

UTAH TRAVEL & TOURISM PROFILE

State and Counties

2016-2017



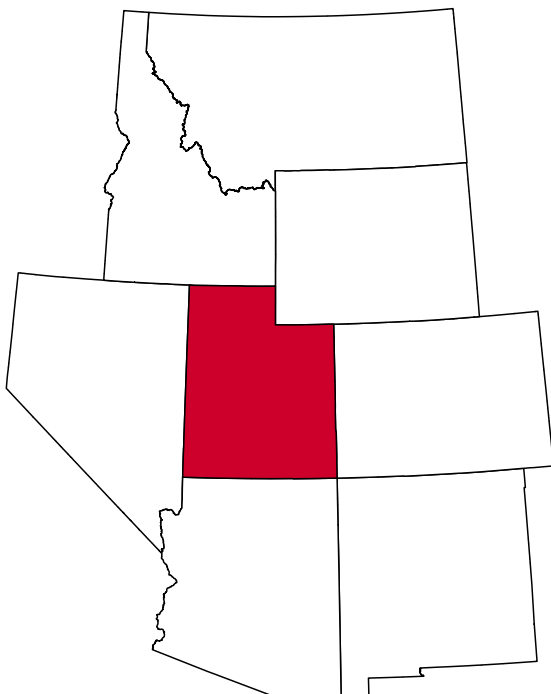
Kem C. Gardner

POLICY INSTITUTE

THE UNIVERSITY OF UTAH

State of Utah

The State of Utah had an 11.9 percent leisure and hospitality share of total private jobs in 2017, ranking 36th 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, 11 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 tradeshow.



Travel and Tourism at a Glance

	2016	2017	change
Utah Population	3,044,321	3,101,833	1.9%
U.S. Population	323,405,935	325,719,178	0.7%
T-R Sales Tax Rev.	\$161,692,064	\$172,827,629	6.9%
L&H Taxable Sales	\$7,324,835,607	\$7,630,852,685	4.2%
L&H Jobs	138,547	143,011	3.2%
L&H % of Total Jobs	11.9%	11.9%	0.0%
L&H Total Wages	\$2,652,612,209	\$2,789,940,579	5.2%
Skier-Days	4,584,658	4,145,321	-9.6%
National Parks & Places	10,629,046	11,100,788	4.4%
State Parks	5,321,308	6,370,928	19.7%
Avg. Occupancy Rate	63.6%	65.4%	2.7%
SLC International Airport*	23,155,527	24,198,816	4.5%

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

* Total passengers

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$59,761,184	\$65,955,803	10.4%
Municipal Transient Room Tax	\$10,355,312	\$11,304,182	9.2%
Resort Communities Sales Tax	\$23,576,501	\$25,228,350	7.0%
Restaurant Tax	\$51,269,572	\$52,800,725	3.0%
Motor Vehicle Leasing Tax	\$16,729,495	\$17,538,569	4.8%

Source: Utah State Tax Commission

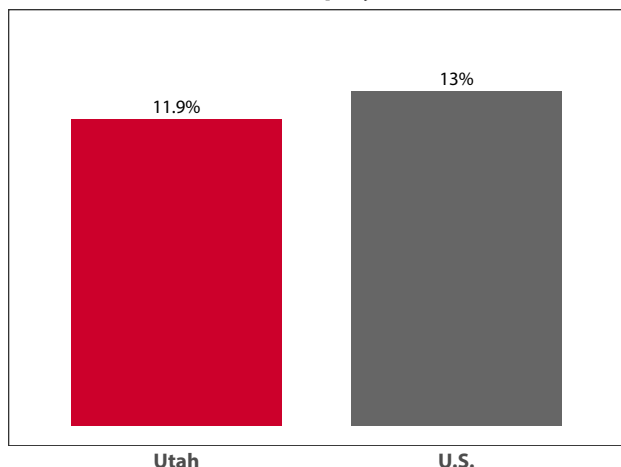
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$1,768,234,300	\$1,913,316,725	8.2%
Arts, Ent., & Rec.	\$840,289,131	\$872,868,700	3.9%
Food Service	\$4,716,312,175	\$4,844,667,260	2.7%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2017



Source: U.S. Bureau of Labor Statistics

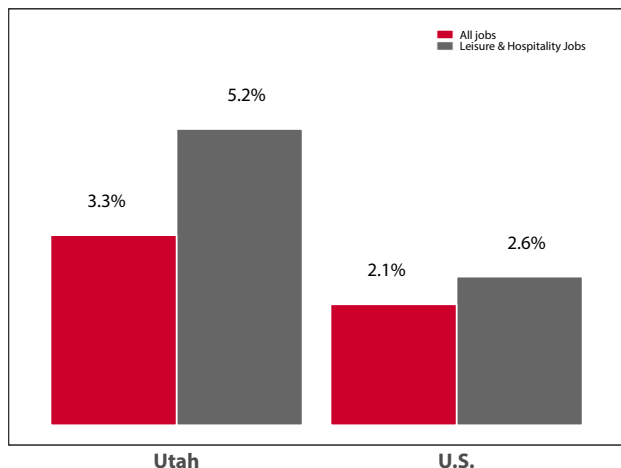
Year-over-Year Change in Travel-Related Private-Sector Jobs

	2016	2017	change
Accommodation	19,929	20,540	611
Food Service	95,683	98,318	2,635
Air Transportation	6,255	6,702	447
Amusement and Recreation	16,148	17,060	912
Gasoline Stations	9,933	10,145	212
Miscellaneous store retailers	8,293	8,490	197
Museums/Parks/Historical sites	1,281	1,362	81
Perf. Arts/Spectator Sports	5,504	5,729	225
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	8,656	8,629	-27
Transit and Ground Passenger Transport	1,693	1,602	-91

Source: U.S. Bureau of Labor Statistics (BLS).

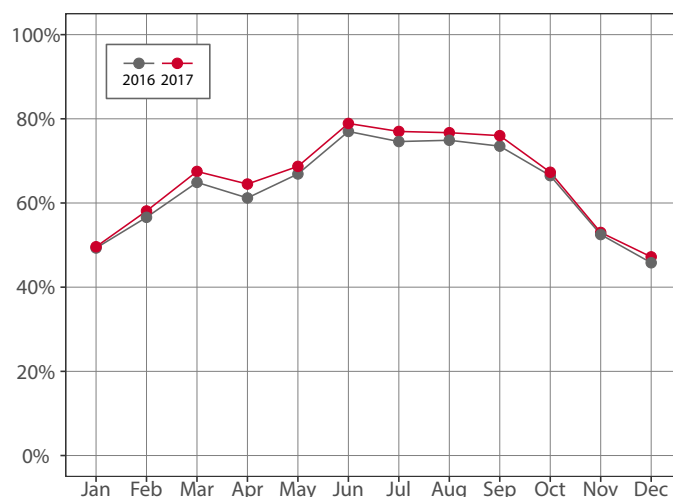
Note: The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

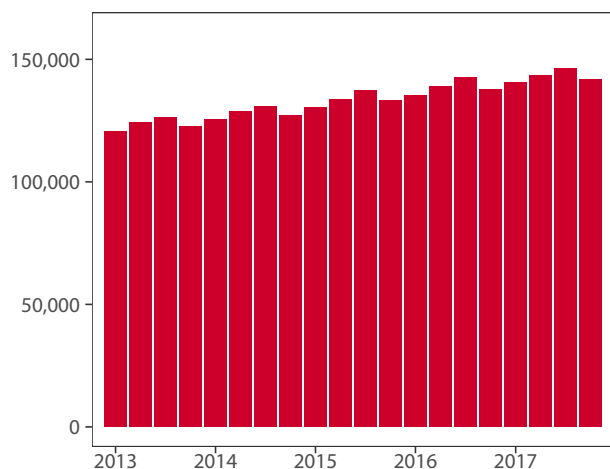
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry

	2016	2017	change
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

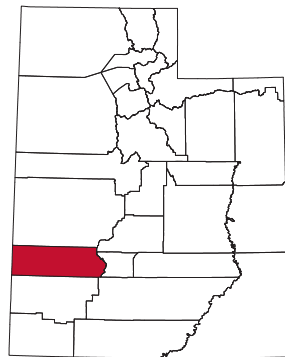
Source: STR, Inc.

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Beaver County

Beaver County, located in southwestern Utah, had an 18.6 percent share of leisure and hospitality jobs in 2017, ranking 10th statewide. The Tushar Range marks the eastern boundary of Beaver County that houses Delano Peak (12,173 feet) and Mount Belnap (12,139 feet)—two of the highest mountains in the state.

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	2017	change
Beaver County Population	6,782	6,843	0.9%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$406,162	\$391,450	-3.6%
L&H Taxable Sales	\$17,596,655	\$17,633,966	0.2%
L&H Jobs	363	363	0.0%
L&H % of Total Jobs	18.5%	18.6%	0.5%
L&H Total Wages	\$5,273,978	\$5,596,871	6.1%
Avg. Occupancy Rate	54.1%	52.2%	-3.4%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$287,986	\$270,687	-6.0%
Municipal Transient Room Tax	\$5,555	\$2,944	-47.0%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$112,621	\$117,819	4.6%
Motor Vehicle Leasing Tax	-	-	-

Source: Utah State Tax Commission

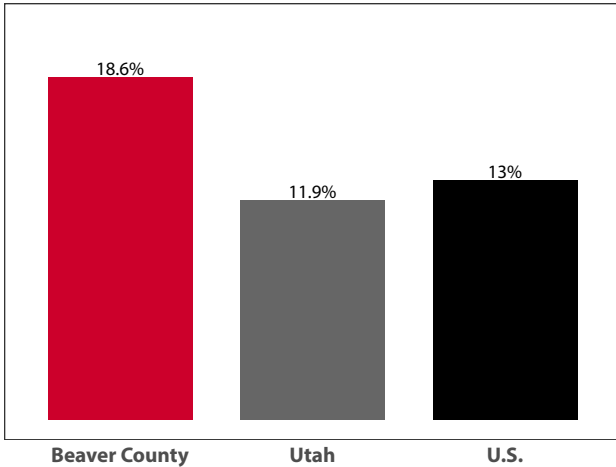
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$6,286,326	\$6,256,876	-0.5%
Arts, Ent., & Rec.	\$1,388,330	\$1,300,000	-6.4%
Food Service	\$9,921,999	\$10,077,090	1.6%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2017



Source: U.S. Bureau of Labor Statistics

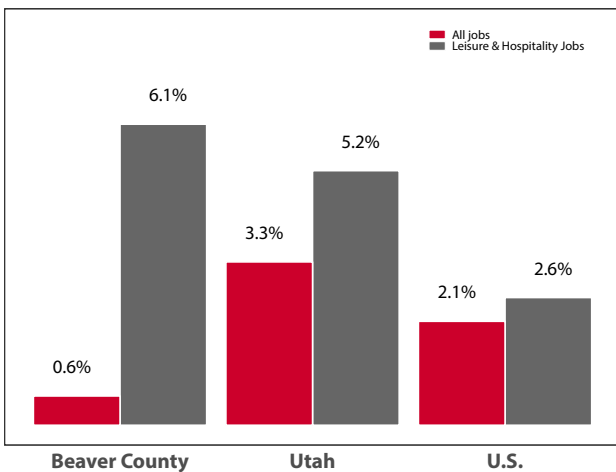
Year-over-Year Change in Travel-Related Private-Sector Jobs

	2016	2017	change
Accommodation	-	-	-
Food Service	208	219	11
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	248	267	19
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).

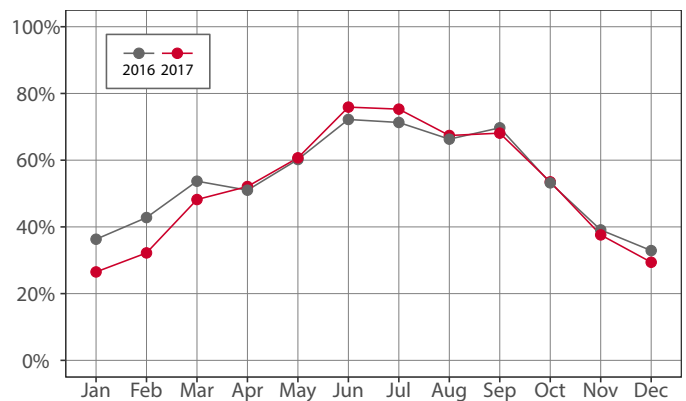
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

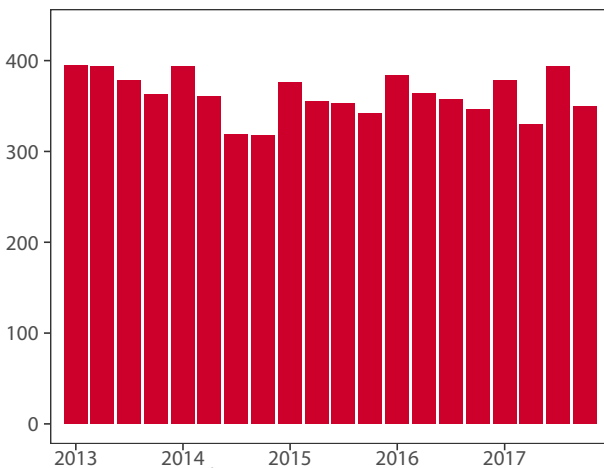
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

	2016	2017	change
County			
Average Daily Room Rate	\$80.33	\$77.77	-3.2%
Occupancy Rate	54.1%	52.2%	-3.4%
Revenue Per Available Room	\$44.05	\$41.80	-5.1%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

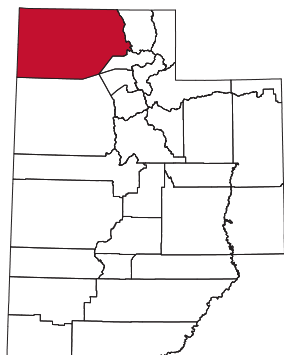
Source: STR, Inc.

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Box Elder County

Box Elder County, located in the northwestern corner of Utah, had a 9.8 percent leisure and hospitality share of total private jobs in 2017, 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 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	2017	change
Box Elder County Population	54,040	54,970	1.7%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$946,908	\$1,003,528	6.0%
L&H Taxable Sales	\$66,333,585	\$69,932,102	5.4%
L&H Jobs	1,677	1,727	3.0%
L&H % of Total Jobs	9.7%	9.8%	1.0%
L&H Total Wages	\$21,222,005	\$21,718,087	2.3%
Golden Spike N.H.S.	60,027	67,811	13.0%
Avg. Occupancy Rate	60.6%	66.7%	10.0%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$315,309	\$359,723	14.1%
Municipal Transient Room Tax	\$65,781	\$77,793	18.3%
Resort Communities Sales Tax	–	–	–
Restaurant Tax	\$565,819	\$566,012	0.0%
Motor Vehicle Leasing Tax	–	–	–

Source: Utah State Tax Commission

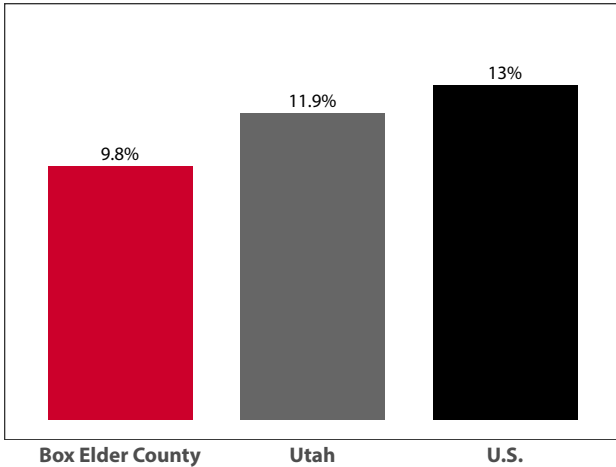
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$7,290,177	\$9,106,380	24.9%
Arts, Ent., & Rec.	\$5,354,425	\$5,775,271	7.9%
Food Service	\$53,688,983	\$55,050,451	2.5%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2017



Source: U.S. Bureau of Labor Statistics

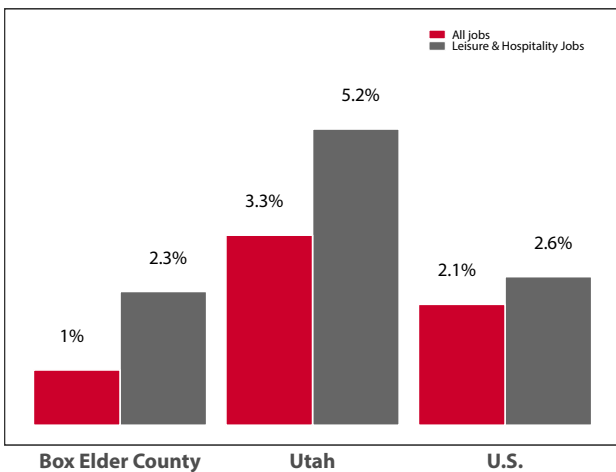
Year-over-Year Change in Travel-Related Private-Sector Jobs

	2016	2017	change
Accommodation	76	107	31
Food Service	1,381	1,392	11
Air Transportation	-	-	-
Amusement and Recreation	188	188	0
Gasoline Stations	280	245	-35
Miscellaneous store retailers	39	40	1
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	30	38	8
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).

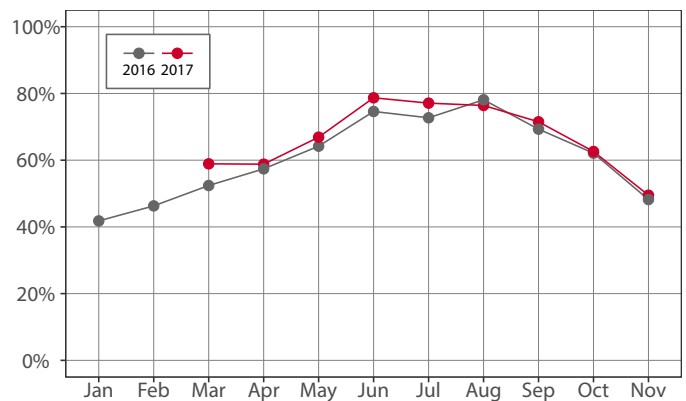
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

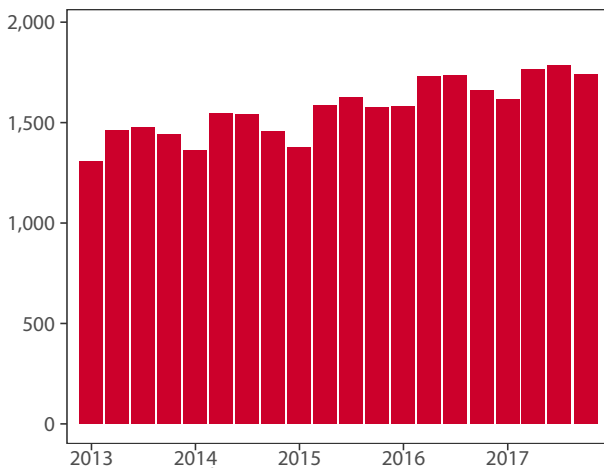
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

	2016	2017	change
County			
Average Daily Room Rate	\$94.34	\$95.32	1.0%
Occupancy Rate	60.6%	66.7%	10.0%
Revenue Per Available Room	\$57.95	\$64.34	11.0%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

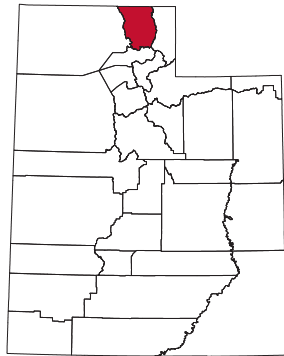
Source: STR, Inc.

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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 10.8 percent share of leisure and hospitality jobs in 2017, ranking 23rd statewide. Cache County is home to mountain landscapes, 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.

Wildflowers blossom in the canyon during summer, followed by the 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	2017	change
Cache County Population	123,926	126,491	2.1%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$2,222,638	\$2,379,629	7.1%
L&H Taxable Sales	\$170,532,787	\$172,321,646	1.0%
L&H Jobs	4,698	4,774	1.6%
L&H % of Total Jobs	10.9%	10.8%	-0.9%
L&H Total Wages	\$63,512,852	\$65,000,235	2.3%
Avg. Occupancy Rate	59.1%	61.7%	4.4%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$583,927	\$726,314	24.4%
Municipal Transient Room Tax	\$184,946	\$192,017	3.8%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$1,453,765	\$1,461,297	0.5%
Motor Vehicle Leasing Tax	-	-	-

Source: Utah State Tax Commission

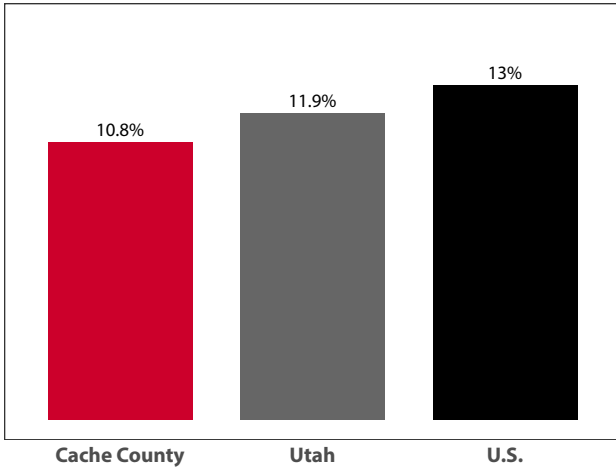
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$19,647,104	\$21,046,365	7.1%
Arts, Ent., & Rec.	\$15,110,232	\$14,352,990	-5.0%
Food Service	\$135,775,451	\$136,922,291	0.8%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2017**



Source: U.S. Bureau of Labor Statistics

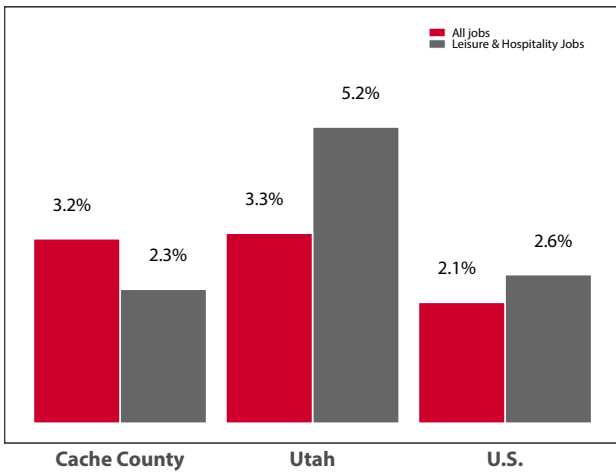
**Year-over-Year Change in Travel-Related
Private-Sector Jobs**

	2016	2017	change
Accommodation	297	310	13
Food Service	3,486	3,519	33
Air Transportation	-	-	-
Amusement and Recreation	659	679	20
Gasoline Stations	338	316	-22
Miscellaneous store retailers	216	242	26
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	478	522	44
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS).

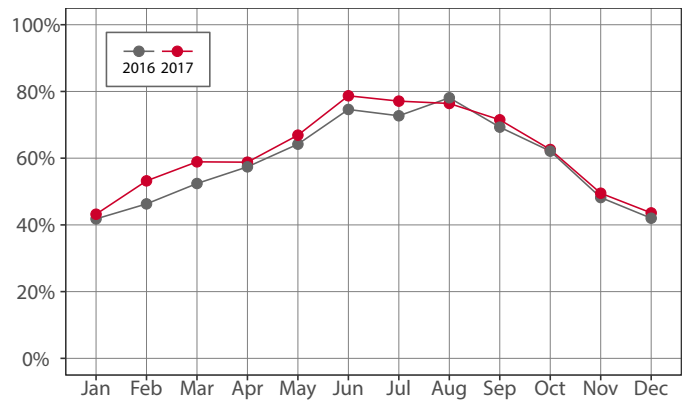
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

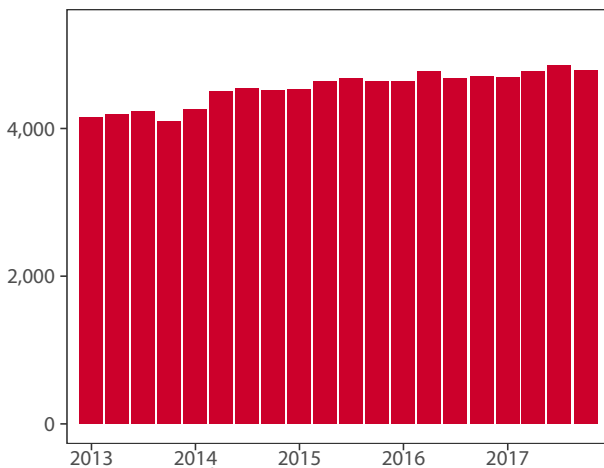
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

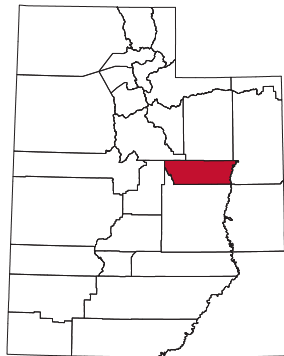
	2016	2017	change
County			
Average Daily Room Rate	\$94.18	\$94.64	0.5%
Occupancy Rate	59.1%	61.7%	4.4%
Revenue Per Available Room	\$56.36	\$59.06	4.8%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

Source: STR, Inc.

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Carbon County

Carbon County, located in a central-eastern Utah region known as “Castle Country,” had an 11.6 percent leisure and hospitality share of total private jobs in 2017, 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 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 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	2017	change
Carbon County Population	21,193	21,211	0.1%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$558,587	\$516,833	-7.5%
L&H Taxable Sales	\$30,390,569	\$29,636,739	-2.5%
L&H Jobs	732	706	-3.5%
L&H % of Total Jobs	11.9%	11.6%	-2.5%
L&H Total Wages	\$8,609,393	\$8,286,025	-3.8%
Avg. Occupancy Rate	42.8%	46.4%	8.5%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$263,007	\$235,511	-10.5%
Municipal Transient Room Tax	\$58,220	\$49,158	-15.6%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$237,361	\$232,164	-2.2%
Motor Vehicle Leasing Tax	-	-	-

Source: Utah State Tax Commission

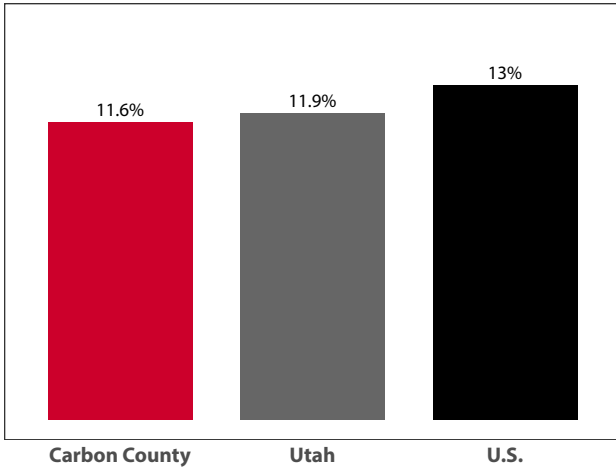
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$6,188,256	\$6,546,921	5.8%
Arts, Ent., & Rec.	\$1,984,711	\$1,916,253	-3.4%
Food Service	\$22,217,601	\$21,173,565	-4.7%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2017



Source: U.S. Bureau of Labor Statistics

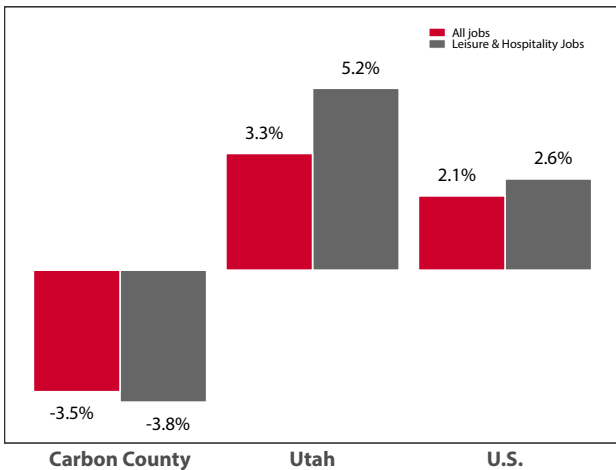
Year-over-Year Change in Travel-Related Private-Sector Jobs

	2016	2017	change
Accommodation	110	93	-17
Food Service	543	539	-4
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	151	159	8
Miscellaneous store retailers	23	21	-2
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).

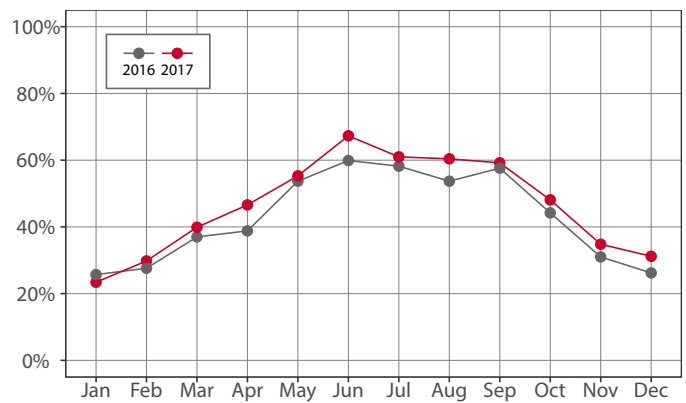
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

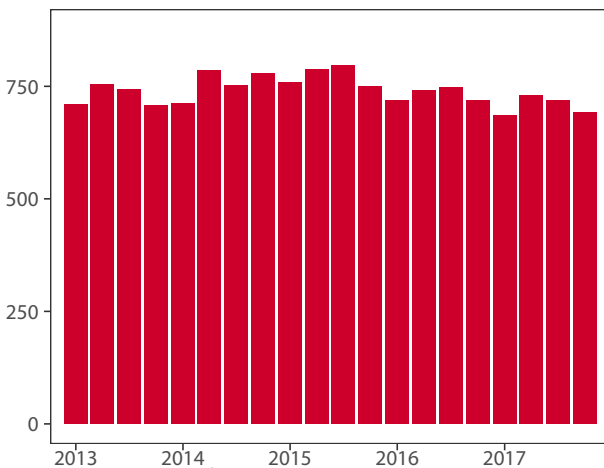
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

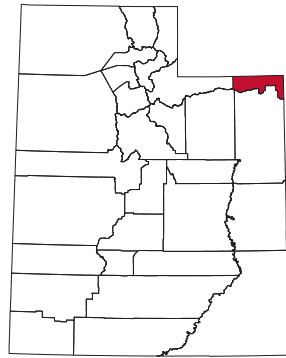
	2016	2017	change
County			
Average Daily Room Rate	\$88.32	\$87.31	-1.1%
Occupancy Rate	42.8%	46.4%	8.5%
Revenue Per Available Room	\$37.87	\$41.60	9.8%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

Source: STR, Inc.

Note: 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 57 percent leisure and hospitality share of total private jobs in 2017, 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 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	2017	change
Daggett County Population	1,104	1,052	-4.7%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$165,564	\$193,128	16.6%
L&H Taxable Sales	\$8,439,915	\$7,937,190	-6.0%
L&H Jobs	131	106	-18.9%
L&H % of Total Jobs	64.9%	57.0%	-12.2%
L&H Total Wages	\$2,493,288	\$2,379,343	-4.6%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$125,228	\$135,571	8.3%
Municipal Transient Room Tax	-	-	-
Resort Communities Sales Tax	\$20,873	\$39,732	90.3%
Restaurant Tax	\$19,463	\$17,825	-8.4%
Motor Vehicle Leasing Tax	-	-	-

Source: Utah State Tax Commission

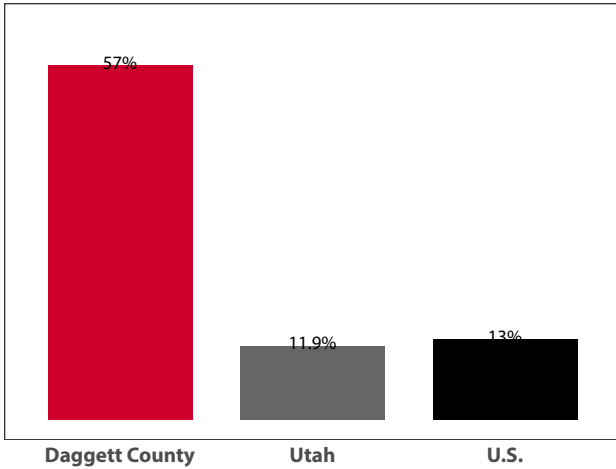
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$2,879,499	\$2,400,000	-16.7%
Arts, Ent., & Rec.	\$5,344,453	\$4,937,190	-7.6%
Food Service	\$215,962	\$600,000	177.8%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2017**



Source: U.S. Bureau of Labor Statistics

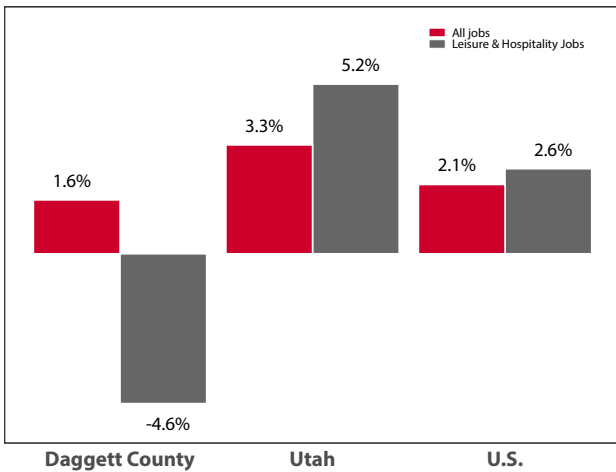
**Year-over-Year Change in Travel-Related
Private-Sector Jobs**

	2016	2017	change
Accommodation	102	92	-10
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).

Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages

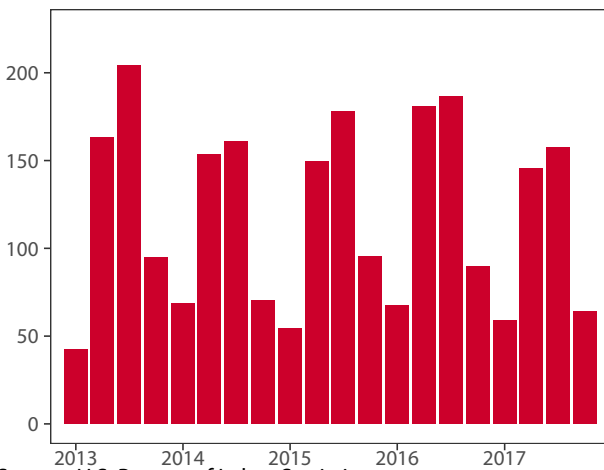


Source: U.S. Bureau of Labor Statistics

Monthly Hotel Occupancy Rates

Data is not available for this county

Private-Sector Leisure & Hospitality Jobs



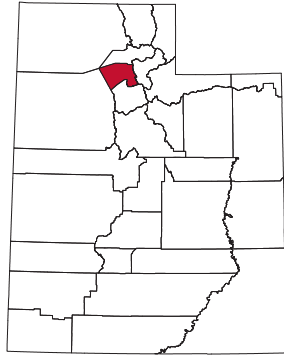
Source: U.S. Bureau of Labor Statistics

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 13 percent share of leisure and hospitality jobs in 2017, ranking 15th 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	2017	change
Davis County Population	342,658	348,770	1.8%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$6,858,513	\$7,186,076	4.8%
L&H Taxable Sales	\$544,156,305	\$555,448,939	2.1%
L&H Jobs	12,074	12,721	5.4%
L&H % of Total Jobs	12.9%	13.0%	0.8%
L&H Total Wages	\$180,562,222	\$191,487,262	6.1%
Avg. Occupancy Rate	67.3%	68.4%	1.6%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$1,595,615	\$1,767,322	10.8%
Municipal Transient Room Tax	\$369,107	\$404,657	9.6%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$4,270,755	\$4,397,214	3.0%
Motor Vehicle Leasing Tax	\$623,037	\$616,883	-1.0%

Source: Utah State Tax Commission

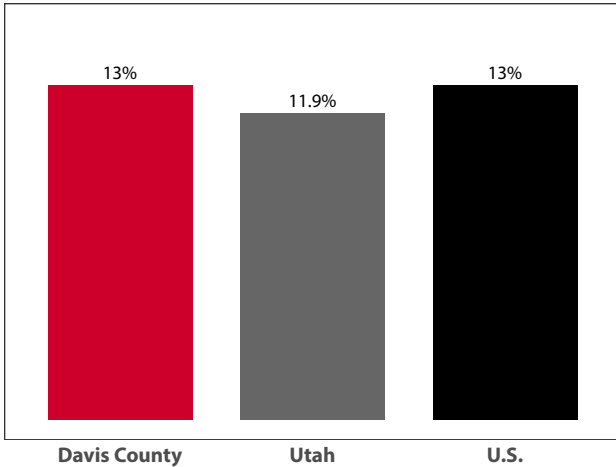
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$41,778,488	\$44,230,892	5.9%
Arts, Ent., & Rec.	\$98,716,727	\$100,758,733	2.1%
Food Service	\$403,661,090	\$410,459,314	1.7%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2017**



Source: U.S. Bureau of Labor Statistics

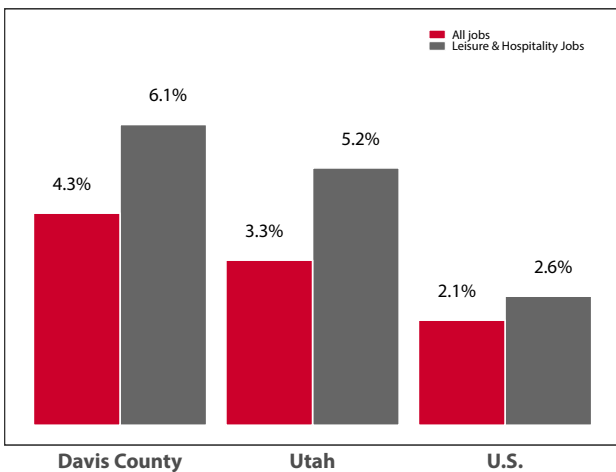
**Year-over-Year Change in Travel-Related
Private-Sector Jobs**

	2016	2017	change
Accommodation	471	533	62
Food Service	8,796	9,133	337
Air Transportation	31	28	-3
Amusement and Recreation	2,476	2,615	139
Gasoline Stations	766	830	64
Miscellaneous store retailers	712	736	24
Museums/Parks/Historical sites	-	71	-
Perf. Arts/Spectator Sports	-	367	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	873	810	-63
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS).

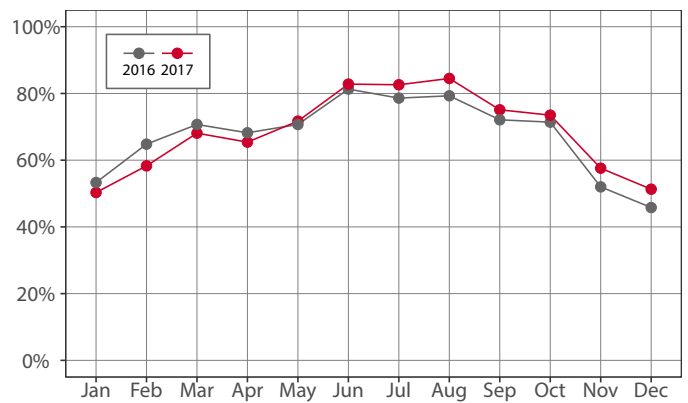
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

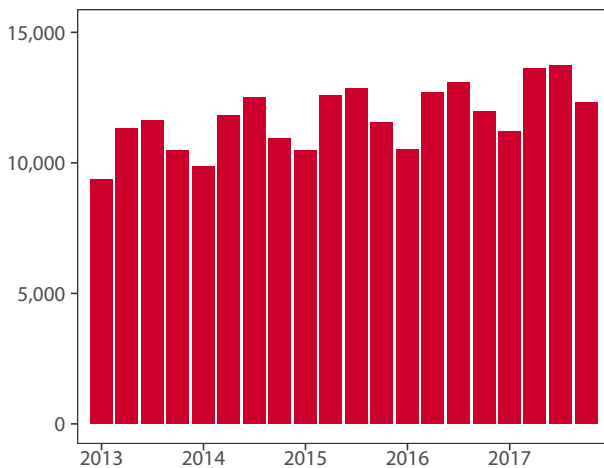
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

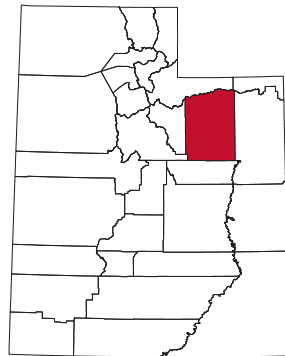
	2016	2017	change
County			
Average Daily Room Rate	\$86.82	\$87.22	0.5%
Occupancy Rate	67.3%	68.4%	1.6%
Revenue Per Available Room	\$58.98	\$60.32	2.3%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

Source: STR, Inc.

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

Duchesne County

Duchesne County, located in eastern Utah, had a 8.1 percent share of leisure and hospitality jobs in 2017, 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 mountain stretches and hundreds of 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	2017	change
Duchesne County Population	20,609	20,828	1.1%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$240,444	\$259,098	7.8%
L&H Taxable Sales	\$16,894,576	\$18,451,472	9.2%
L&H Jobs	409	451	10.2%
L&H % of Total Jobs	7.5%	8.1%	8.0%
L&H Total Wages	\$5,245,566	\$5,603,749	6.8%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$75,461	\$81,799	8.4%
Municipal Transient Room Tax	\$6,828	\$7,354	7.7%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$158,155	\$169,711	7.3%
Motor Vehicle Leasing Tax	-	\$234	-

Source: Utah State Tax Commission

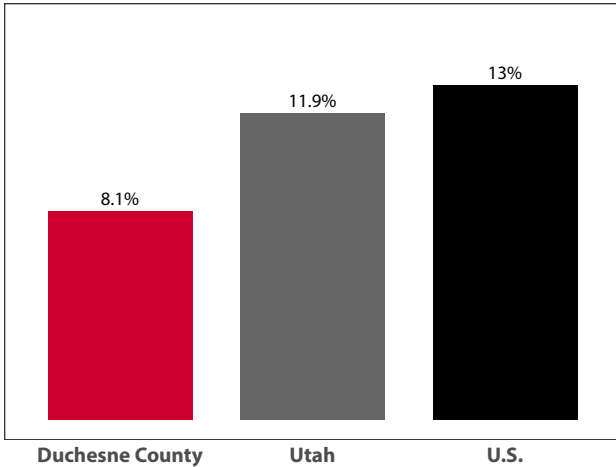
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$2,455,886	\$2,808,254	14.3%
Arts, Ent., & Rec.	\$1,079,812	\$950,000	-12.0%
Food Service	\$13,358,878	\$14,693,218	10.0%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2017**



Source: U.S. Bureau of Labor Statistics

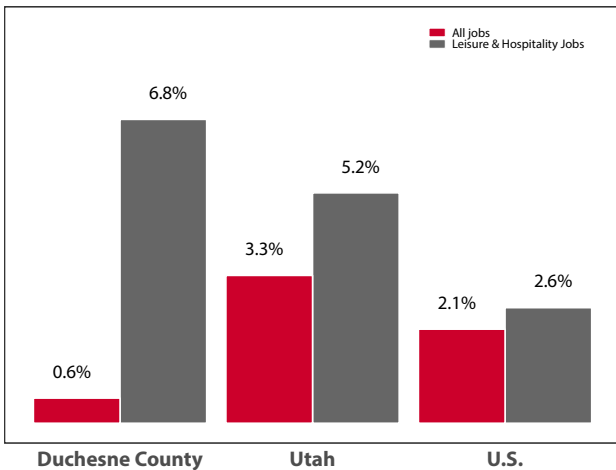
**Year-over-Year Change in Travel-Related
Private-Sector Jobs**

	2016	2017	change
Accommodation	110	-	-
Food Service	287	324	37
Air Transportation	-	-	-
Amusement and Recreation	11	-	-
Gasoline Stations	204	200	-4
Miscellaneous store retailers	16	18	2
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).

Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages

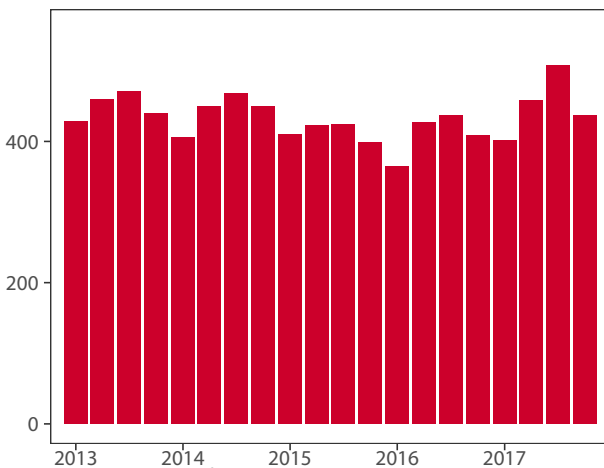


Source: U.S. Bureau of Labor Statistics

Monthly Hotel Occupancy Rates

Data is not available for this county

Private-Sector Leisure & Hospitality Jobs



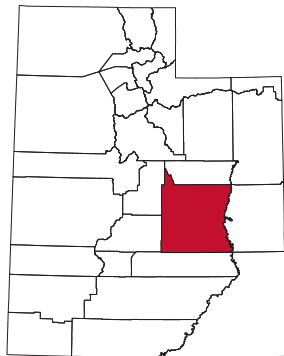
Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

Data is not available for this county

Emery County

Emery County, located in southeastern Utah, had a 13.1 percent leisure and hospitality share of total private jobs in 2017, ranking 14th 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 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	2017	change
Emery County Population	10,577	10,673	0.9%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$1,011,787	\$1,051,199	3.9%
L&H Taxable Sales	\$18,180,687	\$18,688,848	2.8%
L&H Jobs	277	285	2.8%
L&H % of Total Jobs	12.5%	13.1%	4.8%
L&H Total Wages	\$4,213,318	\$4,278,832	1.6%
Avg. Occupancy Rate	58.7%	59.3%	1.1%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$437,208	\$451,437	3.3%
Municipal Transient Room Tax	\$96,213	\$98,882	2.8%
Resort Communities Sales Tax	\$413,094	\$431,750	4.5%
Restaurant Tax	\$65,271	\$69,130	5.9%
Motor Vehicle Leasing Tax	-	-	-

Source: Utah State Tax Commission

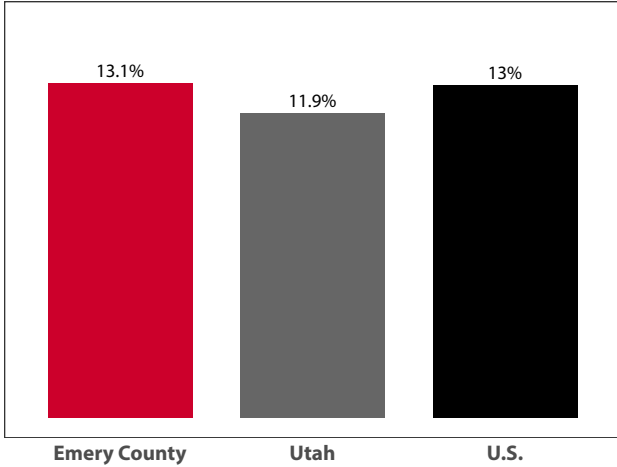
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$11,112,543	\$11,421,508	2.8%
Arts, Ent., & Rec.	\$812,430	\$860,000	5.9%
Food Service	\$6,255,715	\$6,407,340	2.4%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2017**



Source: U.S. Bureau of Labor Statistics

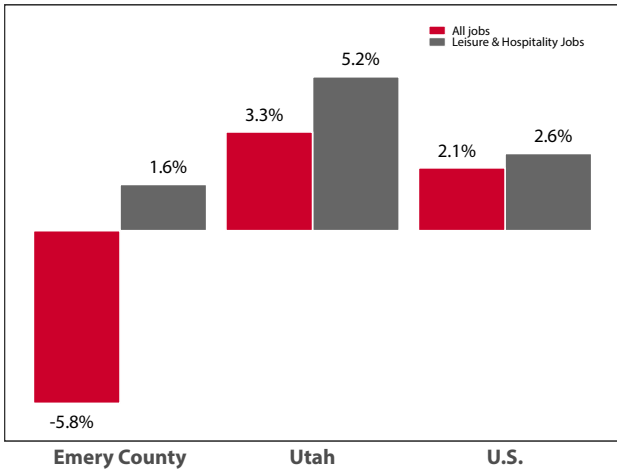
**Year-over-Year Change in Travel-Related
Private-Sector Jobs**

	2016	2017	change
Accommodation	141	135	-6
Food Service	136	149	13
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	245	254	9
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).

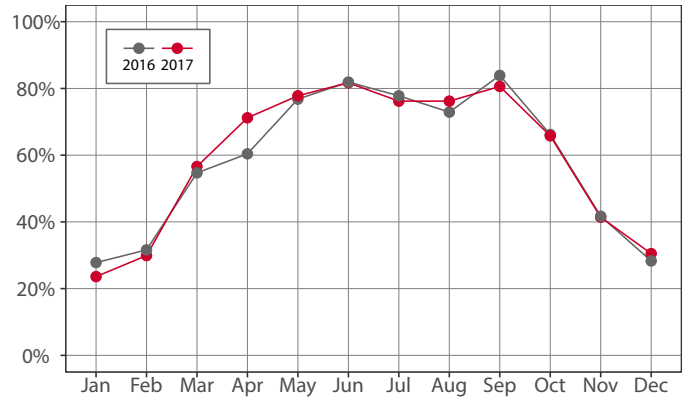
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

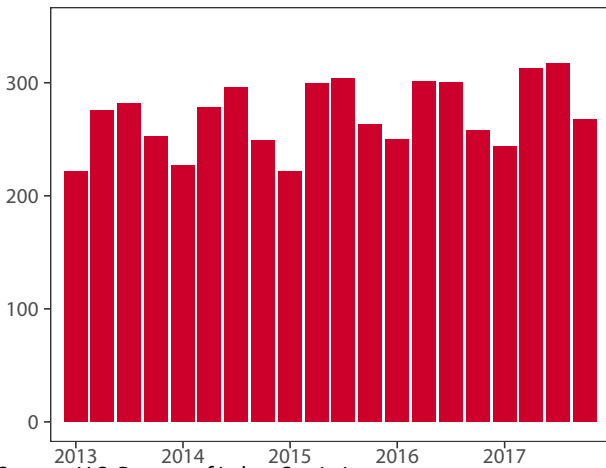
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

	2016	2017	change
County			
Average Daily Room Rate	\$89.49	\$91.00	1.7%
Occupancy Rate	58.7%	59.3%	1.1%
Revenue Per Available Room	\$53.02	\$54.56	2.9%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

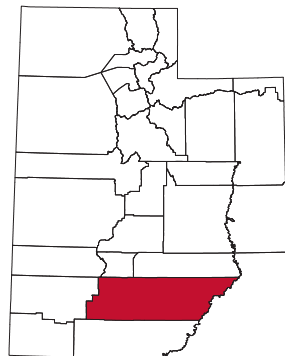
Source: STR, Inc.

Note: Republication 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 56.9 percent leisure and hospitality share of total private jobs in 2017, ranking 2nd statewide. Its 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 Boulder Mountain, Scenic Byway 12—Utah's All-American Road—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	2017	change
Garfield County Population	5,191	5,240	0.9%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$3,013,362	\$3,387,915	12.4%
L&H Taxable Sales	\$89,827,907	\$94,869,452	5.6%
L&H Jobs	975	1,091	11.9%
L&H % of Total Jobs	53.6%	56.9%	6.2%
L&H Total Wages	\$21,487,069	\$24,404,484	13.6%
Bryce Canyon N.P.	2,365,110	2,571,684	8.7%
Avg. Occupancy Rate	57.6%	58.2%	1.2%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$1,852,447	\$2,080,574	12.3%
Municipal Transient Room Tax	\$21,935	\$26,643	21.5%
Resort Communities Sales Tax	\$861,546	\$957,584	11.1%
Restaurant Tax	\$277,434	\$323,114	16.5%
Motor Vehicle Leasing Tax	-	-	-

Source: Utah State Tax Commission

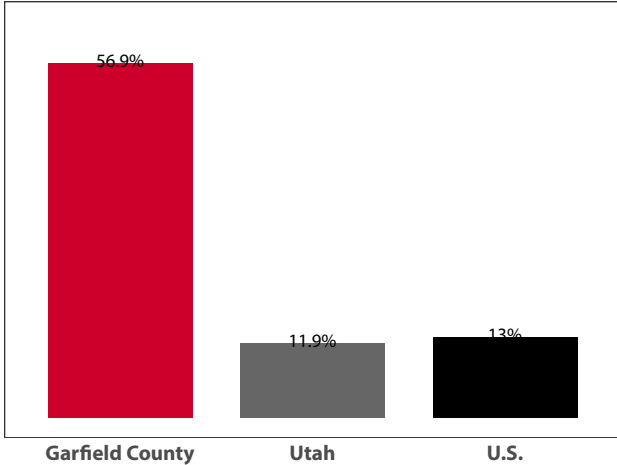
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$71,419,160	\$75,170,769	5.3%
Arts, Ent., & Rec.	\$7,170,650	\$6,524,577	-9.0%
Food Service	\$11,238,097	\$13,174,106	17.2%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2017**



Source: U.S. Bureau of Labor Statistics

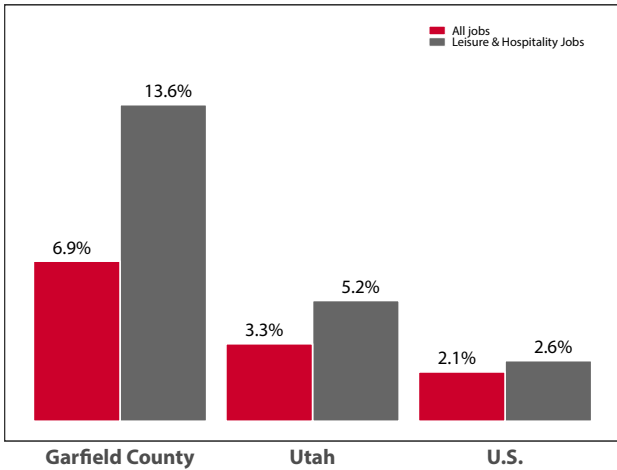
**Year-over-Year Change in Travel-Related
Private-Sector Jobs**

	2016	2017	change
Accommodation	765	806	41
Food Service	-	-	-
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	107	92	-15
Miscellaneous store retailers	-	-	-
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	-	38	-
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS).

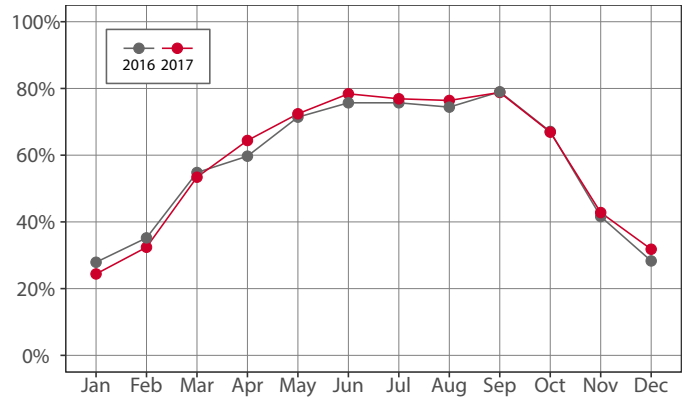
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

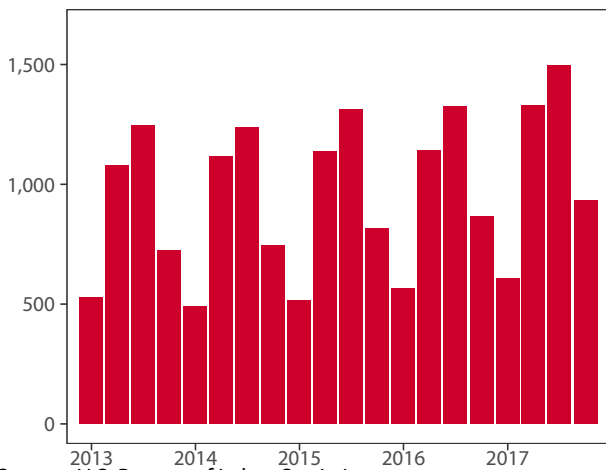
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

	2016	2017	change
County			
Average Daily Room Rate	\$110.75	\$114.29	3.2%
Occupancy Rate	57.6%	58.2%	1.2%
Revenue Per Available Room	\$63.60	\$66.18	4.1%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

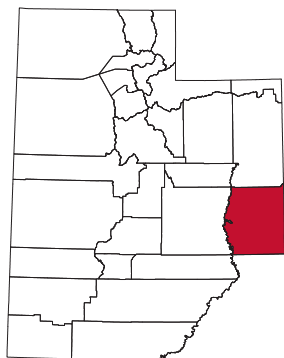
Source: STR, Inc.

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

Grand County

Grand County, located in southeastern Utah, had a 46.2 percent leisure and hospitality share of total private jobs in 2017, 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 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	2017	change
Grand County Population	9,943	10,060	1.2%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$9,947,201	\$11,034,019	10.9%
L&H Taxable Sales	\$170,341,805	\$183,201,991	7.5%
L&H Jobs	2,060	2,158	4.8%
L&H % of Total Jobs	46.4%	46.2%	-0.4%
L&H Total Wages	\$46,843,935	\$50,755,270	8.3%
Arches N.P.	1,585,718	1,539,028	-2.9%
Canyonlands N.P.	776,218	742,271	-4.4%
Avg. Occupancy Rate	65.6%	66.2%	1.0%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$4,439,417	\$5,019,806	13.1%
Municipal Transient Room Tax	\$1,081,659	\$1,237,864	14.4%
Resort Communities Sales Tax	\$3,741,283	\$4,054,287	8.4%
Restaurant Tax	\$553,198	\$576,901	4.3%
Motor Vehicle Leasing Tax	\$131,644	\$145,162	10.3%

Source: Utah State Tax Commission

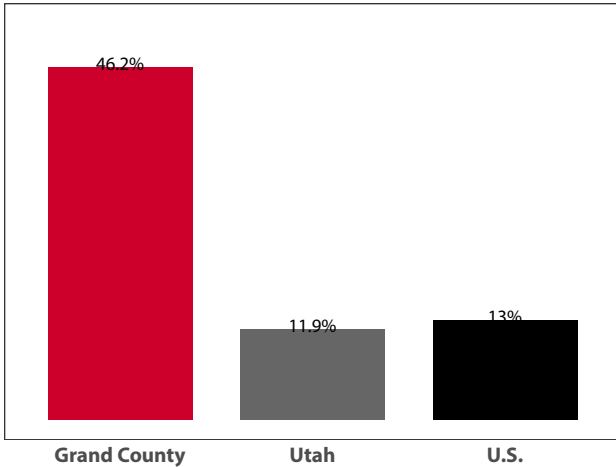
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$110,992,949	\$122,811,977	10.6%
Arts, Ent., & Rec.	\$12,438,453	\$11,931,259	-4.1%
Food Service	\$46,910,403	\$48,458,755	3.3%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2017



Source: U.S. Bureau of Labor Statistics

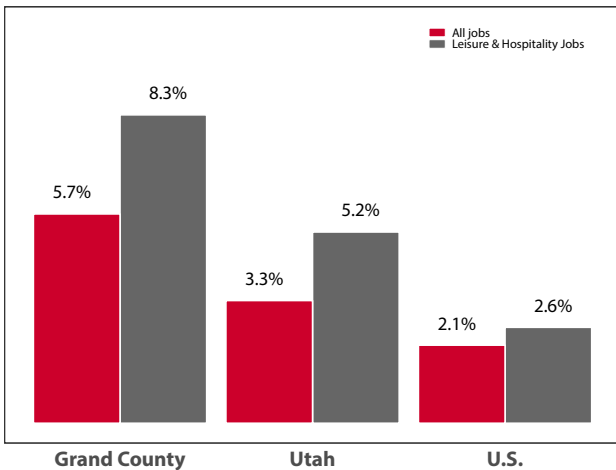
Year-over-Year Change in Travel-Related Private-Sector Jobs

	2016	2017	change
Accommodation	765	834	69
Food Service	949	993	44
Air Transportation	-	-	-
Amusement and Recreation	323	310	-13
Gasoline Stations	100	103	3
Miscellaneous store retailers	75	84	9
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	20	30	10
Sporting Goods/Hobby/Books Stores	161	171	10
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS).

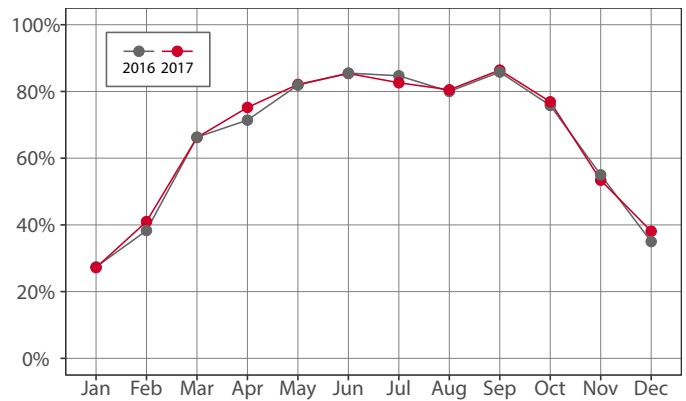
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

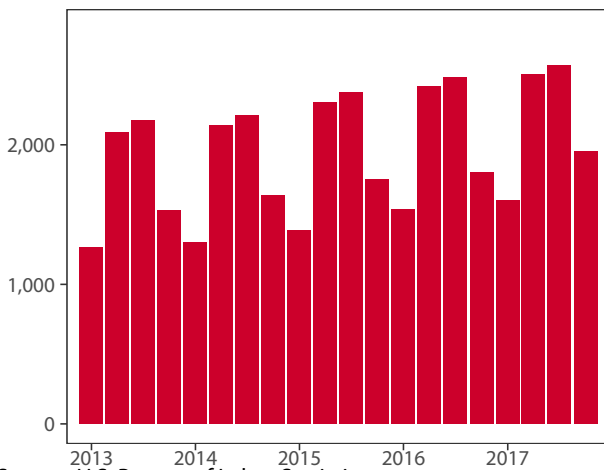
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

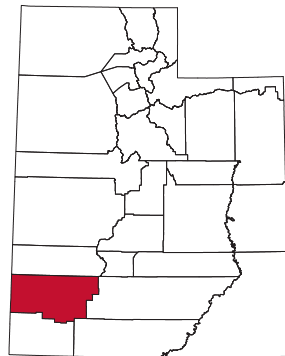
	2016	2017	change
County			
Average Daily Room Rate	\$146.24	\$149.49	2.2%
Occupancy Rate	65.6%	66.2%	1.0%
Revenue Per Available Room	\$98.27	\$102.28	4.1%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

Source: STR, Inc.

Note: 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 percent leisure and hospitality share of total private jobs in 2017, ranking 11th 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 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	2017	change
Iron County Population	50,747	52,280	3.0%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$2,860,833	\$2,845,724	-0.5%
L&H Taxable Sales	\$113,423,087	\$112,058,540	-1.2%
L&H Jobs	2,372	2,483	4.7%
L&H % of Total Jobs	18.4%	18.4%	0.0%
L&H Total Wages	\$33,129,909	\$33,897,754	2.3%
Avg. Occupancy Rate	61.5%	58.7%	-4.5%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$1,435,575	\$1,395,646	-2.8%
Municipal Transient Room Tax	\$328,234	\$318,312	-3.0%
Resort Communities Sales Tax	\$360,133	\$375,023	4.1%
Restaurant Tax	\$736,891	\$756,743	2.7%
Motor Vehicle Leasing Tax	-	-	-

Source: Utah State Tax Commission

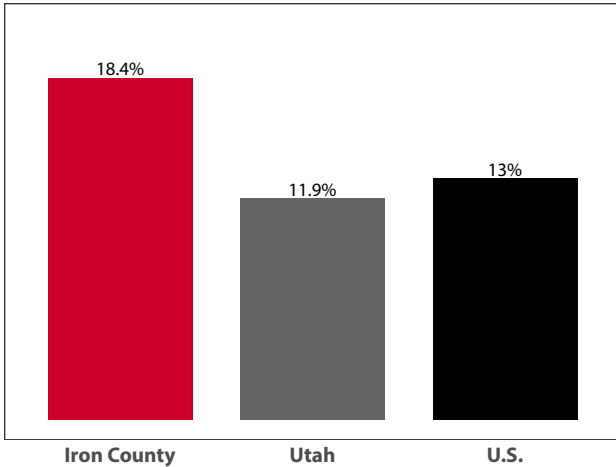
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$33,231,559	\$32,267,549	-2.9%
Arts, Ent., & Rec.	\$2,057,417	\$2,119,466	3.0%
Food Service	\$78,134,111	\$77,671,525	-0.6%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2017**



Source: U.S. Bureau of Labor Statistics

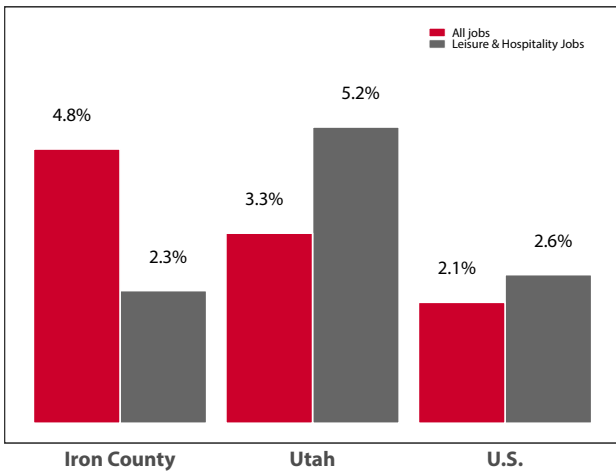
**Year-over-Year Change in Travel-Related
Private-Sector Jobs**

	2016	2017	change
Accommodation	479	498	19
Food Service	1,604	1,628	24
Air Transportation	-	-	-
Amusement and Recreation	282	350	68
Gasoline Stations	346	353	7
Miscellaneous store retailers	70	65	-5
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	106	80	-26
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS).

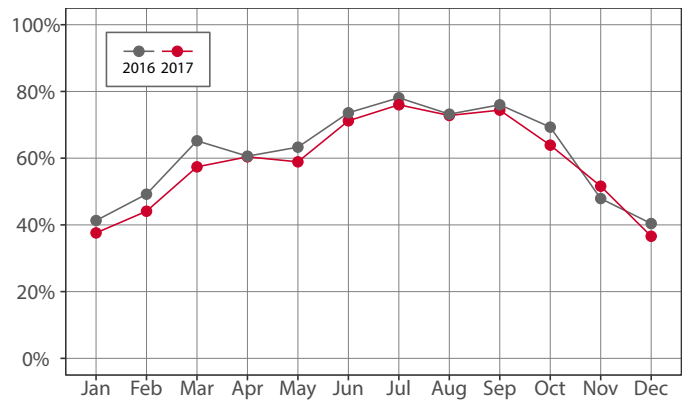
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

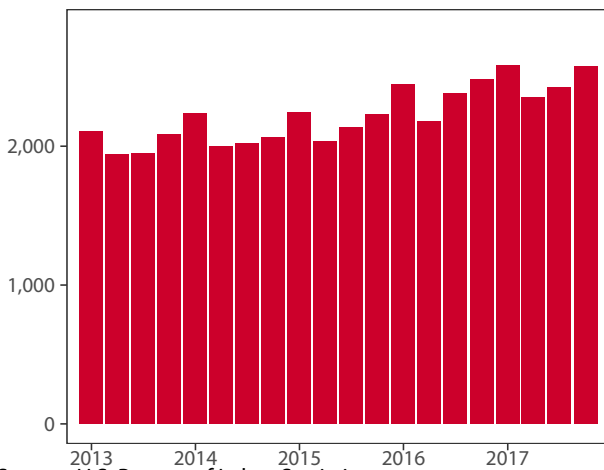
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

	2016	2017	change
County			
Average Daily Room Rate	\$92.27	\$90.68	-1.7%
Occupancy Rate	61.5%	58.7%	-4.5%
Revenue Per Available Room	\$57.89	\$54.23	-6.3%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

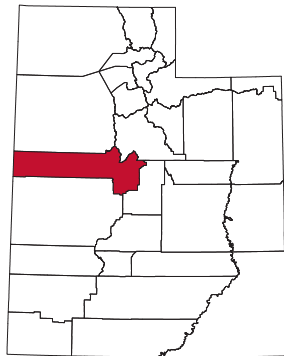
Source: STR, Inc.

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

Juab County

Juab County, sometimes referred to as Utah’s “key” county based on its shape, had a 11.4 percent share of leisure and hospitality jobs in 2017, ranking 21st statewide. Part of the Basin and Range physiographic province, Juab County is bordered on the east by the Wasatch Mountains and on the west by the Great Basin ranges. Several native tribes, explorers, 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	2017	change
Juab County Population	11,542	11,798	2.2%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$216,100	\$223,430	3.4%
L&H Taxable Sales	\$14,371,083	\$14,633,445	1.8%
L&H Jobs	285	307	7.8%
L&H % of Total Jobs	10.2%	11.4%	11.8%
L&H Total Wages	\$3,515,139	\$3,815,820	8.6%
Avg. Occupancy Rate	51.5%	51.8%	0.4%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$89,056	\$92,599	4.0%
Municipal Transient Room Tax	-	-	-
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$127,045	\$130,831	3.0%
Motor Vehicle Leasing Tax	-	-	-

Source: Utah State Tax Commission

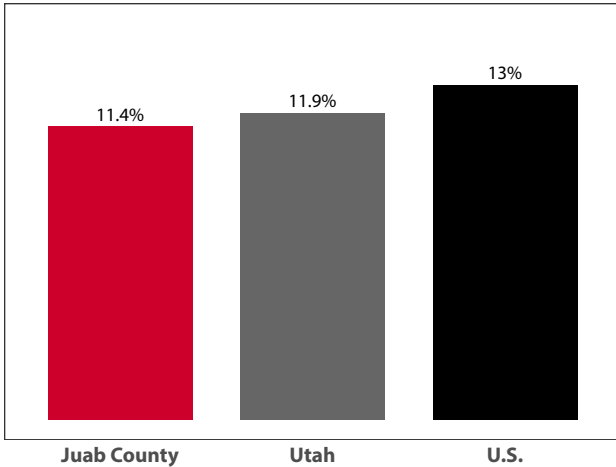
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$2,925,248	\$3,034,633	3.7%
Arts, Ent., & Rec.	\$622,178	\$680,000	9.3%
Food Service	\$10,823,657	\$10,918,812	0.9%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2017**



Source: U.S. Bureau of Labor Statistics

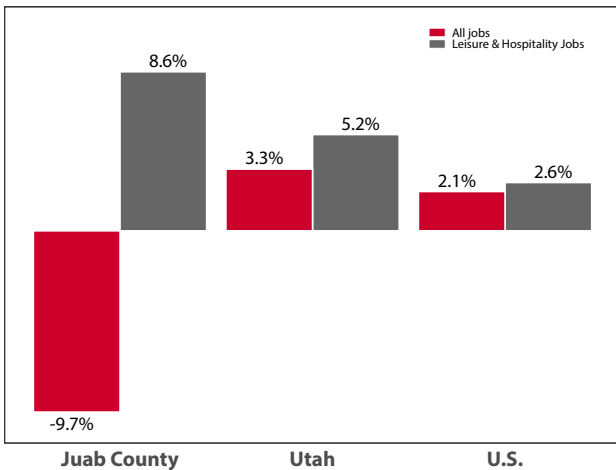
**Year-over-Year Change in Travel-Related
Private-Sector Jobs**

	2016	2017	change
Accommodation	-	-	-
Food Service	252	273	21
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).

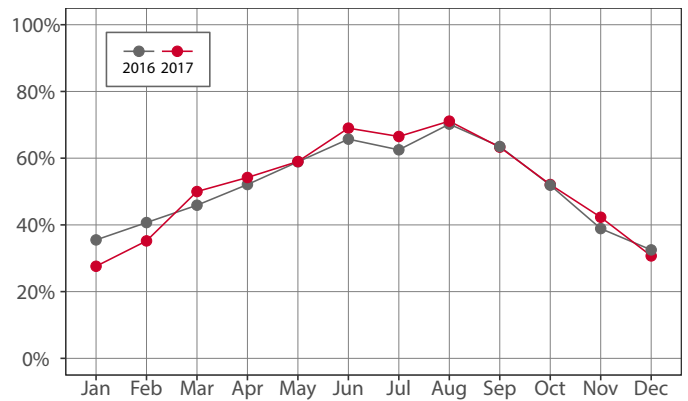
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

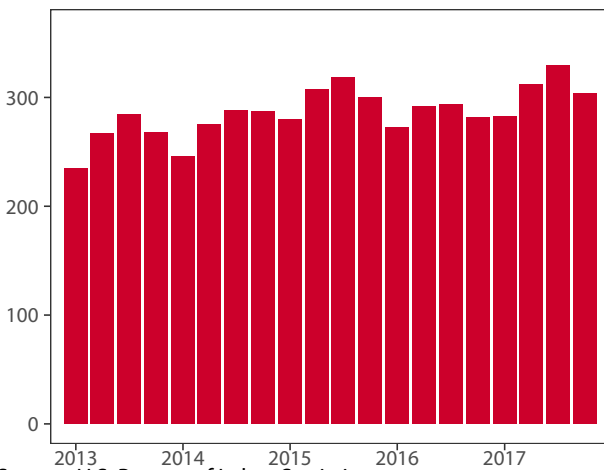
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

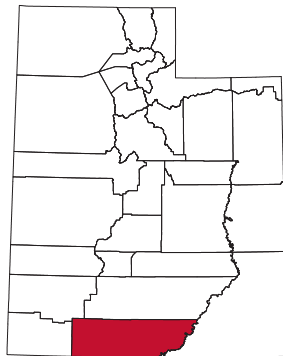
	2016	2017	change
County			
Average Daily Room Rate	\$88.00	\$84.69	-3.8%
Occupancy Rate	51.5%	51.8%	0.4%
Revenue Per Available Room	\$45.78	\$45.31	-1.0%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

Source: STR, Inc.

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

Kane County

Kane County, located along the Utah/Arizona border in south-central Utah, had a 41.9 percent share of leisure and hospitality jobs in 2017, 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	2017	change
Kane County Population	7,583	7,559	-0.3%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$3,617,572	\$4,089,906	13.1%
L&H Taxable Sales	\$110,354,020	\$119,261,180	8.1%
L&H Jobs	1,122	1,130	0.7%
L&H % of Total Jobs	42.2%	41.9%	-0.7%
L&H Total Wages	\$26,378,025	\$28,127,954	6.6%
Avg. Occupancy Rate	60.0%	62.0%	3.3%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$2,374,953	\$2,701,762	13.8%
Municipal Transient Room Tax	\$211,571	\$243,117	14.9%
Resort Communities Sales Tax	\$806,216	\$891,936	10.6%
Restaurant Tax	\$224,833	\$253,090	12.6%
Motor Vehicle Leasing Tax	-	-	-

Source: Utah State Tax Commission

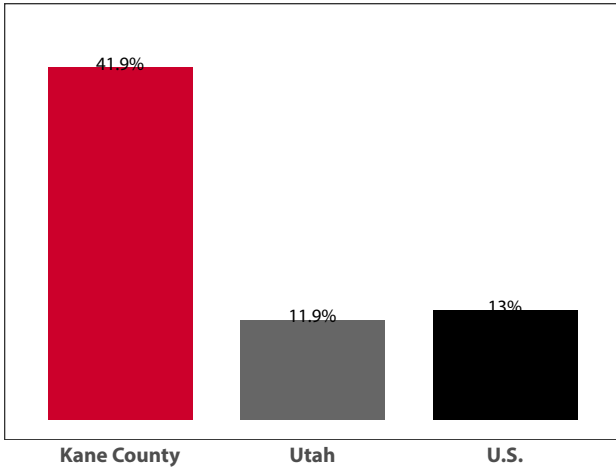
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$62,620,776	\$70,763,080	13.0%
Arts, Ent., & Rec.	\$29,908,200	\$29,297,131	-2.0%
Food Service	\$17,825,043	\$19,200,969	7.7%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2017**



Source: U.S. Bureau of Labor Statistics

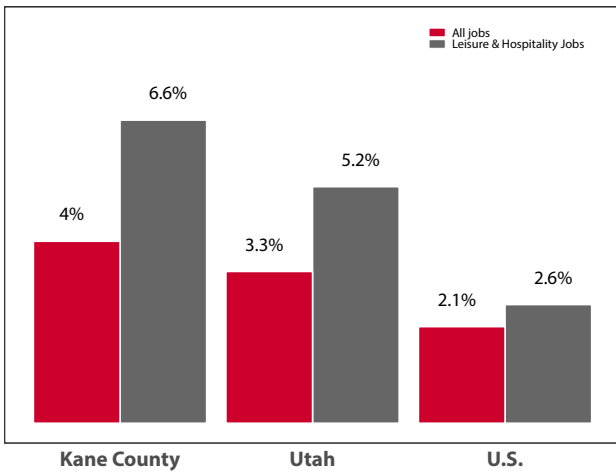
**Year-over-Year Change in Travel-Related
Private-Sector Jobs**

	2016	2017	change
Accommodation	577	589	12
Food Service	474	459	-15
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	80	-	-
Miscellaneous store retailers	30	35	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).

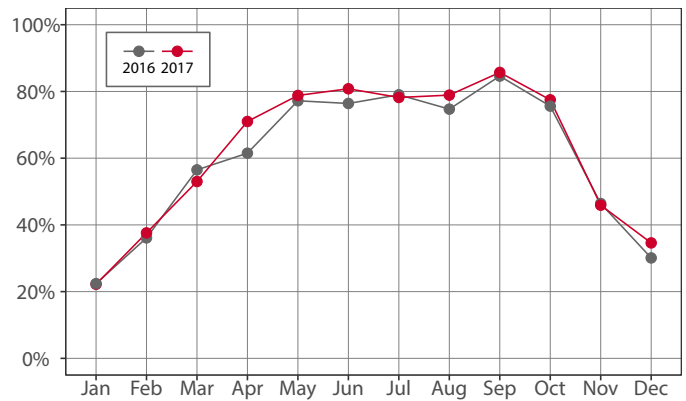
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

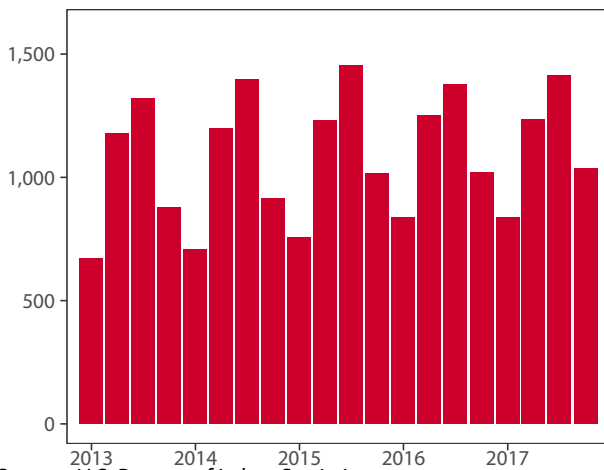
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

	2016	2017	change
County			
Average Daily Room Rate	\$168.22	\$173.20	3.0%
Occupancy Rate	60.0%	62.0%	3.3%
Revenue Per Available Room	\$107.79	\$110.80	2.8%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

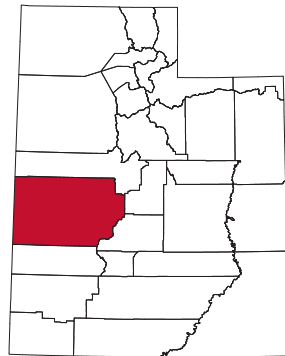
Source: STR, Inc.

Note: 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 10.8 percent leisure and hospitality share of total private jobs in 2017, ranking 22nd statewide. The county has varied topography from high mountain forests to desert lowlands; it also has an equally diverse 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 facts about the area’s 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	2017	change
Millard County Population	13,291	13,477	1.4%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$323,034	\$310,167	-4.0%
L&H Taxable Sales	\$17,279,750	\$17,552,760	1.6%
L&H Jobs	331	402	21.4%
L&H % of Total Jobs	9.4%	10.8%	14.9%
L&H Total Wages	\$4,196,166	\$5,079,631	21.1%
Avg. Occupancy Rate	54.0%	52.7%	-2.5%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$163,938	\$148,812	-9.2%
Municipal Transient Room Tax	\$47,129	\$41,940	-11.0%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$111,967	\$119,416	6.7%
Motor Vehicle Leasing Tax	-	-	-

Source: Utah State Tax Commission

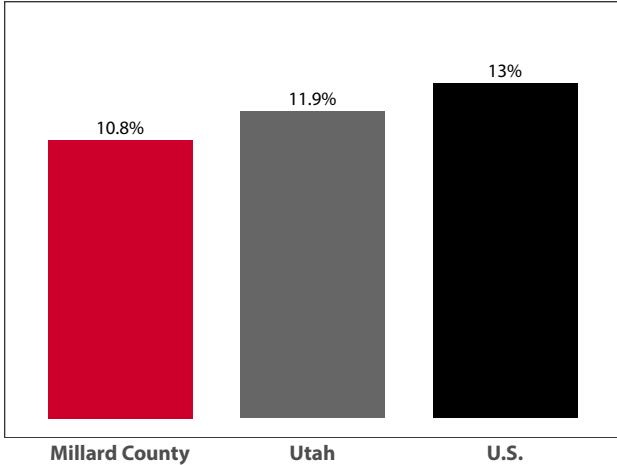
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$4,746,449	\$4,636,896	-2.3%
Arts, Ent., & Rec.	\$669,525	\$617,974	-7.7%
Food Service	\$11,863,777	\$12,297,890	3.7%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2017**



Source: U.S. Bureau of Labor Statistics

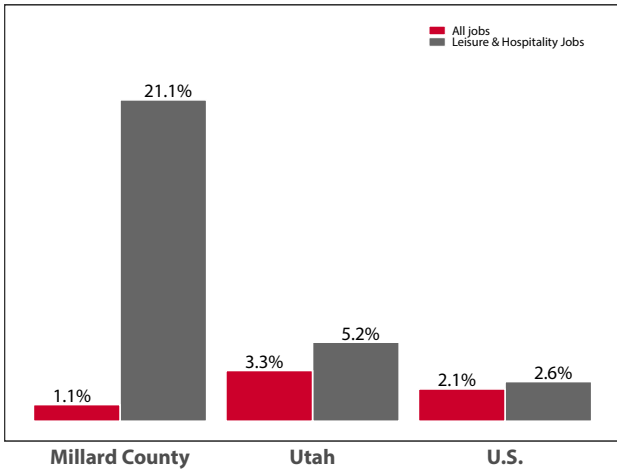
**Year-over-Year Change in Travel-Related
Private-Sector Jobs**

	2016	2017	change
Accommodation	80	80	0
Food Service	238	304	66
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	170	218	48
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).

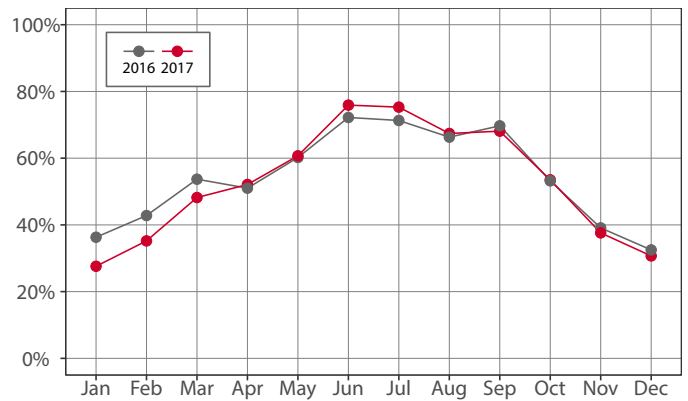
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

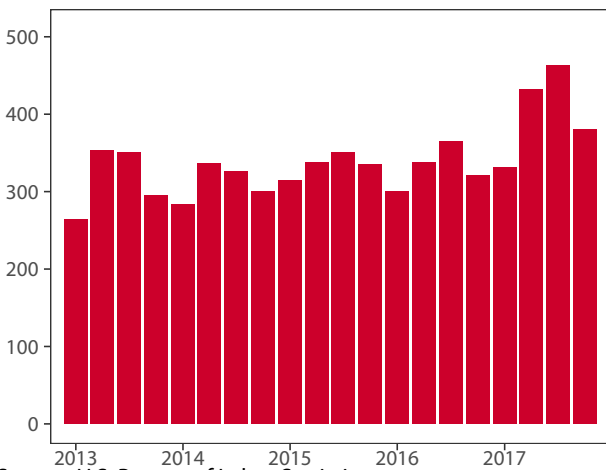
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

	2016	2017	change
County			
Average Daily Room Rate	\$80.45	\$77.77	-3.3%
Occupancy Rate	54.0%	52.7%	-2.5%
Revenue Per Available Room	\$44.07	\$42.10	-4.5%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

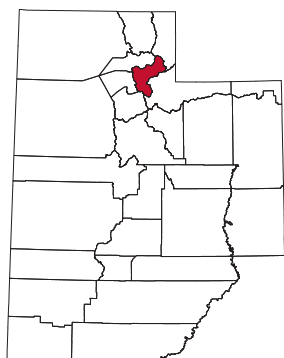
Source: STR, Inc.

Note: 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 10 percent leisure and hospitality share of total private jobs in 2017, ranking 25th 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	2017	change
Morgan County Population	11,522	11,725	1.8%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$66,426	\$81,617	22.9%
L&H Taxable Sales	\$6,764,359	\$7,191,278	6.3%
L&H Jobs	190	174	-8.4%
L&H % of Total Jobs	11.6%	10.0%	-13.8%
L&H Total Wages	\$2,660,361	\$2,387,079	-10.3%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$6,007	\$15,416	156.6%
Municipal Transient Room Tax	\$48	\$481	900.4%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$47,646	\$51,910	8.9%
Motor Vehicle Leasing Tax	\$12,725	\$13,811	8.5%

Source: Utah State Tax Commission

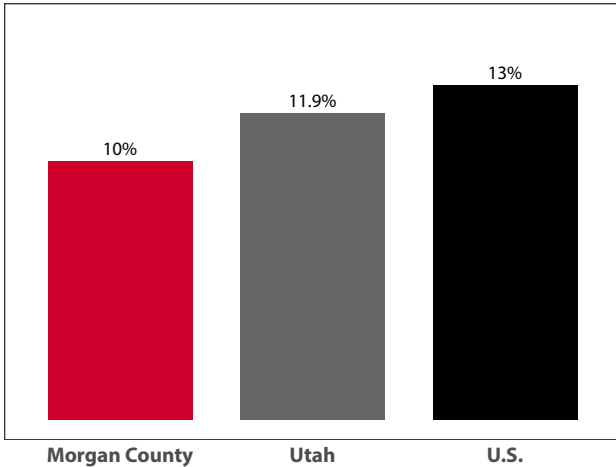
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$164,543	\$255,000	55.0%
Arts, Ent., & Rec.	\$1,640,897	\$1,650,000	0.6%
Food Service	\$4,958,919	\$5,286,278	6.6%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2017**



Source: U.S. Bureau of Labor Statistics

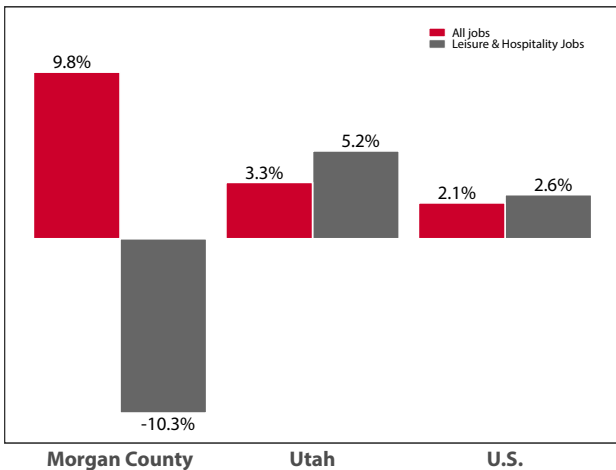
**Year-over-Year Change in Travel-Related
Private-Sector Jobs**

	2016	2017	change
Accommodation	-	-	-
Food Service	-	153	-
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	36	39	3
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).

Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages

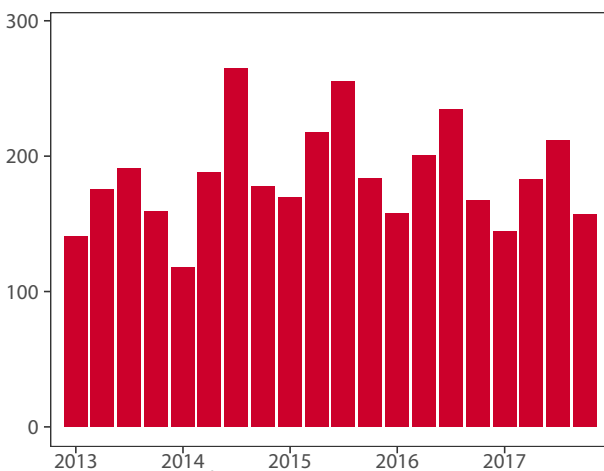


Source: U.S. Bureau of Labor Statistics

Monthly Hotel Occupancy Rates

Data is not available for this county

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

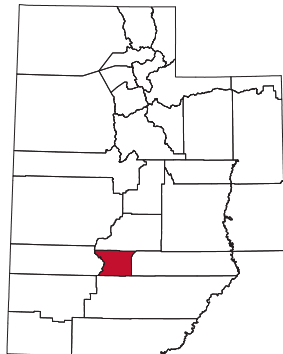
Accommodations Industry: County vs. State

Data is not available for this county

Piute County

Piute County, Utah's second least populated county, had an 9.4 percent leisure and hospitality share of total private jobs in 2017, ranking 28th 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 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	2017	change
Piute County Population	1,604	1,607	0.2%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$22,608	\$28,949	28.0%
L&H Taxable Sales	\$1,518,914	\$1,519,237	0.0%
L&H Jobs	21	14	-36.3%
L&H % of Total Jobs	18.7%	9.4%	-49.7%
L&H Total Wages	\$207,052	\$136,927	-33.9%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$22,608	\$28,949	28.0%
Municipal Transient Room Tax	-	-	-
Resort Communities Sales Tax	-	-	-
Restaurant Tax	-	-	-
Motor Vehicle Leasing Tax	-	-	-

Source: Utah State Tax Commission

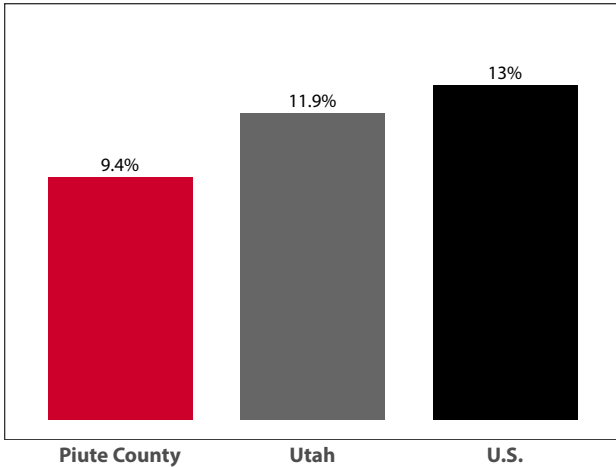
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$846,346	\$845,237	-0.1%
Arts, Ent., & Rec.	\$456,606	\$389,000	-14.8%
Food Service	\$215,962	\$285,000	32.0%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2017**



Source: U.S. Bureau of Labor Statistics

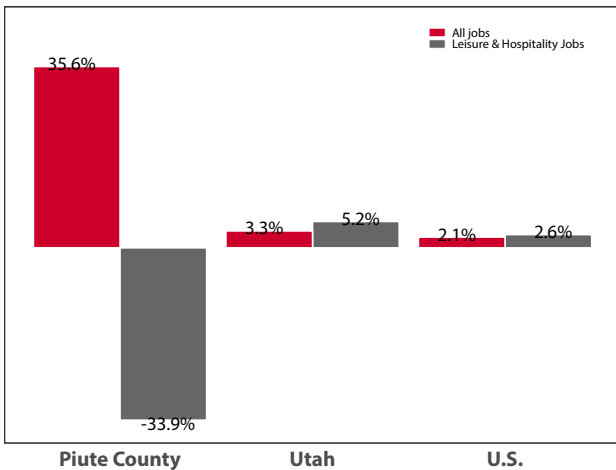
**Year-over-Year Change in Travel-Related
Private-Sector Jobs**

	2016	2017	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).

Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages

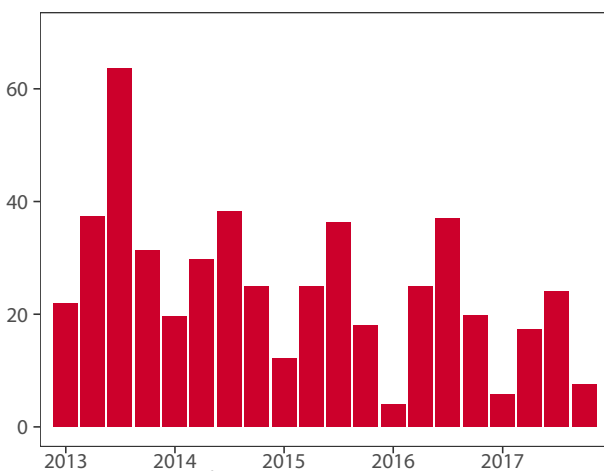


Source: U.S. Bureau of Labor Statistics

Monthly Hotel Occupancy Rates

Data is not available for this county

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

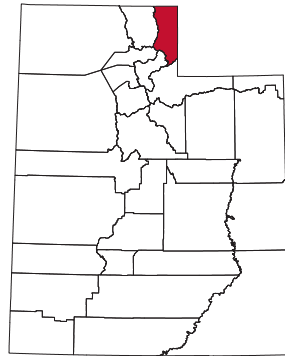
Accommodations Industry: County vs. State

Data is not available for this county

Rich County

Rich County, located in the northeast corner of Utah, had a 32.6 percent leisure and hospitality share of total private jobs in 2017, 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	2017	change
Rich County Population	2,357	2,371	0.6%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$729,391	\$809,931	11.0%
L&H Taxable Sales	\$11,386,624	\$13,411,133	17.8%
L&H Jobs	166	201	21.0%
L&H % of Total Jobs	28.9%	32.6%	12.8%
L&H Total Wages	\$3,266,464	\$3,810,706	16.7%
Avg. Occupancy Rate	59.1%	61.7%	4.4%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$293,489	\$288,190	-1.8%
Municipal Transient Room Tax	-	-	-
Resort Communities Sales Tax	\$380,971	\$448,731	17.8%
Restaurant Tax	\$54,931	\$73,010	32.9%
Motor Vehicle Leasing Tax	-	-	-

Source: Utah State Tax Commission

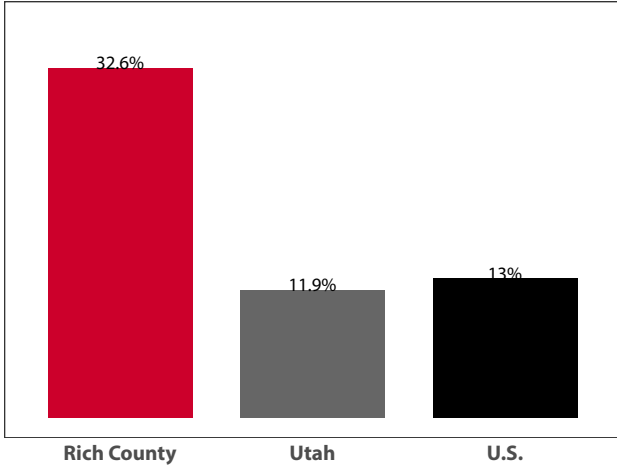
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$5,464,627	\$6,944,676	27.1%
Arts, Ent., & Rec.	\$1,242,298	\$1,140,000	-8.2%
Food Service	\$4,679,699	\$5,326,457	13.8%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2017**



Source: U.S. Bureau of Labor Statistics

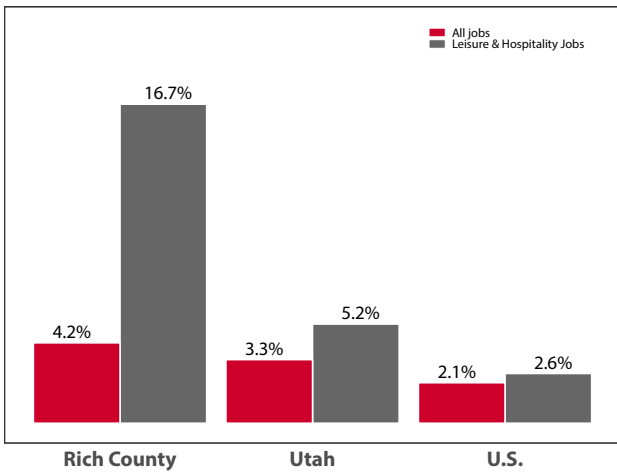
**Year-over-Year Change in Travel-Related
Private-Sector Jobs**

	2016	2017	change
Accommodation	-	-	-
Food Service	95	120	25
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).

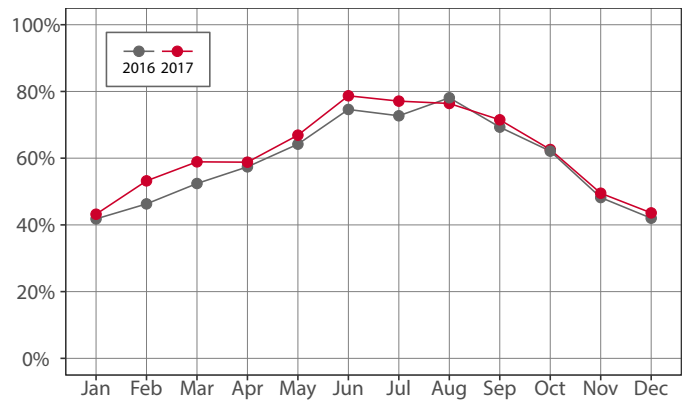
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

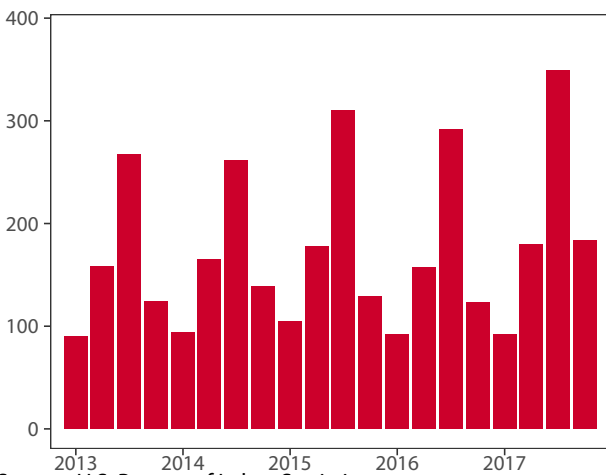
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

	2016	2017	change
County			
Average Daily Room Rate	\$94.18	\$94.64	0.5%
Occupancy Rate	59.1%	61.7%	4.4%
Revenue Per Available Room	\$56.36	\$59.06	4.8%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

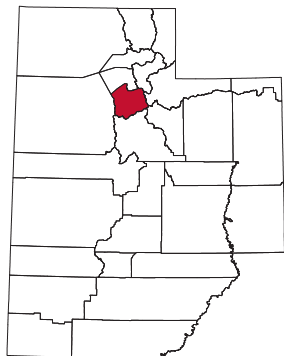
Source: STR, Inc.

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Salt Lake County

Salt Lake County, Utah's most populated county with over a million residents, had a 10 percent leisure and hospitality share of total private jobs in 2017, ranking 24th 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	2017	change
Salt Lake County	1,108,910	1,128,283	1.7%
Population			
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$62,639,154	\$66,435,010	6.1%
L&H Taxable Sales	\$3,076,649,499	\$3,208,416,805	4.3%
L&H Jobs	57,499	58,790	2.2%
L&H % of Total Jobs	10.1%	10.0%	-1.0%
L&H Total Wages	\$1,237,879,585	\$1,302,345,323	5.2%
Avg. Occupancy Rate	69.4%	72.1%	3.8%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$19,911,013	\$22,184,487	11.4%
Municipal Transient Room Tax	\$4,748,076	\$5,251,486	10.6%
Resort Communities Sales Tax	\$889,248	\$775,068	-12.8%
Restaurant Tax	\$23,280,410	\$23,697,494	1.8%
Motor Vehicle Leasing Tax	\$13,810,408	\$14,526,475	5.2%

Source: Utah State Tax Commission

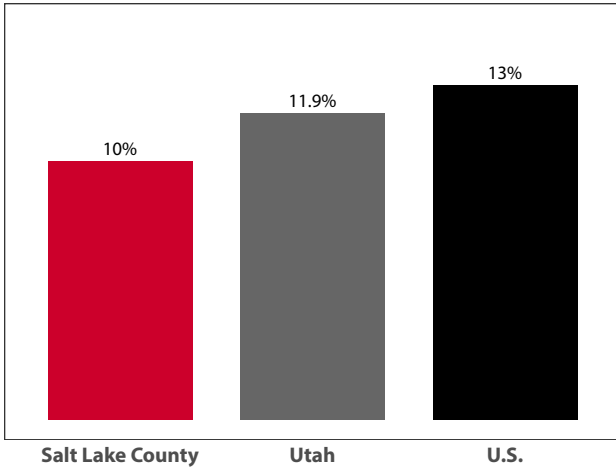
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$567,114,738	\$619,309,315	9.2%
Arts, Ent., & Rec.	\$290,364,943	\$314,120,296	8.2%
Food Service	\$2,219,169,818	\$2,274,987,194	2.5%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2017**



Source: U.S. Bureau of Labor Statistics

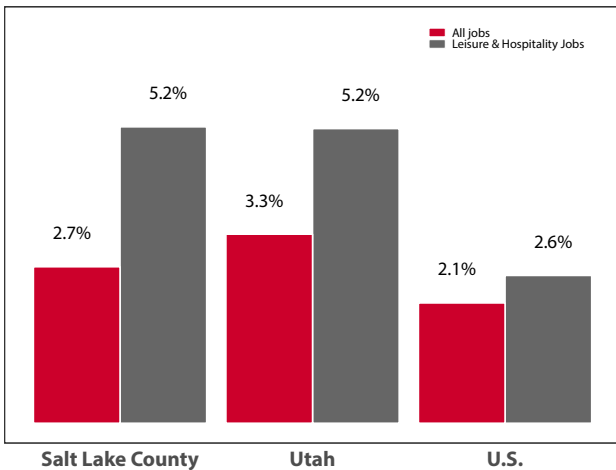
**Year-over-Year Change in Travel-Related
Private-Sector Jobs**

	2016	2017	change
Accommodation	7,625	7,871	246
Food Service	41,076	41,676	600
Air Transportation	5,426	5,825	399
Amusement and Recreation	4,613	4,935	322
Gasoline Stations	2,916	2,937	21
Miscellaneous store retailers	3,893	3,892	-1
Museums/Parks/Historical sites	645	681	36
Perf. Arts/Spectator Sports	3,538	3,625	87
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	3,851	3,760	-91
Transit and Ground Passenger Transport	713	642	-71

Source: U.S. Bureau of Labor Statistics (BLS).

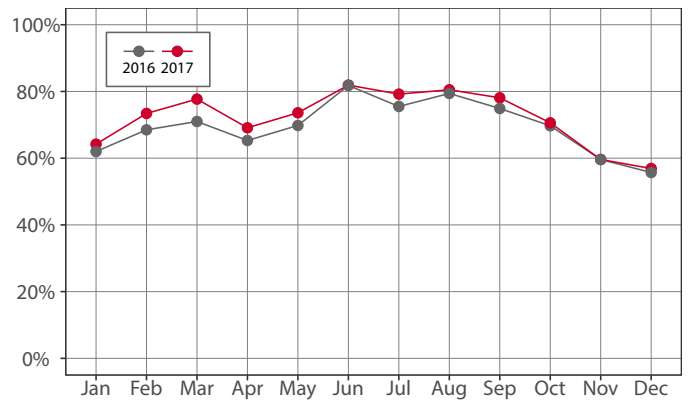
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

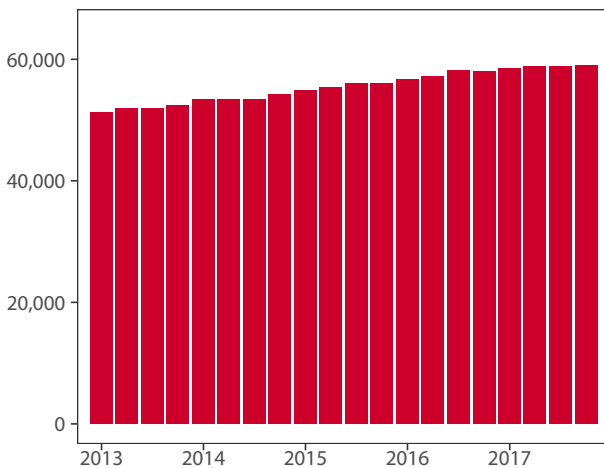
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

	2016	2017	change
County			
Average Daily Room Rate	\$110.00	\$112.70	2.5%
Occupancy Rate	69.4%	72.1%	3.8%
Revenue Per Available Room	\$76.70	\$81.60	6.4%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

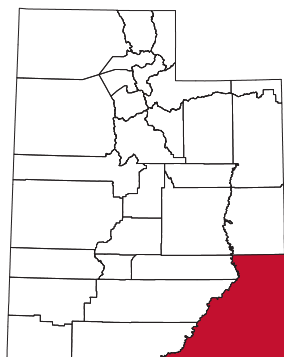
Source: STR, Inc.

Note: 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 26.1 percent leisure and hospitality share of total private jobs in 2017, ranking 8th statewide. San Juan County is a land rich in ancient human history and 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	2017	change
San Juan County Population	16,324	16,344	0.1%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$1,070,107	\$1,112,808	4.0%
L&H Taxable Sales	\$37,492,245	\$40,004,346	6.7%
L&H Jobs	616	650	5.5%
L&H % of Total Jobs	24.9%	26.1%	4.8%
L&H Total Wages	\$13,255,933	\$14,242,373	7.4%
Canyonlands N.P.	776,218	742,271	-4.4%
Rainbow Bridge N.M.	86,369	108,418	25.5%
Avg. Occupancy Rate	57.6%	58.2%	1.2%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$874,076	\$939,924	7.5%
Municipal Transient Room Tax	\$67,445	\$67,493	0.1%
Resort Communities Sales Tax	\$21	-	-
Restaurant Tax	\$128,566	\$105,390	-18.0%
Motor Vehicle Leasing Tax	-	-	-

Source: Utah State Tax Commission

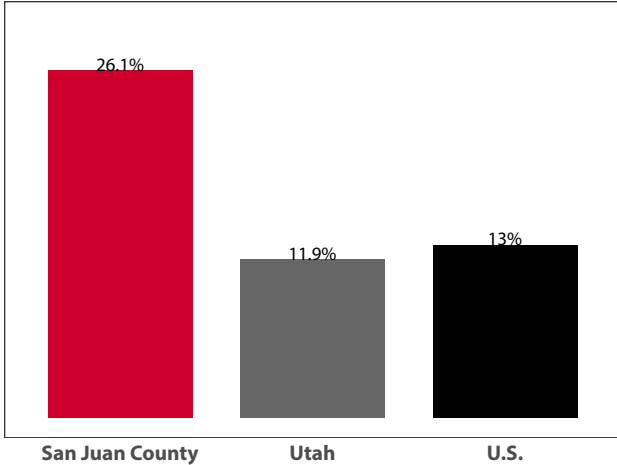
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$26,962,247	\$28,554,198	5.9%
Arts, Ent., & Rec.	\$4,367,859	\$4,810,760	10.1%
Food Service	\$6,162,139	\$6,639,388	7.7%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2017**



Source: U.S. Bureau of Labor Statistics

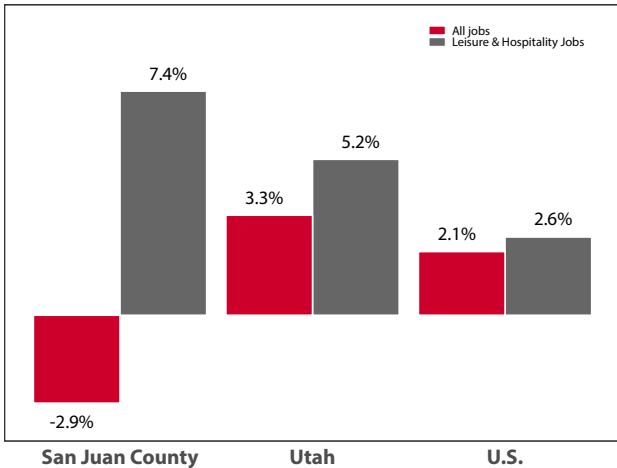
**Year-over-Year Change in Travel-Related
Private-Sector Jobs**

	2016	2017	change
Accommodation	446	463	17
Food Service	-	-	-
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	95	84	-11
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).

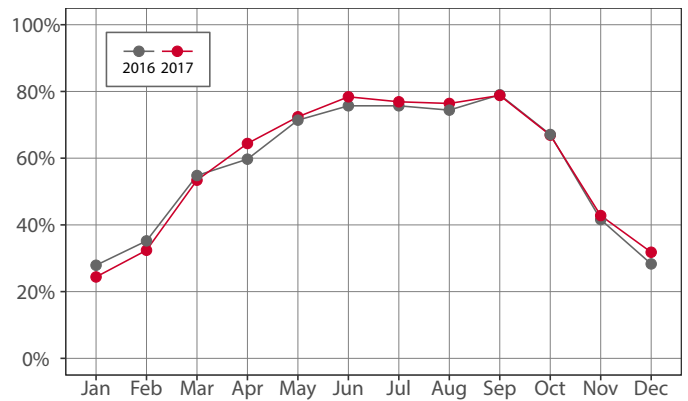
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

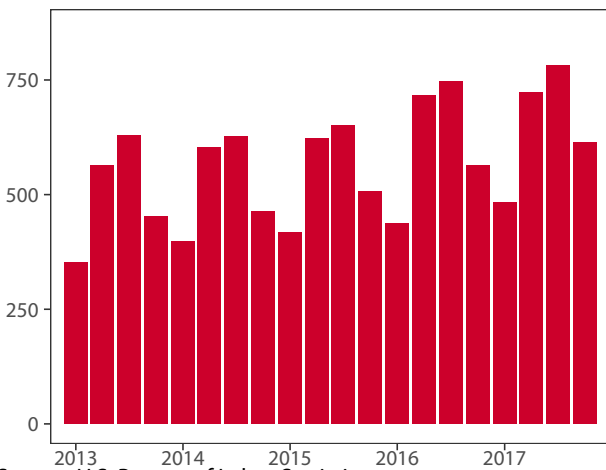
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

	2016	2017	change
County			
Average Daily Room Rate	\$110.75	\$114.29	3.2%
Occupancy Rate	57.6%	58.2%	1.2%
Revenue Per Available Room	\$63.60	\$66.18	4.1%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

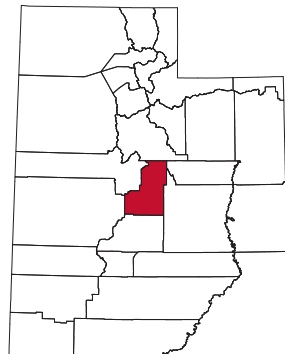
Source: STR, Inc.

Note: 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 12.1 percent leisure and hospitality share of total private jobs in 2017, ranking 18th 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 “Skyline Drive”—a 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	2017	change
Sanpete County Population	29,490	30,033	1.8%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$267,732	\$288,398	7.7%
L&H Taxable Sales	\$18,175,067	\$19,517,275	7.4%
L&H Jobs	532	597	12.3%
L&H % of Total Jobs	11.0%	12.1%	10.0%
L&H Total Wages	\$5,066,896	\$5,969,786	17.8%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$108,827	\$126,636	16.4%
Municipal Transient Room Tax	-	-	-
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$158,905	\$161,762	1.8%
Motor Vehicle Leasing Tax	-	-	-

Source: Utah State Tax Commission

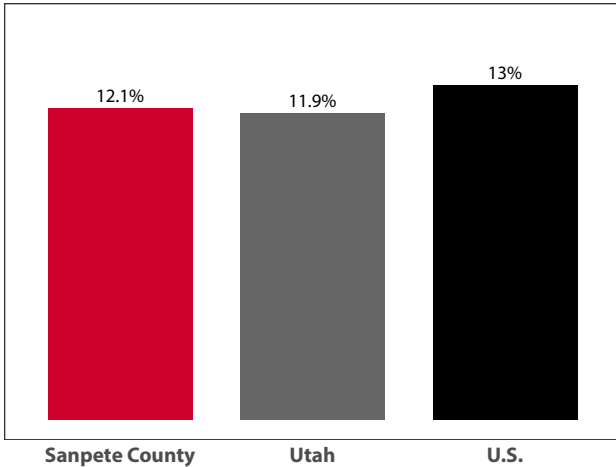
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$2,062,959	\$2,556,264	23.9%
Arts, Ent., & Rec.	\$1,628,753	\$1,723,400	5.8%
Food Service	\$14,483,355	\$15,237,611	5.2%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2017**



Source: U.S. Bureau of Labor Statistics

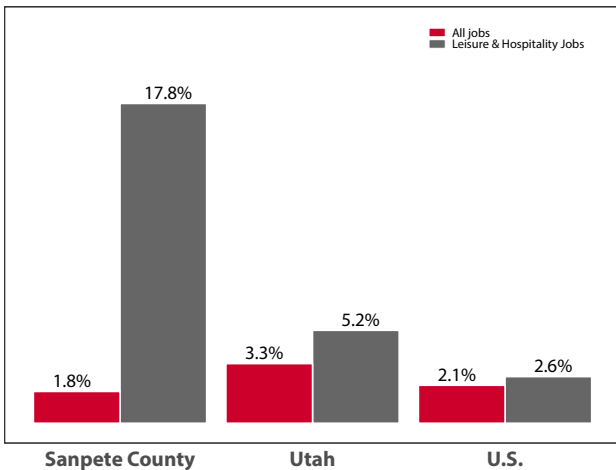
**Year-over-Year Change in Travel-Related
Private-Sector Jobs**

	2016	2017	change
Accommodation	44	63	19
Food Service	454	494	40
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	109	125	16
Miscellaneous store retailers	12	16	4
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).

Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages

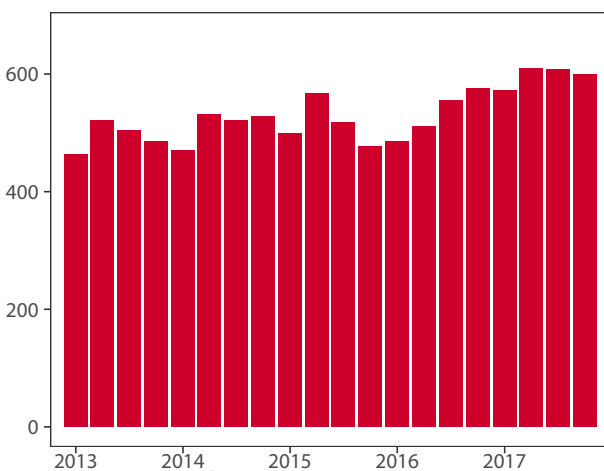


Source: U.S. Bureau of Labor Statistics

Monthly Hotel Occupancy Rates

Data is not available for this county

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

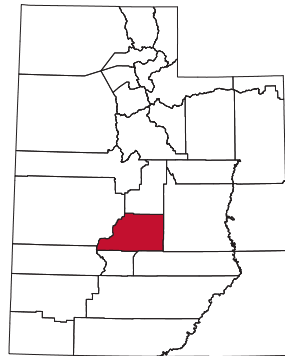
Accommodations Industry: County vs. State

Data is not available for this county

Sevier County

Sevier County, located in central Utah, had a 13.4 percent leisure and hospitality share of total private jobs in 2017, ranking 13th 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 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	2017	change
Sevier County Population	21,519	21,766	1.1%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$983,897	\$1,053,544	7.1%
L&H Taxable Sales	\$39,058,621	\$37,203,247	-4.8%
L&H Jobs	892	942	5.6%
L&H % of Total Jobs	13.1%	13.4%	2.3%
L&H Total Wages	\$11,423,464	\$11,975,635	4.8%
Avg. Occupancy Rate	56.0%	59.9%	6.9%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$557,283	\$599,910	7.6%
Municipal Transient Room Tax	\$115,963	\$124,929	7.7%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$282,908	\$294,333	4.0%
Motor Vehicle Leasing Tax	\$27,743	\$34,371	23.9%

Source: Utah State Tax Commission

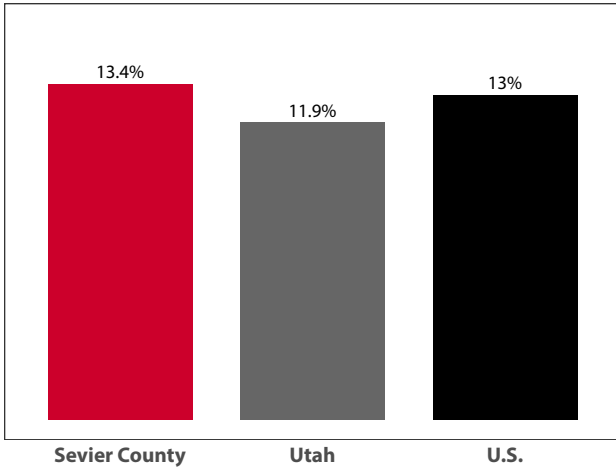
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$13,165,565	\$12,508,267	-5.0%
Arts, Ent., & Rec.	\$724,076	\$737,701	1.9%
Food Service	\$25,168,980	\$23,957,279	-4.8%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2017



Source: U.S. Bureau of Labor Statistics

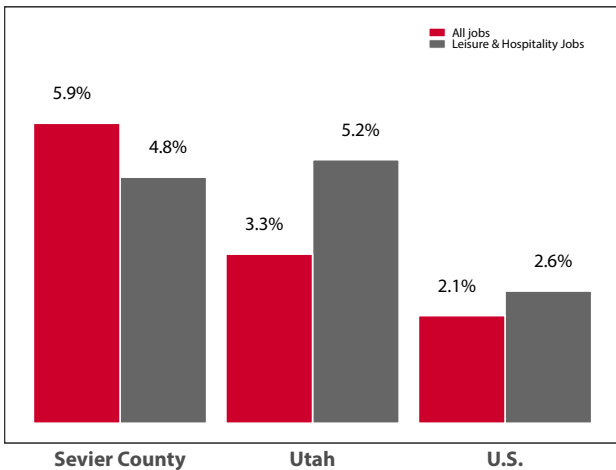
Year-over-Year Change in Travel-Related Private-Sector Jobs

	2016	2017	change
Accommodation	-	247	-
Food Service	-	669	-
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	211	220	9
Miscellaneous store retailers	25	26	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).

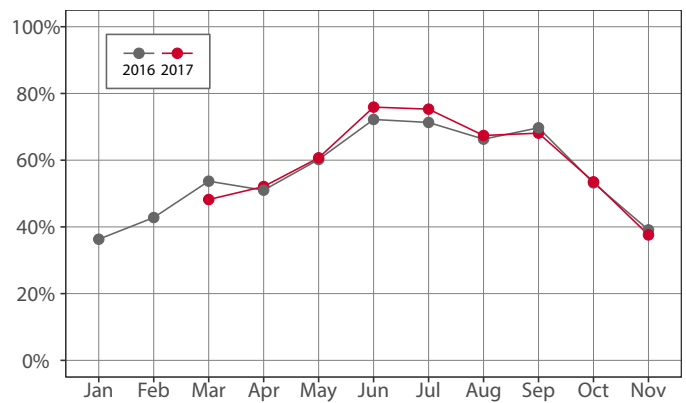
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

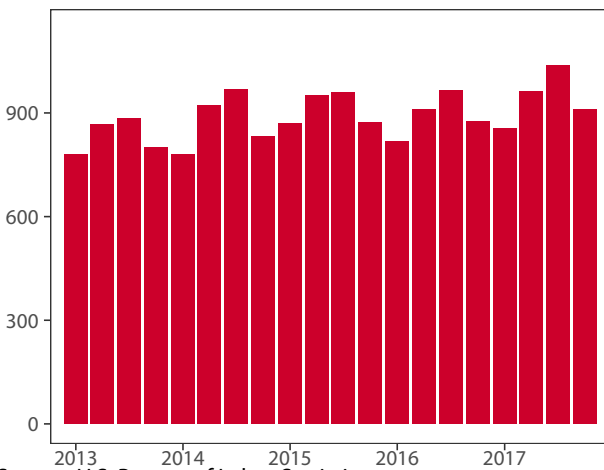
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

	2016	2017	change
County			
Average Daily Room Rate	\$81.22	\$81.15	-0.1%
Occupancy Rate	56.0%	59.9%	6.9%
Revenue Per Available Room	\$45.95	\$49.11	6.9%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

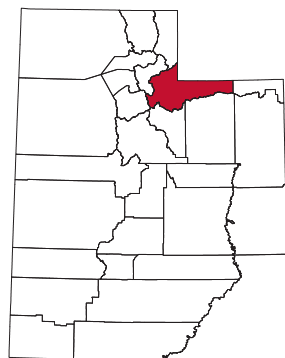
Source: STR, Inc.

Note: 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 41.5 percent leisure and hospitality share of total private jobs in 2017, 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 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	2017	change
Summit County Population	40,051	40,772	1.8%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$25,803,714	\$28,034,652	8.6%
L&H Taxable Sales	\$732,785,306	\$770,678,281	5.2%
L&H Jobs	9,710	9,996	2.9%
L&H % of Total Jobs	40.9%	41.5%	1.5%
L&H Total Wages	\$306,561,195	\$321,765,535	5.0%
Avg. Occupancy Rate	54.1%	56.9%	5.0%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$8,907,004	\$10,017,708	12.5%
Municipal Transient Room Tax	–	–	–
Resort Communities Sales Tax	\$14,049,716	\$14,997,440	6.7%
Restaurant Tax	\$2,846,994	\$3,019,504	6.1%
Motor Vehicle Leasing Tax	–	–	–

Source: Utah State Tax Commission

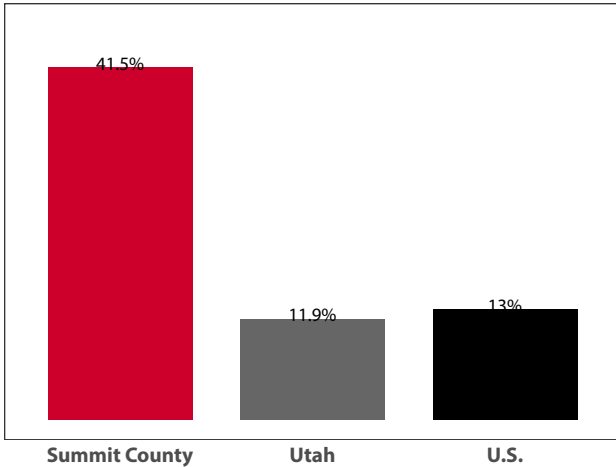
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$366,492,256	\$396,394,350	8.2%
Arts, Ent., & Rec.	\$183,623,437	\$179,563,909	-2.2%
Food Service	\$182,669,612	\$194,720,022	6.6%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2017



Source: U.S. Bureau of Labor Statistics

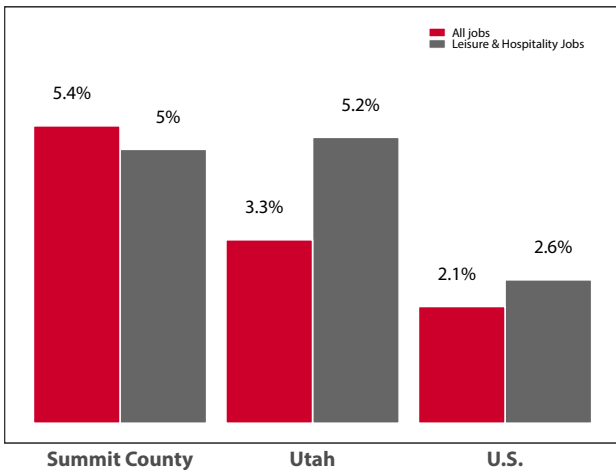
Year-over-Year Change in Travel-Related Private-Sector Jobs

	2016	2017	change
Accommodation	2,615	2,648	33
Food Service	3,477	3,711	234
Air Transportation	14	11	-3
Amusement and Recreation	3,130	3,182	52
Gasoline Stations	205	219	14
Miscellaneous store retailers	205	208	3
Museums/Parks/Historical sites	34	34	0
Perf. Arts/Spectator Sports	453	419	-34
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	314	334	20
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS).

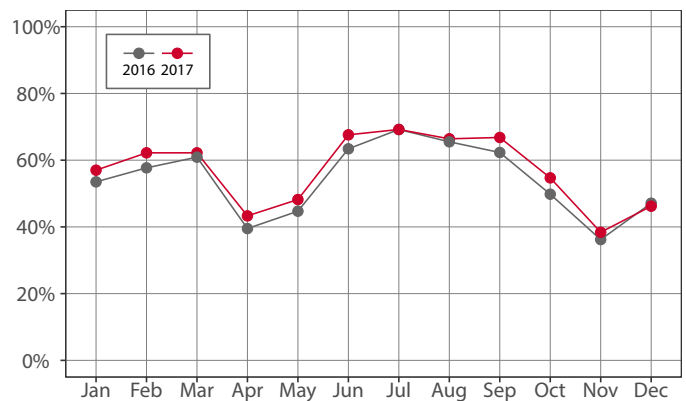
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

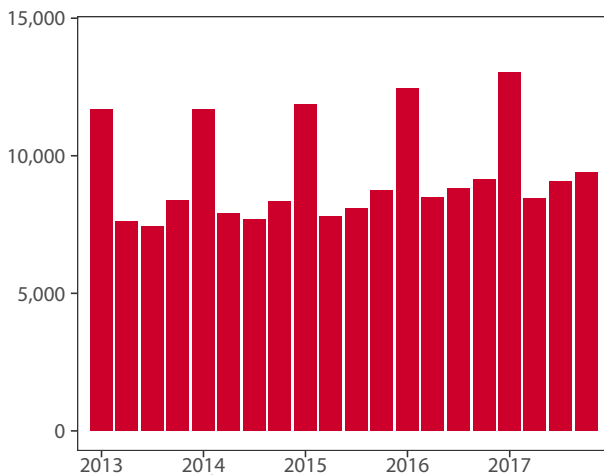
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

	2016	2017	change
County			
Average Daily Room Rate	\$248.66	\$250.22	0.6%
Occupancy Rate	54.1%	56.9%	5.0%
Revenue Per Available Room	\$135.87	\$142.99	5.2%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

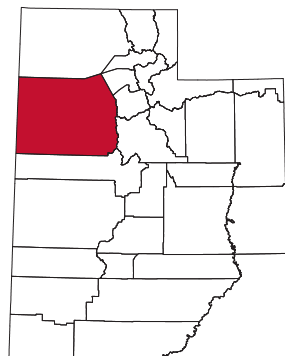
Source: STR, Inc.

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

Tooele County

Tooele County, Utah's second largest county in area, had a 12.9 percent leisure and hospitality share of total private jobs in 2017, 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	2017	change
Tooele County Population	65,290	67,133	2.8%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$1,021,485	\$1,066,770	4.4%
L&H Taxable Sales	\$69,475,197	\$72,703,840	4.6%
L&H Jobs	1,548	1,573	1.6%
L&H % of Total Jobs	13.0%	12.9%	-0.8%
L&H Total Wages	\$22,260,955	\$23,379,829	5.0%
Avg. Occupancy Rate	53.3%	58.6%	10.1%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$407,898	\$431,626	5.8%
Municipal Transient Room Tax	\$40,068	\$45,713	14.1%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$573,520	\$589,431	2.8%
Motor Vehicle Leasing Tax	-	-	-

Source: Utah State Tax Commission

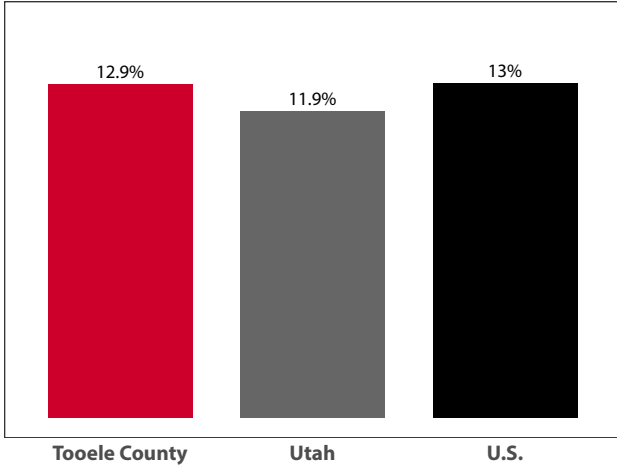
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$11,863,806	\$12,192,369	2.8%
Arts, Ent., & Rec.	\$4,461,067	\$5,367,728	20.3%
Food Service	\$53,150,324	\$55,143,743	3.8%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2017**



Source: U.S. Bureau of Labor Statistics

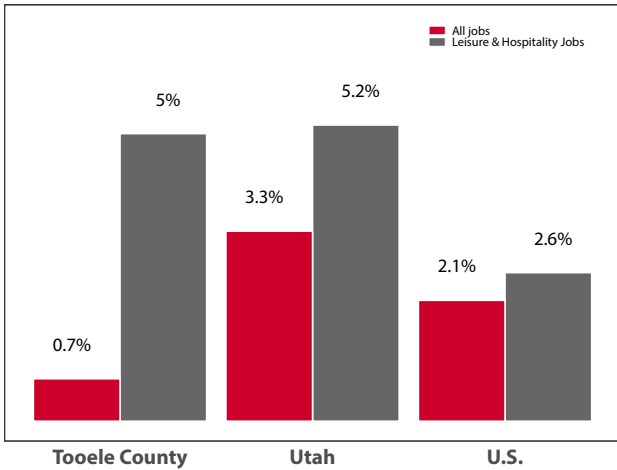
**Year-over-Year Change in Travel-Related
Private-Sector Jobs**

	2016	2017	change
Accommodation	178	189	11
Food Service	1,131	1,142	11
Air Transportation	-	-	-
Amusement and Recreation	-	120	-
Gasoline Stations	337	342	5
Miscellaneous store retailers	33	36	3
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	120	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	-	-	-
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS).

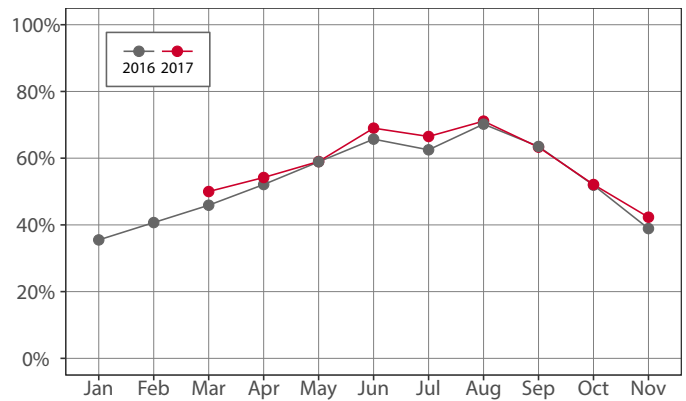
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

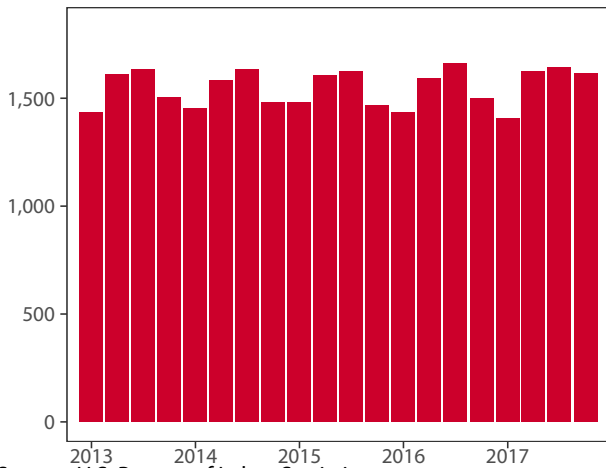
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

	2016	2017	change
County			
Average Daily Room Rate	\$89.46	\$90.37	1.0%
Occupancy Rate	53.3%	58.6%	10.1%
Revenue Per Available Room	\$47.82	\$53.39	11.6%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

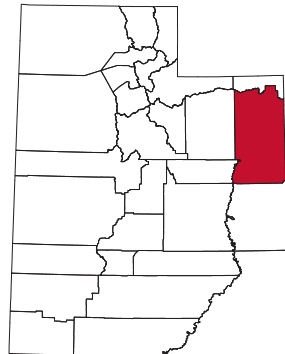
Source: STR, Inc.

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Uintah County

Uintah County, also commonly referred to as “Dinosaurland,” had a 12.2 percent leisure and hospitality share of total private jobs in 2017, ranking 17th 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 Museum, 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	2017	change
Uintah County Population	36,583	36,613	0.1%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$1,064,042	\$1,026,743	-3.5%
L&H Taxable Sales	\$53,432,788	\$53,309,615	-0.2%
L&H Jobs	1,375	1,156	-16.0%
L&H % of Total Jobs	14.7%	12.2%	-17.0%
L&H Total Wages	\$16,488,685	\$15,722,713	-4.6%
Dinosaur N.M.	304,312	315,859	3.8%
Avg. Occupancy Rate	42.3%	45.2%	6.7%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$522,966	\$492,133	-5.9%
Municipal Transient Room Tax	\$122,093	\$114,462	-6.2%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$411,660	\$410,398	-0.3%
Motor Vehicle Leasing Tax	\$7,324	\$9,751	33.1%

Source: Utah State Tax Commission

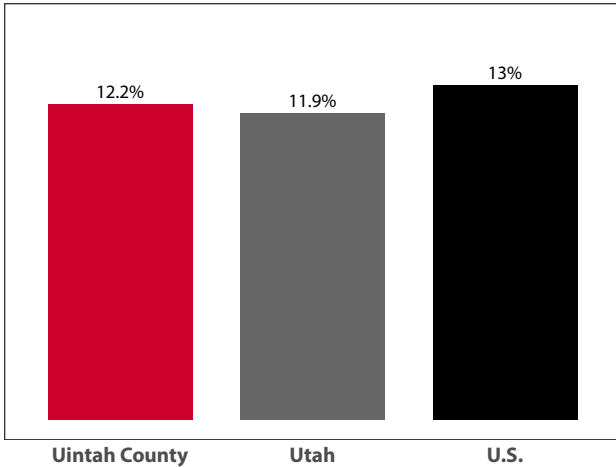
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$13,386,225	\$12,323,476	-7.9%
Arts, Ent., & Rec.	\$1,723,622	\$1,644,996	-4.6%
Food Service	\$38,322,941	\$39,341,143	2.7%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2017



Source: U.S. Bureau of Labor Statistics

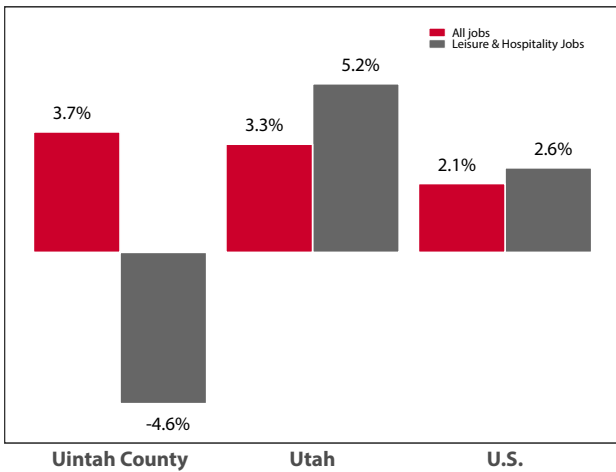
Year-over-Year Change in Travel-Related Private-Sector Jobs

	2016	2017	change
Accommodation	180	172	-8
Food Service	1,163	956	-207
Air Transportation	-	-	-
Amusement and Recreation	22	-	-
Gasoline Stations	201	228	27
Miscellaneous store retailers	87	84	-3
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	8	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	63	89	26
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS).

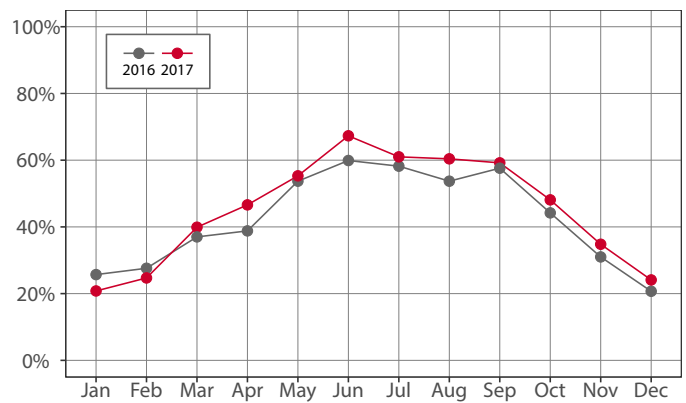
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

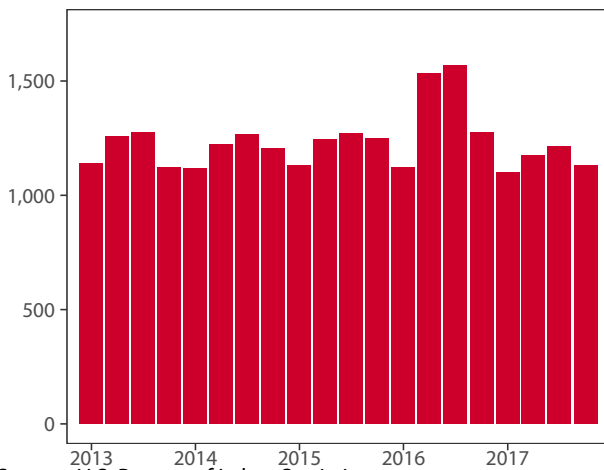
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

	2016	2017	change
County			
Average Daily Room Rate	\$91.20	\$95.60	4.8%
Occupancy Rate	42.3%	45.2%	6.7%
Revenue Per Available Room	\$38.14	\$42.61	11.7%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

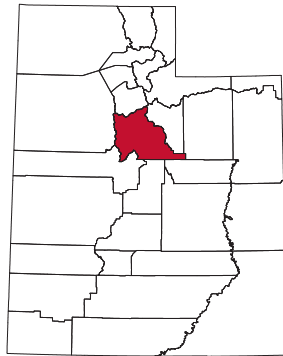
Source: STR, Inc.

Note: 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 9.9 percent leisure and hospitality share of total private jobs in 2017, 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	2017	change
Utah County Population	603,385	617,735	2.4%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$12,918,865	\$13,647,544	5.6%
L&H Taxable Sales	\$861,270,441	\$893,818,349	3.8%
L&H Jobs	19,061	19,867	4.2%
L&H % of Total Jobs	10.0%	9.9%	-1.0%
L&H Total Wages	\$290,316,244	\$306,433,267	5.6%
Timpanogos Cave N.M.	91,261	100,740	10.4%
Avg. Occupancy Rate	66.2%	67.6%	2.2%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$3,337,465	\$3,591,473	7.6%
Municipal Transient Room Tax	\$838,574	\$898,523	7.1%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$7,627,718	\$8,015,760	5.1%
Motor Vehicle Leasing Tax	\$1,115,108	\$1,141,788	2.4%

Source: Utah State Tax Commission

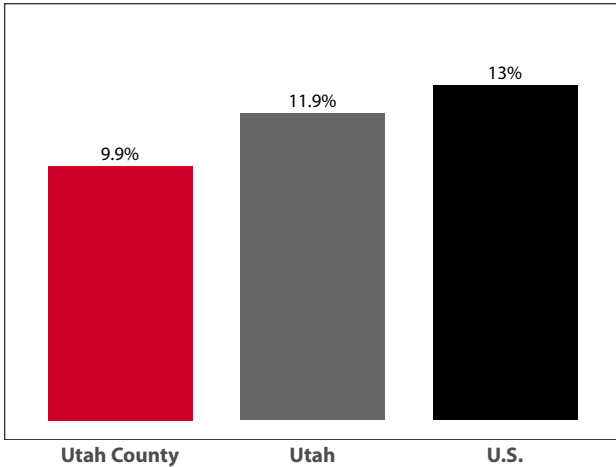
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$106,777,195	\$109,936,074	3.0%
Arts, Ent., & Rec.	\$47,100,889	\$55,476,299	17.8%
Food Service	\$707,392,357	\$728,405,976	3.0%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2017**



Source: U.S. Bureau of Labor Statistics

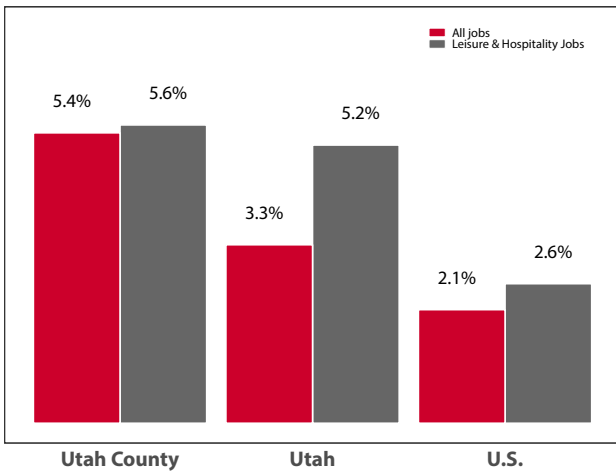
**Year-over-Year Change in Travel-Related
Private-Sector Jobs**

	2016	2017	change
Accommodation	1,436	1,519	83
Food Service	15,261	15,874	613
Air Transportation	-	48	-
Amusement and Recreation	1,580	1,690	110
Gasoline Stations	1,232	1,269	37
Miscellaneous store retailers	1,652	1,726	74
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	1,575	1,625	50
Transit and Ground Passenger Transport	271	272	1

Source: U.S. Bureau of Labor Statistics (BLS).

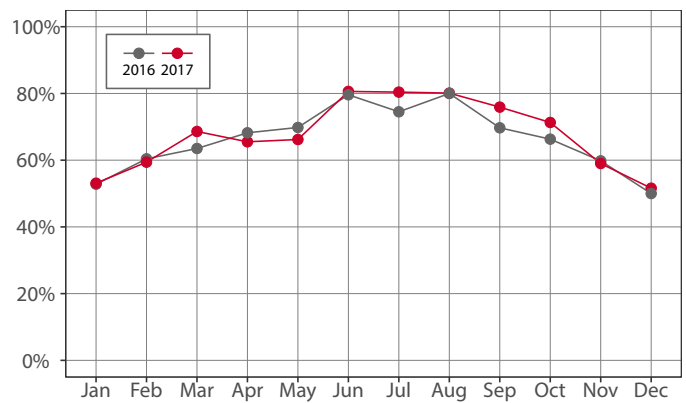
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

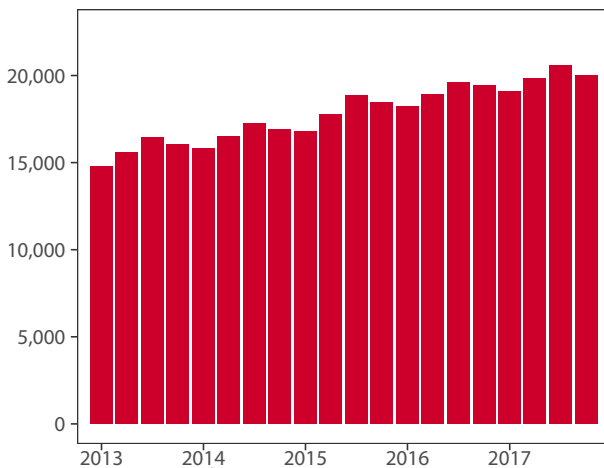
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

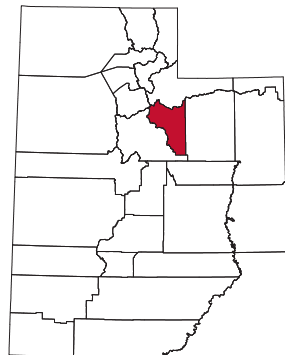
	2016	2017	change
County			
Average Daily Room Rate	\$96.54	\$95.96	-0.6%
Occupancy Rate	66.2%	67.6%	2.2%
Revenue Per Available Room	\$64.33	\$65.34	1.6%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

Source: STR, Inc.

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Wasatch County

Wasatch County, encompassing the mountain valleys east of the Wasatch Front, had a 19.6 percent leisure and hospitality share of private jobs in 2017, ranking 9th statewide. 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 horseback 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	2017	change
Wasatch County Population	29,998	31,224	4.1%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$3,072,480	\$3,202,856	4.2%
L&H Taxable Sales	\$111,410,488	\$122,603,684	10.0%
L&H Jobs	1,280	1,395	9.0%
L&H % of Total Jobs	19.2%	19.6%	2.1%
L&H Total Wages	\$22,913,183	\$25,916,209	13.1%
Avg. Occupancy Rate	NA%	NA%	NA%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$1,831,439	\$1,856,704	1.4%
Municipal Transient Room Tax	\$151,313	\$137,891	-8.9%
Resort Communities Sales Tax	\$527,255	\$607,792	15.3%
Restaurant Tax	\$562,473	\$600,469	6.8%
Motor Vehicle Leasing Tax	-	-	-

Source: Utah State Tax Commission

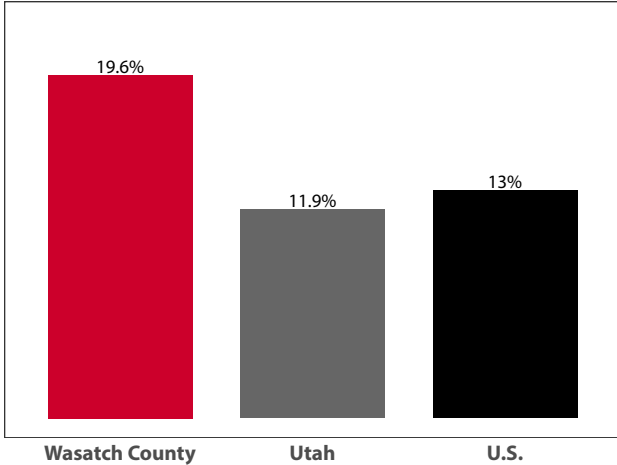
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$59,242,234	\$63,065,366	6.5%
Arts, Ent., & Rec.	\$15,755,816	\$19,632,513	24.6%
Food Service	\$36,412,439	\$39,905,805	9.6%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2017**



Source: U.S. Bureau of Labor Statistics

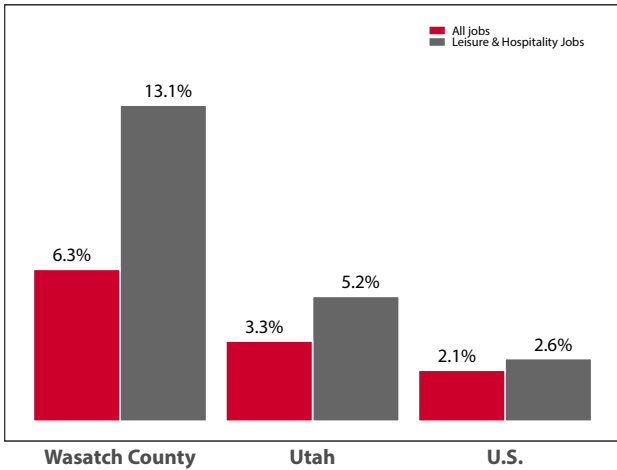
**Year-over-Year Change in Travel-Related
Private-Sector Jobs**

	2016	2017	change
Accommodation	390	377	-13
Food Service	730	776	46
Air Transportation	-	-	-
Amusement and Recreation	136	-	-
Gasoline Stations	125	137	12
Miscellaneous store retailers	89	92	3
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	21	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	56	58	2
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS).

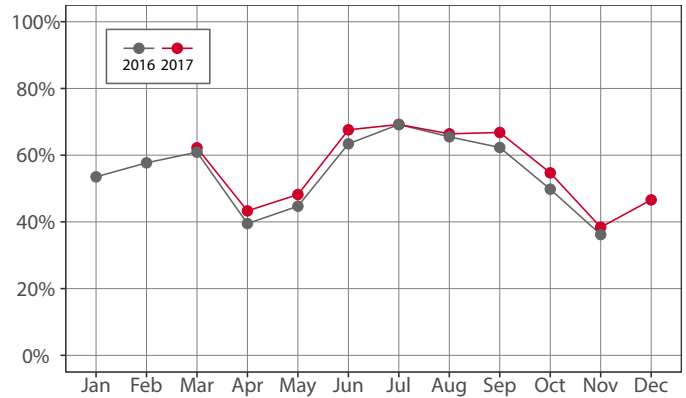
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

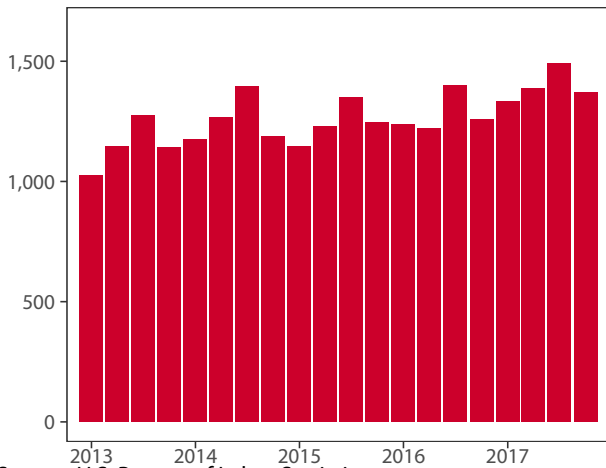
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

	2016	2017	change
County			
Average Daily Room Rate	\$NA	\$NA	NA%
Occupancy Rate	NA%	NA%	NA%
Revenue Per Available Room	\$NA	\$NA	NA%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

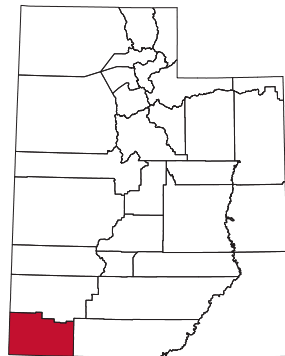
Source: STR, Inc.

Note: Republication 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 16.4 percent leisure and hospitality job share of total private jobs in 2017, ranking 12th 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

4.5 million visitors in 2017 and was ranked the 3rd most visited national park in the U.S. (up from 5th in 2016). The western two-thirds of Washington County include four 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	2017	change
Washington County	160,370	165,601	3.3%
Population			
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$13,407,846	\$14,632,349	9.1%
L&H Taxable Sales	\$486,840,494	\$523,534,403	7.5%
L&H Jobs	8,675	9,001	3.8%
L&H % of Total Jobs	16.6%	16.4%	-1.2%
L&H Total Wages	\$150,991,987	\$155,706,649	3.1%
Zion N.P.	4,295,127	4,504,812	4.9%
Avg. Occupancy Rate	68.3%	68.2%	-0.1%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$6,965,483	\$7,729,955	11.0%
Municipal Transient Room Tax	\$1,483,436	\$1,632,680	10.1%
Resort Communities Sales Tax	\$1,526,145	\$1,649,008	8.1%
Restaurant Tax	\$2,895,757	\$3,063,169	5.8%
Motor Vehicle Leasing Tax	\$537,026	\$557,538	3.8%

Source: Utah State Tax Commission

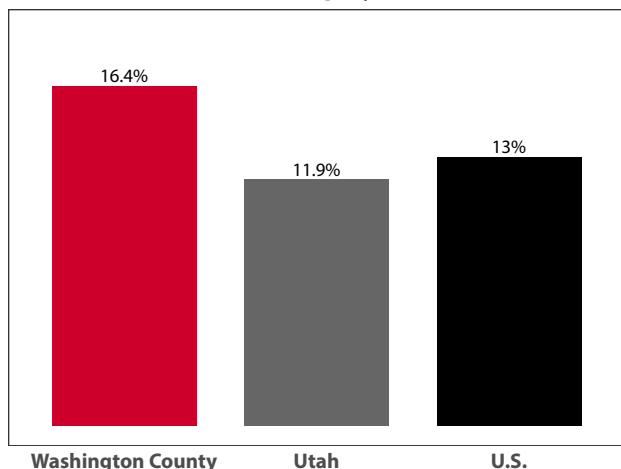
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$157,795,086	\$179,523,649	13.8%
Arts, Ent., & Rec.	\$53,097,245	\$54,593,170	2.8%
Food Service	\$275,948,162	\$289,417,584	4.9%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2017



Source: U.S. Bureau of Labor Statistics

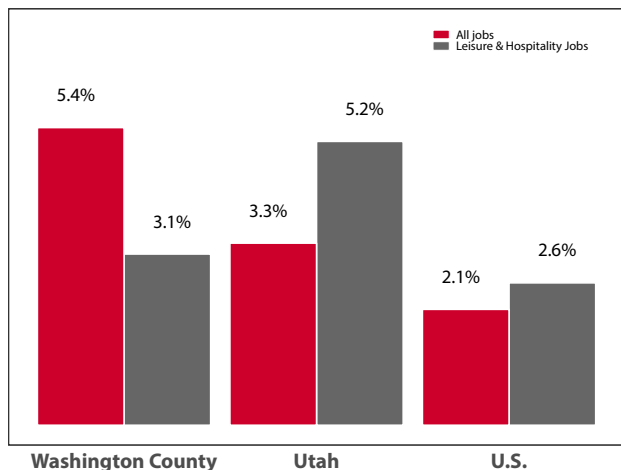
Year-over-Year Change in Travel-Related Private-Sector Jobs

	2016	2017	change
Accommodation	1,928	1,930	2
Food Service	5,702	5,916	214
Air Transportation	-	-	-
Amusement and Recreation	718	824	106
Gasoline Stations	435	462	27
Miscellaneous store retailers	378	406	28
Museums/Parks/Historical sites	18	19	1
Perf. Arts/Spectator Sports	307	310	3
Scenic and Sightseeing Transportation	10	9	-1
Sporting Goods/Hobby/Books Stores	443	484	41
Transit and Ground Passenger Transport	216	250	34

Source: U.S. Bureau of Labor Statistics (BLS).

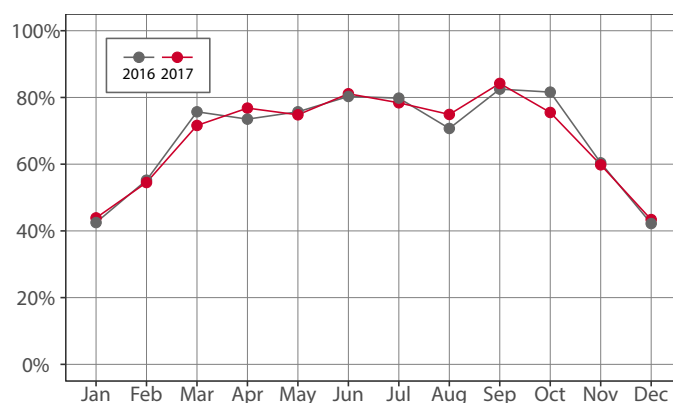
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

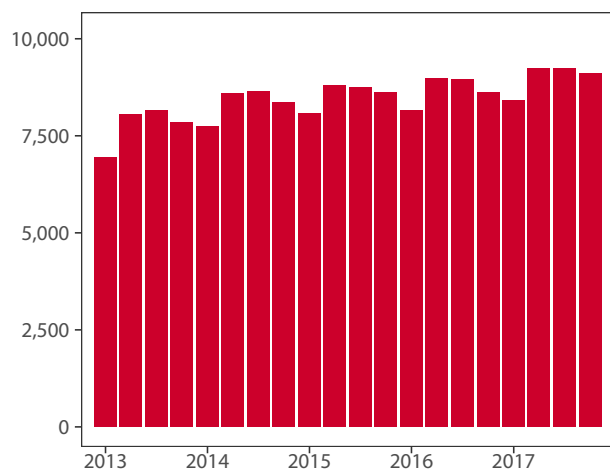
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

	2016	2017	change
County			
Average Daily Room Rate	\$112.97	\$111.56	-1.2%
Occupancy Rate	68.3%	68.2%	-0.1%
Revenue Per Available Room	\$78.67	\$77.47	-1.5%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

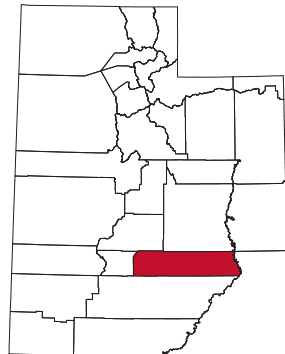
Source: STR, Inc.

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

Wayne County

Wayne County, located in south-central Utah, had a 35.8 percent leisure and hospitality share of total private jobs in 2017, 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 spectrum of colors in its surrounding rocks, valleys, and sky.

Much of Canyonlands National Park, with its 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	2017	change
Wayne County Population	2,719	2,738	0.7%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$509,653	\$603,365	18.4%
L&H Taxable Sales	\$19,433,161	\$21,627,777	11.3%
L&H Jobs	259	273	5.4%
L&H % of Total Jobs	35.3%	35.8%	1.4%
L&H Total Wages	\$4,732,756	\$5,219,529	10.3%
Capitol Reef N.P.	1,064,904	1,150,165	8.0%
Avg. Occupancy Rate	57.6%	58.2%	1.2%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$427,162	\$516,085	20.8%
Municipal Transient Room Tax	\$7,404	\$10,245	38.4%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$75,087	\$77,034	2.6%
Motor Vehicle Leasing Tax	-	-	-

Source: Utah State Tax Commission

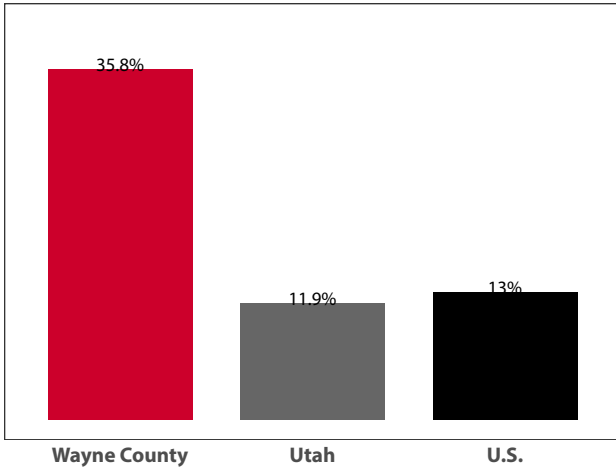
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$10,557,799	\$12,595,147	19.3%
Arts, Ent., & Rec.	\$1,195,746	\$942,438	-21.2%
Food Service	\$7,679,617	\$8,090,192	5.3%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2017**



Source: U.S. Bureau of Labor Statistics

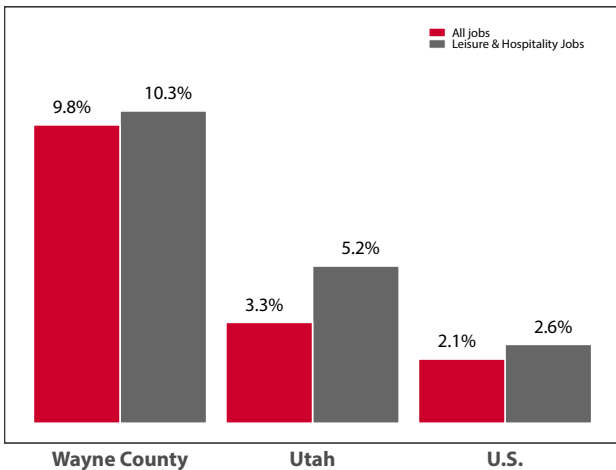
**Year-over-Year Change in Travel-Related
Private-Sector Jobs**

	2016	2017	change
Accommodation	112	123	11
Food Service	130	129	-1
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	42	37	-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).

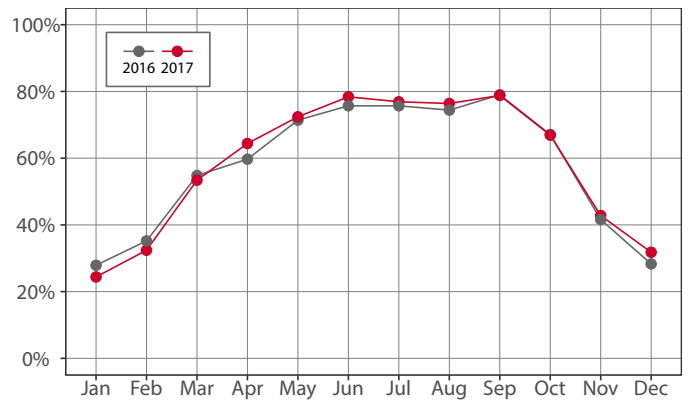
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

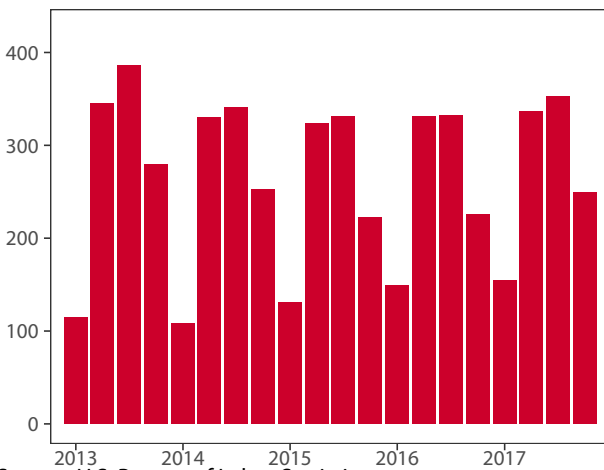
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

	2016	2017	change
County			
Average Daily Room Rate	\$110.75	\$114.29	3.2%
Occupancy Rate	57.6%	58.2%	1.2%
Revenue Per Available Room	\$63.60	\$66.18	4.1%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

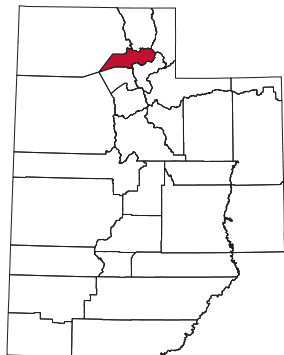
Source: STR, Inc.

Note: 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 11.4 percent leisure and hospitality share of total private jobs in 2017, ranking 20th 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 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	2017	change
Weber County Population	245,687	248,839	1.3%
Utah Population	3,044,321	3,101,833	1.9%
T-R Sales Tax Revenues	\$5,725,958	\$5,930,991	3.6%
L&H Taxable Sales	\$411,019,673	\$413,685,145	0.6%
L&H Jobs	9,233	9,690	4.9%
L&H % of Total Jobs	11.1%	11.4%	2.7%
L&H Total Wages	\$138,645,979	\$145,294,924	4.8%
Avg. Occupancy Rate	65.8%	67.9%	3.2%

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

Travel-Related Tax Revenues

	2016	2017	change
County Transient Room Tax	\$1,549,341	\$1,669,041	7.7%
Municipal Transient Room Tax	\$303,716	\$319,598	5.2%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$3,408,421	\$3,449,796	1.2%
Motor Vehicle Leasing Tax	\$464,481	\$492,556	6.0%

Source: Utah State Tax Commission

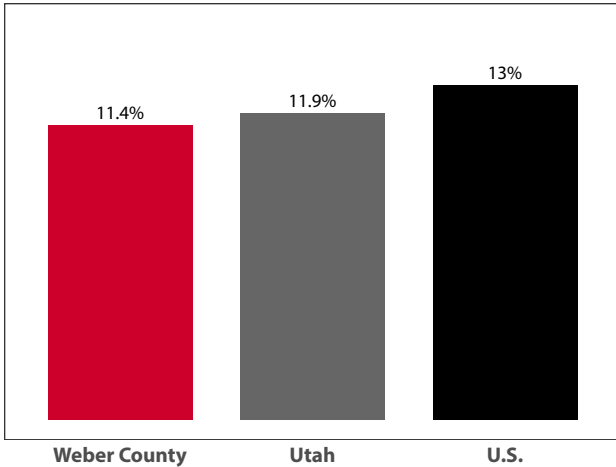
Gross Leisure & Hospitality Taxable Sales

	2016	2017	change
Accommodation	\$42,764,256	\$43,811,237	2.4%
Arts, Ent., & Rec.	\$50,248,334	\$49,055,646	-2.4%
Food Service	\$318,007,083	\$320,818,262	0.9%

Source: Utah State Tax Commission.

Note: T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2017



Source: U.S. Bureau of Labor Statistics

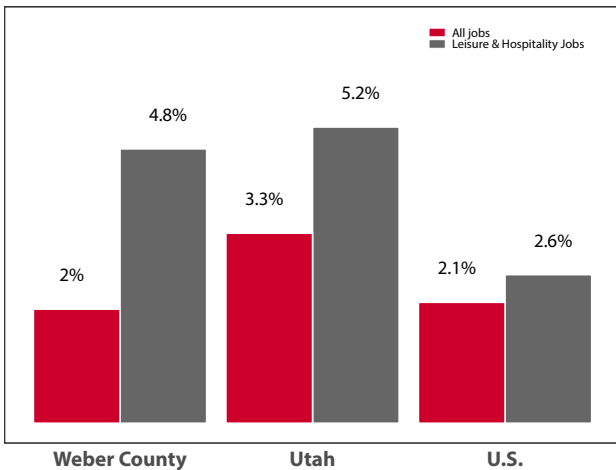
Year-over-Year Change in Travel-Related Private-Sector Jobs

	2016	2017	change
Accommodation	561	536	-25
Food Service	6,925	7,363	438
Air Transportation	-	-	-
Amusement and Recreation	1,564	1,596	32
Gasoline Stations	807	792	-15
Miscellaneous store retailers	692	713	21
Museums/Parks/Historical sites	77	85	8
Perf. Arts/Spectator Sports	102	107	5
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	531	498	-33
Transit and Ground Passenger Transport	-	95	-

Source: U.S. Bureau of Labor Statistics (BLS).

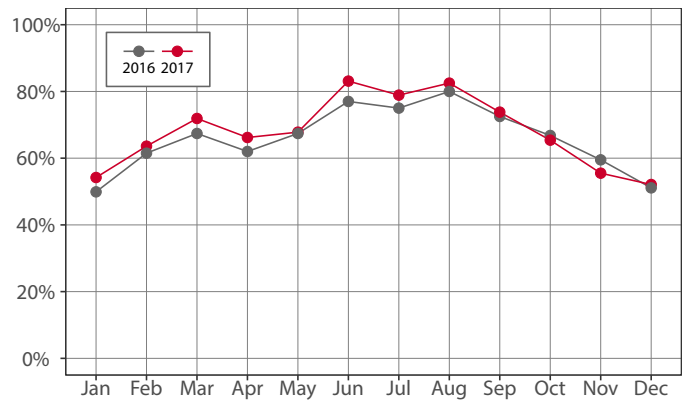
Note: The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Year-over-Year Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

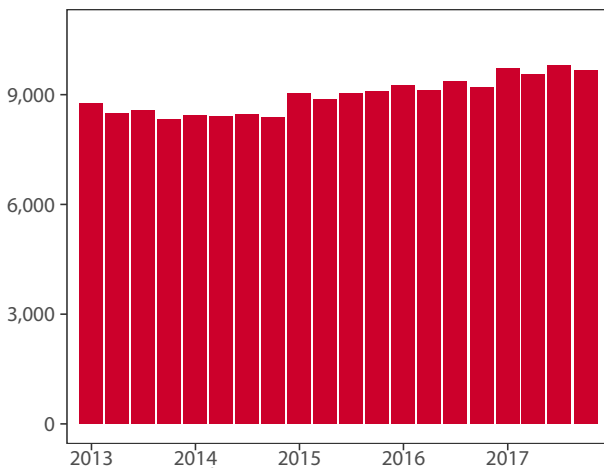
Monthly Hotel Occupancy Rates



Source: STR, Inc.

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

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Accommodations Industry: County vs. State

	2016	2017	change
County			
Average Daily Room Rate	\$79.42	\$79.39	0.0%
Occupancy Rate	65.8%	67.9%	3.2%
Revenue Per Available Room	\$52.67	\$54.43	3.3%
State			
Average Daily Room Rate	\$120.37	\$121.61	1.0%
Occupancy Rate	63.6%	65.4%	2.7%
Revenue Per Available Room	\$76.23	\$79.22	3.9%

Source: STR, Inc.

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