The Economic Contributions of Utah’s Ski Industry

Utah is home to 14 ski resorts, including the nation’s largest ski resort (Park City) and 10 resorts less than an hour from Salt Lake International Airport.

Economic Contributions of Utah’s Ski Industry, 2017/2018

- 4.15 million skier days
- $1.322 billion in visitor spending
- 18,500 direct jobs
- $485.4 million in earnings

Source: Ski Utah and Kem C. Gardner Policy Institute analysis of RRC Associates data

Utah Skier/Snowboarder Stats

- Average age: 40.3 years
- Length of stay: 5.8 nights
- Stay in commercial lodging: 67%
- Average lodging rate: $431/night
- First time visit to Utah: 33%

Note: overnight visitors only
Source: RRC Associates

Utah Skier/Snowboarder Origin, 2017/2018

Source: RRC Associates

Winter Accommodation Sales in Salt Lake, Summit, & Weber Counties (December 1-April 1)

Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

Utah Skier/Snowboarder Expenditures

Source: RRC Associates

In Millions of 2017 Dollars

<table>
<thead>
<tr>
<th>Ski season</th>
<th>Utah Residents</th>
<th>Out-of-State Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017/18</td>
<td>$254</td>
<td>$1,068</td>
</tr>
<tr>
<td>2016/17</td>
<td>$236</td>
<td>$1,195</td>
</tr>
<tr>
<td>2014/15</td>
<td>$275</td>
<td>$895</td>
</tr>
<tr>
<td>2012/13</td>
<td>$214</td>
<td>$1,076</td>
</tr>
<tr>
<td>2010/11</td>
<td>$183</td>
<td>$990</td>
</tr>
</tbody>
</table>
Utah Skier Days

![Graph showing skier days from 1984 to 2017/18]

Note: Note: ski seasons include December of the first year through April/May of the second year, e.g. 17/18 represents December 2017 through April/May 2018.
Source: Ski Utah

April 1 Snow Water Equivalent (SWE) at Ben Lomond Peak, Utah

![Graph showing SWE from 1979 to 2018]

Source: U.S. Department of Agriculture Natural Resources Conservation Service

Average Per Person Per Day Spending by Category, 2017/2018 Ski Season

- Auto Rental: $8
- Child Care/Nursery: $1
- Entertainment, Activities, and Amusement: $9
- Lift Passes: $59
- Local Transportation Costs (excluding rental car): $5
- Lodging: $62
- Other (Incidentals, Tips, Sundries): $7
- Restaurants/Food: $61
- Shopping/Retail Purchases: $33
- Ski/Snowboard Equipment Rentals & Apparel Purchases: $35
- Ski/Snowboard Lessons: $13

Note: includes both in-state and out-of-state skier/snowboarder spending.
Source: Analysis of RRC Associates data

Leisure & Hospitality Sector Jobs, Summit County, January-March

![Bar chart showing jobs by year from 2001 to 2018]

Source: Utah Department of Workforce Services