



Kem C. Gardner

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THE UNIVERSITY OF UTAH

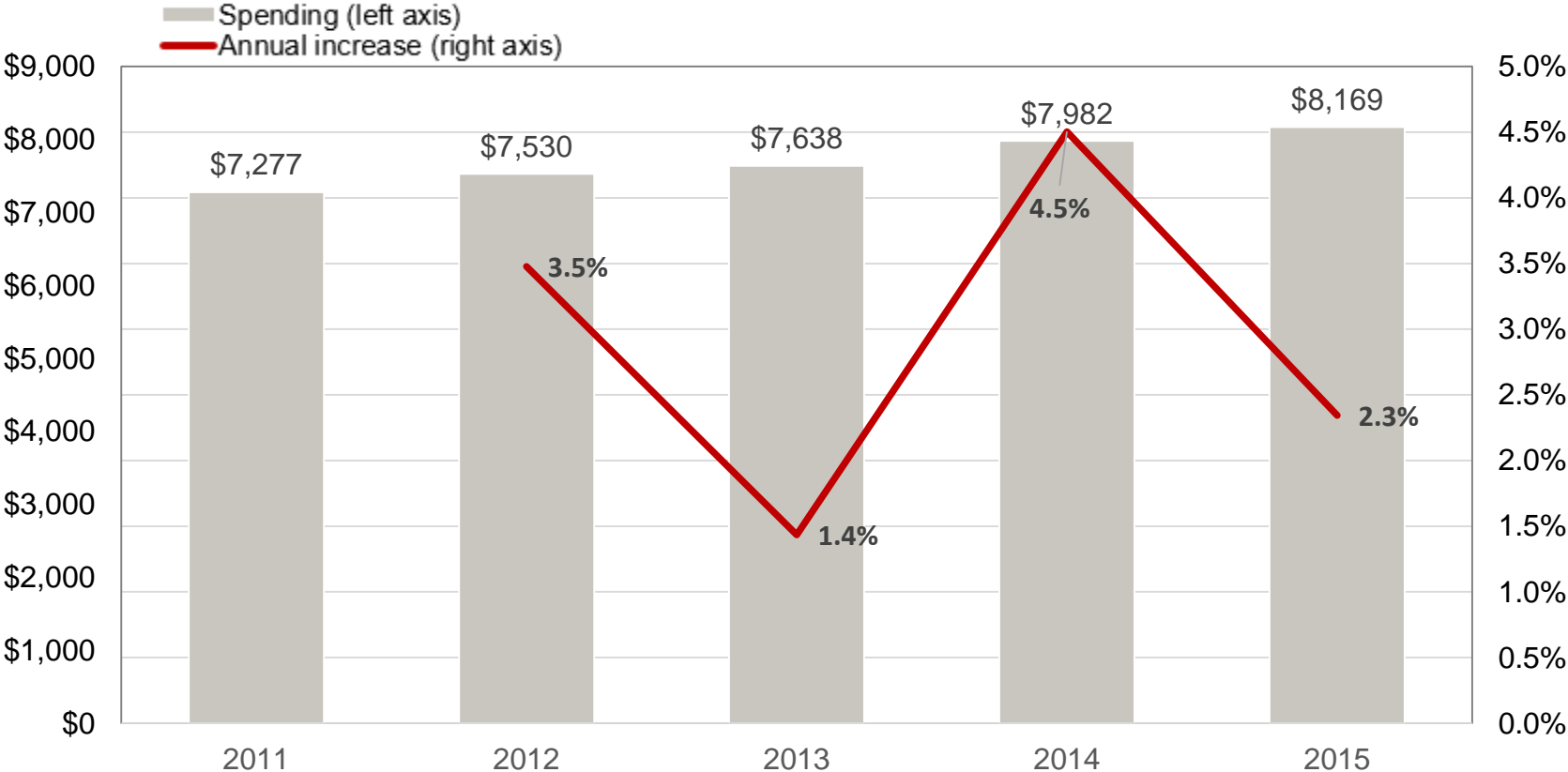
Utah's Travel and Tourism Industry

INFORMED DECISIONS™

Kem C. Gardner Policy Institute | 411 East South Temple Street, Salt Lake City, Utah 84111 | 801-585-5618 | gardner.utah.edu

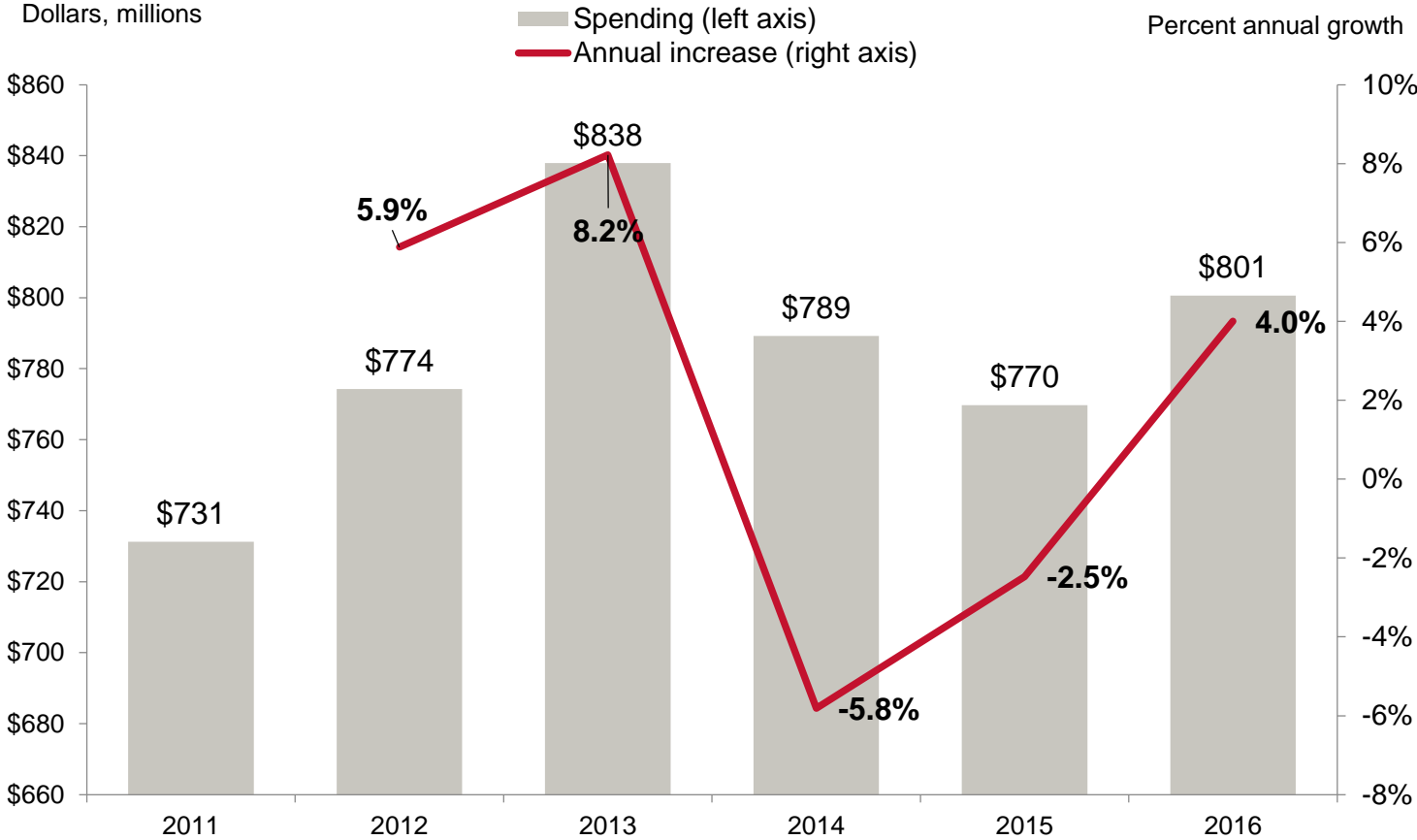
AN INITIATIVE OF THE DAVID ECCLES SCHOOL OF BUSINESS

Utah Travel and Tourism Spending (Millions of 2015 Dollars)



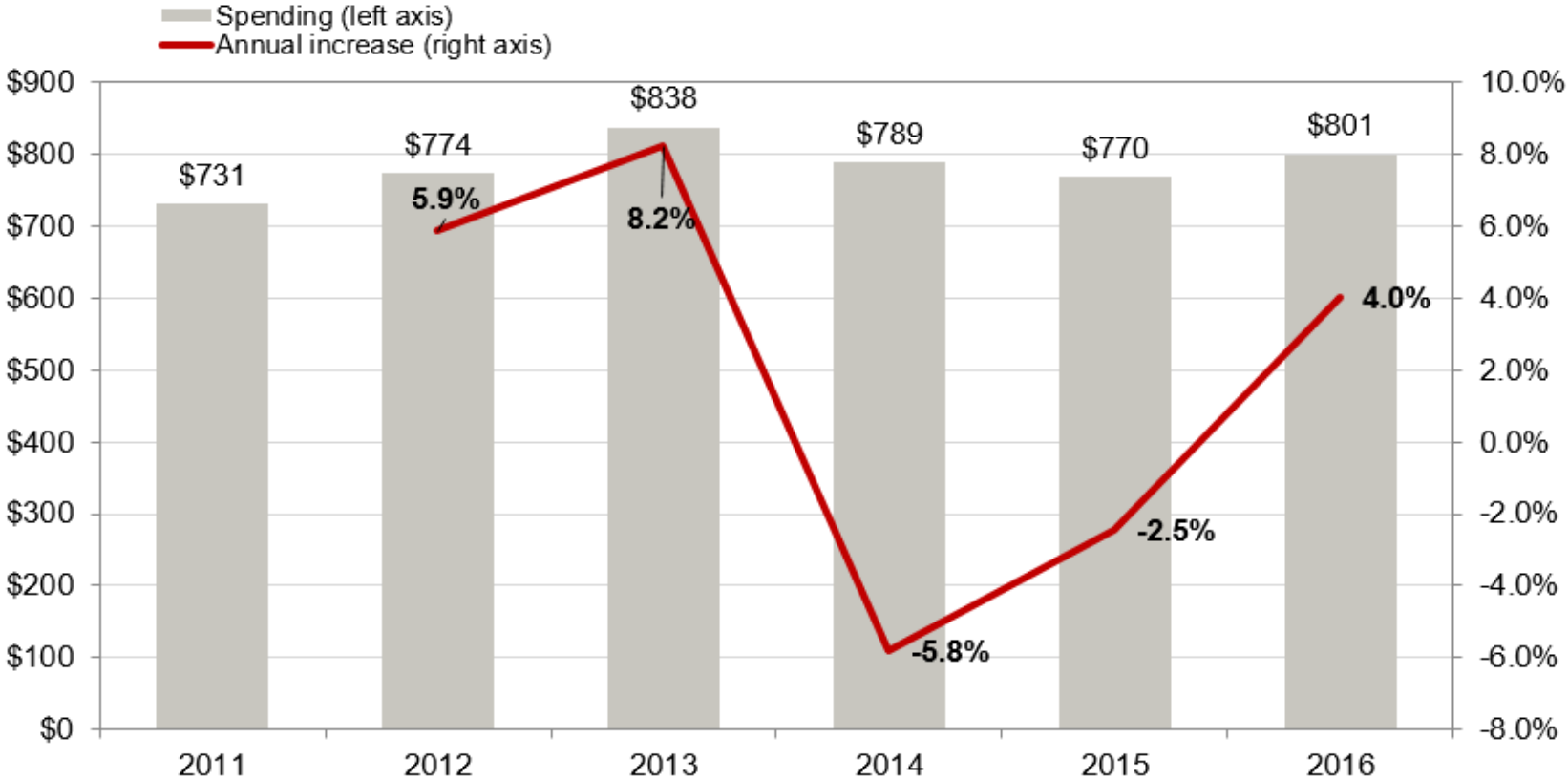
Source: U.S. Travel Association

Total International Spending in Utah



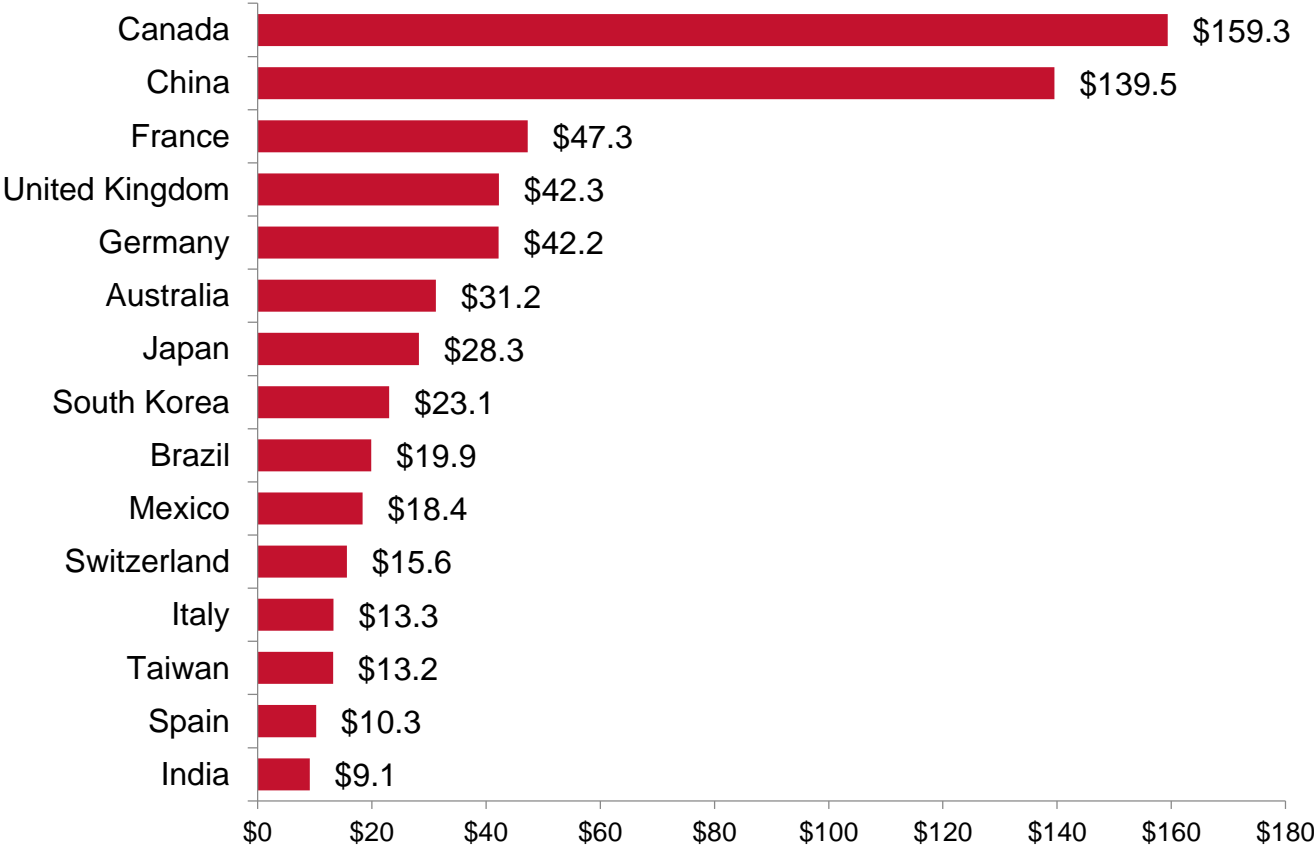
Source: Tourism Economics

Total International Spending in Utah (Millions of Dollars)



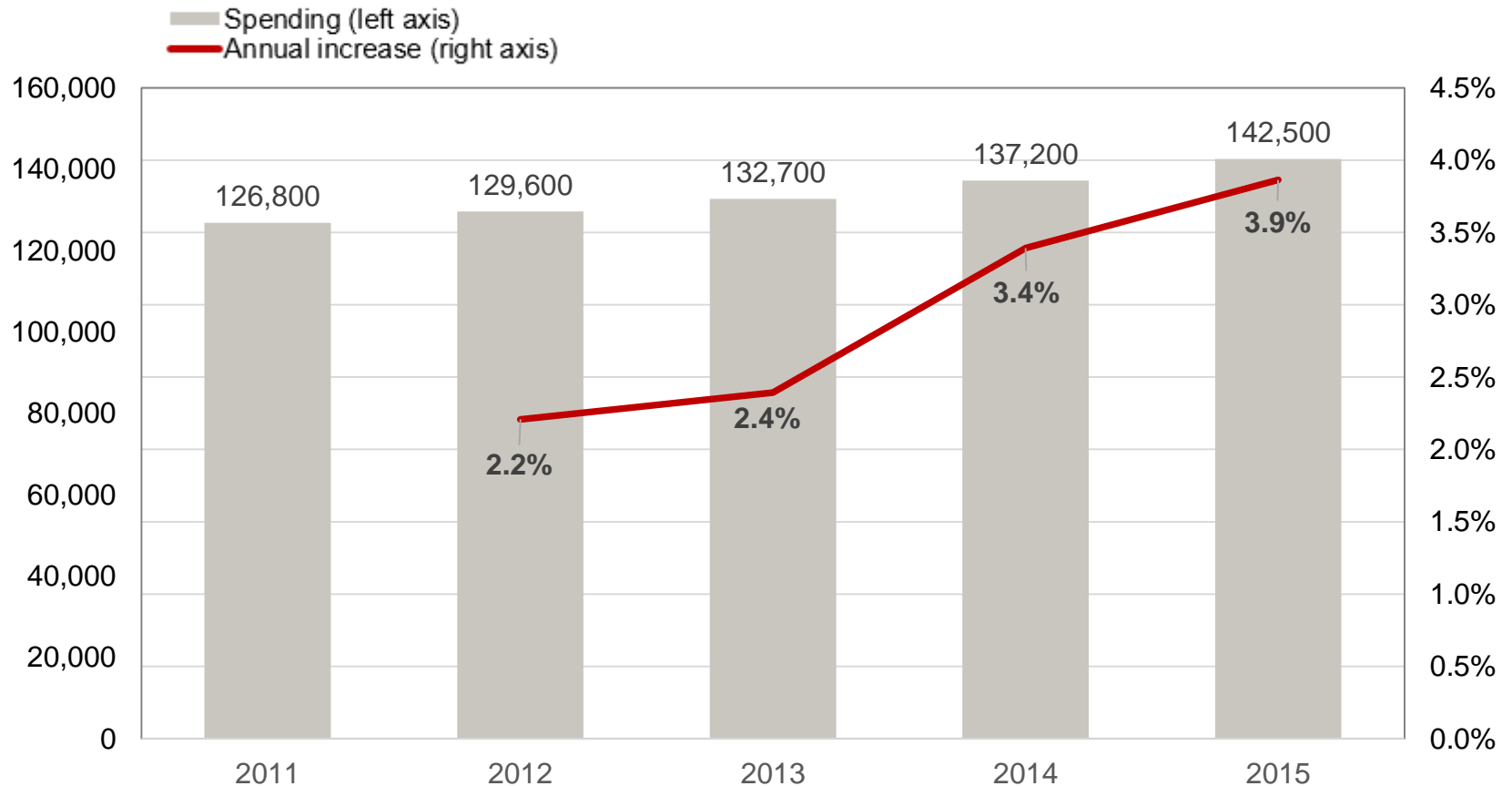
Source: Tourism Economics

Spending by top 15 markets of origin for Utah, 2016 (Millions of Dollars)



Source: Tourism Economics

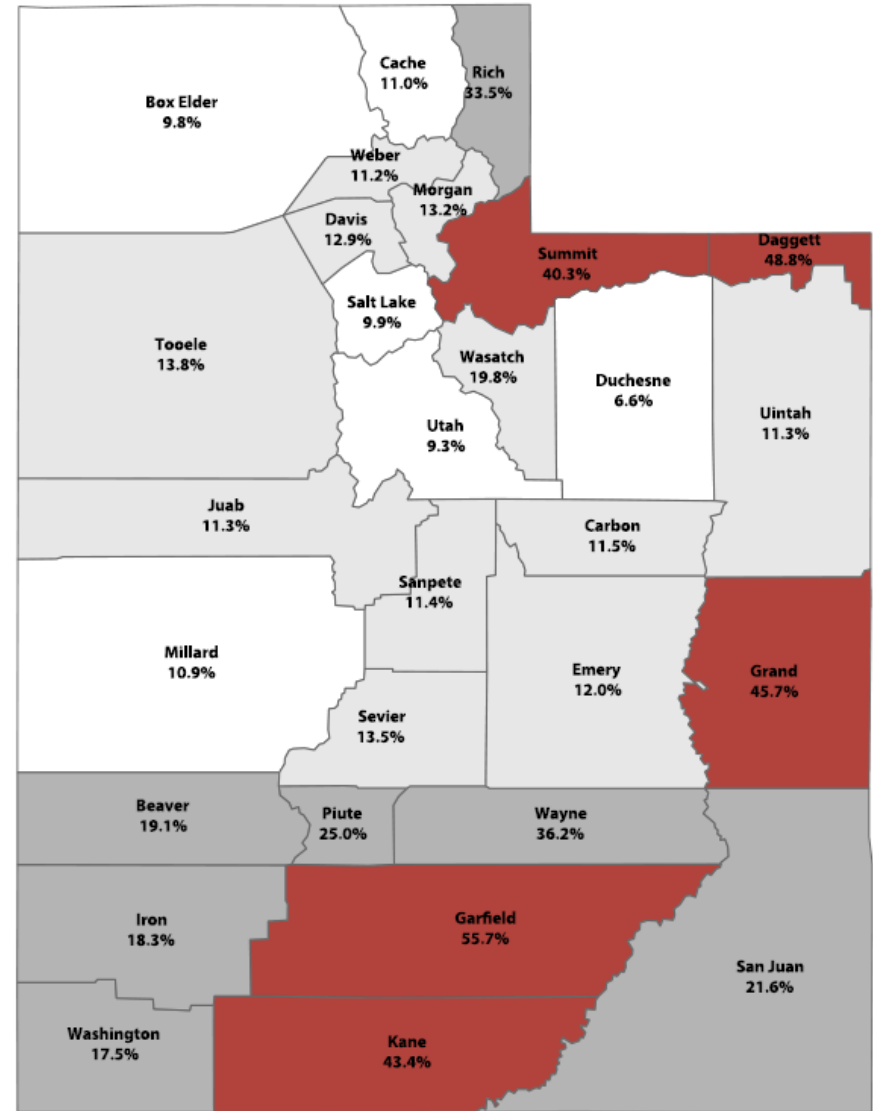
Total Employment Generated by Traveler Spending in Utah*



Note: *Direct, indirect and induced

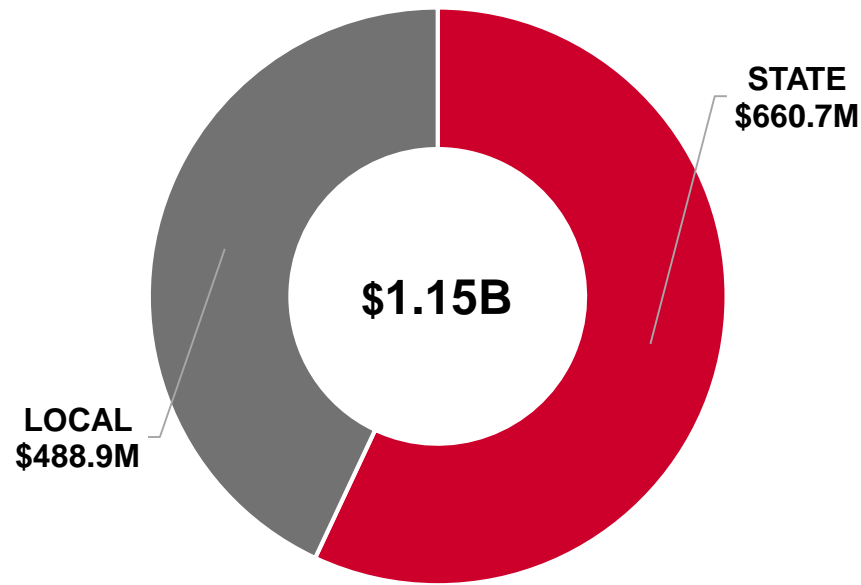
Source: Kem C. Gardner Policy Institute analysis of Utah Department of Workforce Services data

Private Leisure and Hospitality Sector Jobs as a Percent of Total Private Employment, 2015



Source: Kem C. Gardner Policy Institute analysis of Utah Department of Workforce Services data

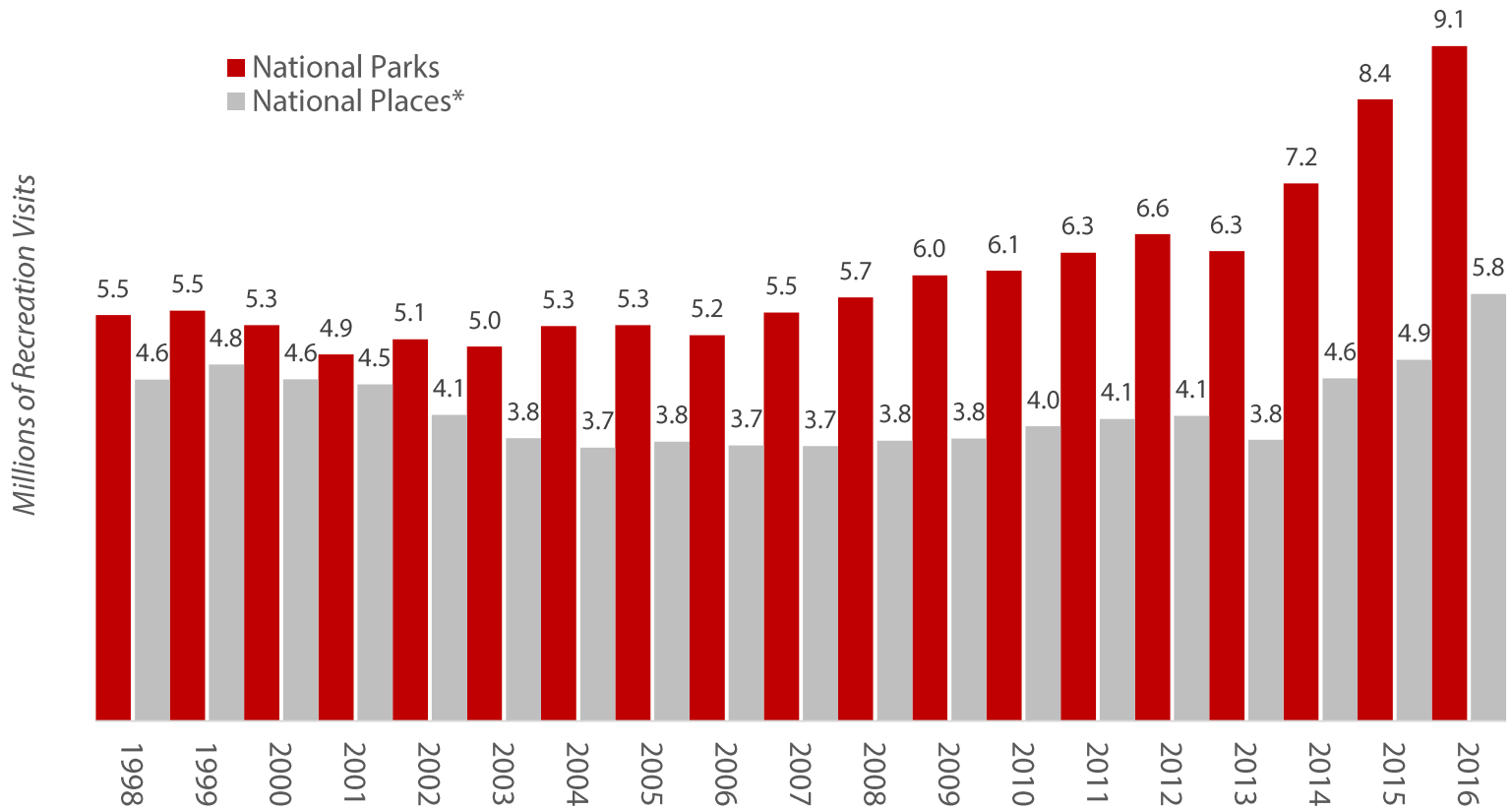
Total Travel & Tourism-Generated Tax Revenue* 2015



*Includes direct, indirect, and induced impacts

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

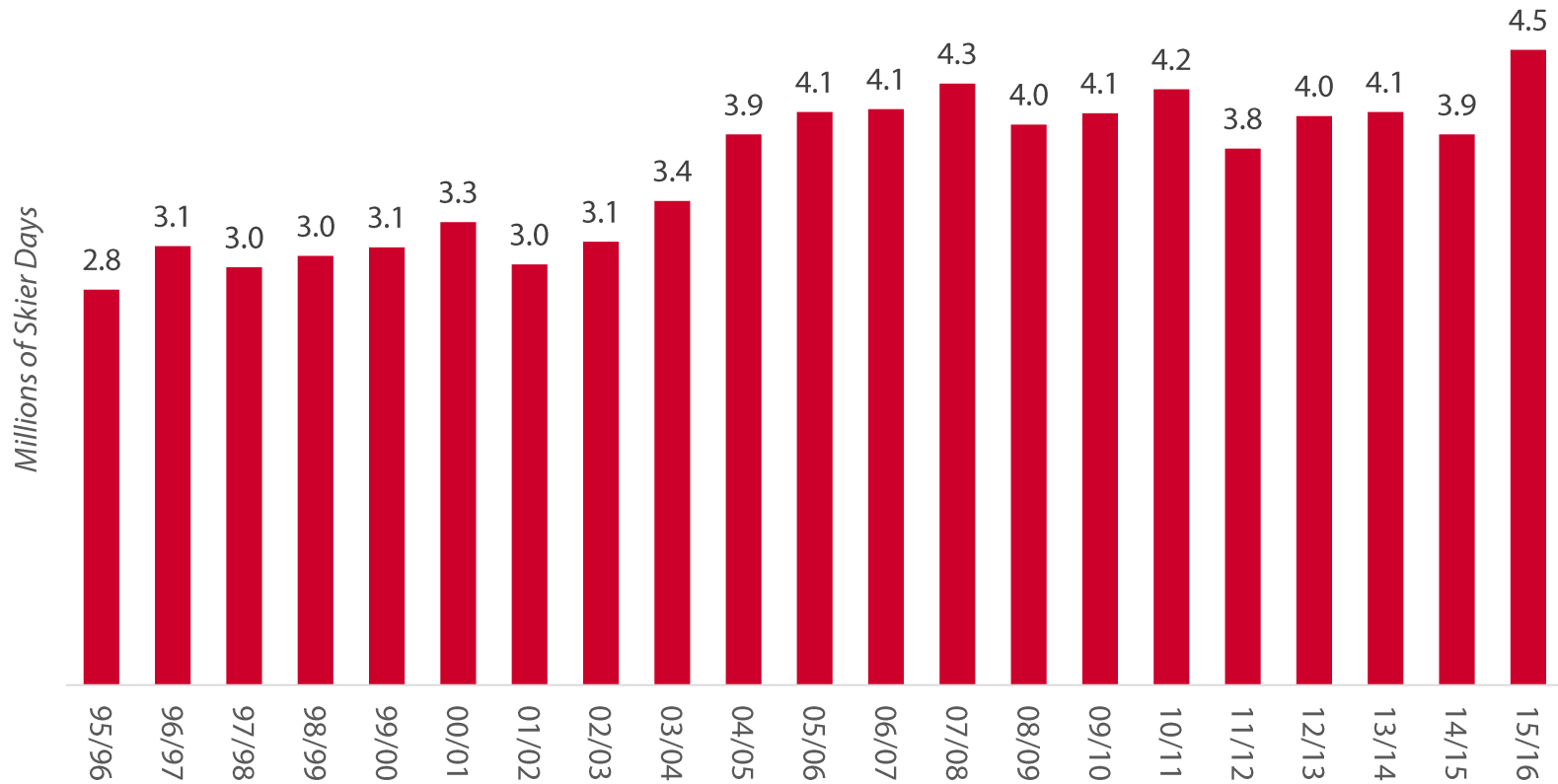
Utah National Park & Place Recreation Visitation* 1998—2016



Source: U.S. National Park Service

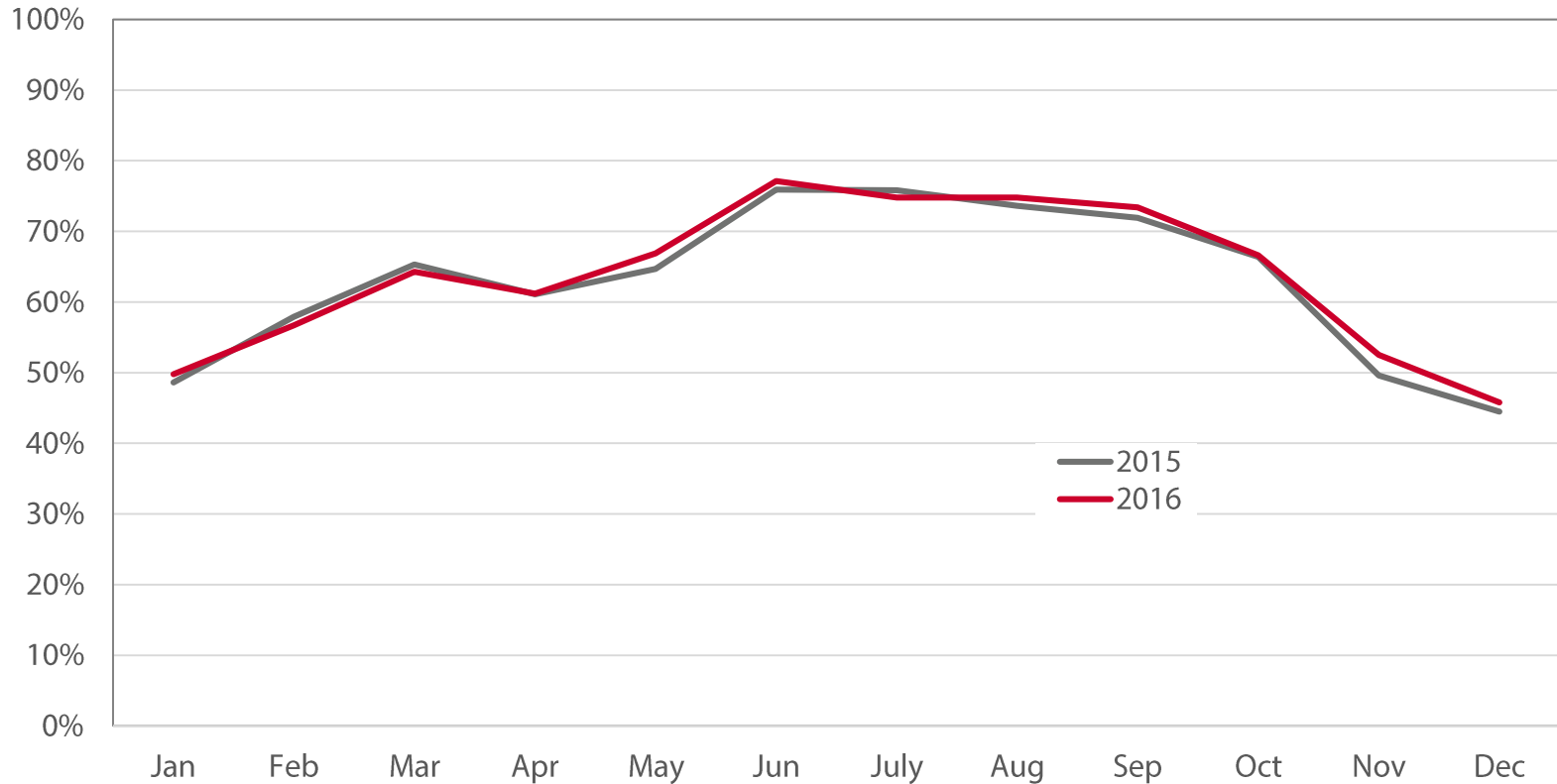
*Does not include Flaming Gorge NRA and Bears Ears NM data

Utah Total Skier Days '95/'96 – '15/'16



Source: Ski Utah

Average Statewide Occupancy Rates by Month 2015 vs. 2016



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