National Park from Boulder, granting better accessibility to the park.

Then in 1996, President Clinton designated the nation's largest, and perhaps most controversial national monument—Grand Staircase-Escalante National Monument—which drew even more attention to the area. Additionally, Garfield



County boasts Anasazi State Park Museum, Escalante Petrified Forest State Park, and is the gateway to Kodachrome Basin State Park. It is also home to beautiful Boulder Mountain, popular Scenic Byway 12—Utah's All-American Road—historic Hole in the Rock Road, and Panguitch Lake, a prime fishing lake in the Dixie National Forest. Highway 89, which runs north to south, provides supplemental visitation from travelers driving between Salt Lake City and Phoenix.

Travel and Tourism at a Glance

	2016	2015	change
Garfield County Pop.	5,190	5,164	0.5%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$2,930,167	\$2,726,496	7.5%
L&H Taxable Sales	\$87,347,870	\$79,986,489	9.2%
L&H Jobs	979	946	3.5%
L&H % of Total Jobs	53.7%	54.3%	-1.1%
L&H Wages	\$20,940,269	\$20,368,608	2.8%
Bryce Canyon N.P.	2,365,110	1,745,804	35.5%
Avg. Occupancy Rate	57.8%	56.8%	1.7%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$1,801,303	\$1,669,154	7.9%
Municipal Transient Room Tax	\$21,330	\$20,044	6.4%
Resort Communities Sales Tax	\$837,760	\$790,947	5.9%
Restaurant Tax	\$269,774	\$246,351	9.5%
Motor Vehicle Leasing Tax	-	-	-

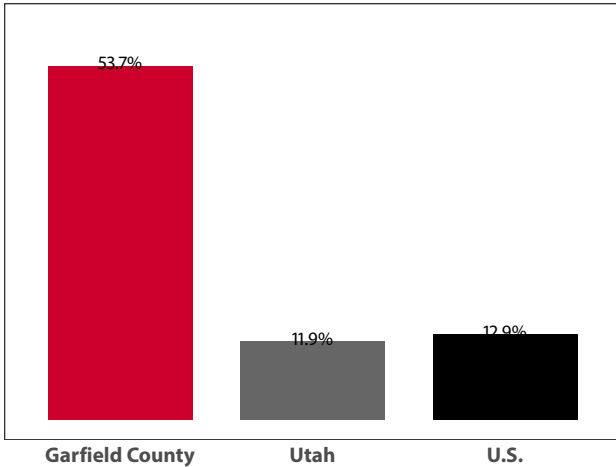
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$69,447,366	\$63,625,432	9.2%
Arts, Ent., & Rec.	\$6,972,677	\$6,261,852	11.4%
Food Service	\$10,927,827	\$10,099,205	8.2%

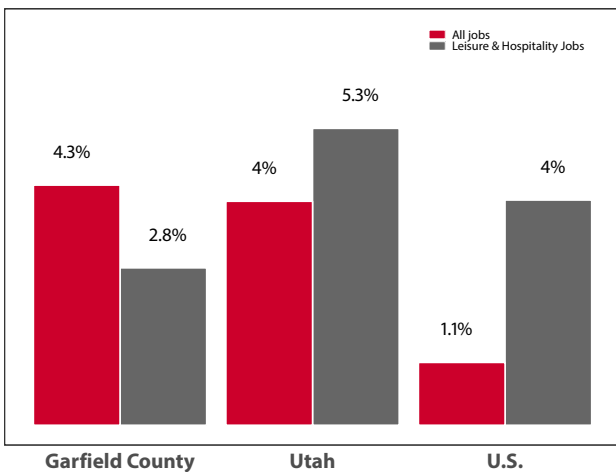
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2016



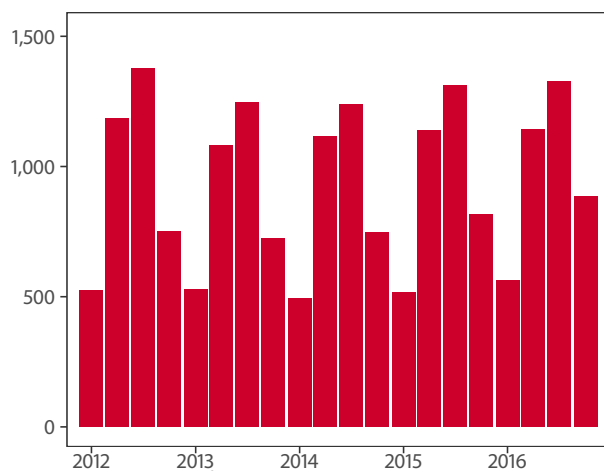
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



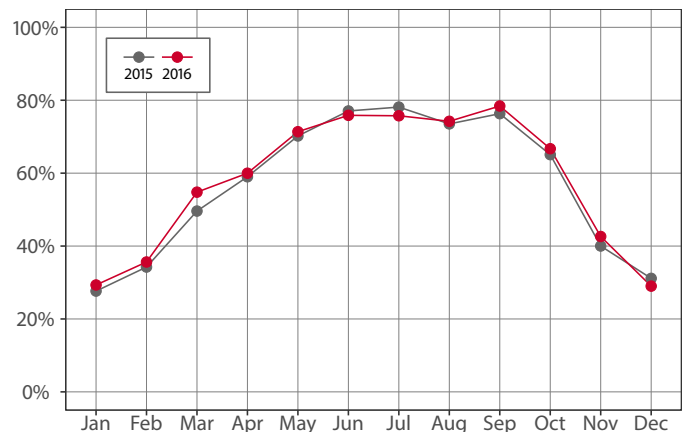
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	768	734	34
Food Service	-	-	-
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	107	102	5
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.

Monthly Hotel Occupancy Rates



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Accommodations Industry: County vs. State

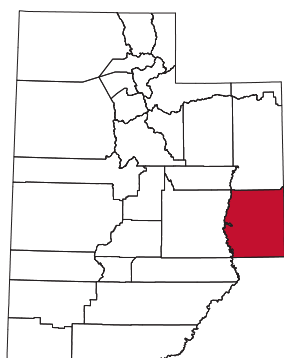
	2016	2015	change
County			
Average Daily Room Rate	\$105.25	\$101.97	3.2%
Occupancy Rate	57.8%	56.8%	1.7%
Revenue Per Available Room	\$60.56	\$57.13	6.0%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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Grand County

Grand County, located in southeastern Utah, had a 46.3% leisure and hospitality share of total private jobs in 2016, 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, petrified sand dunes, 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 (e.g. Moab Jeep Safari), 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

	2016	2015	change
Grand County Pop.	9,933	9,757	1.8%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$9,672,570	\$9,024,763	7.2%
L&H Taxable Sales	\$165,638,879	\$149,729,257	10.6%
L&H Jobs	2,060	1,956	5.3%
L&H % of Total Jobs	46.3%	45.6%	1.5%
L&H Wages	\$45,550,632	\$41,998,615	8.5%
Arches N.P.	1,585,718	1,399,247	13.3%
Canyonlands N.P.	776,218	634,607	22.3%
Avg. Occupancy Rate	66.1%	63.8%	3.5%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$4,316,851	\$3,973,915	8.6%
Municipal Transient Room Tax	\$1,051,795	\$974,421	7.9%
Resort Communities Sales Tax	\$3,637,991	\$3,442,611	5.7%
Restaurant Tax	\$537,924	\$510,997	5.3%
Motor Vehicle Leasing Tax	\$128,009	\$122,820	4.2%

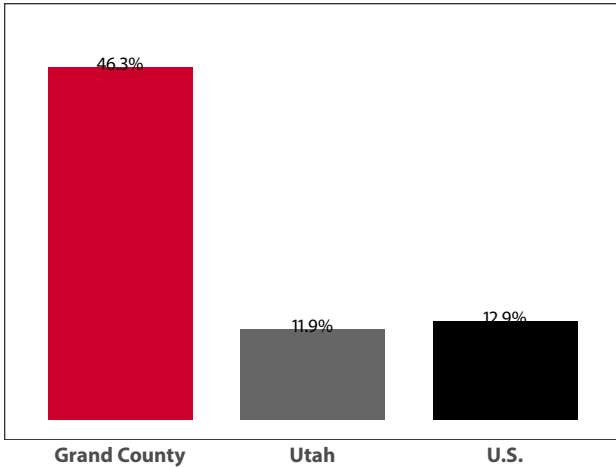
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$107,928,571	\$98,620,554	9.4%
Arts, Ent., & Rec.	\$12,095,043	\$9,947,736	21.6%
Food Service	\$45,615,265	\$41,160,967	10.8%

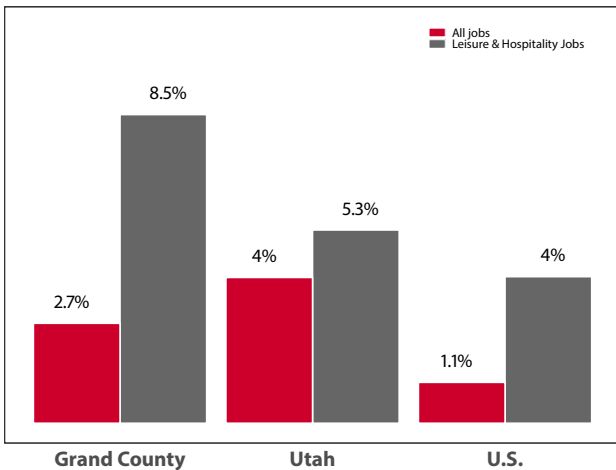
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2016



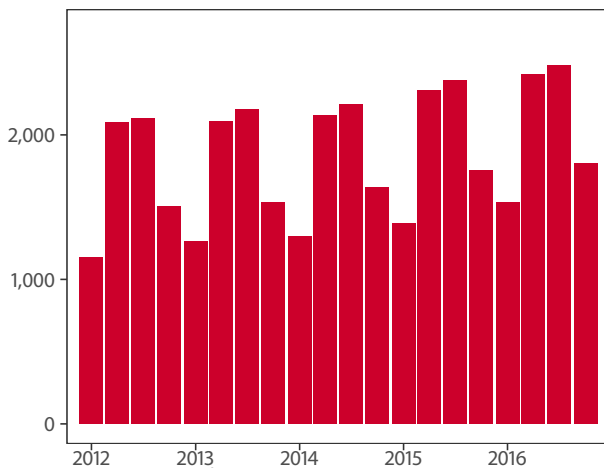
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



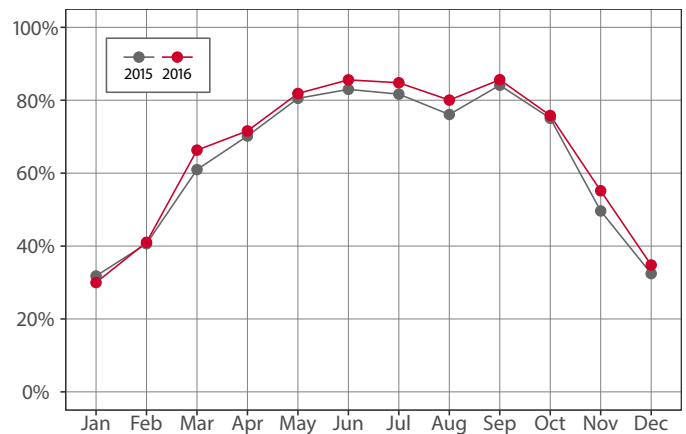
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	765	735	30
Food Service	949	918	31
Air Transportation	-	-	-
Amusement and Recreation	323	-	-
Gasoline Stations	100	102	-2
Miscellaneous store retailers	75	82	-7
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	20	-	-
Sporting Goods/Hobby/Books Stores	161	158	3
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.

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.

Accommodations Industry: County vs. State

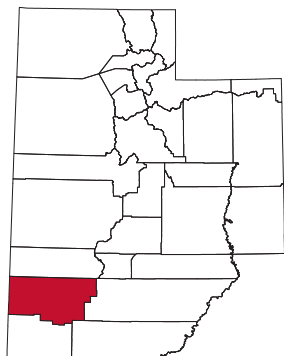
	2016	2015	change
County			
Average Daily Room Rate	\$142.76	\$134.15	6.4%
Occupancy Rate	66.1%	63.8%	3.5%
Revenue Per Available Room	\$95.69	\$87.64	9.2%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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

Iron County

Iron County, located in southwestern Utah, had an 18.4% leisure and hospitality share of total private jobs in 2016, ranking 12th statewide. Iron County's history is as varied as its physiography. From the Escalante Desert and Great Basin ranges in the west to the High Plateau forests in the east, Iron County houses granaries and pit houses of the Fremont people, as well as pioneer log homes and English two-bay barns.

Remnants from the county's late 19th century coal and iron mining history are showcased at Frontier Homestead State Park in the county's largest town, Cedar City. In fact, Cedar City, known as "Festival City USA," holds over 17 festivals annually, including the



renowned Utah Shakespeare Festival that runs from June through October and attracts over 140,000 visitors. Other attractions in Iron County are Cedar Breaks National Monument and Brian Head Ski Resort. Interstate 15, a main thoroughfare between Salt Lake City and Las Vegas/Los Angeles, passes through the eastern edge of Iron County, creating additional supplementation visitation.

Travel and Tourism at a Glance

	2016	2015	change
Iron County Pop.	50,742	49,406	2.7%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$2,781,848	\$2,429,739	14.5%
L&H Taxable Sales	\$110,291,616	\$100,347,427	9.9%
L&H Jobs	2,372	2,160	9.8%
L&H % of Total Jobs	18.4%	17.9%	2.8%
L&H Wages	\$32,215,233	\$29,774,030	8.2%
Cedar Breaks N.M.	899,676	793,601	13.4%
Avg. Occupancy Rate	61.7%	59.5%	3.8%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$1,395,940	\$1,149,240	21.5%
Municipal Transient Room Tax	\$319,171	\$265,623	20.2%
Resort Communities Sales Tax	\$350,190	\$332,177	5.4%
Restaurant Tax	\$716,546	\$682,699	5.0%
Motor Vehicle Leasing Tax	-	-	-

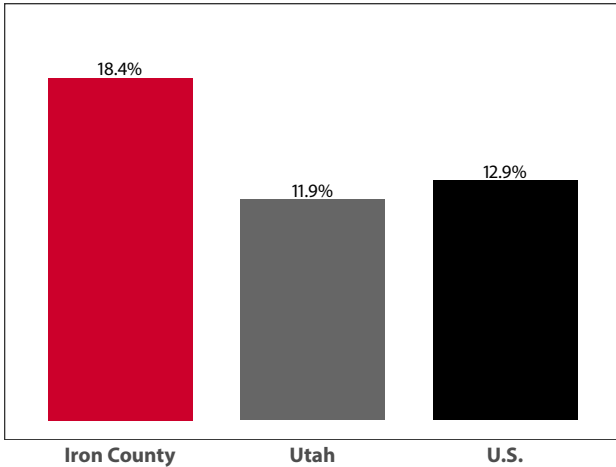
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$32,314,077	\$27,417,659	17.9%
Arts, Ent., & Rec.	\$2,000,614	\$2,005,238	-0.2%
Food Service	\$75,976,925	\$70,924,531	7.1%

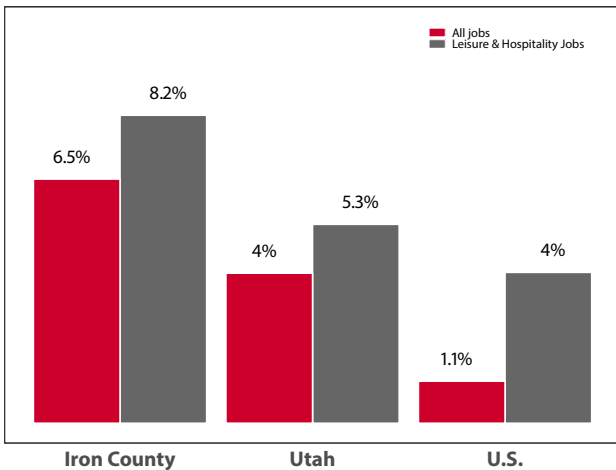
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality
Share of Employment: 2016



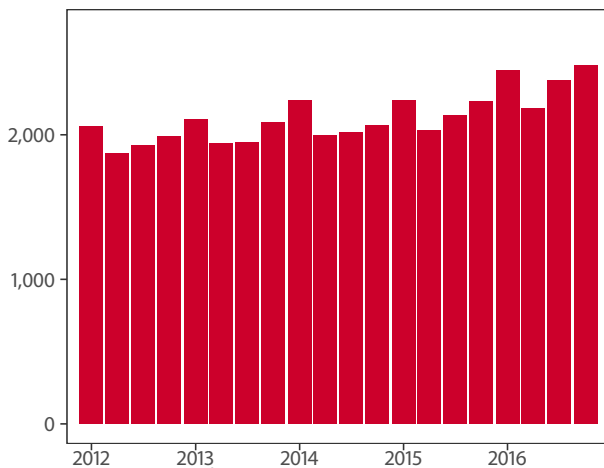
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



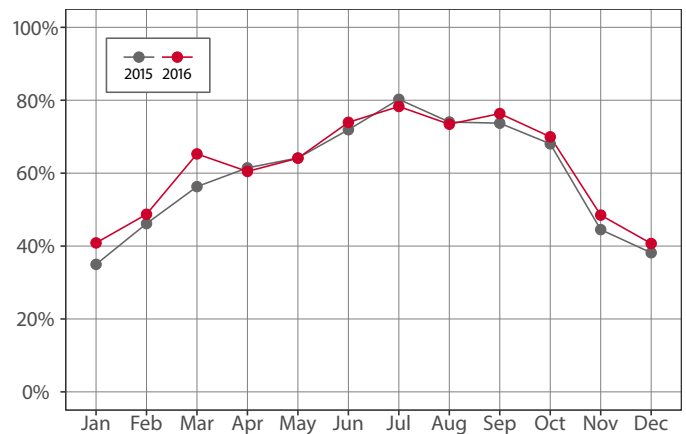
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	479	407	72
Food Service	1,604	1,472	132
Air Transportation	-	-	-
Amusement and Recreation	282	274	8
Gasoline Stations	346	337	9
Miscellaneous store retailers	70	69	1
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	106	76	30
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.

Monthly Hotel Occupancy Rates



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Accommodations Industry: County vs. State

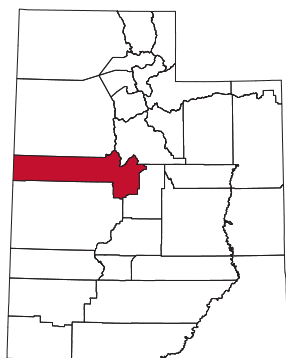
	2016	2015	change
County			
Average Daily Room Rate	\$89.44	\$85.16	5.0%
Occupancy Rate	61.7%	59.5%	3.8%
Revenue Per Available Room	\$56.34	\$51.58	9.2%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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Juab County

Juab County, sometimes referred to as Utah’s “key” county based on its shape, had a 10.1% share of leisure and hospitality jobs in 2016, ranking 24th statewide. Part of the Basin and Range physiographic province, Juab County is bordered on the east by the forested Wasatch Mountains and on the west by the Great Basin ranges. Several native tribes, famous explorers, optimistic miners, and Mormon farmers have all traversed and lived upon this land.

Juab County offers a variety of topography, wildlife, and recreational opportunities. Yuba Lake State Park, located in the southern portion of the county, offers boating, camping, and fishing. Little Sahara Recreation Area, just northwest of Yuba, contains a



series of sand dunes largely devoted to ATVs, dune buggies, and dirt bikes. Topaz Mountain and the Dugway Geode Beds draw rockhounds and mineral collectors from surrounding areas as well. Other places of interest include Historic Tintic Mining District, Old Pony Express and Stage Route, and Goshute Indian Reservation.

Travel and Tourism at a Glance

	2016	2015	change
Juab County Pop.	11,541	11,071	4.2%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$210,134	\$208,771	0.7%
L&H Taxable Sales	\$13,974,315	\$13,446,825	3.9%
L&H Jobs	285	302	-5.5%
L&H % of Total Jobs	10.1%	10.9%	-7.3%
L&H Wages	\$3,418,090	\$3,574,265	-4.4%
Avg. Occupancy Rate	51.4%	52.3%	-1.8%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$86,597	\$88,459	-2.1%
Municipal Transient Room Tax	\$0	\$0	-
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$123,537	\$120,311	2.7%
Motor Vehicle Leasing Tax	-	-	-

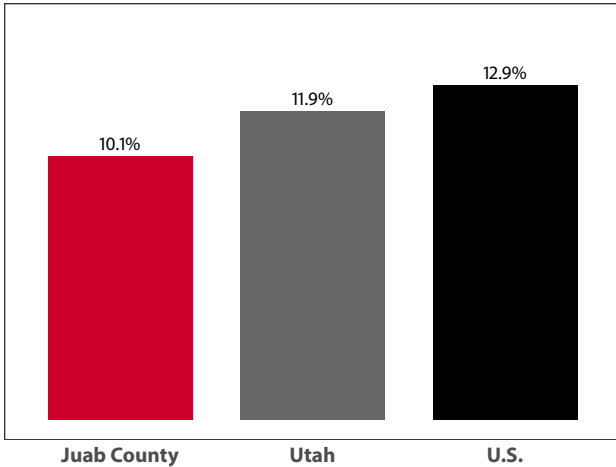
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$2,844,486	\$2,896,160	-1.8%
Arts, Ent., & Rec.	\$605,000	\$754,281	-19.8%
Food Service	\$10,524,829	\$9,796,383	7.4%

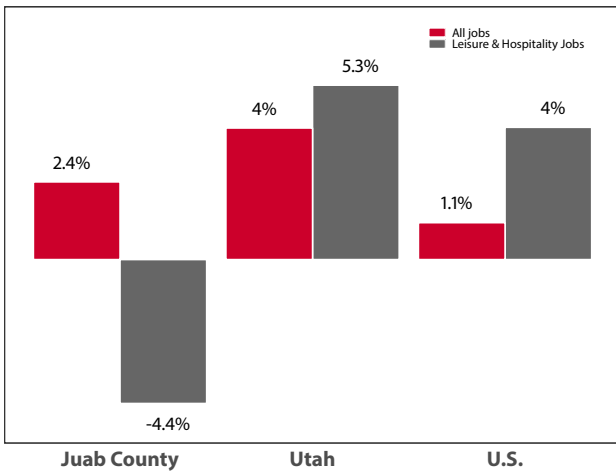
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2016



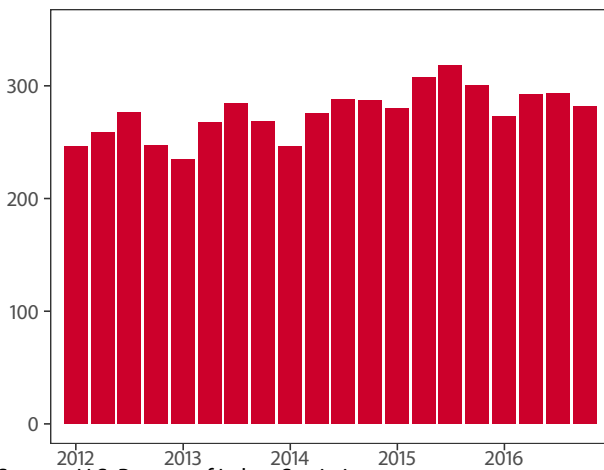
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



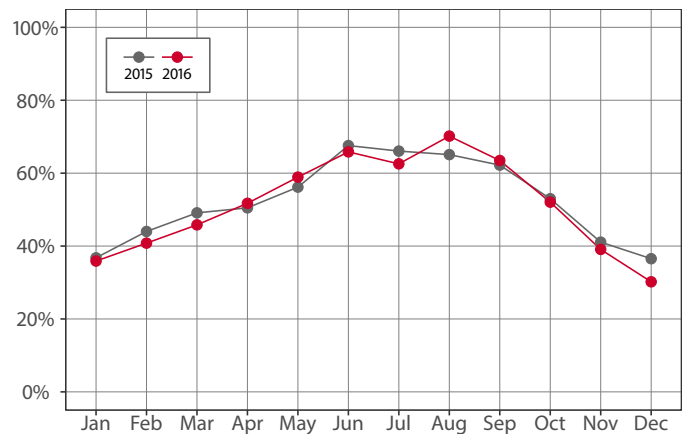
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	-	-	-
Food Service	252	263	-11
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	96	89	7
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.

Monthly Hotel Occupancy Rates



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

Accommodations Industry: County vs. State

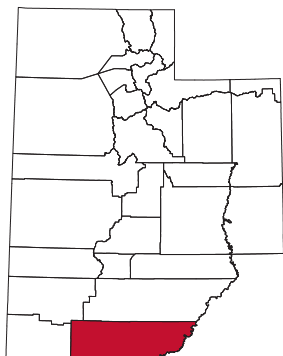
	2016	2015	change
County			
Average Daily Room Rate	\$86.76	\$84.32	2.9%
Occupancy Rate	51.4%	52.3%	-1.8%
Revenue Per Available Room	\$44.53	\$44.08	1.0%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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Kane County

Kane County, located along the Utah/Arizona border in south-central Utah, had a 42.3% share of leisure and hospitality jobs in 2016, ranking 4th statewide. Kane County is home to Colorado Plateau landscape and is known as the gateway to three national parks (Bryce Canyon, Zion, and Grand Canyon), three national monuments (Pipe Springs, Cedar Breaks, and Grand Staircase-Escalante) and Glen Canyon National Recreation Area.

In addition, Kane County is home to Kodachrome Basin State Park and Coral Pink Sand Dunes State Park. Kanab, the county seat, is Kane County's most populated city. After serving as the set for several Hollywood films and westerns in the 1930s, Kanab



became known as "Little Hollywood." Kanab is centrally located on Highway 89 and offers a variety of lodging options, restaurants, museums, and galleries for tourists. It is also home to Best Friends Animal Sanctuary, which attracts animal lovers from around the world. Other places of interest within the county's borders are Grosvenor Arch, Hole in the Rock Road, and the historic home of western artist Maynard Dixon.

Travel and Tourism at a Glance

	2016	2015	change
Kane County Pop.	7,581	7,271	4.3%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$3,517,696	\$3,054,056	15.2%
L&H Taxable Sales	\$107,307,282	\$95,353,288	12.5%
L&H Jobs	1,123	1,115	0.7%
L&H % of Total Jobs	42.3%	43.5%	-2.8%
L&H Wages	\$25,665,586	\$25,574,929	0.4%
Avg. Occupancy Rate	61.0%	59.5%	2.6%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$2,309,383	\$1,933,037	19.5%
Municipal Transient Room Tax	\$205,730	\$162,173	26.9%
Resort Communities Sales Tax	\$783,957	\$759,078	3.3%
Restaurant Tax	\$218,626	\$199,768	9.4%
Motor Vehicle Leasing Tax	-	-	-

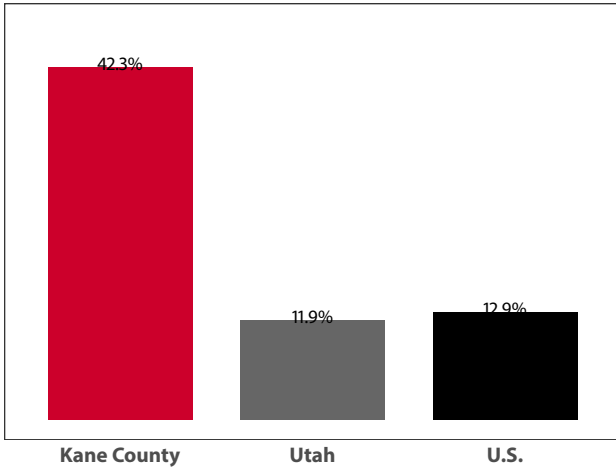
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$60,891,894	\$50,766,285	19.9%
Arts, Ent., & Rec.	\$29,082,472	\$29,150,131	-0.2%
Food Service	\$17,332,916	\$15,436,872	12.3%

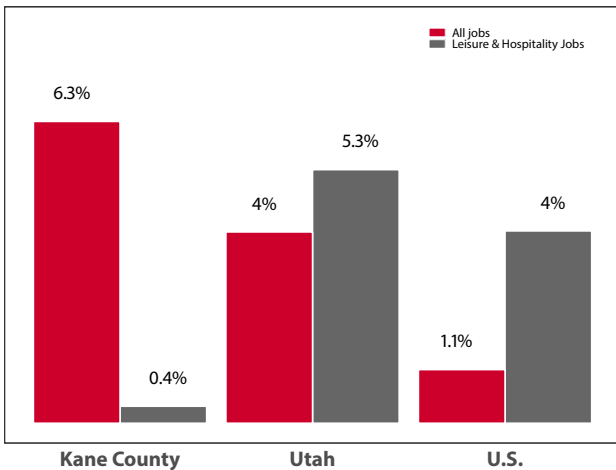
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2016



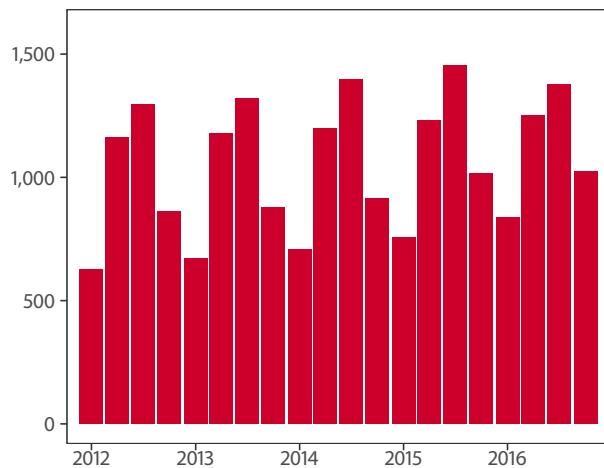
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



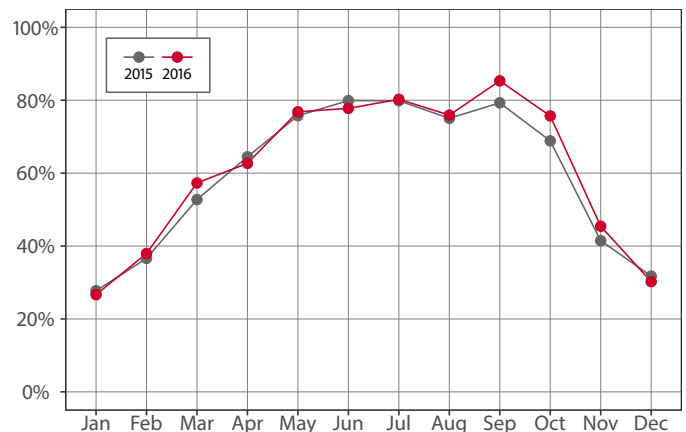
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	577	540	37
Food Service	474	511	-37
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	80	92	-12
Miscellaneous store retailers	30	22	8
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.

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.

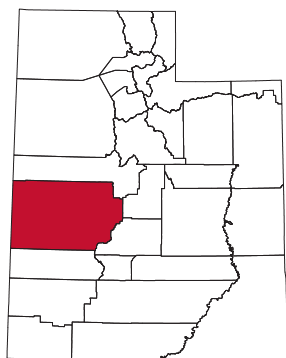
Accommodations Industry: County vs. State

	2016	2015	change
County			
Average Daily Room Rate	\$97.77	\$94.34	3.6%
Occupancy Rate	61.0%	59.5%	2.6%
Revenue Per Available Room	\$62.12	\$57.61	7.8%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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

Millard County

Millard County, located in west-central Utah, had a 9.4% leisure and hospitality share of total private jobs in 2016, ranking 28th statewide. The county has varied topography from high mountain forests to desert lowlands; it also has an equally interesting history. Before Utah became a state, Millard County was home to the original statehouse which has now been converted into Territorial State Park Museum. Other historical sites offer visitors exciting facts about the area's unique natural and cultural history. These include: Great Basin Museum, Cove Fort, Old Fort Deseret, Topaz Relocation Camp, Gunnison Massacre Site, and Veteran's Memorial. Millard County also boasts Notch Peak, the second highest continuous vertical rock formation in the nation— second only to El Capitan in Yosemite. In addition, outdoor recreationists can hunt, fish, search for trilobites, and ride ATVs in and around the county, which is home to deer, elk, pronghorn, cougars, coyotes, and birds of prey.



Travel and Tourism at a Glance

	2016	2015	change
Millard County Pop.	13,291	13,104	1.4%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$314,115	\$220,504	42.5%
L&H Taxable Sales	\$16,728,647	\$16,120,248	3.8%
L&H Jobs	330	334	-1.3%
L&H % of Total Jobs	9.4%	9.4%	0.0%
L&H Wages	\$4,082,388	\$4,048,335	0.8%
Avg. Occupancy Rate	54.1%	55.2%	-2.0%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$159,412	\$131,156	21.5%
Municipal Transient Room Tax	\$45,827	\$41,105	11.5%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$108,876	\$48,242	125.7%
Motor Vehicle Leasing Tax	-	-	-

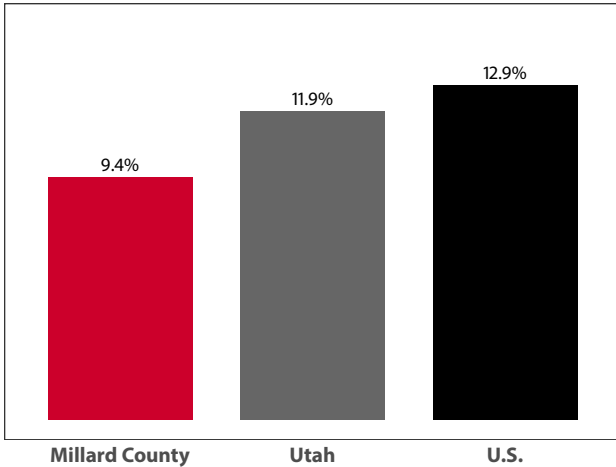
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$4,615,405	\$4,576,766	0.8%
Arts, Ent., & Rec.	\$577,009	\$637,446	-9.5%
Food Service	\$11,536,233	\$10,906,036	5.8%

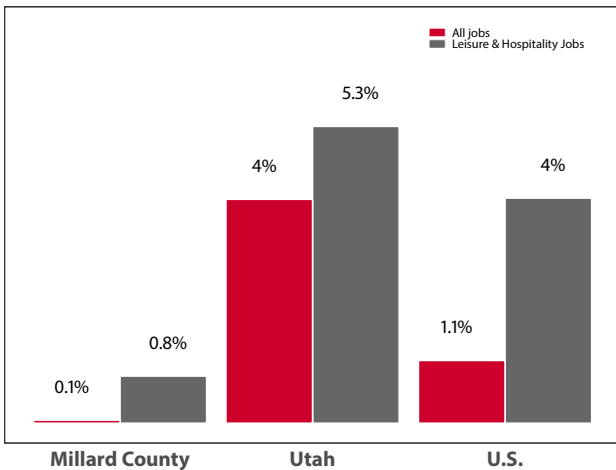
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality
Share of Employment: 2016



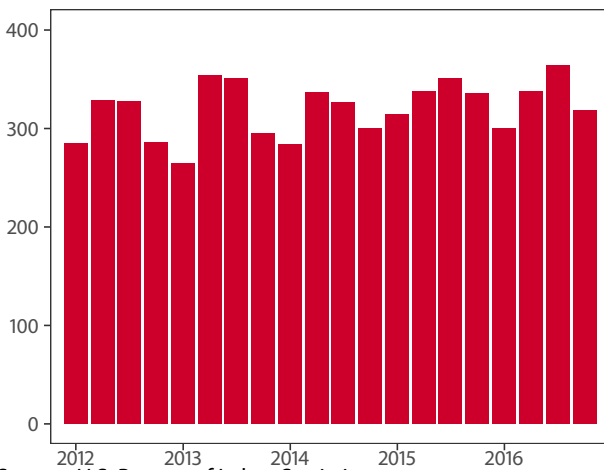
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



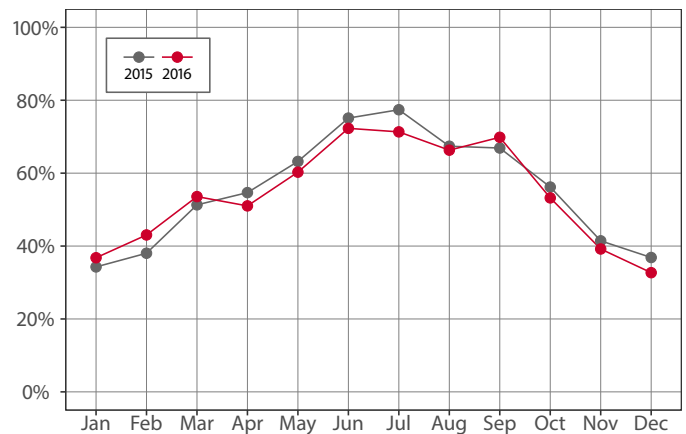
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	80	72	8
Food Service	237	248	-11
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	169	167	2
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.

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.

Accommodations Industry: County vs. State

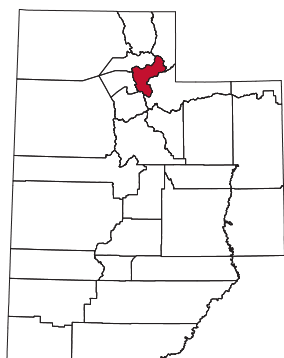
	2016	2015	change
County			
Average Daily Room Rate	\$78.48	\$77.51	1.3%
Occupancy Rate	54.1%	55.2%	-2.0%
Revenue Per Available Room	\$42.94	\$43.23	-0.7%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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

Morgan County

Morgan County, located in north-central Utah, had an 11.6% leisure and hospitality share of total private jobs in 2016, ranking 20th statewide. The county comprises mountainous high country dotted with small, close-knit communities. Located in valleys east of the Wasatch Front, Morgan County is divided in half by the Weber River, supporting agricultural land and year-round recreational opportunities along its banks. Once frequented by native tribes and early fur trappers,

Morgan County is now known for its big and small game hunting, as well as fishing on its two reservoirs—East Canyon State Park and Lost Creek Reservoir. Visitors can ice-fish, snowmobile, and



cross-country ski in the winter while they can hike, kayak, fish, and bike in the warmer months. Mormon Flat, lying on East Canyon Creek, served as a camping ground for the early immigrants before they climbed Big Mountain on their way to the Salt Lake Valley. Today it is a part of the East Canyon State Park.

Travel and Tourism at a Glance

	2016	2015	change
Morgan County Pop.	11,522	11,080	4.0%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$64,546	\$64,538	0.0%
L&H Taxable Sales	\$6,556,824	\$6,235,304	5.2%
L&H Jobs	190	206	-8.1%
L&H % of Total Jobs	11.6%	12.9%	-10.1%
L&H Wages	\$2,586,912	\$2,491,238	3.8%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$5,841	\$5,429	7.6%
Municipal Transient Room Tax	-	-	-
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$46,331	\$47,088	-1.6%
Motor Vehicle Leasing Tax	\$12,374	\$12,021	2.9%

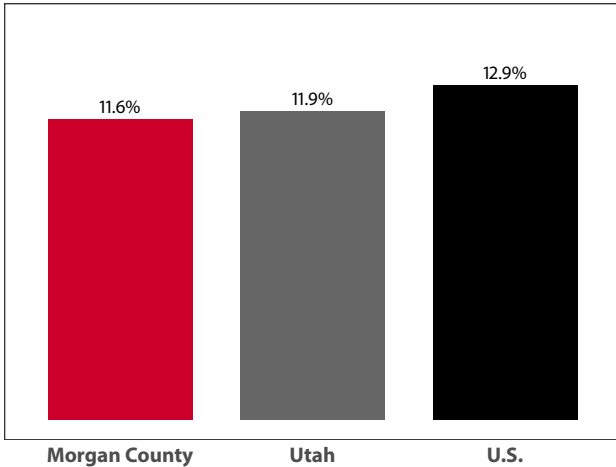
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$160,000	\$178,377	-10.3%
Arts, Ent., & Rec.	\$1,574,815	\$1,213,851	29.7%
Food Service	\$4,822,009	\$4,843,076	-0.4%

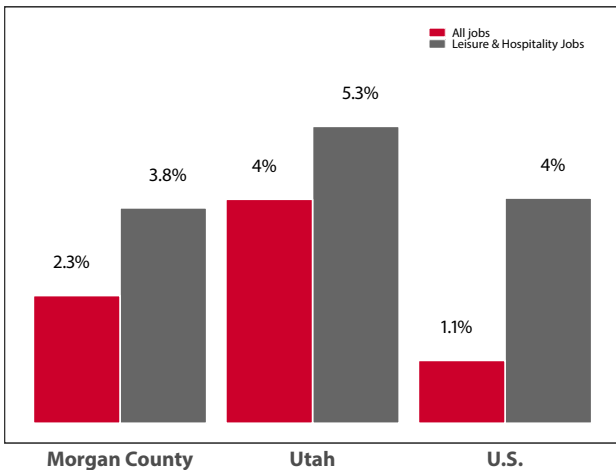
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality
Share of Employment: 2016



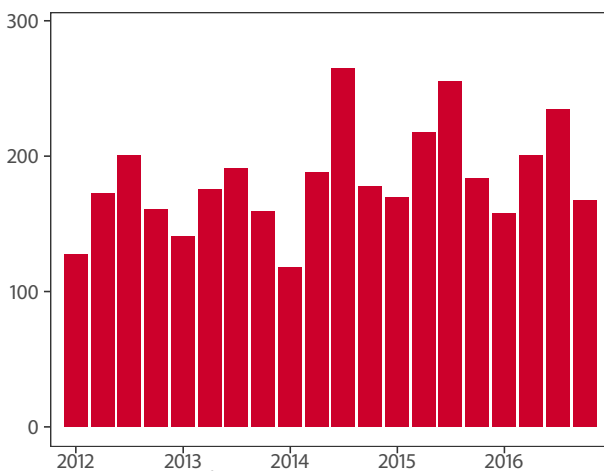
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	-	-	-
Food Service	-	-	-
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	36	36	0
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.

Monthly Hotel Occupancy Rates

Data is not available for this county

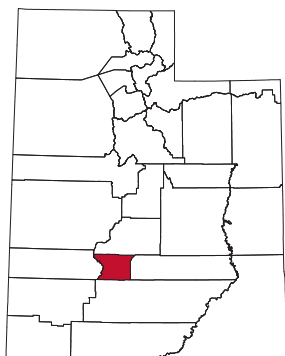
Accommodations Industry: County vs. State

Data is not available for this county

Piute County

Piute County, Utah's second least populated county, had an 18.5% leisure and hospitality share of total private jobs in 2016, ranking 10th in the state. Piute County is home to lakes, deserts, mountain peaks, a Native American and Mormon pioneer heritage, and present day agricultural livelihoods. Piute County claims the popular Paiute ATV Trail system, which includes over 900 miles of ATV trails in nearly one million acres of forest.

The reservoirs of Otter Creek State Park and Piute State Park harbor some of the state's best trout fishing and attract trophy fishermen from surrounding states. In addition to fishing, both state parks offer boating, water sports, camping, and swimming. Other visitors to the county enjoy rafting the Sevier River, snowmobiling, waterfowl hunting, and rockhounding. For the American history buff, Butch Cassidy's boyhood home is located in Piute County along Highway 89 near Circleville.



Travel and Tourism at a Glance

	2016	2015	change
Piute County Pop.	1,604	1,631	-1.7%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$21,983	\$25,518	-13.9%
L&H Taxable Sales	\$1,476,979	\$1,648,884	-10.4%
L&H Jobs	21	22	-4.7%
L&H % of Total Jobs	18.5%	20.7%	-10.6%
L&H Wages	\$197,753	\$271,291	-27.1%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$21,983	\$25,518	-13.9%
Municipal Transient Room Tax	-	-	-
Resort Communities Sales Tax	-	-	-
Restaurant Tax	-	-	-
Motor Vehicle Leasing Tax	-	-	-

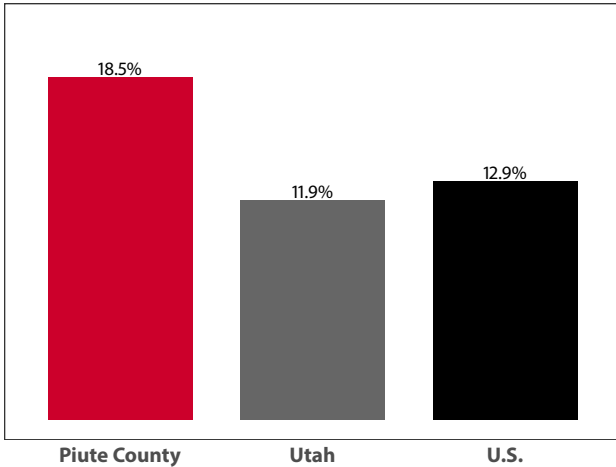
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$822,979	\$1,032,208	-20.3%
Arts, Ent., & Rec.	\$444,000	\$514,746	-13.7%
Food Service	\$210,000	\$101,930	106.0%

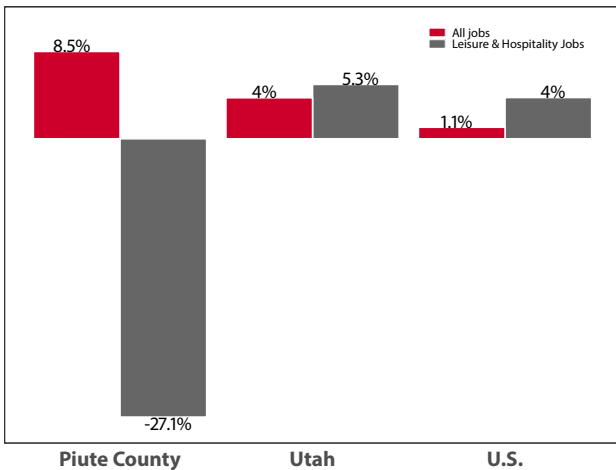
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2016**



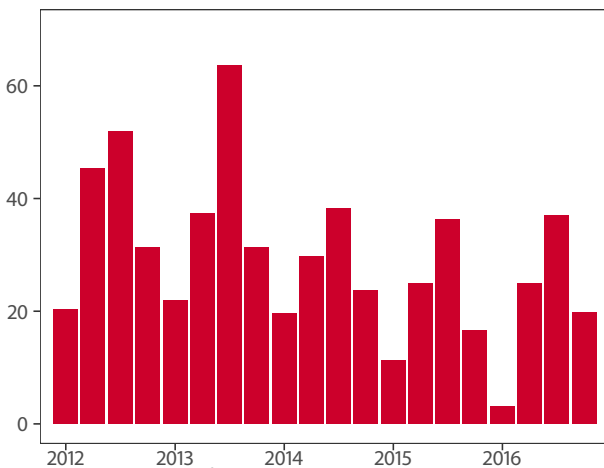
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
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.

Monthly Hotel Occupancy Rates

Data is not available for this county

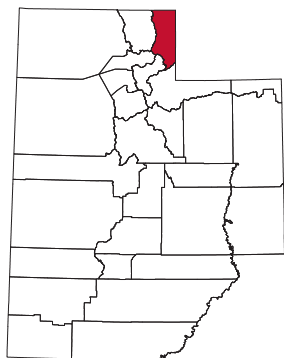
Accommodations Industry: County vs. State

Data is not available for this county

Rich County

Rich County, located in the northeast corner of Utah, had a 29% leisure and hospitality share of total private jobs in 2016, ranking 7th statewide. Once frequented by Native Americans, early fur trappers, cowboys, and pioneers, Rich County is now known as the home of Bear Lake State Park. Native Americans prized the Bear Lake valley as a prime hunting ground as well as an assembly point.

Because so many black bears lived in the area, the trappers called it Black Bear Lake, later shortened to Bear Lake. Referred to as the “Caribbean of the Rockies,” today Bear Lake attracts visitors to its turquoise waters and mountain-scape scenery.



Visitors can boat, fish, and swim in the lake as well as bike, hike, hunt, snowmobile, cross country ski, and ride ATVs in the surrounding areas. During the summer, Bear Lake hosts a variety of athletic races, farmer and artisan markets, and the popular Raspberry Days Festival.

Travel and Tourism at a Glance

	2016	2015	change
Rich County Pop.	2,355	2,353	0.1%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$709,253	\$579,169	22.5%
L&H Taxable Sales	\$11,042,692	\$8,244,704	33.9%
L&H Jobs	167	180	-7.5%
L&H % of Total Jobs	29.0%	34.0%	-14.7%
L&H Wages	\$3,278,240	\$3,442,478	-4.8%
Avg. Occupancy Rate	59.2%	58.5%	1.2%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$285,386	\$213,930	33.4%
Municipal Transient Room Tax	–	–	–
Resort Communities Sales Tax	\$370,453	\$310,588	19.3%
Restaurant Tax	\$53,415	\$54,652	-2.3%
Motor Vehicle Leasing Tax	–	–	–

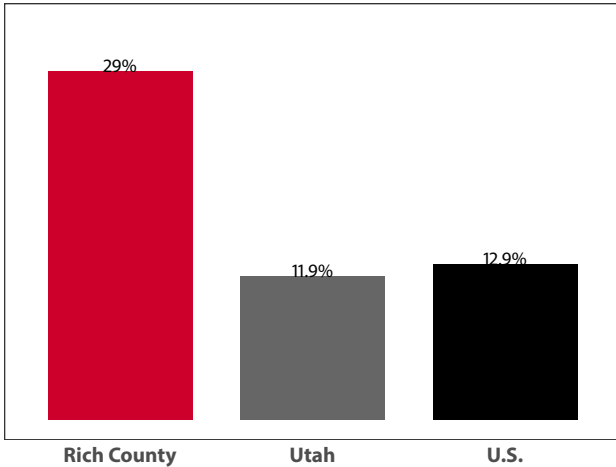
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$5,313,755	\$3,700,491	43.6%
Arts, Ent., & Rec.	\$1,208,000	\$1,009,106	19.7%
Food Service	\$4,520,937	\$3,535,106	27.9%

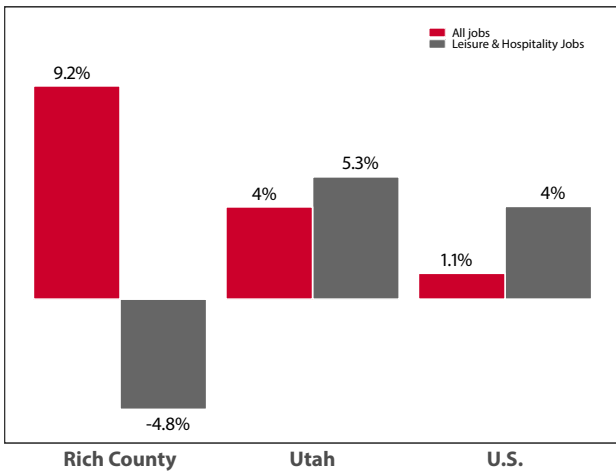
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2016



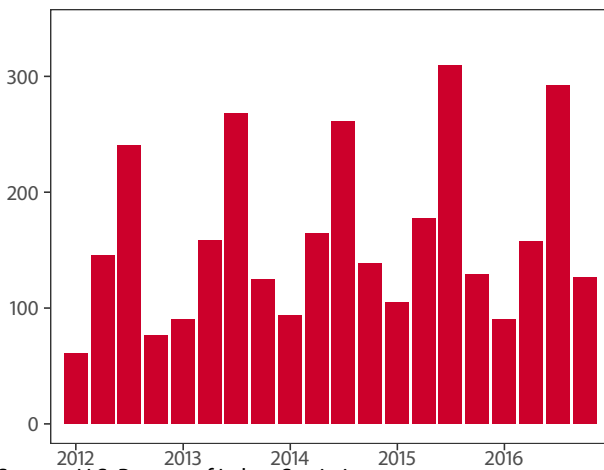
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



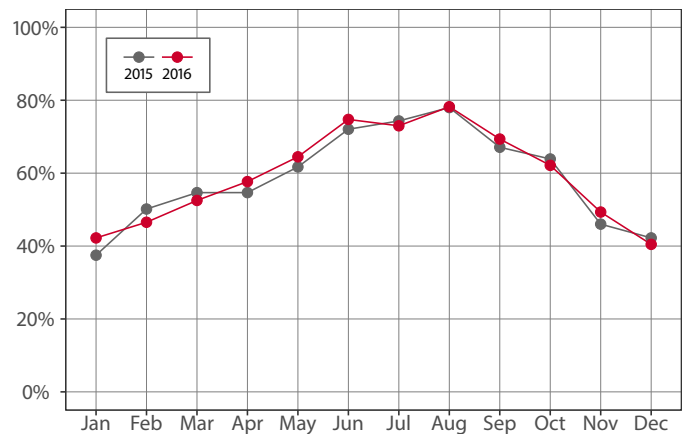
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	-	-	-
Food Service	95	-	-
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.

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.

Accommodations Industry: County vs. State

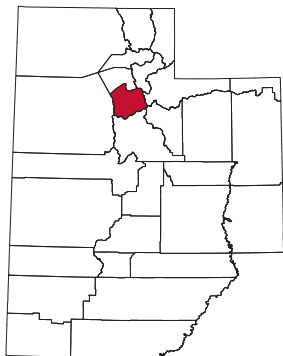
	2016	2015	change
County			
Average Daily Room Rate	\$90.56	\$89.91	0.7%
Occupancy Rate	59.2%	58.5%	1.2%
Revenue Per Available Room	\$54.35	\$53.22	2.1%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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

Salt Lake County

Salt Lake County, Utah's most populated county with over a million residents, had a 10.1% leisure and hospitality share of total private jobs in 2016, ranking 25th statewide. Nestled between the Wasatch Mountains and the Great Salt Lake, it is home to Utah's largest city and state capitol, Salt Lake City, as well as Salt Lake City International Airport. Settled by Mormon Pioneers in 1847, Salt Lake City draws national and international visitors to its LDS Temple and other related religious sites.

Additionally, it hosts a variety of museums, gardens, shopping centers, sports teams, restaurants, family-friendly fun centers, and colleges—including the University of Utah. In wintertime, the county attracts nonresident skiers and snowboarders to



its four ski resorts—Alta, Brighton, Snowbird, and Solitude. During warmer months, visitors can spend time hiking, biking, camping, fishing, or enjoying the mountain scenery in and along the Wasatch Front. Salt Lake County also hosts a number of conventions (e.g. Outdoor Retailer), conferences, and trade shows, which attract a large number of out-of-state visitors who participate in the area's leisure activities and contribute to Salt Lake County's economy.

Travel and Tourism at a Glance

	2016	2015	change
Salt Lake County Pop.	1,108,872	1,094,650	1.3%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$58,555,808	\$56,958,753	2.8%
L&H Taxable Sales	\$2,991,707,025	\$2,865,834,263	4.4%
L&H Jobs	57,573	55,533	3.7%
L&H % of Total Jobs	10.1%	10.1%	0.0%
L&H Wages	\$1,205,682,784	\$1,137,886,011	6.0%
Avg. Occupancy Rate	69.4%	69.8%	-0.5%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$17,007,338	\$16,789,339	1.3%
Municipal Transient Room Tax	\$4,616,989	\$4,573,151	1.0%
Resort Communities Sales Tax	\$864,697	\$733,067	18.0%
Restaurant Tax	\$22,637,665	\$21,875,677	3.5%
Motor Vehicle Leasing Tax	\$13,429,120	\$12,987,520	3.4%

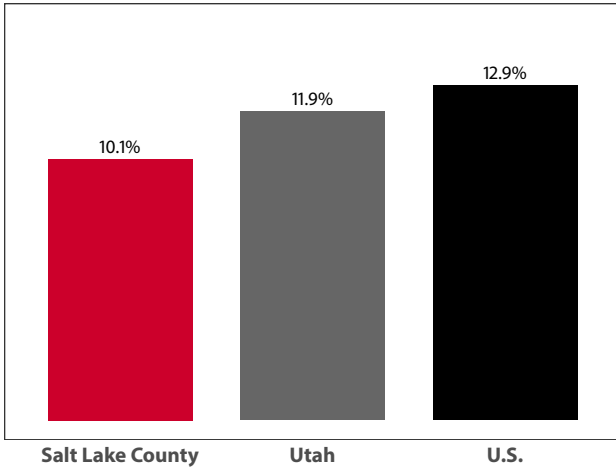
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$551,457,404	\$529,596,332	4.1%
Arts, Ent., & Rec.	\$282,348,327	\$243,931,755	15.7%
Food Service	\$2,157,901,294	\$2,092,306,177	3.1%

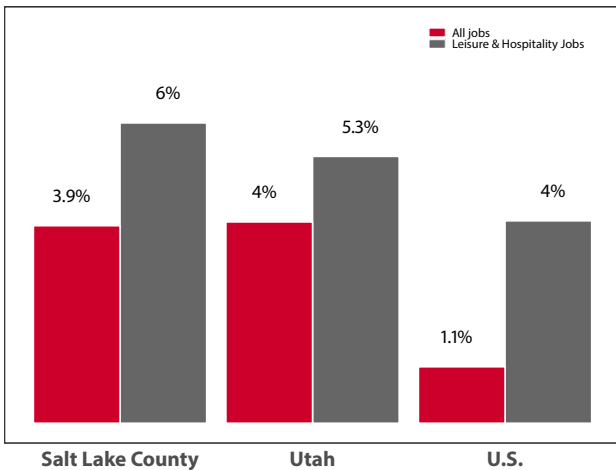
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2016



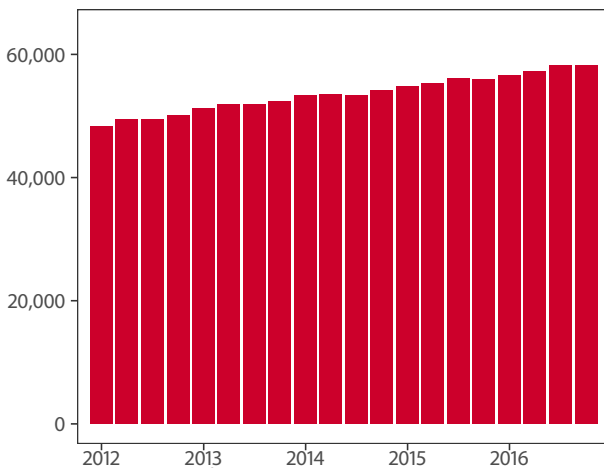
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



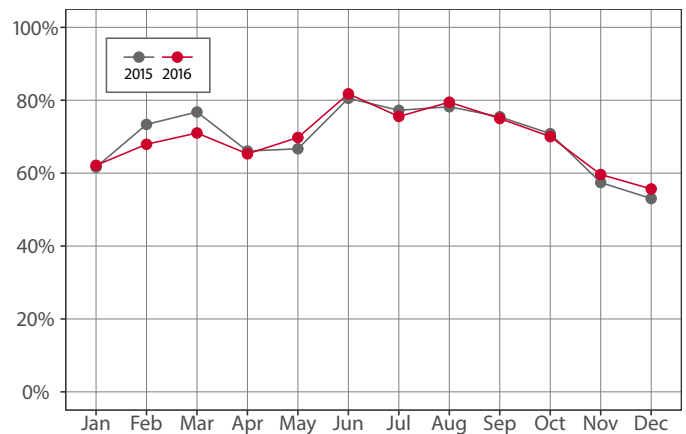
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	7,625	7,558	67
Food Service	41,148	40,245	903
Air Transportation	5,426	5,363	63
Amusement and Recreation	4,617	3,939	678
Gasoline Stations	2,916	2,823	93
Miscellaneous store retailers	3,894	3,678	216
Museums/Parks/Historical sites	645	613	32
Perf. Arts/Spectator Sports	3,536	3,176	360
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	3,860	3,785	75
Transit and Ground Passenger Transport	713	681	32

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.

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.

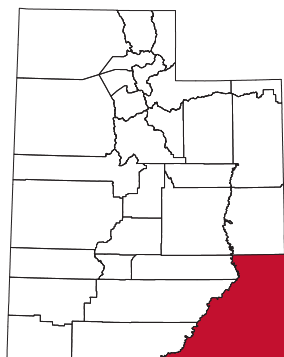
Accommodations Industry: County vs. State

	2016	2015	change
County			
Average Daily Room Rate	\$106.88	\$106.54	0.3%
Occupancy Rate	69.4%	69.8%	-0.5%
Revenue Per Available Room	\$74.53	\$74.64	-0.2%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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

San Juan County

San Juan County, located in the “four corners” region of the United States, had a 24.9% leisure and hospitality share of total private jobs in 2016, ranking 8th statewide. San Juan County is a land rich in ancient human history and dramatic Colorado Plateau topography. Each year visitors are drawn to its deeply-carved canyons, chasms, cliffs, natural bridges, Puebloan ruins and remnant dwellings. Not only does San Juan County include the southern portion of Canyonlands National Park and the eastern portion of Glen Canyon National Recreation Area, but it is also home to four national monuments, two state parks, Grand Gulch Primitive Area, Manti La Sal National Forest and Trail of the Ancients National Scenic Byway. Due to its geographic location, San Juan County serves as a gateway to countless other parks, monuments, recreation sites, and wilderness areas in neighboring states as well.



Travel and Tourism at a Glance

	2016	2015	change
San Juan County Pop.	16,302	15,902	2.5%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$1,040,563	\$857,158	21.4%
L&H Taxable Sales	\$36,451,727	\$33,678,876	8.2%
L&H Jobs	618	550	12.4%
L&H % of Total Jobs	24.9%	21.7%	14.7%
L&H Wages	\$12,907,197	\$10,876,860	18.7%
Canyonlands N.P.	776,218	634,607	22.3%
Hovenweep N.M.	42,862	35,117	22.1%
Natural Bridges N.M.	101,843	94,797	7.4%
Rainbow Bridge N.M.	86,369	77,270	11.8%
Avg. Occupancy Rate	57.8%	56.8%	1.7%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$849,944	\$687,404	23.6%
Municipal Transient Room Tax	\$65,583	\$58,855	11.4%
Resort Communities Sales Tax	\$20	\$30	-31.8%
Restaurant Tax	\$125,016	\$110,869	12.8%
Motor Vehicle Leasing Tax	–	–	–

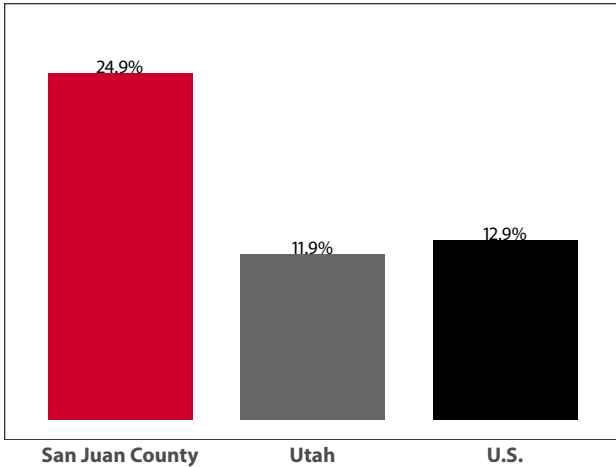
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$26,217,853	\$22,858,195	14.7%
Arts, Ent., & Rec.	\$4,241,864	\$3,546,034	19.6%
Food Service	\$5,992,010	\$7,274,647	-17.6%

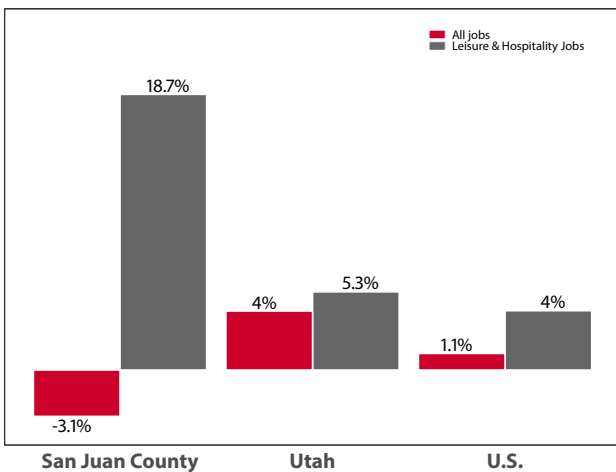
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2016**



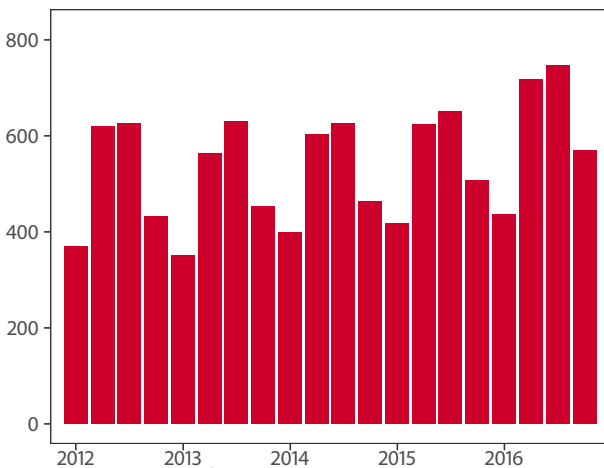
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



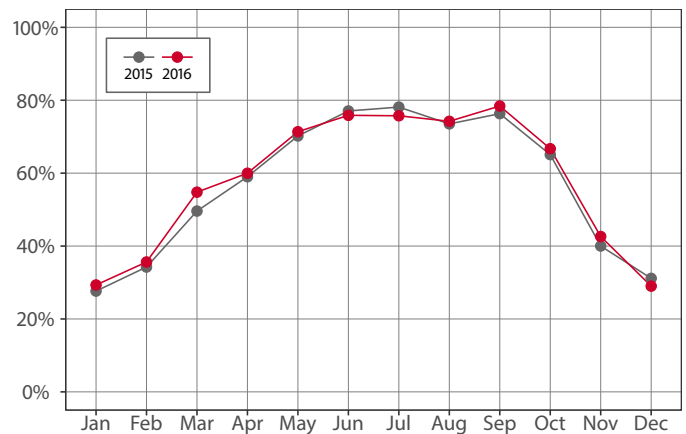
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	447	373	74
Food Service	-	-	-
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	95	91	4
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.

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.

Accommodations Industry: County vs. State

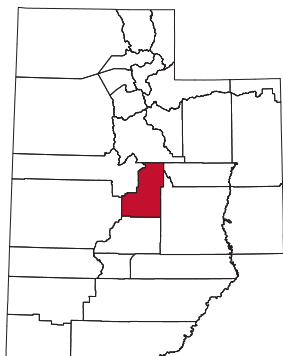
	2016	2015	change
County			
Average Daily Room Rate	\$105.25	\$101.97	3.2%
Occupancy Rate	57.8%	56.8%	1.7%
Revenue Per Available Room	\$60.56	\$57.13	6.0%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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

Sanpete County

Sanpete County, located in the “heart” of the state, had a 10.9% leisure and hospitality share of total private jobs in 2016, ranking 22nd statewide. Sanpete is bordered by the Wasatch Plateau on the east and the Manti-La Sal National Forest/Gunnison Plateau on the west. Once home to ancient cultures and historic Indian tribes, Sanpete County has had a predominantly agricultural economy since Mormon settlement in the late 19th century.

Today Sanpete County is recognized for its Arapeen ATV Trail, which winds through 750 acres of national forest, climbs 6,000 to 10,000 feet in places, and includes “Sky-line Drive”—a rugged 58 mile stretch of 4x4 road stretching from Hwy 31 to the Fish Lake



National Forest. In addition to fishing and camping opportunities in Sanpete County’s aspen and pine forests, Mt. Nebo Scenic Byway is a popular drive in the fall, while Maple Canyon, located near the town of Moroni, draws rock climbers from around the world. The county’s Yuba Lake State Park offers boating, fishing, swimming and a new zip line, while Palisades State Park has an 18-hole golf course.

Travel and Tourism at a Glance

	2016	2015	change
Sanpete County Pop.	29,489	29,088	1.4%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$260,340	\$255,028	2.1%
L&H Taxable Sales	\$17,586,785	\$17,207,083	2.2%
L&H Jobs	532	515	3.3%
L&H % of Total Jobs	10.9%	11.0%	-0.9%
L&H Wages	\$4,927,005	\$4,633,435	6.3%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$105,822	\$110,401	-4.1%
Municipal Transient Room Tax	-	-	-
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$154,518	\$144,627	6.8%
Motor Vehicle Leasing Tax	-	-	-

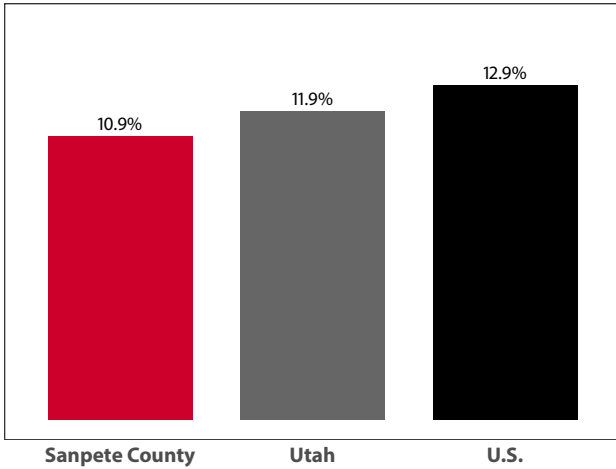
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$2,006,003	\$2,207,673	-9.1%
Arts, Ent., & Rec.	\$1,497,294	\$1,439,072	4.0%
Food Service	\$14,083,488	\$13,560,338	3.9%

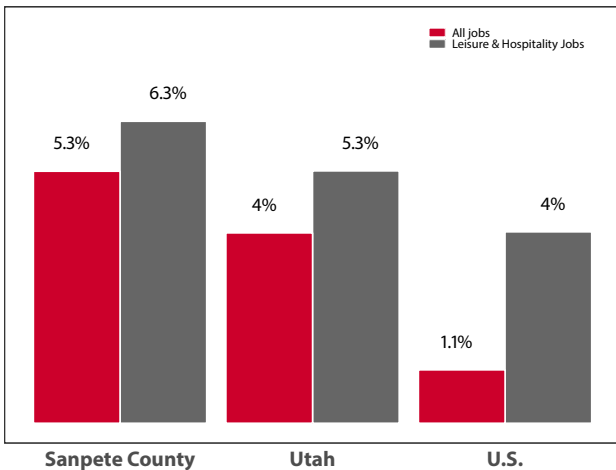
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality
Share of Employment: 2016



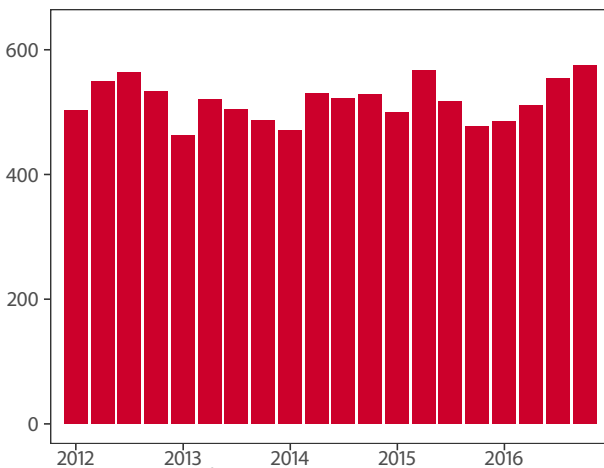
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	44	43	1
Food Service	454	434	20
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	108	96	12
Miscellaneous store retailers	12	13	-1
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.

Monthly Hotel Occupancy Rates

Data is not available for this county

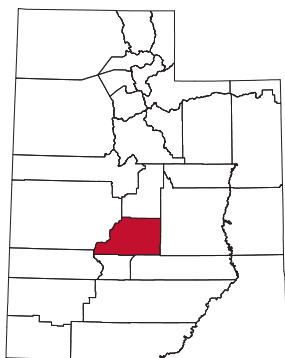
Accommodations Industry: County vs. State

Data is not available for this county

Sevier County

Sevier County, located in central Utah, had a 13.2% leisure and hospitality share of total private jobs in 2016, ranking 15th statewide. Over 80 percent of the county—known for its extensive forests, mountain peaks, lakes, and streams—is public land. Sevier County is known for its Paiute ATV Trail, which constitutes over 900 miles of ATV trail that winds through dense forests, connects mountain peaks, and links towns.

It is also home to three ATV & SideXSide Jamborees. Fremont Indian State Park in Clear Creek Canyon, which offers camping and access to the Paiute ATV Trail, exhibits a collection of rock art and artifacts from the largest discovered Fremont Indian community to date.



Other outdoor attractions in Sevier County include the Fishlake Scenic Byway, Gooseberry ATV Trail, Big Rock Candy Mountain, Fish Lake, and the Pando or the Trembling Giant—a clonal colony of quaking aspen and the heaviest known living organism on earth.

Travel and Tourism at a Glance

	2016	2015	change
Sevier County Pop.	21,517	21,238	1.3%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$956,732	\$924,041	3.5%
L&H Taxable Sales	\$37,959,669	\$36,612,094	3.7%
L&H Jobs	894	914	-2.2%
L&H % of Total Jobs	13.2%	13.6%	-2.9%
L&H Wages	\$11,135,765	\$10,856,391	2.6%
Avg. Occupancy Rate	54.1%	55.2%	-2.0%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$541,897	\$520,754	4.1%
Municipal Transient Room Tax	\$112,762	\$113,051	-0.3%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$275,097	\$265,765	3.5%
Motor Vehicle Leasing Tax	\$26,976	\$24,471	10.2%

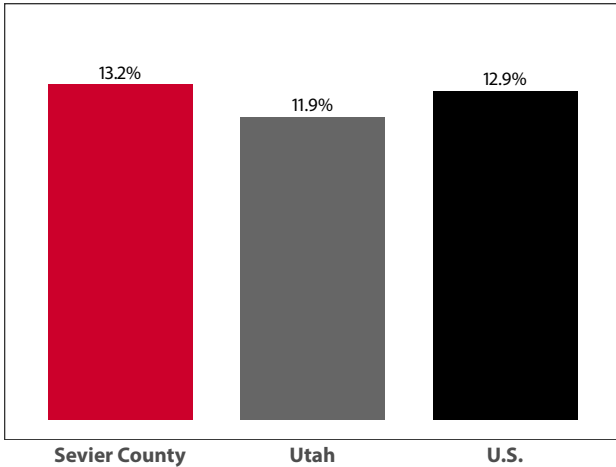
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$12,802,080	\$11,950,611	7.1%
Arts, Ent., & Rec.	\$683,493	\$419,871	62.8%
Food Service	\$24,474,096	\$24,241,612	1.0%

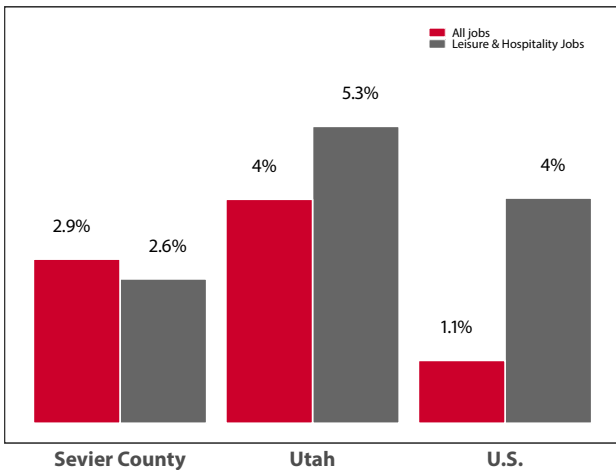
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality
Share of Employment: 2016



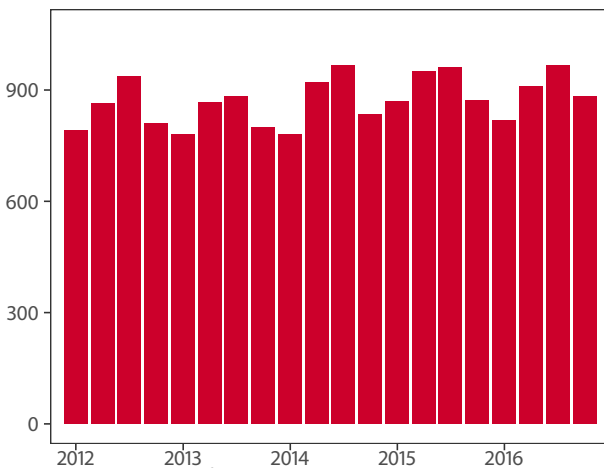
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



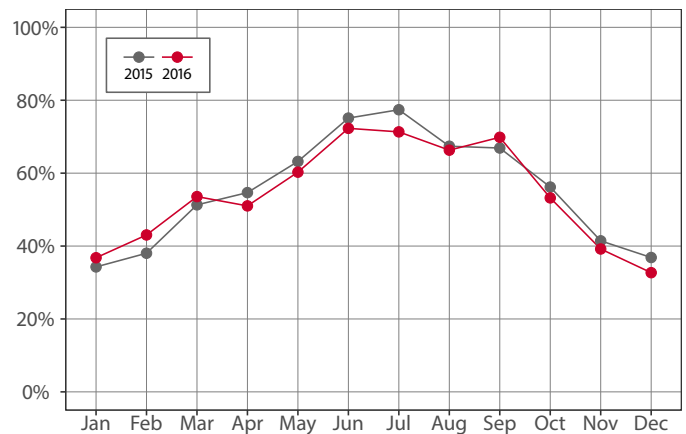
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	-	238	-
Food Service	-	661	-
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	211	195	16
Miscellaneous store retailers	25	24	1
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	-	78	-
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.

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.

Accommodations Industry: County vs. State

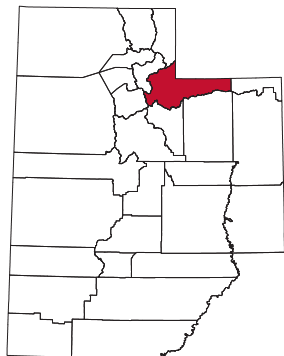
	2016	2015	change
County			
Average Daily Room Rate	\$78.48	\$77.51	1.3%
Occupancy Rate	54.1%	55.2%	-2.0%
Revenue Per Available Room	\$42.94	\$43.23	-0.7%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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

Summit County

Summit County, Salt Lake County’s eastern neighbor, had a 41% leisure and hospitality share of total private jobs in 2016, ranking 5th statewide. Summit County, nestled among the Wasatch and Uinta Mountains, contains 39 of Utah’s highest peaks, all with an altitude greater than 12,600 feet. Summit County has two world-class ski resorts—Deer Valley and what is now America’s largest ski resort: Park City Mountain Resort. In addition, its largest city—the resort town of Park City—served as a main venue for the 2002 Winter Olympics and was recently named “The Best Town in America” by Outside magazine (2013) and “Best Ski Destination” by Sunset magazine (2015).

Park City also hosts the popular Sundance Film Festival each January, attracting upwards of 30,000 nonresident visitors to the state. Other Summit County attractions include the Utah Olympic Park, Park City Arts Festival, Park Silly Sunday Market, and Rockport State Park. Summit County continues to attract more visitors to its mountain resorts during its “shoulder seasons” (spring through fall) by offering a wider range of family-friendly activities.



Travel and Tourism at a Glance

	2016	2015	change
Summit County Pop.	40,050	39,278	2.0%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$25,091,306	\$23,126,212	8.5%
L&H Taxable Sales	\$712,554,013	\$652,426,299	9.2%
L&H Jobs	9,714	9,122	6.5%
L&H % of Total Jobs	41.0%	40.2%	2.0%
L&H Wages	\$298,130,725	\$275,050,185	8.4%
Avg. Occupancy Rate	54.0%	51.0%	5.9%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$8,661,092	\$7,864,926	10.1%
Municipal Transient Room Tax	–	–	–
Resort Communities Sales Tax	\$13,661,821	\$12,682,672	7.7%
Restaurant Tax	\$2,768,393	\$2,578,614	7.4%
Motor Vehicle Leasing Tax	–	–	–

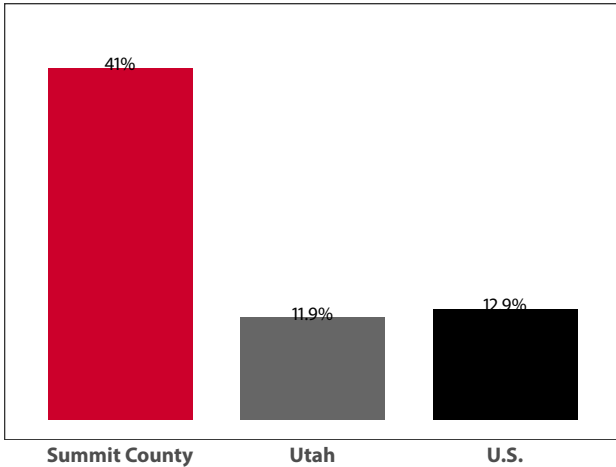
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$356,373,860	\$328,142,351	8.6%
Arts, Ent., & Rec.	\$178,553,822	\$155,756,062	14.6%
Food Service	\$177,626,331	\$168,527,886	5.4%

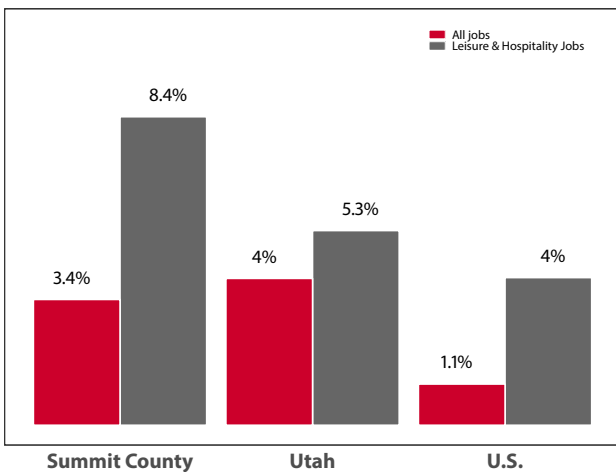
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2016



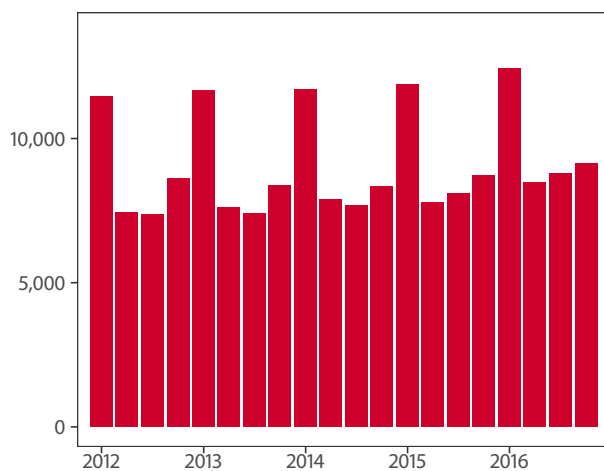
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



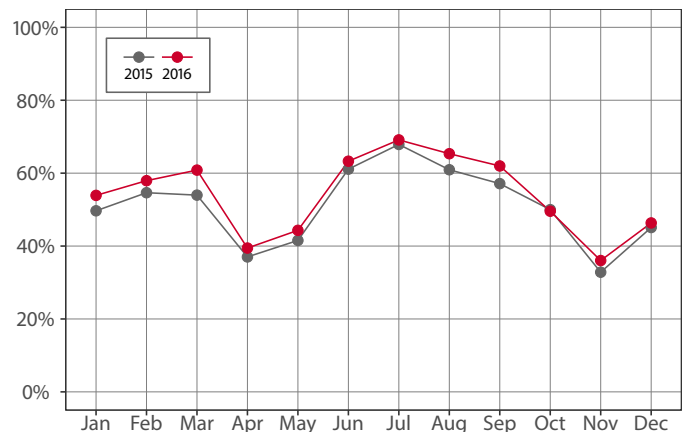
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	2,615	2,658	-43
Food Service	3,481	3,160	321
Air Transportation	14	9	5
Amusement and Recreation	3,128	2,906	222
Gasoline Stations	205	202	3
Miscellaneous store retailers	205	200	5
Museums/Parks/Historical sites	34	30	4
Perf. Arts/Spectator Sports	453	366	87
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	314	342	-28
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.

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.

Accommodations Industry: County vs. State

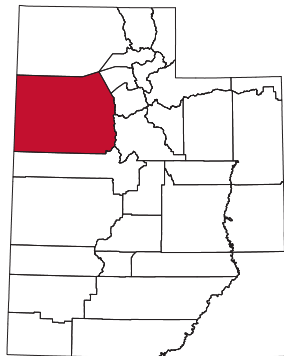
	2016	2015	change
County			
Average Daily Room Rate	\$237.76	\$235.18	1.1%
Occupancy Rate	54.0%	51.0%	5.9%
Revenue Per Available Room	\$129.80	\$120.45	7.8%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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Tooele County

Tooele County, Utah's second largest county in area, had a 13% leisure and hospitality share of total private jobs in 2016, ranking 16th statewide. This classic basin and range country was once the stomping grounds of prehistoric Indian tribes, namely Fremont and Goshutes, Mormon settlers, and Pony Express riders. In addition to the traditional livelihoods of grazing, farming, mining, and smelting, today a significant portion of county acres are designated as U.S. military grounds, supporting military personnel and contractors inside and outside of the county.

Tooele County attractions include multiple museums, monuments, and memorials including Ophir Town Hall, Grantsville First Ward building, Deseret Peak Complex, and Historic Wendover Air Base—an important site for bomber training during World War II. The county also has three golf courses. Other areas of interest are the Utah Motorsports Campus, Bonneville Salt Flats, Stansbury Island, Pony Express Trail, and Fish Springs National Wildlife Refuge. Tooele County also receives supplemental visitation from I-80 motorists.



Travel and Tourism at a Glance

	2016	2015	change
Tooele County Pop.	65,285	63,262	3.2%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$993,283	\$972,458	2.1%
L&H Taxable Sales	\$67,557,073	\$70,020,671	-3.5%
L&H Jobs	1,549	1,546	0.2%
L&H % of Total Jobs	13.0%	13.8%	-5.8%
L&H Wages	\$21,667,391	\$24,005,402	-9.7%
Avg. Occupancy Rate	51.4%	52.3%	-1.8%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$396,636	\$385,012	3.0%
Municipal Transient Room Tax	\$38,961	\$41,839	-6.9%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$557,686	\$545,607	2.2%
Motor Vehicle Leasing Tax	-	-	-

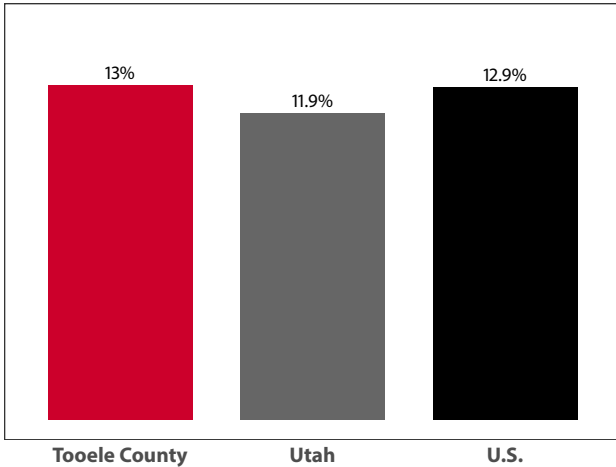
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$11,536,261	\$11,126,595	3.7%
Arts, Ent., & Rec.	\$4,337,902	\$9,130,899	-52.5%
Food Service	\$51,682,910	\$49,763,178	3.9%

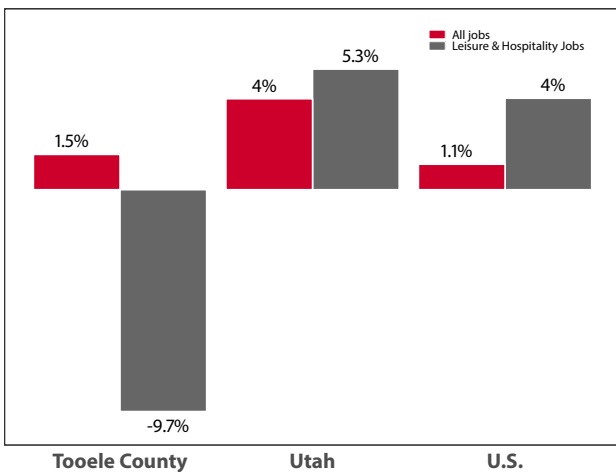
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2016



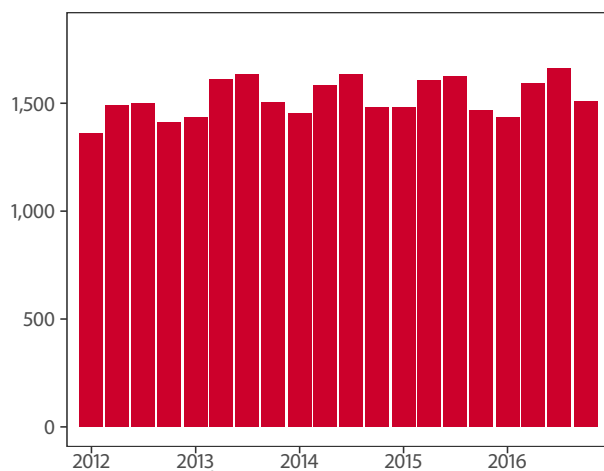
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



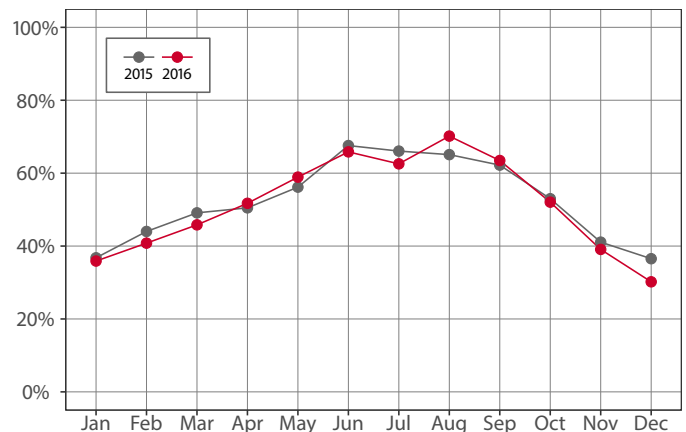
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	178	174	4
Food Service	1,132	1,094	38
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	337	300	37
Miscellaneous store retailers	33	26	7
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.

Monthly Hotel Occupancy Rates



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

Accommodations Industry: County vs. State

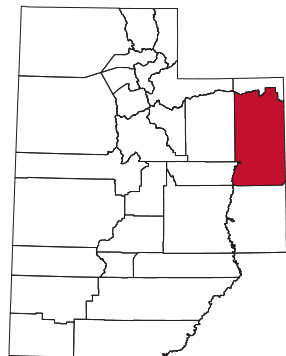
	2016	2015	change
County			
Average Daily Room Rate	\$86.76	\$84.32	2.9%
Occupancy Rate	51.4%	52.3%	-1.8%
Revenue Per Available Room	\$44.53	\$44.08	1.0%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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

Uintah County

Uintah County, also commonly referred to as “Dinosaurland,” had a 14.7% leisure and hospitality share of total private jobs in 2016, ranking 14th statewide. Once the land of ancient and historic Indian cultures, Uintah was later settled by fur trappers, miners, farmers, and ranchers. Like Duchesne County, Uintah has recently experienced an oil and gas industry bust, which partly explains the year-over-year decreases in travel-related sales tax revenue, taxable sales, and hotel occupancy.

Uintah County is best known for Dinosaur National Monument, which comprises a portion of the Green River and attracts paleontology enthusiasts as well as outdoor enthusiasts. The Western Heritage Museum, Utah Field House of Natural History State Park Mu-



seum, and Daughters of Utah Pioneers Museum are all located in the county seat of Vernal. More recently, Uintah County has been working with the Utah State Parks, the US Forest Service, and the Bureau of Land Management to develop new trails and better promote existing trails in and around the county. In 2015, Vernal announced the grand opening of its new Uintah Conference Center, which can accommodate up to 1,600 guests.

Travel and Tourism at a Glance

	2016	2015	change
Uintah County Pop.	36,580	37,395	-2.2%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$1,034,665	\$1,253,718	-17.5%
L&H Taxable Sales	\$51,957,575	\$60,052,923	-13.5%
L&H Jobs	1,377	1,224	12.5%
L&H % of Total Jobs	14.7%	11.3%	30.1%
L&H Wages	\$16,077,073	\$16,966,313	-5.2%
Dinosaur N.M.	304,312	291,799	4.3%
Avg. Occupancy Rate	42.6%	45.2%	-5.6%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$508,528	\$636,514	-20.1%
Municipal Transient Room Tax	\$118,722	\$148,807	-20.2%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$400,294	\$457,422	-12.5%
Motor Vehicle Leasing Tax	\$7,121	\$10,975	-35.1%

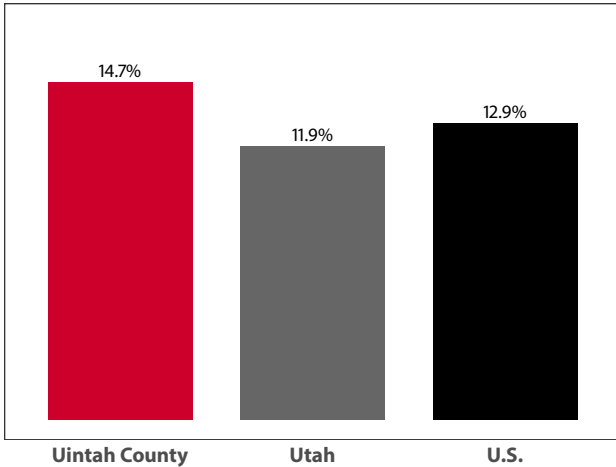
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$13,016,648	\$16,750,316	-22.3%
Arts, Ent., & Rec.	\$1,676,035	\$1,383,809	21.1%
Food Service	\$37,264,892	\$41,918,798	-11.1%

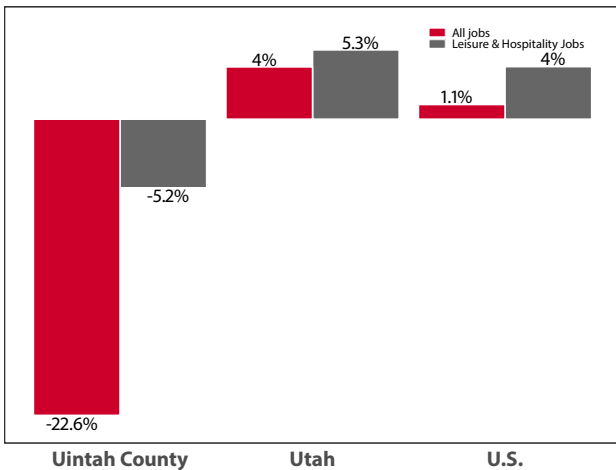
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2016



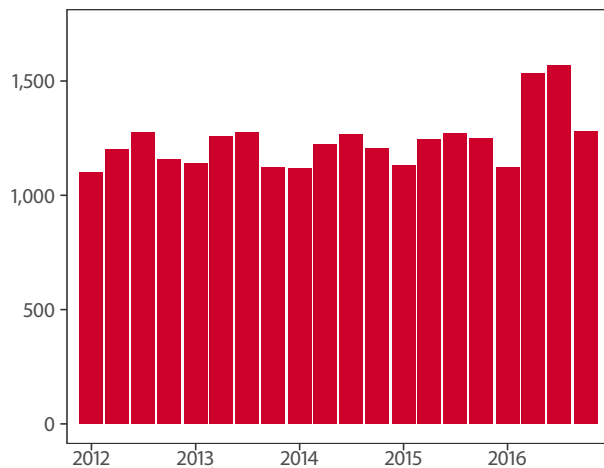
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



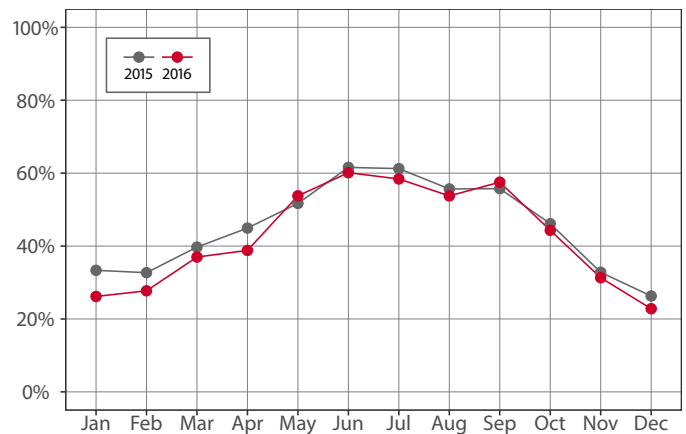
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	180	211	-31
Food Service	1,164	982	182
Air Transportation	-	-	-
Amusement and Recreation	22	20	2
Gasoline Stations	201	190	11
Miscellaneous store retailers	87	100	-13
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	8	9	-1
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	61	88	-27
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.

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.

Accommodations Industry: County vs. State

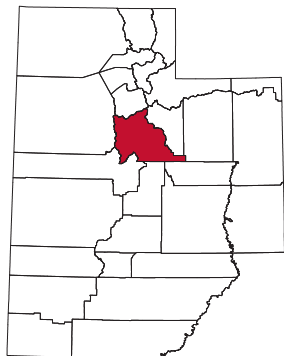
	2016	2015	change
County			
Average Daily Room Rate	\$86.68	\$87.10	-0.5%
Occupancy Rate	42.6%	45.2%	-5.6%
Revenue Per Available Room	\$36.72	\$39.43	-6.9%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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

Utah County

Utah County, Utah's second most populated county with over half a million residents, had a 10% leisure and hospitality share of total private jobs in 2016, ranking 26th statewide. Utah County, which rests between the Wasatch Mountains and Utah Lake, is home to parks, museums, restaurants, a convention center (Utah Valley Convention Center), specialty retailers, special events (e.g. America's Freedom Festival), family-friendly amusement centers, and colleges, such as Brigham Young University.

Utah County is also home to Sundance, a four season resort owned by Robert Redford that offers skiing, mountain biking, theater, lodging, and fine dining. Timpanogos Cave National Monument, located in Utah County's American Fork Canyon, offers



guided tours of its three-cave system every hour throughout the day. Other outdoor recreation attractions in Utah County are fishing on the Provo River, boating on Utah Lake, and strolling through the Thanksgiving Point Gardens. In addition, a virtual reality entertainment center called The Void opened in spring 2017.

Travel and Tourism at a Glance

	2016	2015	change
Utah County Pop.	603,362	585,694	3.0%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$12,562,190	\$11,835,020	6.1%
L&H Taxable Sales	\$837,491,833	\$785,614,912	6.6%
L&H Jobs	19,101	17,969	6.3%
L&H % of Total Jobs	10.0%	10.0%	0.0%
L&H Wages	\$282,087,722	\$266,845,161	5.7%
Timpanogos Cave N.M.	91,261	104,023	-12.3%
Avg. Occupancy Rate	66.3%	65.9%	0.7%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$3,245,322	\$2,977,691	9.0%
Municipal Transient Room Tax	\$815,422	\$752,960	8.3%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$7,417,126	\$7,092,688	4.6%
Motor Vehicle Leasing Tax	\$1,084,321	\$1,011,681	7.2%

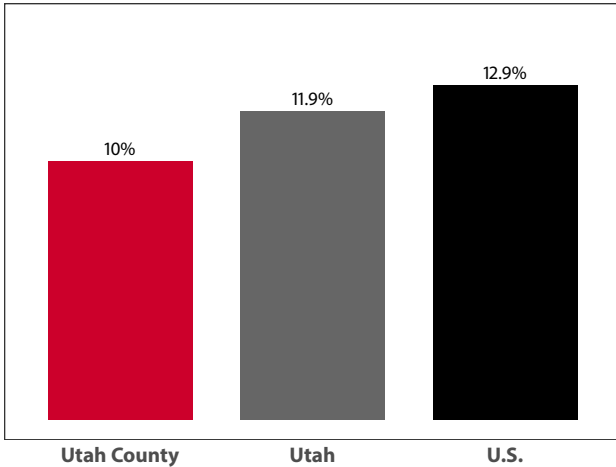
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$103,829,209	\$94,723,644	9.6%
Arts, Ent., & Rec.	\$45,800,492	\$43,382,375	5.6%
Food Service	\$687,862,132	\$647,508,894	6.2%

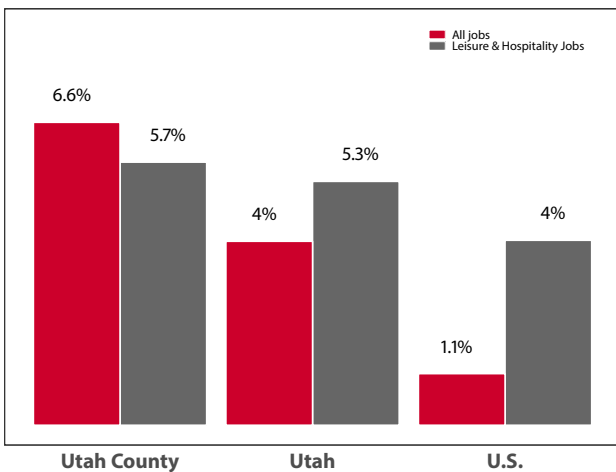
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2016



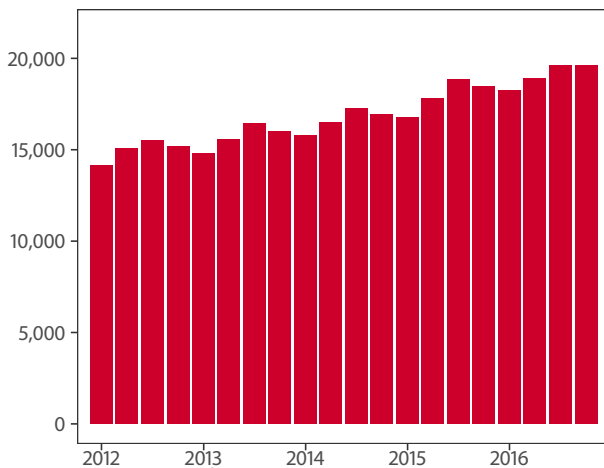
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



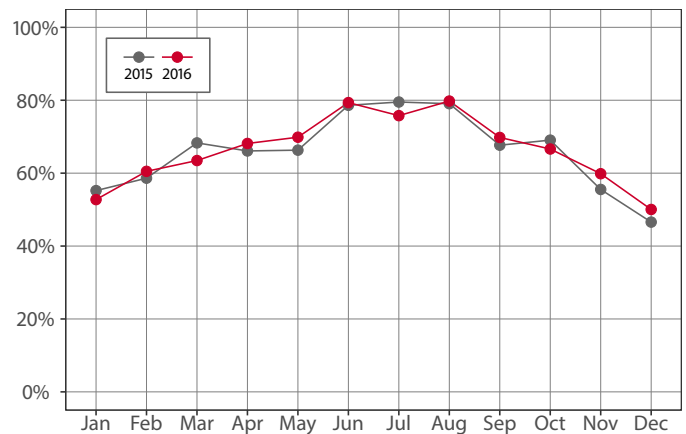
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	1,436	1,334	102
Food Service	15,302	14,470	832
Air Transportation	-	33	-
Amusement and Recreation	1,580	1,413	167
Gasoline Stations	1,232	1,239	-7
Miscellaneous store retailers	1,652	1,605	47
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	1,570	1,656	-86
Transit and Ground Passenger Transport	271	304	-33

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.

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.

Accommodations Industry: County vs. State

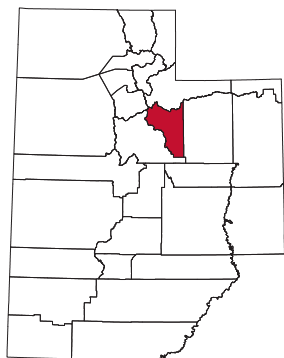
	2016	2015	change
County			
Average Daily Room Rate	\$93.76	\$91.13	2.9%
Occupancy Rate	66.3%	65.9%	0.7%
Revenue Per Available Room	\$62.59	\$60.42	3.6%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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

Wasatch County

Wasatch County, encompassing the mountain valleys east of the Wasatch Front, had a 19.2% leisure and hospitality share of private jobs in 2016, ranking 9th statewide. Wasatch County is an outdoor enthusiast's paradise with a touch of Swiss charm. Strawberry Reservoir, Deer Creek State Park, and Jordanelle State Park offer boating and fishing opportunities to visitors.

Wasatch Mountain State Park has a campground, an 18-hole golf course, and access to numerous hiking, biking, ATV, horseback, and cross-country skiing trails. Wasatch County is well-known for its historic Homestead Resort, which offers everything from horse-



back riding to snorkeling, and its upscale Zermatt Resort, for visitors seeking a little more luxury. Soldier Hollow, located near Deer Creek Reservoir, offers a variety of snow sports and hosts a variety of races throughout the year. Every Labor Day, the town of Midway holds the Midway Swiss Days festival with a parade, food, and an assortment of family activities.

Travel and Tourism at a Glance

	2016	2015	change
Wasatch County Pop.	29,995	28,613	4.8%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$2,987,652	\$2,657,663	12.4%
L&H Taxable Sales	\$108,334,583	\$100,268,626	8.0%
L&H Jobs	1,284	1,241	3.5%
L&H % of Total Jobs	19.2%	19.8%	-3.0%
L&H Wages	\$22,308,672	\$21,062,510	5.9%
Avg. Occupancy Rate	54.0%	51.0%	5.9%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$1,780,875	\$1,505,733	18.3%
Municipal Transient Room Tax	\$147,135	\$109,246	34.7%
Resort Communities Sales Tax	\$512,698	\$507,733	1.0%
Restaurant Tax	\$546,944	\$534,951	2.2%
Motor Vehicle Leasing Tax	-	-	-

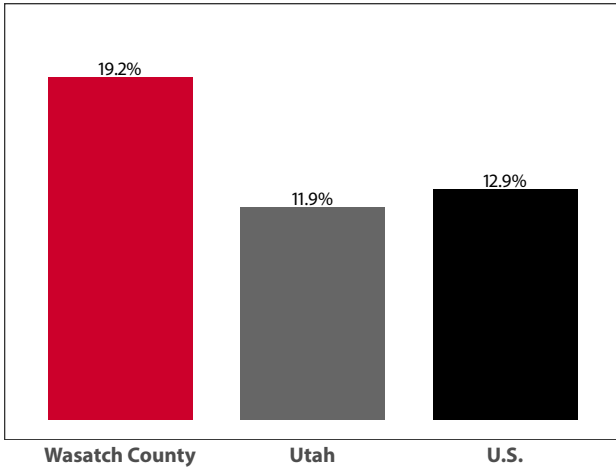
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$57,606,629	\$53,790,079	7.1%
Arts, Ent., & Rec.	\$15,320,817	\$11,799,984	29.8%
Food Service	\$35,407,137	\$34,678,563	2.1%

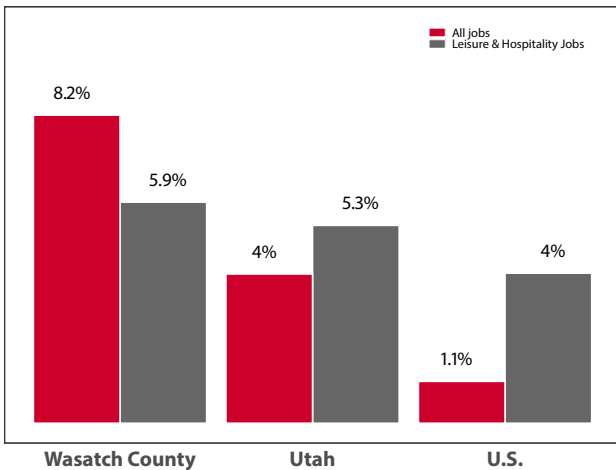
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2016



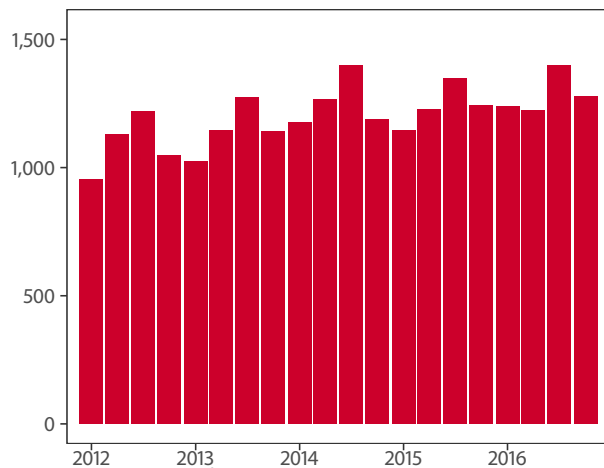
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



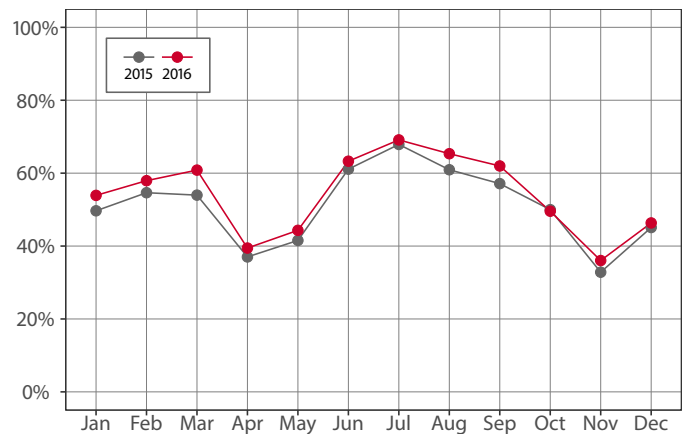
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	390	435	-45
Food Service	735	665	70
Air Transportation	-	-	-
Amusement and Recreation	136	110	26
Gasoline Stations	125	119	6
Miscellaneous store retailers	89	71	18
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	21	30	-9
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	49	50	-1
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.

Monthly Hotel Occupancy Rates



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

Accommodations Industry: County vs. State

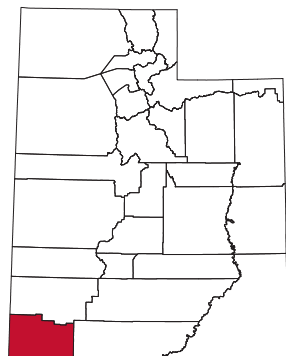
	2016	2015	change
County			
Average Daily Room Rate	\$237.76	\$235.18	1.1%
Occupancy Rate	54.0%	51.0%	5.9%
Revenue Per Available Room	\$129.80	\$120.45	7.8%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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

Washington County

Washington County, located in the southwestern corner of Utah, had a 16.6% leisure and hospitality job share of total private jobs in 2016, ranking 13th statewide. Washington County, nicknamed “Dixie” for its warm temperatures and mild winters, has a lot to offer tourists, travelers, and outdoor enthusiasts, including shopping, golfing, access to national and state parks, athletic events, outdoor theater, art galleries, spas, and resorts. The eastern third of Washington County contains Utah’s “crown jewel,” Zion National Park.

Zion National Park received 4.3 million visitors in 2016 and was ranked the 5th most visited national park in the U.S. The western two-thirds of Washington County include four diverse and scenic state parks, including Snow Canyon, Sand Hollow, Quail



Lake, and Gunlock Reservoir. St. George, the county’s largest city, is home to the outdoor, sandstone-set Tuacahn Amphitheatre that attracts to its shows over 100,000 attendees from all 50 states and over 20 countries. St. George is also the mid-way point between Salt Lake City and Los Angeles along Interstate 15, capturing supplemental visitation from interstate travelers.

Travel and Tourism at a Glance

	2016	2015	change
Washington County Pop.	160,359	154,602	3.7%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$13,037,665	\$11,434,095	14.0%
L&H Taxable Sales	\$473,399,432	\$432,082,363	9.6%
L&H Jobs	8,686	8,555	1.5%
L&H % of Total Jobs	16.6%	17.6%	-5.7%
L&H Wages	\$146,894,945	\$142,563,881	3.0%
Zion N.P.	4,295,127	3,648,846	17.7%
Avg. Occupancy Rate	68.1%	64.5%	5.7%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$6,773,174	\$5,729,290	18.2%
Municipal Transient Room Tax	\$1,442,472	\$1,212,828	18.9%
Resort Communities Sales Tax	\$1,484,010	\$1,286,576	15.3%
Restaurant Tax	\$2,815,809	\$2,730,168	3.1%
Motor Vehicle Leasing Tax	\$522,200	\$475,234	9.9%

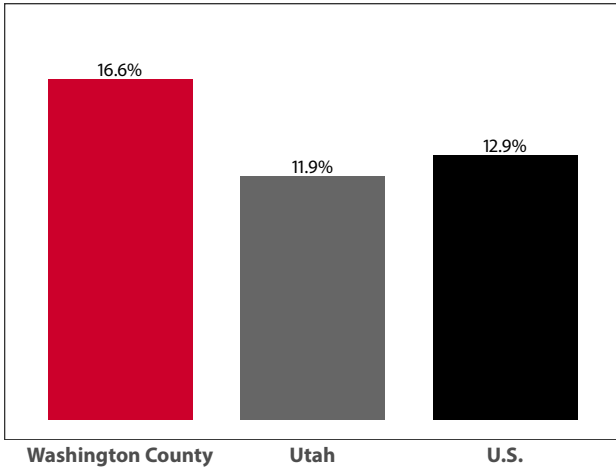
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$153,438,560	\$129,935,454	18.1%
Arts, Ent., & Rec.	\$51,631,296	\$47,152,274	9.5%
Food Service	\$268,329,576	\$254,994,636	5.2%

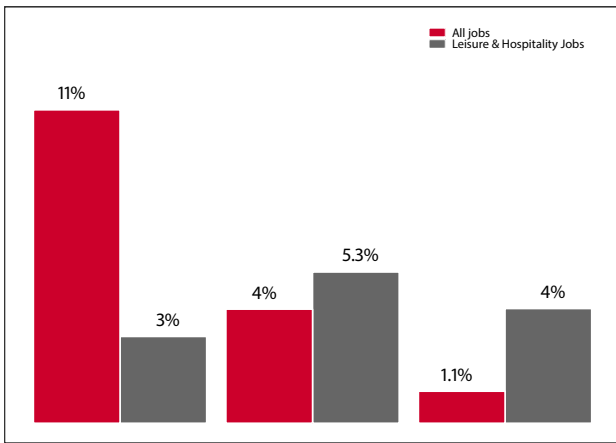
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality
Share of Employment: 2016



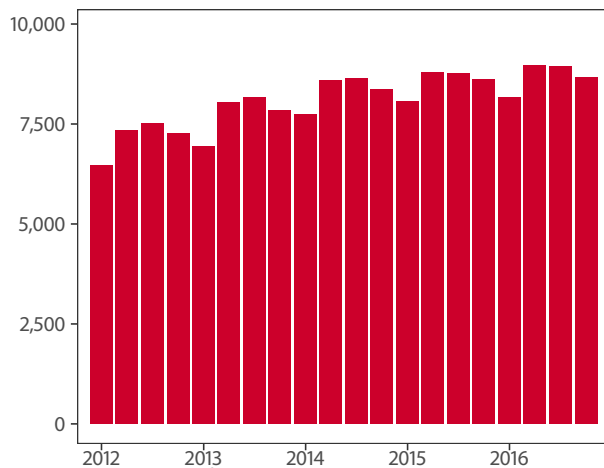
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



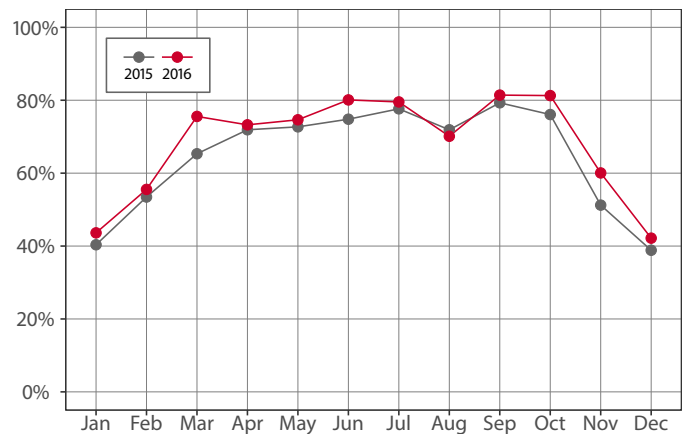
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	1,936	1,979	-43
Food Service	5,706	5,597	109
Air Transportation	-	-	-
Amusement and Recreation	717	672	45
Gasoline Stations	435	423	12
Miscellaneous store retailers	378	359	19
Museums/Parks/Historical sites	18	21	-3
Perf. Arts/Spectator Sports	307	284	23
Scenic and Sightseeing Transportation	10	-	-
Sporting Goods/Hobby/Books Stores	443	466	-23
Transit and Ground Passenger Transport	215	209	6

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.

Monthly Hotel Occupancy Rates



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

Accommodations Industry: County vs. State

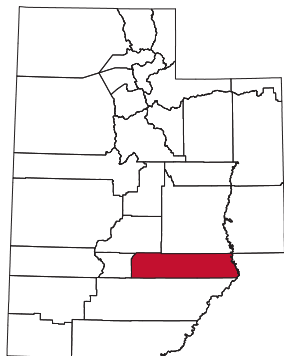
	2016	2015	change
County			
Average Daily Room Rate	\$105.69	\$102.53	3.1%
Occupancy Rate	68.1%	64.5%	5.7%
Revenue Per Available Room	\$73.14	\$67.13	9.0%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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Wayne County

Wayne County, located in south-central Utah, had a 35.3% leisure and hospitality share of total private jobs in 2016, ranking 6th statewide. The county is home to Capitol Reef National Park and is surrounded by a variety of other national parks, national monuments, and national forests. Lying within the colorful Colorado Plateau province, the county's early inhabitants referred to the area as "the land of the sleeping rainbow" due to the wide spectrum of colors in its surrounding rocks, valleys, and sky.

Much of beautiful Canyonlands National Park, with its spectacular rock formations, cliffs, canyons, and valleys, lies in the county as well. Recreational activities in Wayne County include fishing, horseback riding, hiking, biking, and rockhounding. The county also features OHV trails, jeep tours, and access to Barrier Canyon Style rock art. During the first weekend of July, the town of Torrey holds its annual Torrey Apple Days celebration with a 5K, arts and crafts, parade, contests, and music.



Travel and Tourism at a Glance

	2016	2015	change
Wayne County Pop.	2,718	2,725	-0.2%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$495,583	\$392,800	26.2%
L&H Taxable Sales	\$18,896,636	\$15,715,520	20.2%
L&H Jobs	259	252	2.9%
L&H % of Total Jobs	35.3%	35.5%	-0.6%
L&H Wages	\$4,602,090	\$4,166,116	10.5%
Capitol Reef N.P.	1,064,904	941,029	13.2%
Avg. Occupancy Rate	57.8%	56.8%	1.7%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$415,369	\$317,629	30.8%
Municipal Transient Room Tax	\$7,200	\$4,954	45.3%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$73,015	\$70,216	4.0%
Motor Vehicle Leasing Tax	-	-	-

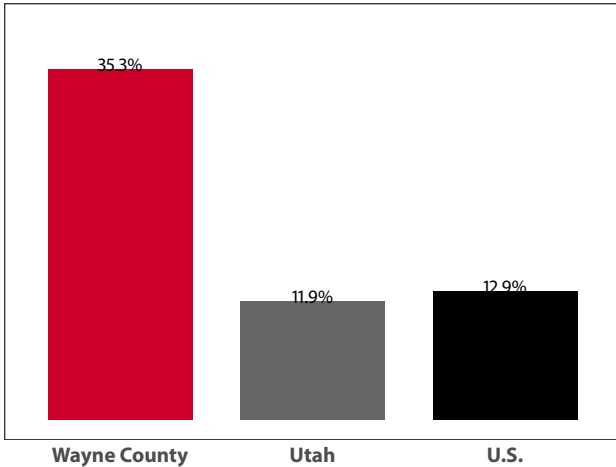
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$10,266,311	\$8,341,144	23.1%
Arts, Ent., & Rec.	\$1,162,733	\$1,136,305	2.3%
Food Service	\$7,467,592	\$6,238,071	19.7%

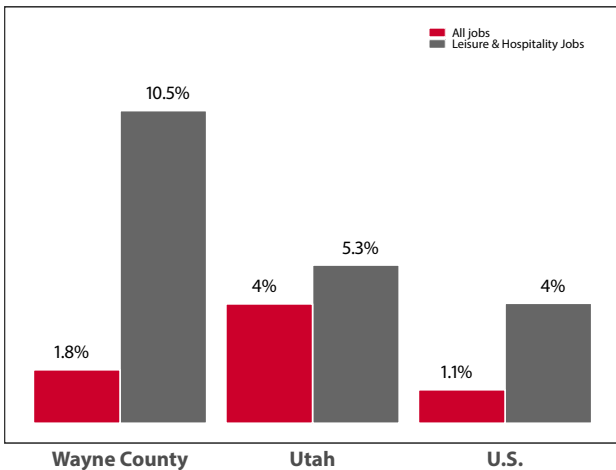
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality
Share of Employment: 2016



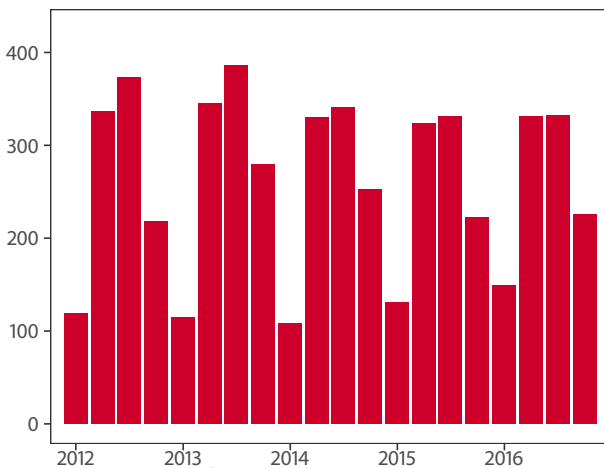
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



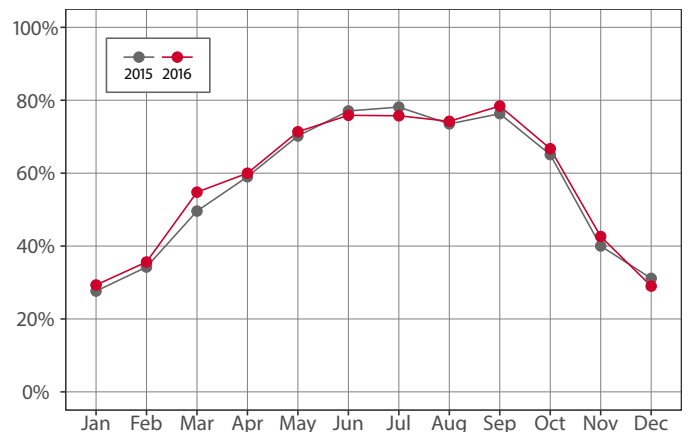
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	112	106	6
Food Service	130	129	1
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	42	40	2
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.

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.

Accommodations Industry: County vs. State

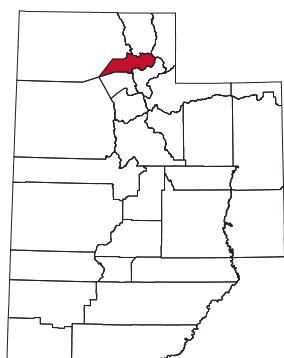
	2016	2015	change
County			
Average Daily Room Rate	\$105.25	\$101.97	3.2%
Occupancy Rate	57.8%	56.8%	1.7%
Revenue Per Available Room	\$60.56	\$57.13	6.0%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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

Weber County

Weber County, the second-smallest county in Utah by land area, had an 11.1% leisure and hospitality share of total private jobs in 2016, ranking 21st statewide. The county includes a wide strip of land running from the Wasatch Mountains on the east, dividing it into Lower and Upper Valley, to the Great Salt Lake on the west.

Ogden, the county seat and Utah's sixth largest city, acted as a key intersection of the transcontinental railroad for transferring railroad cars, passengers, and freight in the 1800's. Today, Weber County is considered a winter sports haven, touting three ski resorts (Snowbasin, Nordic Valley and Powder Mountain) that



receive upwards of 450 inches of snow each year. Summer offers camping, hiking, biking, climbing, fly-fishing, and kayaking in and around the Weber River and Wasatch Range, as well as popular athletic events (e.g. Ogden Marathon). Recently, Ogden has drawn media attention as a hotspot for outdoor enthusiasts and outdoor-oriented wholesalers (Rossignol, Scott USA, and Osprey Packs).

Travel and Tourism at a Glance

	2016	2015	change
Weber County Pop.	245,672	242,737	1.2%
Utah Pop.	3,051,217	2,990,632	2.0%
T-R Sales Tax Revenues	\$5,567,873	\$5,343,283	4.2%
L&H Taxable Sales	\$399,671,930	\$377,432,767	5.9%
L&H Jobs	9,231	9,005	2.5%
L&H % of Total Jobs	11.1%	11.3%	-1.8%
L&H Wages	\$134,840,029	\$132,295,125	1.9%
Avg. Occupancy Rate	65.8%	63.3%	4.1%

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

Travel-Related Tax Revenues

	2016	2015	change
County Transient Room Tax	\$1,506,566	\$1,396,457	7.9%
Municipal Transient Room Tax	\$295,331	\$276,140	6.9%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$3,314,319	\$3,231,067	2.6%
Motor Vehicle Leasing Tax	\$451,657	\$439,620	2.7%

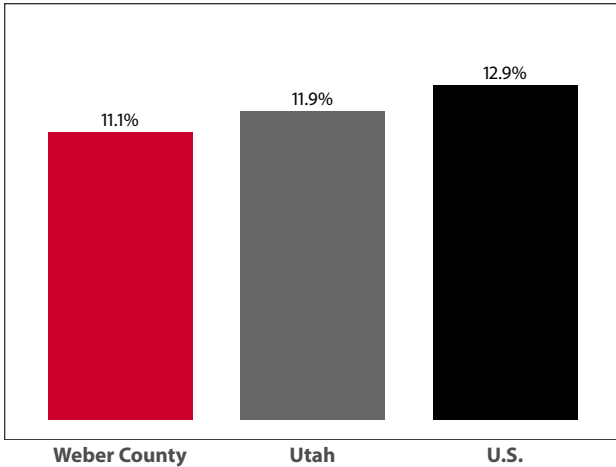
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2016	2015	change
Accommodation	\$41,583,588	\$38,394,331	8.3%
Arts, Ent., & Rec.	\$48,861,040	\$41,560,433	17.6%
Food Service	\$309,227,302	\$297,478,003	3.9%

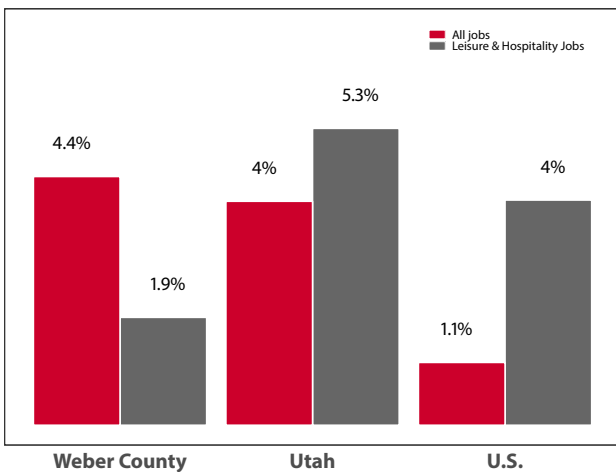
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality
Share of Employment: 2016



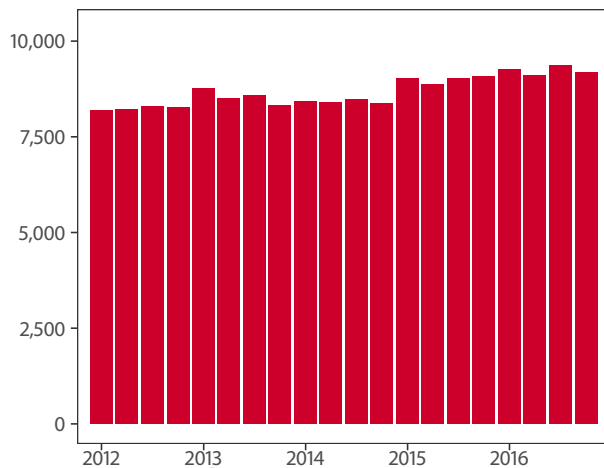
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



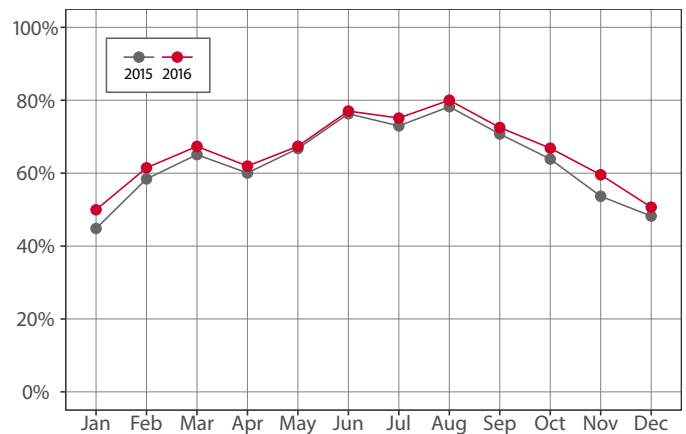
Source: U.S. Bureau of Labor Statistics

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

	2016	2015	change
Accommodation	561	649	-88
Food Service	6,923	6,798	125
Air Transportation	-	-	-
Amusement and Recreation	1,564	1,382	182
Gasoline Stations	808	815	-7
Miscellaneous store retailers	688	650	38
Museums/Parks/Historical sites	77	76	1
Perf. Arts/Spectator Sports	102	98	4
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	522	601	-79
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.

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.

Accommodations Industry: County vs. State

	2016	2015	change
County			
Average Daily Room Rate	\$77.17	\$76.42	1.0%
Occupancy Rate	65.8%	63.3%	4.1%
Revenue Per Available Room	\$51.16	\$48.61	5.2%
State			
Average Daily Room Rate	\$118.65	\$116.70	1.7%
Occupancy Rate	61.3%	60.6%	1.1%
Revenue Per Available Room	\$72.33	\$69.65	3.8%

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