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 Expenditures**

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Utah Residents  | Out-of-State Visitors

Source: RRC Associates

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

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Note: overnight visitors only
Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

**Utah Skier/Snowboarder Origin, 2017/2018**

- California 10%
- International 7%
- Texas 5%
- New York 4%
- Florida 4%
- All other states 33%
- Utah 37%

Source: RRC Associates
Utah Skier Days

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

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

Source: Utah Department of Workforce Services