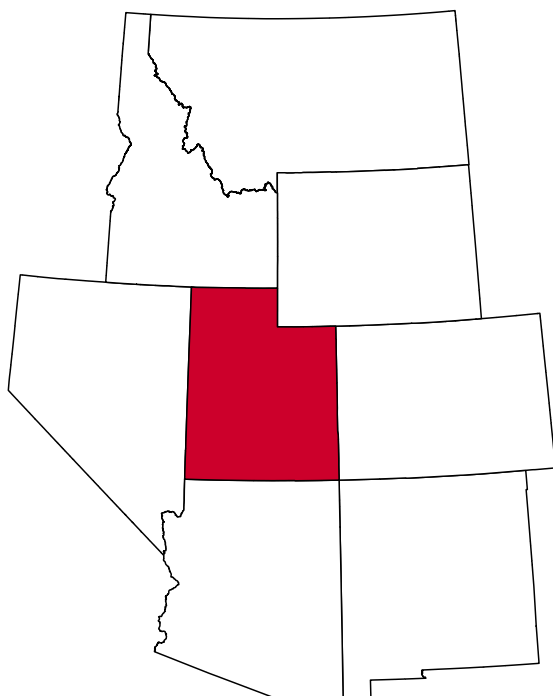


State of Utah

The State of Utah had a 11.9% leisure and hospitality share of total private jobs in 2015, ranking 33rd 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, seven national monuments, two national recreation areas, one national historic site and 43 state parks. Throughout the year, Utah hosts several arts events, such as the Sundance Film Festival, Utah Shakespeare Festival, Utah Festival Opera, and Utah Arts Festival, in addition to well-attended athletic events, meetings, conventions, conferences and tradeshows.



Travel and Tourism at a Glance

	2015	2014	change
State of Utah Pop.	2,995,919	2,944,498	1.7%
U.S. Pop.	321,418,820	318,907,401	0.8%
T-R Sales Tax Rev.	\$143,328,028	\$130,728,466	9.6%
L&H Taxable Sales	\$6,606,009,002	\$6,043,566,544	9.3%
L&H Jobs	133,613	128,013	4.4%
L&H % of Total Jobs	11.9%	11.9%	0.0%
L&H Wages	\$2,405,121,126	\$2,218,913,856	8.4%
Skier-Days	4,457,575	3,946,762	12.9%
National Parks & Places	9,825,287	8,569,322	14.7%
State Parks	4,906,621	4,131,412	18.8%
Avg. Occupancy Rate	60.6%	58.3%	4.1%
SLC Int'l Airport	22,152,498	21,141,610	4.8%

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

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$50,510,265	\$45,302,015	11.5%
Municipal Transient Room Tax	\$9,308,221	\$8,310,719	12.0%
Resort Communities Sales Tax	\$20,841,544	\$19,282,460	8.1%
Restaurant Tax	\$47,302,618	\$42,999,807	10.0%
Motor Vehicle Leasing Tax	\$15,365,380	\$14,833,466	3.6%

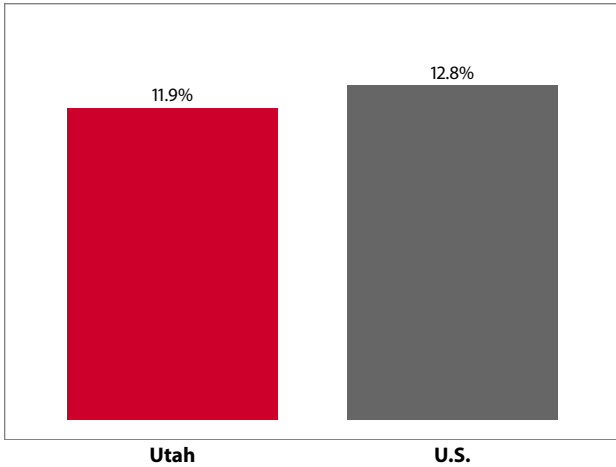
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$1,560,237,605	\$1,413,686,994	10.4%
Arts, Ent., & Rec.	\$712,702,603	\$620,687,720	14.8%
Food Service	\$4,333,068,794	\$4,009,191,831	8.1%

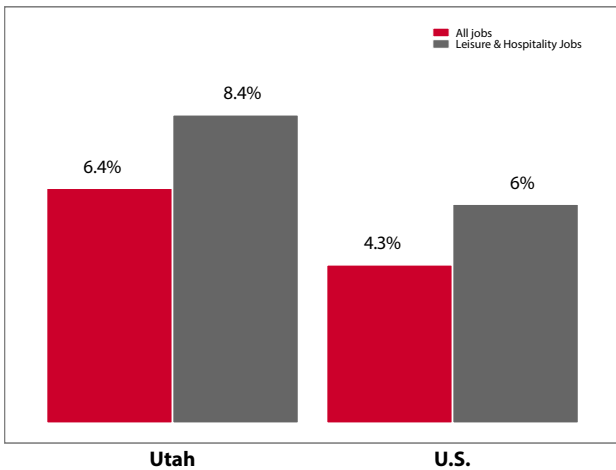
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2015**



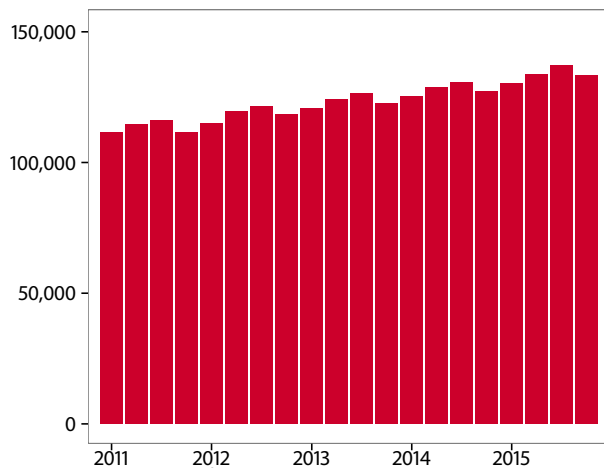
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



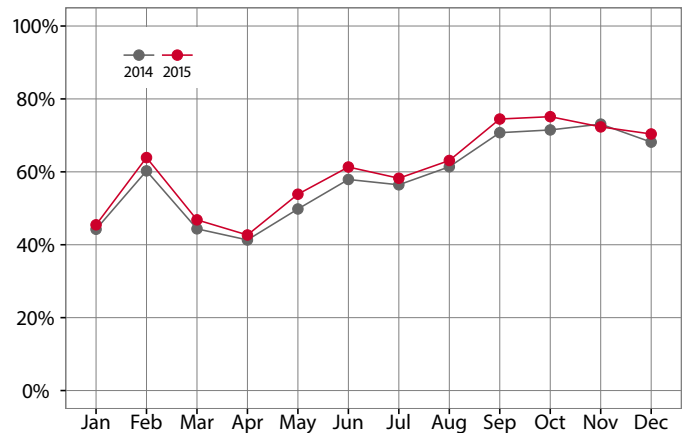
Source: U.S. Bureau of Labor Statistics

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

	2015	2014	change
Accommodation	19,800	19,289	510
Food Service	92,760	88,770	3,990
Air Transportation	6,162	6,212	-51
Amusement and Recreation	14,894	14,075	819
Gasoline Stations	9,594	9,530	65
Miscellaneous store retailers	7,936	7,608	328
Museums/Parks/Historical sites	1,222	1,160	62
Perf. Arts/Spectator Sports	4,939	4,719	220
Scenic and Sightseeing Transportation	50	-	-
Sporting Goods/Hobby/Books Stores	8,802	8,541	260
Transit and Ground Passenger Transport	1,644	1,518	126

Source: U.S. Bureau of Labor Statistics (BLS). The marker "--" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



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

Accommodations Industry

	2015	2014	change
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

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