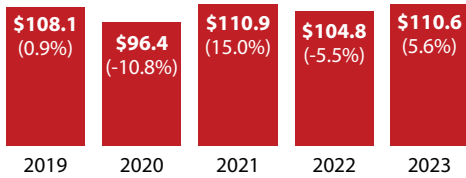


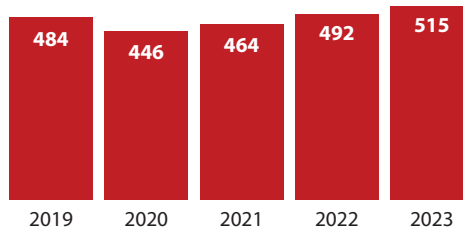
Beaver County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

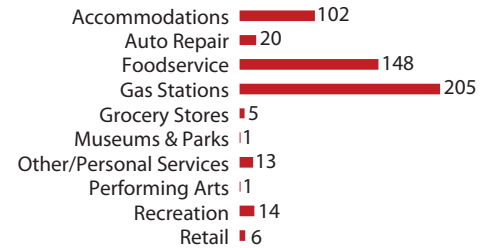
(millions of 2023 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

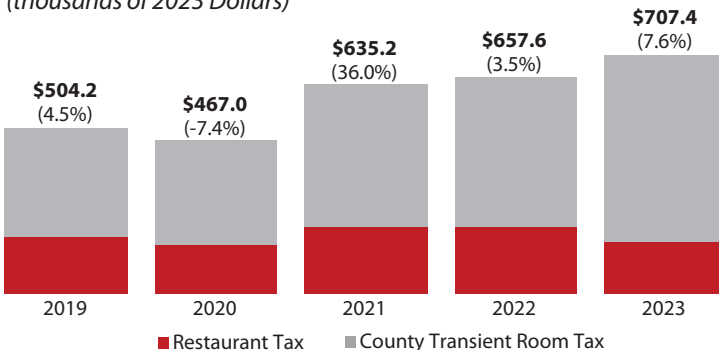


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

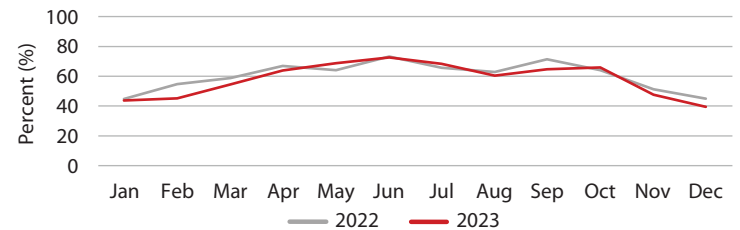
(thousands of 2023 Dollars)



Total Travel & Tourism Jobs



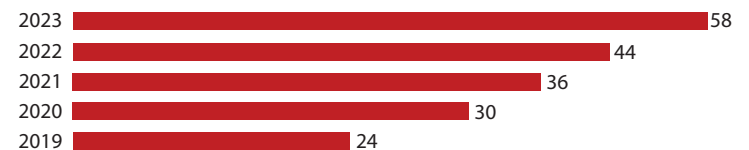
Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022	2023
Hotel Rooms	498	498	498	499	509
Year-Over Change	0.0%	0.0%	0.0%	0.2%	2.0%
Occupancy %	50.0%	47.2%	61.4%	60.2%	57.9%
Year-Over Change	21.0%	-5.6%	30.1%	-1.9%	-3.8%
Average Daily Rate (ADR)	\$67.14	\$66.52	\$78.58	\$89.05	\$97.90
Year-Over Change	30.0%	-0.9%	18.1%	13.3%	9.9%

Short Term Rental Listings³



Short Term Rental Data

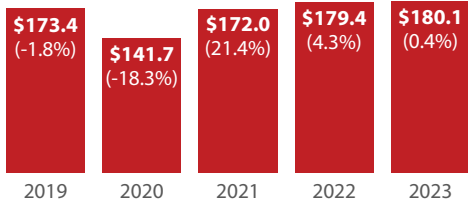
Year	2019	2020	2021	2022	2023
Unique Listings	24	30	36	44	58
Year-Over Change	NA	25.8%	20.2%	21.2%	32.1%
Occupancy Rate (%)	34.1%	41.7%	46.3%	40.3%	34.1%
Year-Over Change	NA	22.3%	11.0%	-13.0%	-15.4%
Average Daily Rate (ADR)	\$267.85	\$226.38	\$270.95	\$248.62	\$304.17
Year-Over Change	NA	-15.5%	19.7%	-8.2%	22.3%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data
 1. Visitor spending on airfare and public transit has been omitted in this analysis.
 2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.
 3. Short term rental type "Shared Room" has been omitted from this analysis.

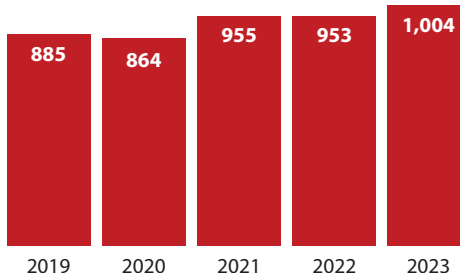
Box Elder County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

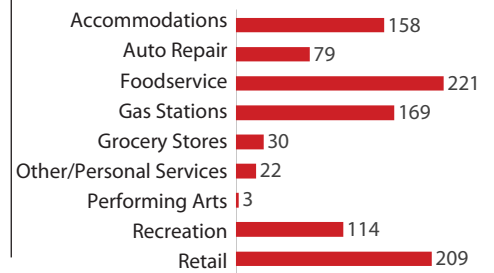
(millions of 2023 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

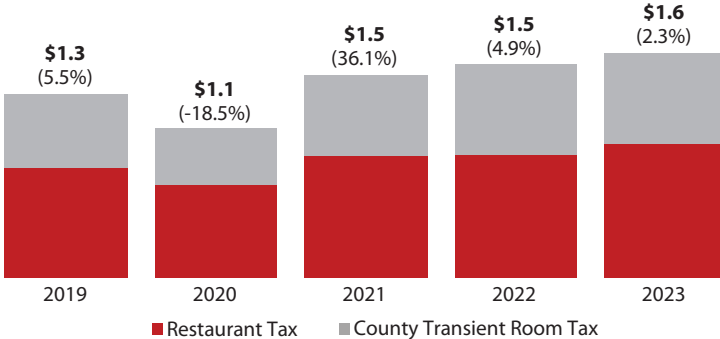


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

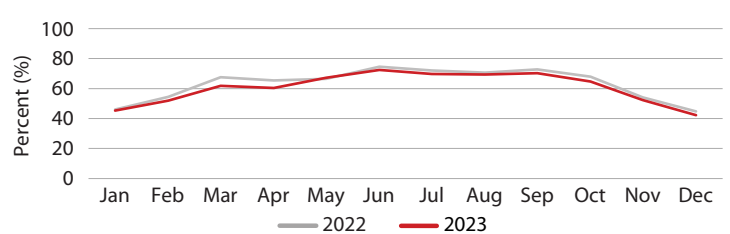
(millions of 2023 dollars)



Total Travel & Tourism Jobs



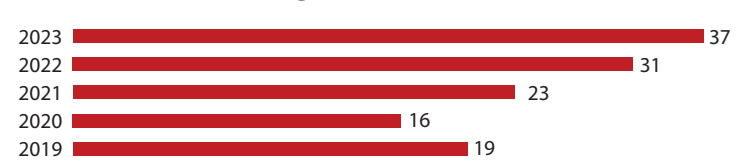
Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022	2023
Hotel Rooms	518	518	518	518	517
Year-Over Change	NA	0.0%	0.0%	0.0%	-0.2%
Occupancy %	58.1%	45.4%	63.3%	63.1%	60.7%
Year-Over Change	NA	-21.9%	39.4%	-0.3%	-3.8%
Average Daily Rate (ADR)	\$83.60	\$77.30	\$93.16	\$107.77	\$106.88
Year-Over Change	NA	-7.5%	20.5%	15.7%	-0.8%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	19	16	23	31	37
Year-Over Change	NA	-19.0%	48.4%	33.3%	19.4%
Occupancy Rate (%)	38.4%	28.8%	41.8%	52.9%	49.7%
Year-Over Change	NA	-25.0%	45.1%	26.6%	-6.0%
Average Daily Rate (ADR)	\$90.87	\$92.76	\$181.66	\$95.17	\$89.36
Year-Over Change	NA	2.1%	95.8%	-47.6%	-6.1%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data

1. Visitor spending on airfare and public transit has been omitted in this analysis.

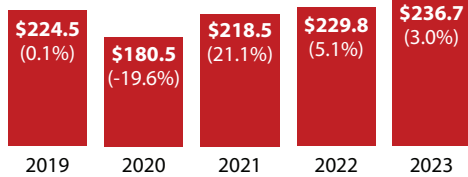
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental type "Shared Room" has been omitted from this analysis.

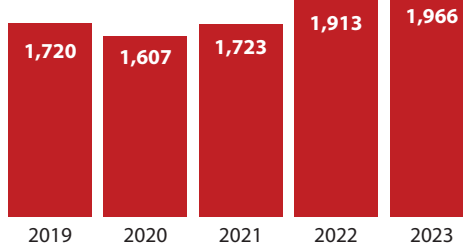
Cache County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

(millions of 2023 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

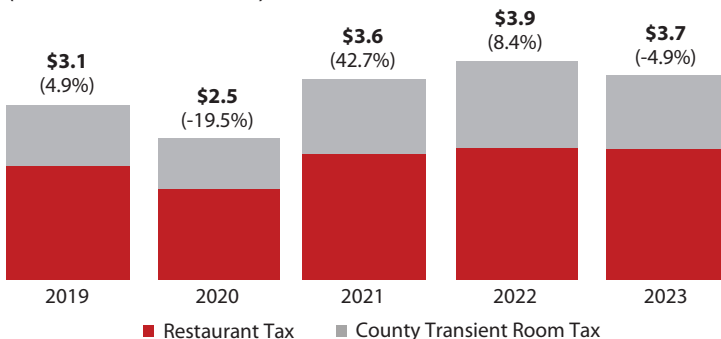


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

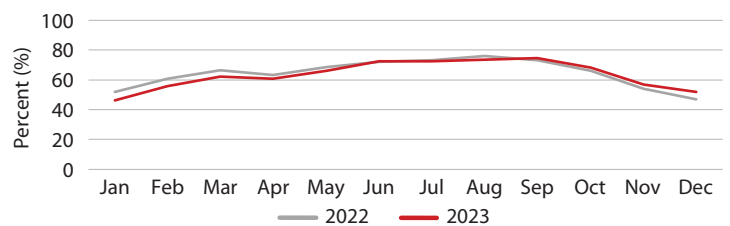
(millions of 2023 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data (Includes combined Cache and Rich counties)

Year	2019	2020	2021	2022	2023
Hotel Rooms	1,113	1,124	1,227	1,238	1,220
Year-Over Change	NA	1.0%	9.2%	0.9%	-1.5%
Occupancy %	58.6%	50.3%	64.0%	64.4%	63.4%
Year-Over Change	NA	-14.2%	27.2%	0.6%	-1.6%
Average Daily Rate (ADR)	\$98.56	\$82.98	\$104.44	\$119.38	\$116.58
Year-Over Change	NA	-15.8%	25.9%	14.3%	-2.3%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	170	184	212	284	328
Year-Over Change	NA	8.0%	15.5%	33.9%	15.3%
Occupancy Rate (%)	51.6%	45.8%	57.8%	54.4%	53.4%
Year-Over Change	NA	-11.2%	26.2%	-5.9%	-1.8%
Average Daily Rate (ADR)	\$104.85	\$116.13	\$122.94	\$131.36	\$133.94
Year-Over Change	NA	10.8%	5.9%	6.8%	2.0%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data

1. Visitor spending on airfare and public transit has been omitted in this analysis.

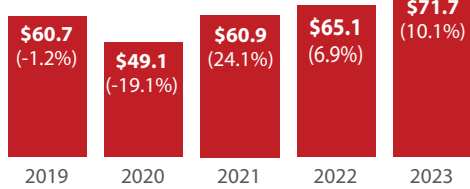
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental type "Shared Room" has been omitted from this analysis.

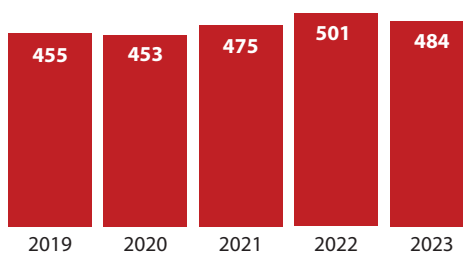
Carbon County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

(millions of 2023 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

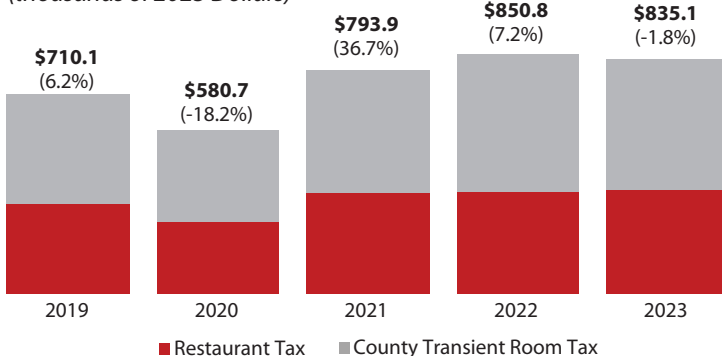


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

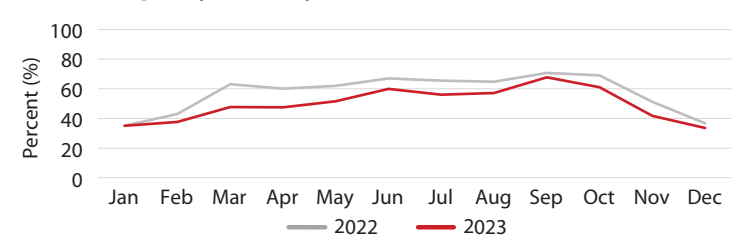
(thousands of 2023 Dollars)



Total Travel & Tourism Jobs



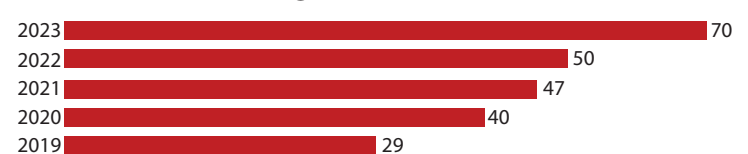
Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022	2023
Hotel Rooms	622	592	622	622	622
Year-Over Change	NA	-4.8%	5.1%	0.0%	0.0%
Occupancy %	52.2%	43.8%	55.8%	57.3%	51.1%
Year-Over Change	NA	-16.1%	27.4%	2.7%	-10.8%
Average Daily Rate (ADR)	\$81.68	\$77.09	\$86.80	\$98.90	\$103.38
Year-Over Change	NA	-5.6%	12.6%	13.9%	4.5%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	29	40	47	50	70
Year-Over Change	NA	37.8%	18.4%	7.7%	39.1%
Occupancy Rate (%)	40.2%	53.6%	63.3%	55.9%	54.2%
Year-Over Change	NA	33.3%	18.1%	-11.7%	-3.0%
Average Daily Rate (ADR)	\$131.48	\$123.44	\$128.56	\$115.84	\$97.99
Year-Over Change	NA	-6.1%	4.1%	-9.9%	-15.4%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data

1. Visitor spending on airfare and public transit has been omitted in this analysis.

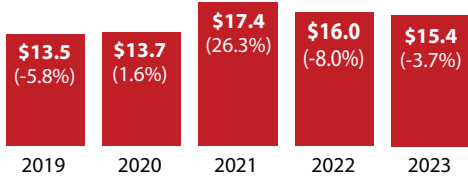
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental type "Shared Room" has been omitted from this analysis.

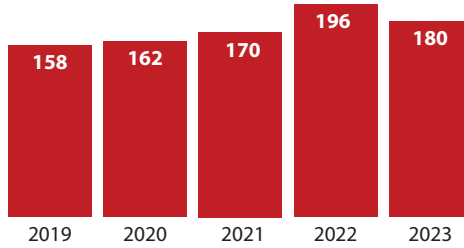
Daggett County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

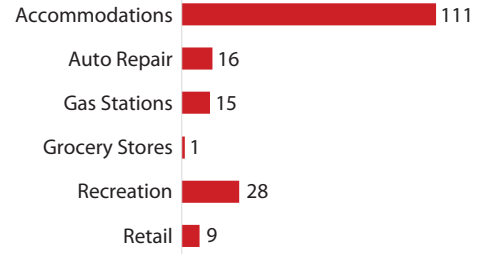
(millions of 2023 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type⁴



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



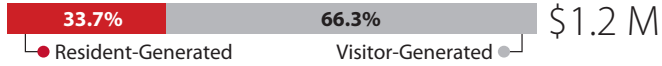
Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

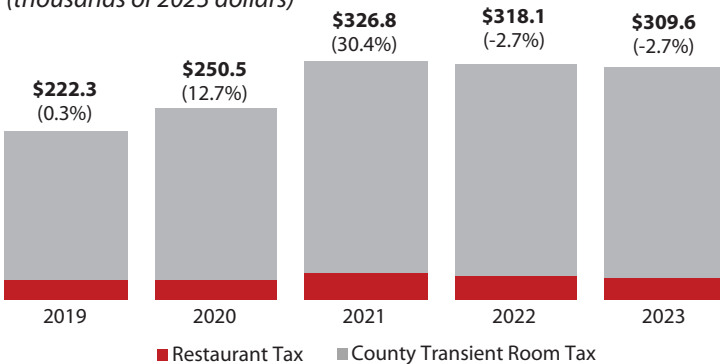


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

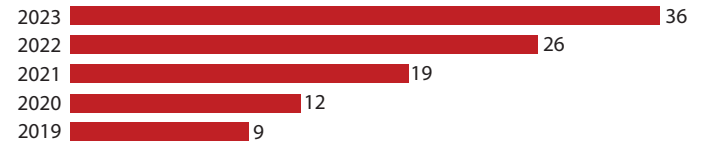
(thousands of 2023 dollars)



Total Travel & Tourism Jobs



Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	9	12	19	26	36
Year-Over Change	NA	26.5%	58.7%	39.2%	36.7%
Occupancy Rate (%)	58.3%	48.2%	58.9%	54.3%	50.3%
Year-Over Change	NA	-17.3%	22.2%	-7.8%	-7.4%
Average Daily Rate (ADR)	\$196.75	\$166.15	\$160.37	\$167.41	\$205.12
Year-Over Change	NA	-15.6%	-3.5%	4.4%	22.5%

*Hotel data is unavailable for this county.

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data

1. Visitor spending on airfare and public transit has been omitted in this analysis.

2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

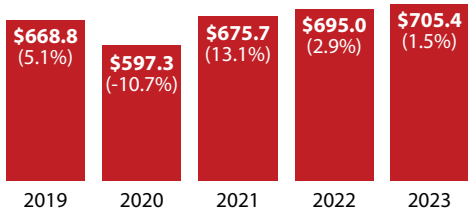
3. Short term rental type "Shared Room" has been omitted from this analysis.

4. Federal park jobs have been included for this county.

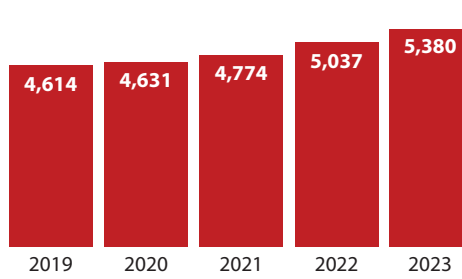
Davis County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

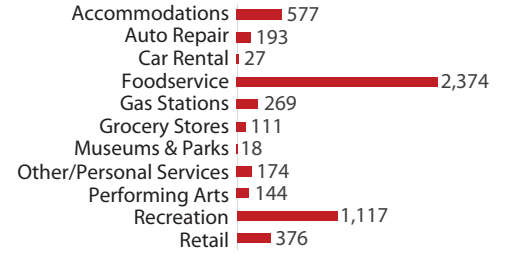
(millions of 2023 dollars)



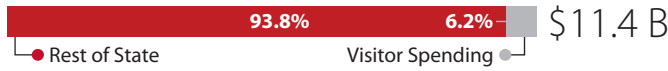
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

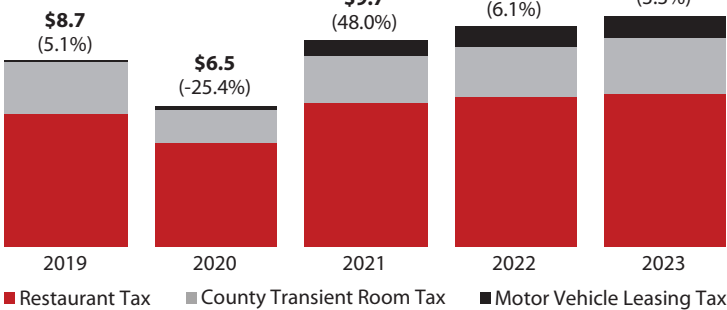


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

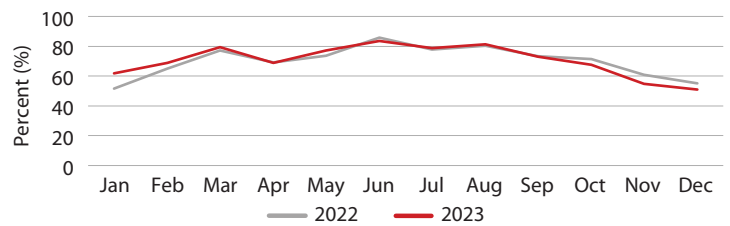
(millions of 2023 dollars)



Total Travel & Tourism Jobs



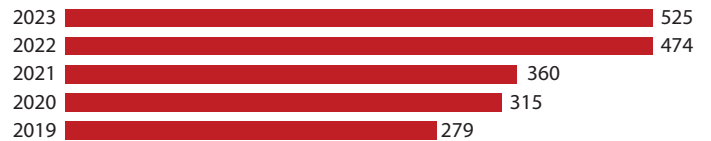
Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022	2023
Hotel Rooms	1,930	1,985	2,042	2,042	2,126
Year-Over Change	0.0%	2.8%	2.9%	0.0%	4.1%
Occupancy %	71.4%	54.2%	69.4%	70.1%	70.5%
Year-Over Change	0.0%	-24.1%	28.0%	1.0%	0.6%
Average Daily Rate (ADR)	\$90.11	\$77.87	\$91.11	\$102.57	\$105.94
Year-Over Change	0.0%	-13.6%	17.0%	12.6%	3.3%

Short Term Rental Listings³



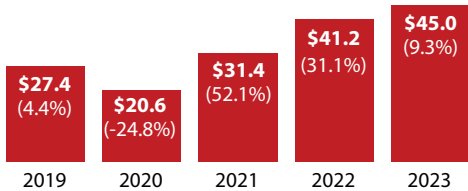
Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	279	315	360	474	525
Year-Over Change	NA	12.8%	14.3%	31.6%	10.9%
Occupancy Rate (%)	57.7%	49.0%	64.3%	46.8%	47.7%
Year-Over Change	NA	-15.1%	31.2%	-27.2%	1.9%
Average Daily Rate (ADR)	\$77.47	\$84.88	\$130.76	\$107.72	\$118.78
Year-Over Change	NA	9.6%	54.1%	-17.6%	10.3%

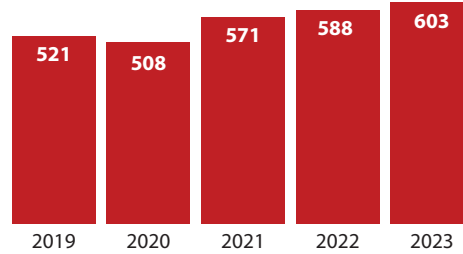
Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data
 1. Visitor spending on airfare and public transit has been omitted in this analysis.
 2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.
 3. Short term rental type "Shared Room" has been omitted from this analysis.

Duchesne County, 2023

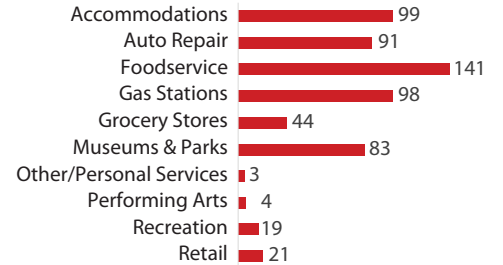
Direct Visitor Spending, Total and Year-Over Change¹
(millions of 2023 dollars)



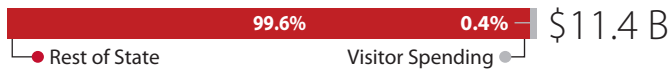
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



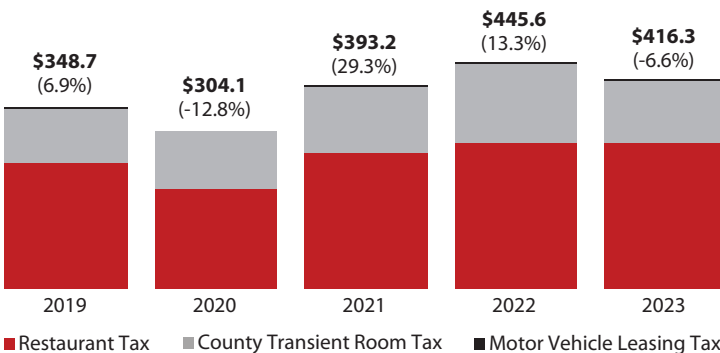
Visitor-Generated Tax Revenue (Total)



Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change
(thousands of 2023 dollars)



Total Travel & Tourism Jobs



Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	23	29	36	40	59
Year-Over Change	NA	27.6%	25.4%	11.3%	46.3%
Occupancy Rate (%)	30.8%	33.8%	48.3%	44.3%	45.3%
Year-Over Change	NA	9.7%	42.9%	-8.3%	2.3%
Average Daily Rate (ADR)	\$160.30	\$168.29	\$169.20	\$184.43	\$166.47
Year-Over Change	NA	5.0%	0.5%	9.0%	-9.7%

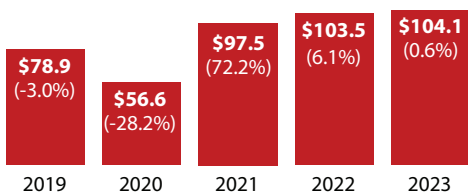
*Hotel data is unavailable for this county.

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data
 1. Visitor spending on airfare and public transit has been omitted in this analysis.
 2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.
 3. Short term rental type "Shared Room" has been omitted from this analysis.

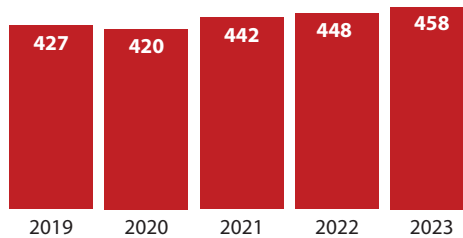
Emery County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

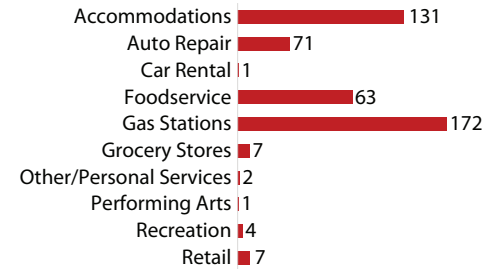
(millions of 2023 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

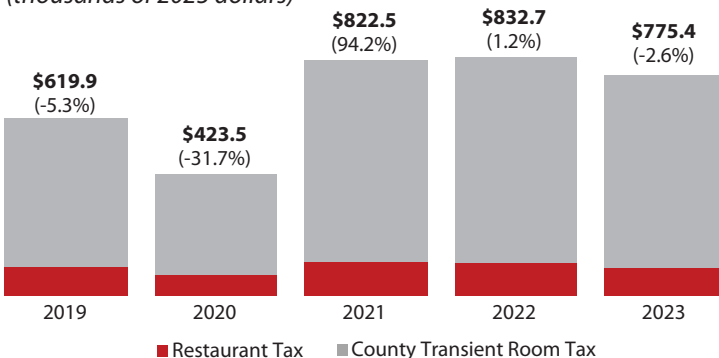


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

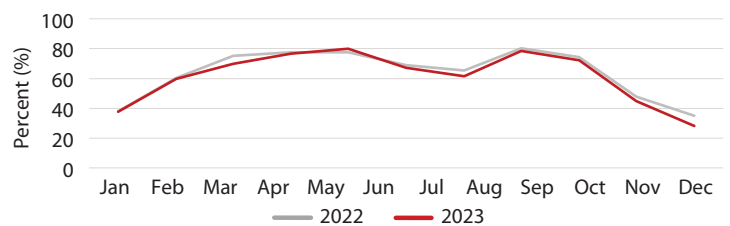
(thousands of 2023 dollars)



Total Travel & Tourism Jobs



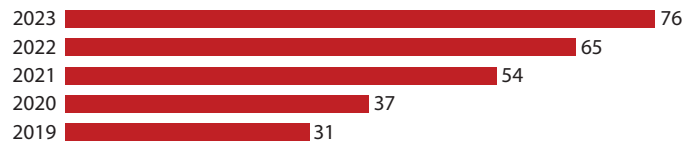
Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022	2023
Hotel Rooms	544	558	597	604	604
Year-Over Change	NA	2.6%	7.0%	1.2%	0.0%
Occupancy %	NA	61.0%	62.0%	60.7%	58.9%
Year-Over Change	NA	NA	1.6%	-2.1%	-3.0%
Average Daily Rate (ADR)	NA	\$91.27	\$117.48	\$125.27	\$106.45
Year-Over Change	NA	NA	28.7%	6.6%	-15.0%

Short Term Rental Listings³



Short Term Rental Data

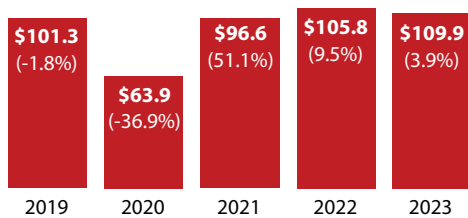
Year	2019	2020	2021	2022	2023
Unique Listings	31	37	54	65	77
Year-Over Change	NA	20.5%	45.8%	20.7%	19.1%
Occupancy Rate (%)	52.4%	48.1%	56.2%	44.0%	46.8%
Year-Over Change	NA	-8.2%	16.8%	-21.7%	6.4%
Average Daily Rate (ADR)	\$96.98	\$95.87	\$113.47	\$124.62	\$128.53
Year-Over Change	NA	-1.1%	18.4%	9.8%	3.1%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data
 1. Visitor spending on airfare and public transit has been omitted in this analysis.
 2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.
 3. Short term rental type "Shared Room" has been omitted from this analysis.

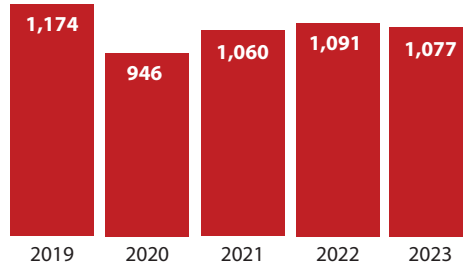
Garfield County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

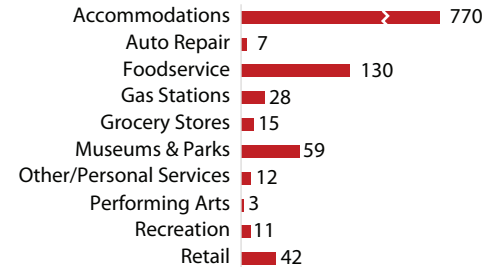
(millions of 2023 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type⁴



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

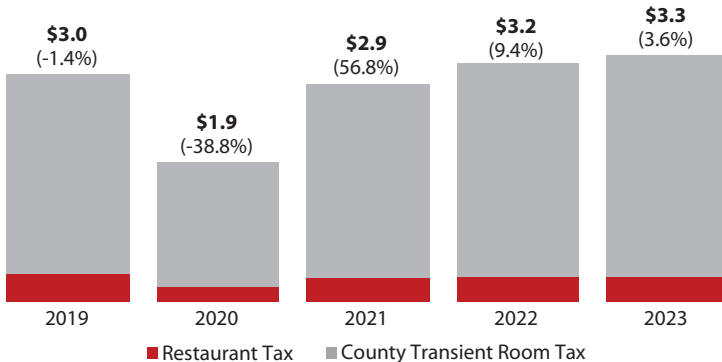


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

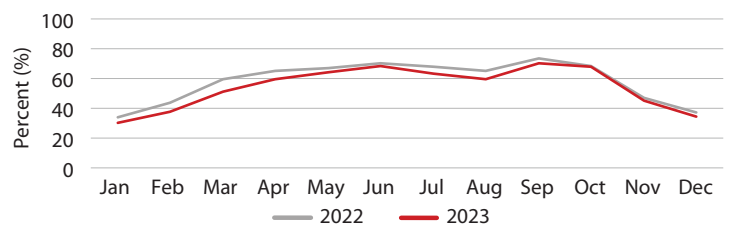
(millions of 2023 dollars)



Total Travel & Tourism Jobs



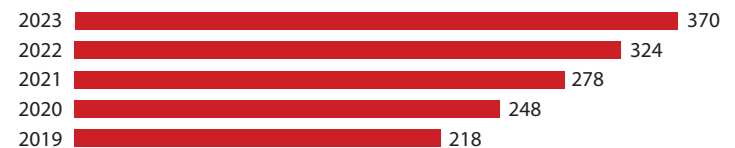
Hotel Occupancy Rates by Month



Hotel Data (Includes combined Garfield, San Juan and Wayne counties)

Year	2019	2020	2021	2022	2023
Hotel Rooms	2,741	2,778	3,273	3,262	3,357
Year-Over Change	NA	1.3%	17.8%	-0.3%	2.9%
Occupancy %	56.7%	42.2%	61.4%	58.2%	54.3%
Year-Over Change	NA	-25.6%	45.5%	-5.2%	-6.7%
Average Daily Rate (ADR)	\$124.72	\$107.53	\$137.41	\$151.38	\$107.33
Year-Over Change	NA	-13.8%	27.8%	10.2%	-29.1%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	399	463	533	595	370
Year-Over Change	NA	16.1%	15.2%	11.6%	14.2%
Occupancy Rate (%)	57.8	54.5	68.3	60.2	55.0%
Year-Over Change	NA	-5.7%	25.3%	-11.9%	-6.8%
Average Daily Rate (ADR)	\$175.88	\$170.35	\$177.24	\$184.42	\$190.86
Year-Over Change	NA	-3.1%	4.0%	4.1%	3.3%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data

1. Visitor spending on airfare and public transit has been omitted in this analysis.

2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

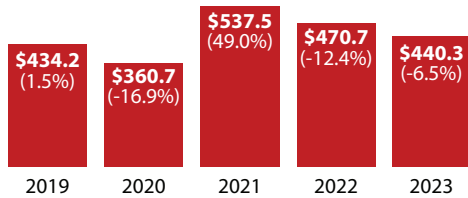
3. Short term rental type "Shared Room" has been omitted from this analysis.

4. Federal park jobs have been included for this county.

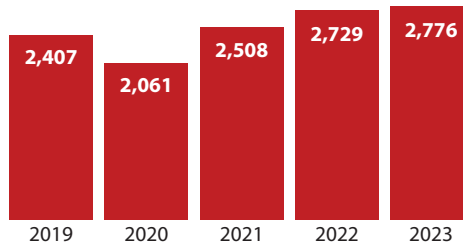
Grand County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

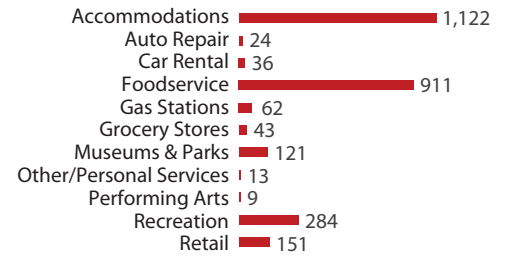
(millions of 2023 dollars)



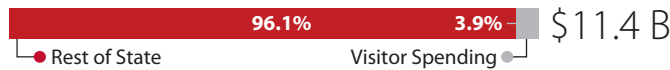
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type⁴



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

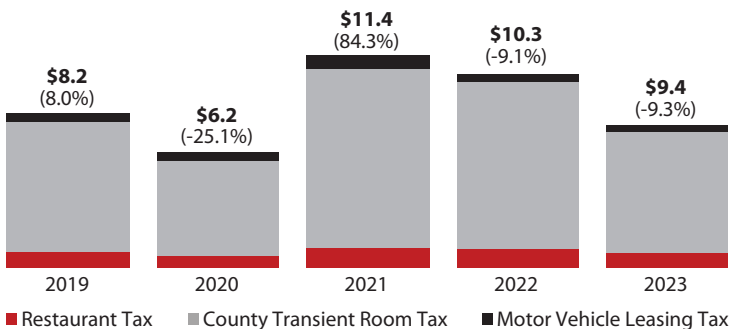


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

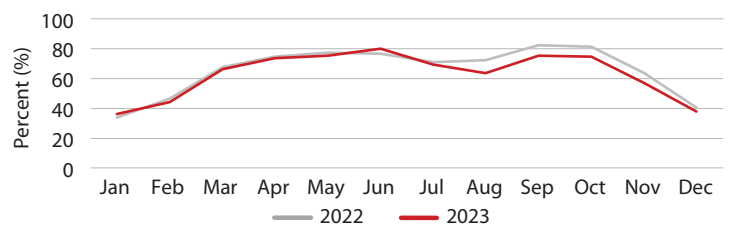
(millions of 2023 dollars)



Total Travel & Tourism Jobs



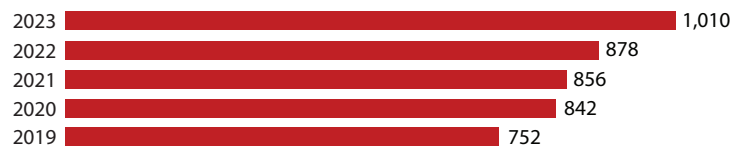
Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022	2023
Hotel Rooms	2,544	2,649	2,808	2,789	2,931
Year-Over Change	0.0%	4.2%	6.0%	-0.7%	5.1%
Occupancy %	63.2%	49.4%	66.7%	65.6%	62.8%
Year-Over Change	0.0%	-21.8%	35.0%	-1.6%	-4.3%
Average Daily Rate (ADR)	\$146.42	\$126.38	\$173.77	\$182.26	176.85
Year-Over Change	0.0%	-13.7%	37.5%	4.9%	-3.0%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	752	842	856	878	1,010
Year-Over Change	NA	12.0%	1.7%	2.6%	15.0%
Occupancy Rate (%)	58.3%	47.6%	63.8%	57.3%	54.8%
Year-Over Change	NA	-18.4%	34.0%	-10.2%	-4.4%
Average Daily Rate (ADR)	\$187.37	\$203.17	\$256.15	\$283.24	\$302.09
Year-Over Change	NA	8.4%	26.1%	10.6%	6.7%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data

1. Visitor spending on airfare and public transit has been omitted in this analysis.

2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

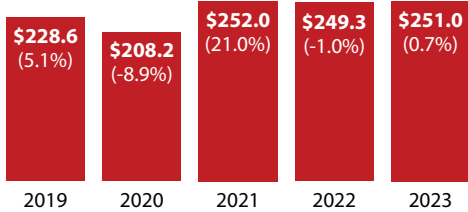
3. Short term rental type "Shared Room" has been omitted from this analysis.

4. Federal park jobs have been included for this county.

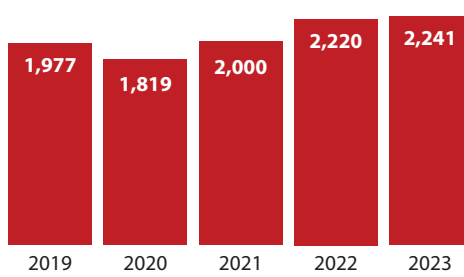
Iron County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

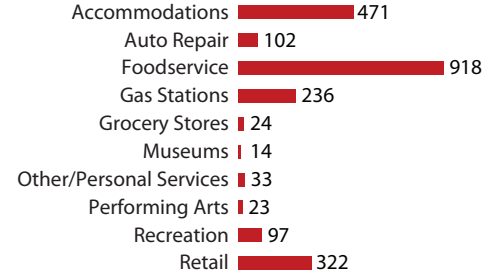
(millions of 2023 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

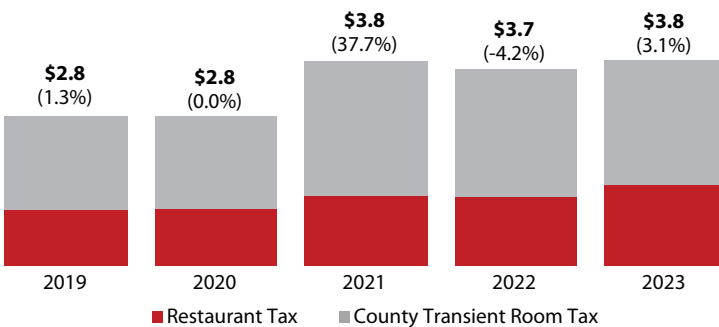


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

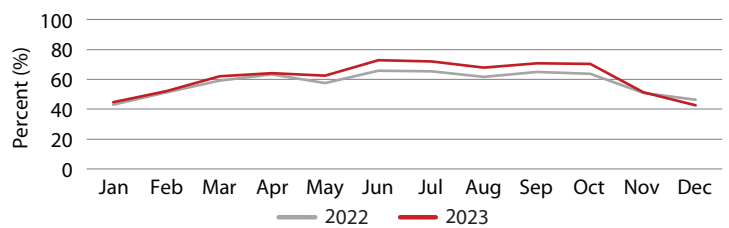
(millions of 2023 dollars)



Total Travel & Tourism Jobs



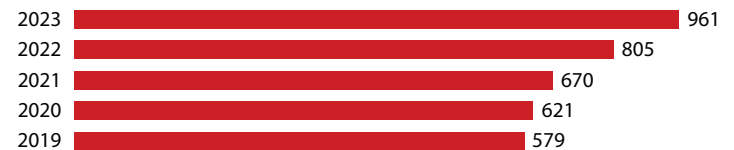
Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022	2023
Hotel Rooms	1,721	1,663	1,712	1,710	1,688
Year-Over Change	0.0%	-3.4%	2.9%	-0.1%	-1.3%
Occupancy %	54.2%	49.3%	60.9%	57.8%	61.1%
Year-Over Change	0.0%	-9.0%	23.5%	-5.1%	5.7%
Average Daily Rate (ADR)	\$82.56	\$75.82	\$100.72	\$107.87	\$111.36
Year-Over Change	0.0%	-8.2%	32.8%	7.1%	3.2%

Short Term Rental Listings³



Short Term Rental Data

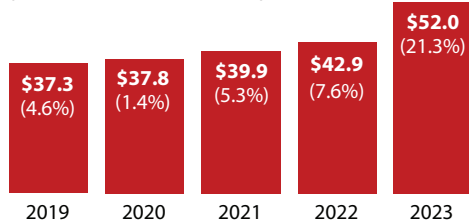
Year	2019	2020	2021	2022	2023
Unique Listings	579	621	670	805	961
Year-Over Change	NA	7.3%	7.9%	20.2%	19.4%
Occupancy Rate (%)	39.6%	41.0%	51.4%	43.1%	38.5%
Year-Over Change	NA	3.5%	25.4%	-16.1%	-10.7%
Average Daily Rate (ADR)	\$139.67	\$138.30	\$153.59	\$167.54	\$183.96
Year-Over Change	NA	-1.0%	11.1%	9.1%	9.8%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data
 1. Visitor spending on airfare and public transit has been omitted in this analysis.
 2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.
 3. Short term rental type "Shared Room" has been omitted from this analysis.

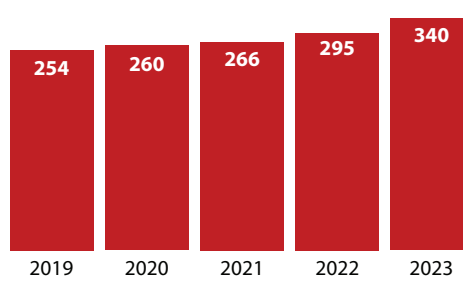
Juab County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

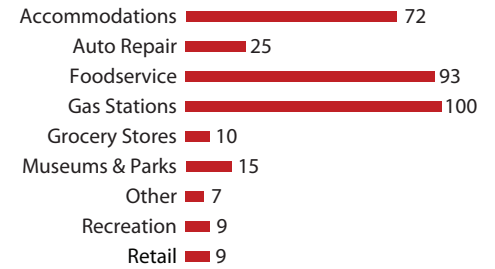
(millions of 2023 dollars)



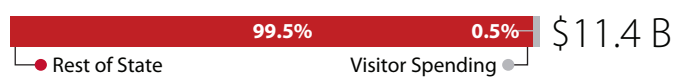
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

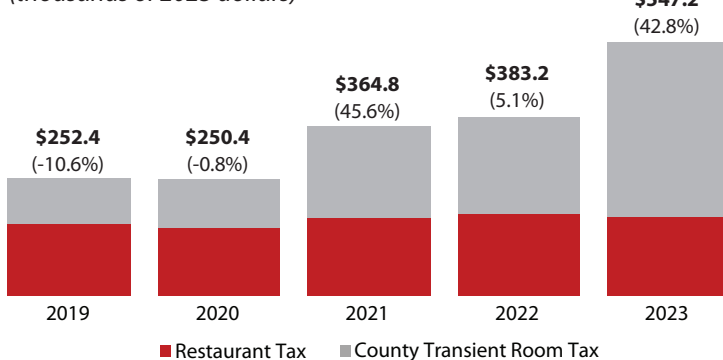


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

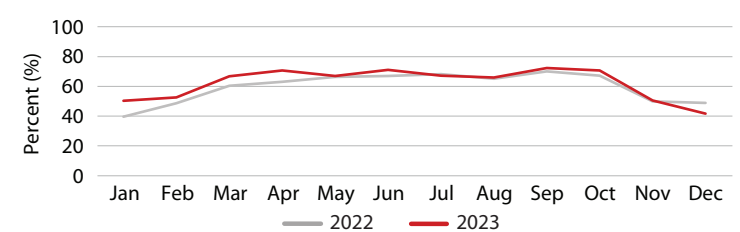
(thousands of 2023 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data (Includes combined Millard and Juab counties)

Year	2019	2020	2021	2022	2023
Hotel Rooms	506	502	519	537	608
Year-Over Change	NA	-0.8%	3.4%	3.5%	13.2%
Occupancy %	51.7%	45.2%	59.9%	59.5%	62.2%
Year-Over Change	NA	-12.6%	32.5%	-0.7%	4.5%
Average Daily Rate (ADR)	\$74.95	\$72.69	\$82.51	\$94.76	\$105.25
Year-Over Change	NA	-3.0%	13.5%	14.8%	11.1%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	10	11	14	21	18
Year-Over Change	NA	18.4%	24.4%	52.4%	-15.6%
Occupancy Rate (%)	26.3%	32.5%	49.9%	53.9%	55.1%
Year-Over Change	NA	23.6%	53.5%	8.0%	2.2%
Average Daily Rate (ADR)	\$433.41	\$363.85	\$273.19	\$258.29	\$270.49
Year-Over Change	NA	-16.0%	-24.9%	-5.5%	4.7%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data

1. Visitor spending on airfare and public transit has been omitted in this analysis.

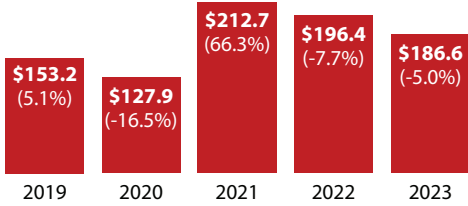
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental type "Shared Room" has been omitted from this analysis.

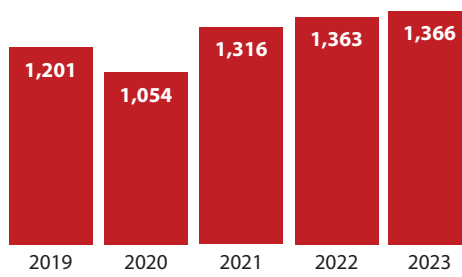
Kane County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

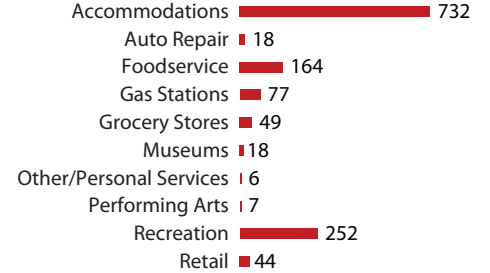
(millions of 2023 dollars)



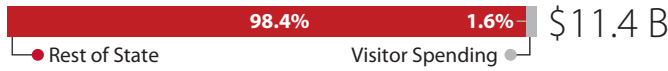
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type⁴



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



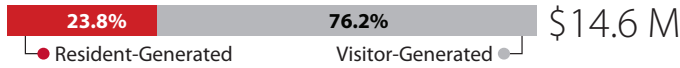
Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

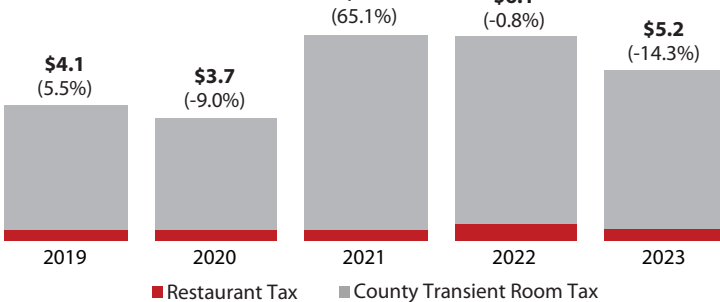


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

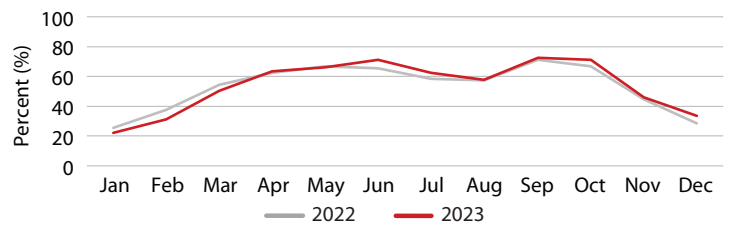
(millions of 2023 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022	2023
Hotel Rooms	1,078	1,045	1,189	1,201	1,239
Year-Over Change	0.0%	-3.1%	13.8%	1.0%	3.2%
Occupancy %	57.6%	36.4%	52.4%	53.3%	54.0%
Year-Over Change	0.0%	-36.8%	44.0%	1.7%	1.3%
Average Daily Rate (ADR)	\$193.74	\$182.00	\$232.40	\$247.04	\$223.14
Year-Over Change	0.0%	-6.1%	27.7%	6.3%	-9.7%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	573	629	722	876	1,012
Year-Over Change	NA	9.7%	14.8%	21.3%	15.6%
Occupancy Rate (%)	51.3%	52.7%	66.6%	55.8%	53.0%
Year-Over Change	NA	2.7%	26.4%	-16.2%	-5.0%
Average Daily Rate (ADR)	\$153.98	\$174.01	\$192.39	\$199.98	\$214.01
Year-Over Change	NA	13.0%	10.6%	3.9%	7.0%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data

1. Visitor spending on airfare and public transit has been omitted in this analysis.

2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

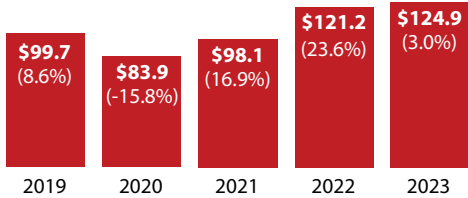
3. Short term rental type "Shared Room" has been omitted from this analysis.

4. Federal park jobs have been included for this county.

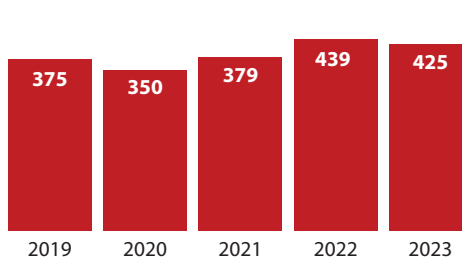
Millard County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

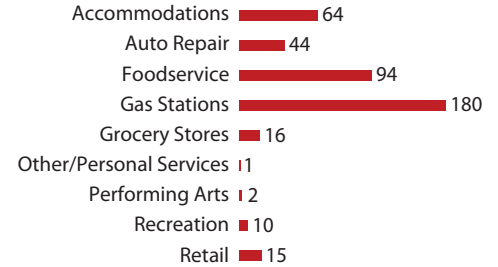
(millions of 2023 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



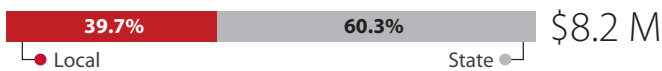
County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

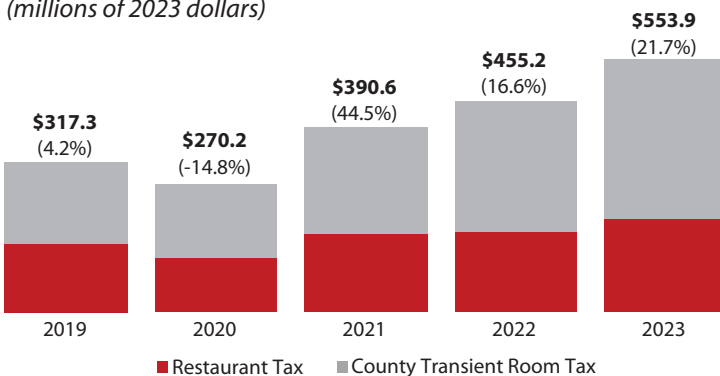


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

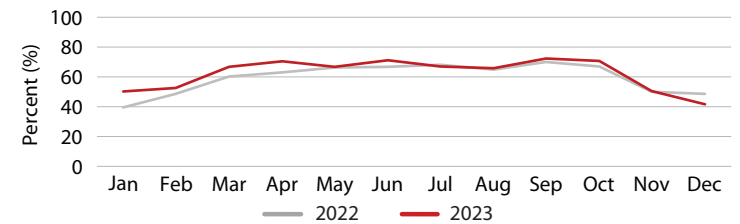
(millions of 2023 dollars)



Total Travel & Tourism Jobs



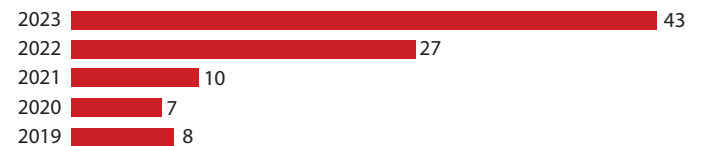
Hotel Occupancy Rates by Month



Hotel Data (Includes combined Millard and Juab counties)

Year	2019	2020	2021	2022	2023
Hotel Rooms	506	502	519	537	608
Year-Over Change	NA	-0.8%	3.4%	3.5%	13.2%
Occupancy %	51.7%	45.2%	59.9%	59.5%	62.2%
Year-Over Change	NA	-12.6%	32.5%	-0.7%	4.5%
Average Daily Rate (ADR)	\$74.95	\$72.69	\$82.51	\$94.76	\$105.25
Year-Over Change	NA	-3.0%	13.5%	14.8%	11.1%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	8	7	10	27	43
Year-Over Change	NA	-3.3%	39.8%	161.8%	60.2%
Occupancy Rate (%)	41.3%	43.8%	53.4%	43.6%	68.4%
Year-Over Change	NA	6.1%	21.9%	-18.4%	56.9%
Average Daily Rate (ADR)	\$96.24	\$126.30	\$118.58	\$105.03	\$96.83
Year-Over Change	NA	31.2%	-6.1%	-11.4%	-7.8%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data

1. Visitor spending on airfare and public transit has been omitted in this analysis.

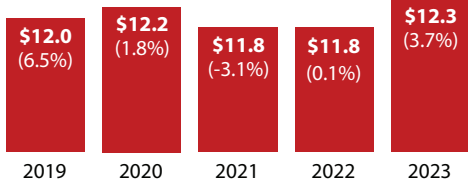
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental type "Shared Room" has been omitted from this analysis.

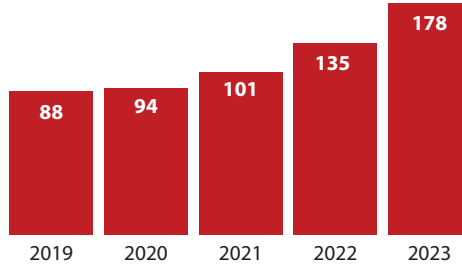
Morgan County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

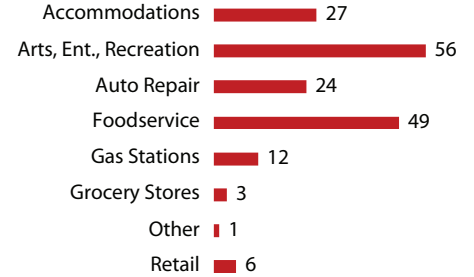
(millions of 2023 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

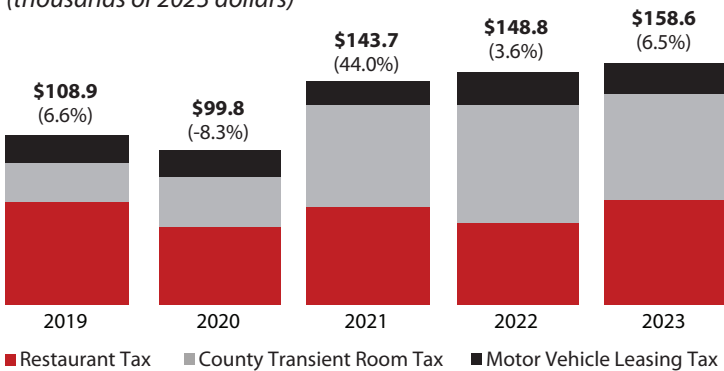


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

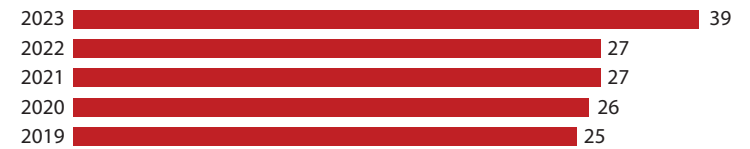
(thousands of 2023 dollars)



Total Travel & Tourism Jobs



Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	25	26	27	27	39
Year-Over Change	NA	3.0%	4.6%	0.9%	44.9%
Occupancy Rate (%)	46.0%	40.8%	63.8%	59.6%	53.1%
Year-Over Change	NA	-11.3%	56.4%	-6.6%	-10.9%
Average Daily Rate (ADR)	\$149.19	\$169.36	\$213.56	\$261.96	\$221.95
Year-Over Change	NA	13.5%	26.1%	22.7%	-15.3%

*Hotel data is unavailable for this county.

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data

1. Visitor spending on airfare and public transit has been omitted in this analysis.

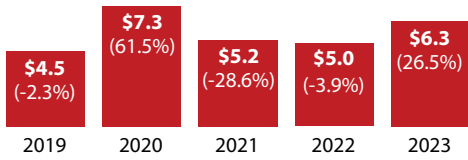
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental type "Shared Room" has been omitted from this analysis.

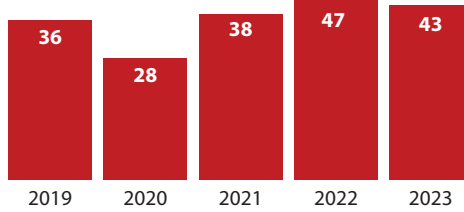
Piute County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

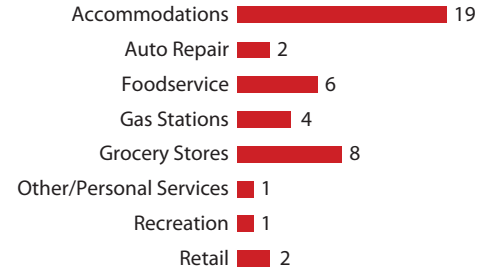
(millions of 2023 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

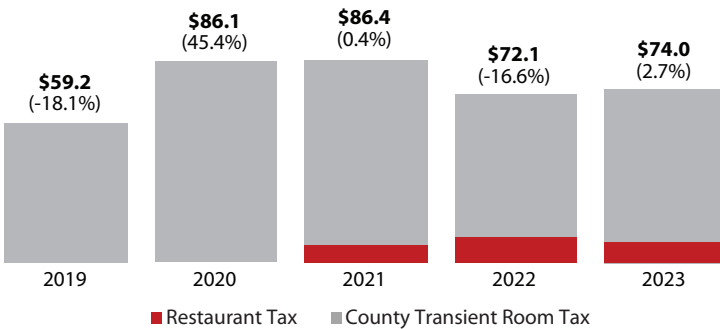


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

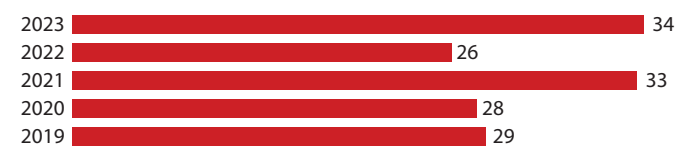
(millions of 2023 dollars)



Total Travel & Tourism Jobs



Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	29	28	33	26	34
Year-Over Change	NA	-2.0%	19.1%	-23.3%	33.3%
Occupancy Rate (%)	43.5%	48.5%	53.3%	52.8%	34.8%
Year-Over Change	NA	11.5%	9.9%	-0.9%	-34.1%
Average Daily Rate (ADR)	\$232.95	\$245.82	\$268.19	\$281.64	\$295.43
Year-Over Change	NA	5.5%	9.1%	5.0%	4.9%

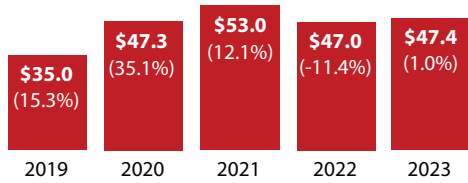
*Hotel data is unavailable for this county.

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data
 1. Visitor spending on airfare and public transit has been omitted in this analysis.
 2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.
 3. Short term rental type "Shared Room" has been omitted from this analysis.

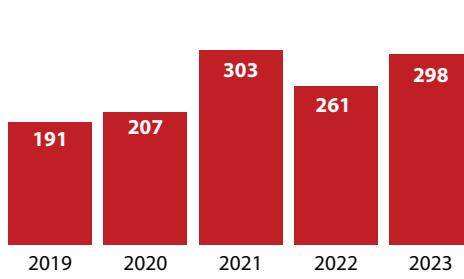
Rich County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

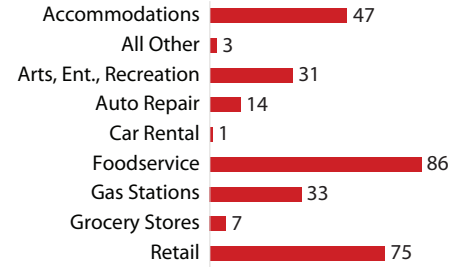
(millions of 2023 dollars)



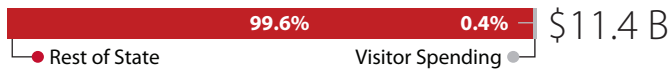
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



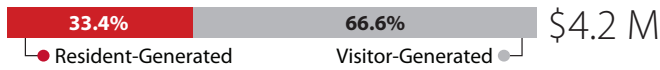
Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

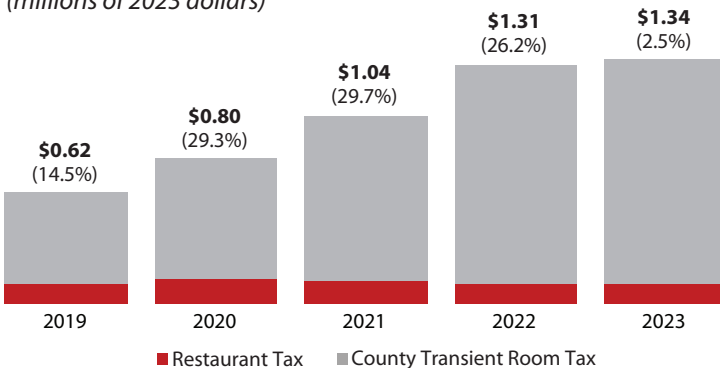


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

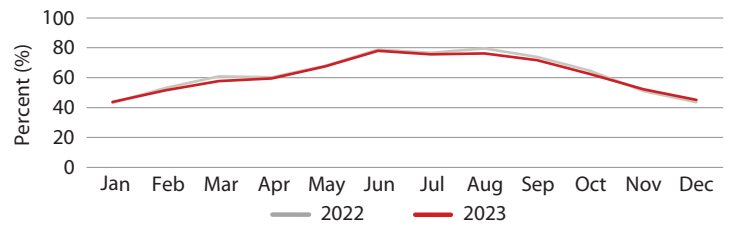
(millions of 2023 dollars)



Total Travel & Tourism Jobs



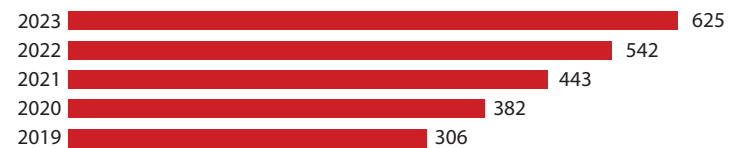
Hotel Occupancy Rates by Month



Hotel Data (Includes combined Cache and Rich counties)

Year	2019	2020	2021	2022	2023
Hotel Rooms	1,113	1,124	1,227	1,238	1,220
Year-Over Change	0.0%	1.0%	9.2%	0.9%	-1.5%
Occupancy %	58.6%	50.3%	64.0%	63.1%	63.4%
Year-Over Change	0.0%	-14.2%	27.2%	-1.4%	0.5%
Average Daily Rate (ADR)	\$98.56	\$82.98	\$104.44	\$107.77	\$116.58
Year-Over Change	0.0%	-15.8%	25.9%	3.2%	8.2%

Short Term Rental Listings³



Short Term Rental Data

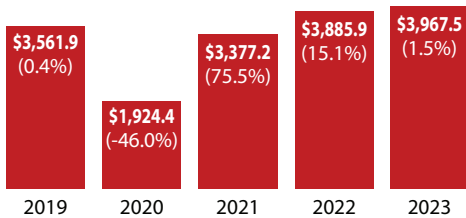
Year	2019	2020	2021	2022	2023
Unique Listings	306	382	443	542	625
Year-Over Change	NA	25.0%	15.9%	22.4%	15.2%
Occupancy Rate (%)	29.8%	26.7%	38.3%	35.2%	31.4%
Year-Over Change	NA	-10.4%	43.4%	-8.1%	-10.8%
Average Daily Rate (ADR)	\$372.59	\$339.26	\$362.19	\$388.46	\$394.76
Year-Over Change	NA	-8.9%	6.8%	7.3%	1.6%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data
 1. Visitor spending on airfare and public transit has been omitted in this analysis.
 2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.
 3. Short term rental type "Shared Room" has been omitted from this analysis.

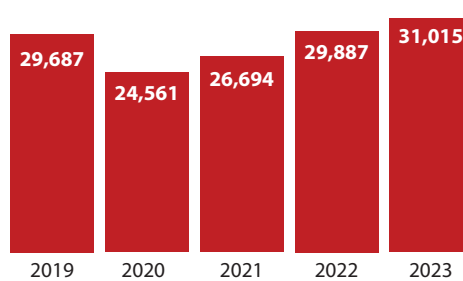
Salt Lake County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

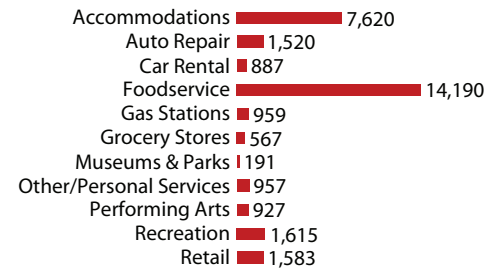
(millions of 2023 dollars)



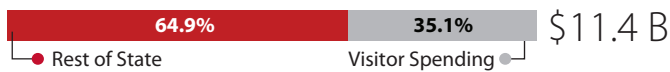
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending*



*SL County's share is 46% when air travel and public transportation spending are included.

Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

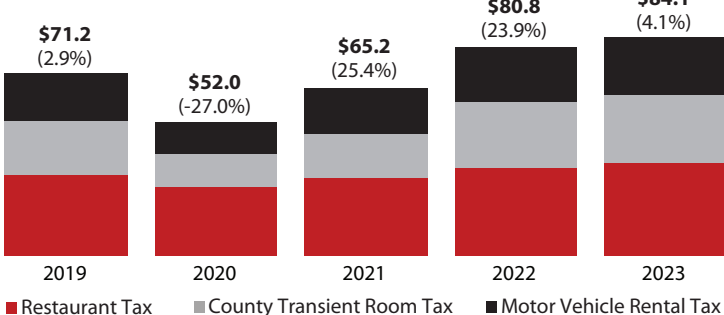


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

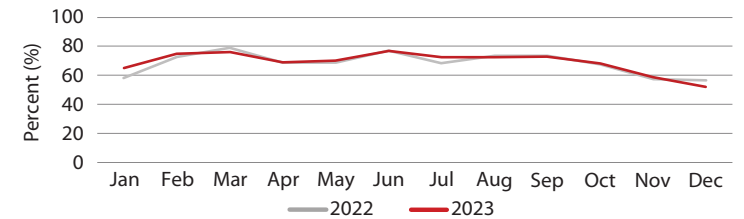
(millions of 2023 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022	2023
Hotel Rooms	20,200	20,039	20,256	20,634	21,345
Year-Over Change	0.0%	-0.8%	1.1%	1.9%	3.4%
Occupancy %	69.6%	45.9%	62.6%	68.5%	69.0%
Year-Over Change	0.0%	-34.0%	36.2%	9.5%	0.8%
Average Daily Rate (ADR)	\$114.85	\$85.15	\$101.52	\$128.41	\$141.17
Year-Over Change	0.0%	-25.9%	19.2%	26.5%	9.9%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	2,994	3,086	3,509	4,461	5,113
Year-Over Change	NA	3.1%	13.7%	27.1%	14.6%
Occupancy Rate (%)	58.8%	49.4%	55.5%	50.0%	54.6%
Year-Over Change	NA	-16.0%	12.3%	-9.9%	9.2%
Average Daily Rate (ADR)	\$123.98	\$127.20	\$164.83	\$152.77	\$164.24
Year-Over Change	NA	2.6%	29.6%	-7.3%	7.5%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data
1. Visitor spending on airfare and public transit has been omitted in this analysis; if this transportation spending was included, Salt Lake County's visitor spending share would be closer to 46% of total statewide visitor spending.

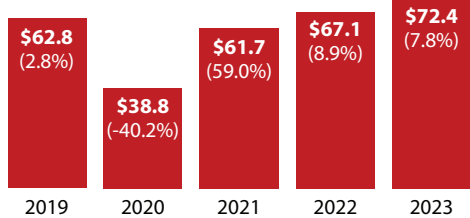
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental type "Shared Room" has been omitted from this analysis.

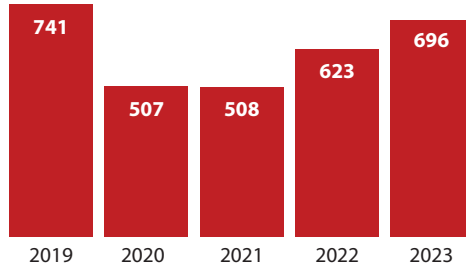
San Juan County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

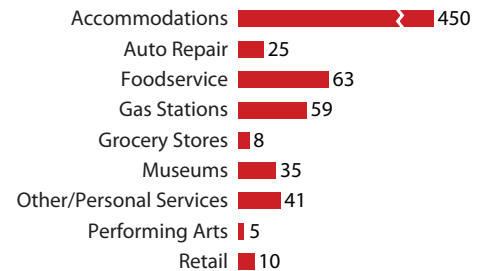
(millions of 2023 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type⁴



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

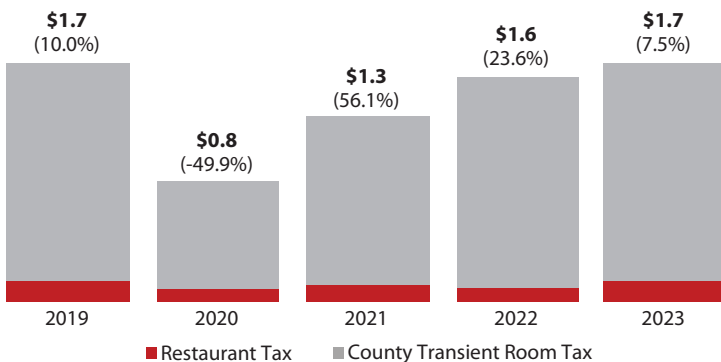


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

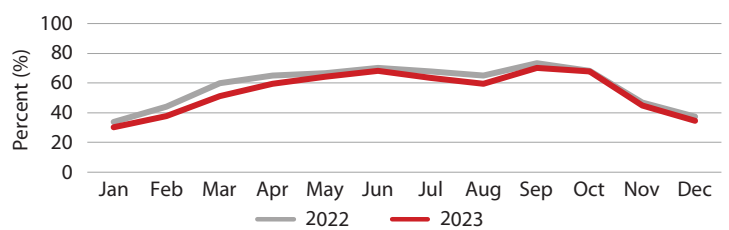
(millions of 2023 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data (Includes combined Garfield, San Juan and Wayne counties)

Year	2019	2020	2021	2022	2023
Hotel Rooms	2,741	2,778	3,228	3,262	3,357
Year-Over Change	NA	1.3%	16.2%	1.1%	2.9%
Occupancy %	56.7%	42.2%	61.4%	58.2%	54.3%
Year-Over Change	NA	-25.6%	45.5%	-5.2%	-6.7%
Average Daily Rate (ADR)	\$124.72	\$107.53	\$137.41	\$151.38	\$107.33
Year-Over Change	NA	-13.8%	27.8%	10.2%	-29.1%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	243	249	264	305	322
Year-Over Change	NA	2.6%	6.1%	15.5%	5.5%
Occupancy Rate (%)	59.3%	48.8%	64.0%	58.7%	53.3%
Year-Over Change	NA	-17.7%	31.1%	-8.3%	-9.2%
Average Daily Rate (ADR)	\$178.73	\$173.27	\$188.67	\$202.63	\$199.30
Year-Over Change	NA	-3.1%	8.9%	7.4%	-1.6%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data

1. Visitor spending on airfare and public transit has been omitted in this analysis.

2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

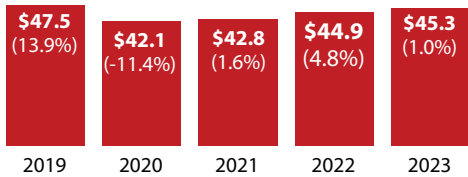
3. Short term rental type "Shared Room" has been omitted from this analysis.

4. Federal park jobs have been included for this county.

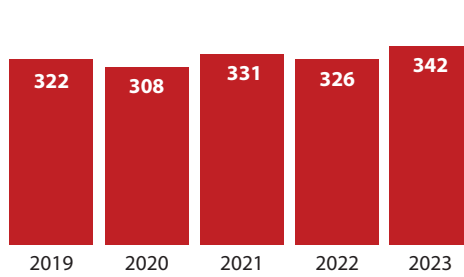
Sanpete County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

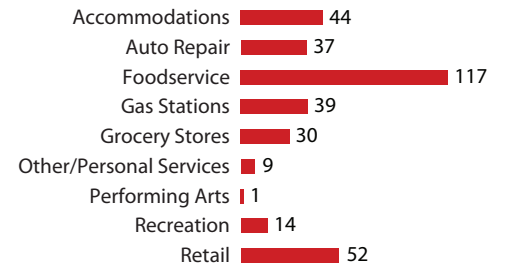
(millions of 2023 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

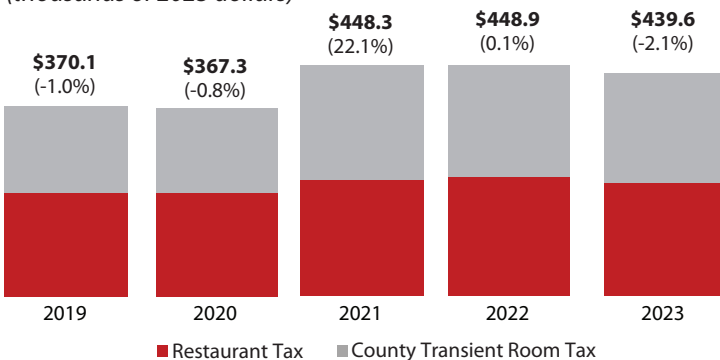


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

(thousands of 2023 dollars)



Total Travel & Tourism Jobs



Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	93	90	101	122	151
Year-Over Change	NA	-3.9%	12.4%	20.6%	24.1%
Occupancy Rate (%)	43.0%	35.2%	47.6%	45.8%	43.8%
Year-Over Change	NA	-18.1%	35.2%	-3.8%	-4.4%
Average Daily Rate (ADR)	\$174.72	\$139.14	\$150.22	\$172.88	\$165.32
Year-Over Change	NA	-20.4%	8.0%	15.1%	-4.4%

*Hotel data is unavailable for this county.

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data

1. Visitor spending on airfare and public transit has been omitted in this analysis.

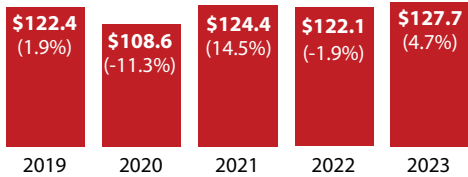
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental type "Shared Room" has been omitted from this analysis.

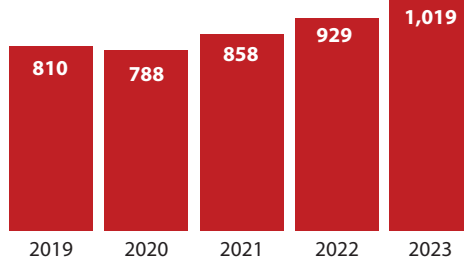
Sevier County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

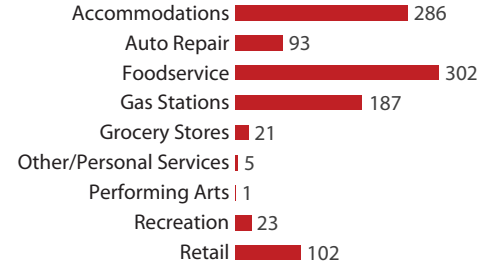
(millions of 2023 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

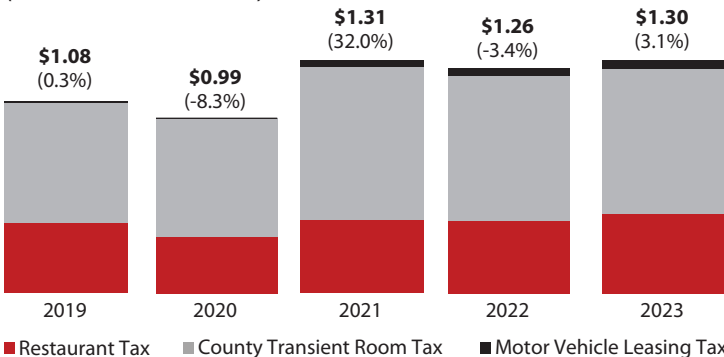


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

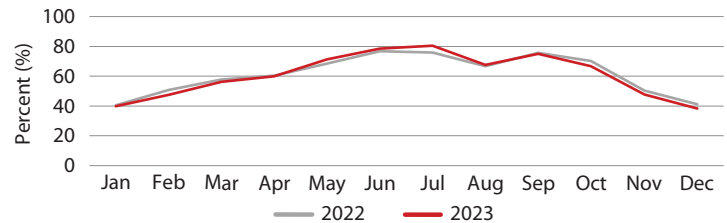
(millions of 2023 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022	2023
Hotel Rooms	931	915	877	820	805
Year-Over Change	0.0%	-1.7%	-4.2%	-6.5%	-1.8%
Occupancy %	53.1%	46.9%	61.5%	61.2%	60.8%
Year-Over Change	0.0%	-11.7%	31.1%	-0.5%	-0.7%
Average Daily Rate (ADR)	\$83.55	\$80.79	\$93.25	\$102.10	\$104.21
Year-Over Change	0.0%	-3.3%	15.4%	9.5%	2.1%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	46	59	74	101	132
Year-Over Change	NA	28.3%	24.0%	36.9%	30.5%
Occupancy Rate (%)	45.0%	49.5%	58.9%	54.7%	50.3%
Year-Over Change	NA	10.0%	19.0%	-7.1%	-8.0%
Average Daily Rate (ADR)	\$81.36	\$95.23	\$108.91	\$124.19	\$136.90
Year-Over Change	NA	17.0%	14.4%	14.0%	10.2%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data

1. Visitor spending on airfare and public transit has been omitted in this analysis.

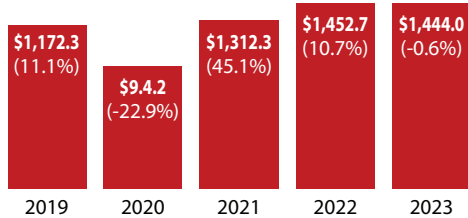
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental type "Shared Room" has been omitted from this analysis.

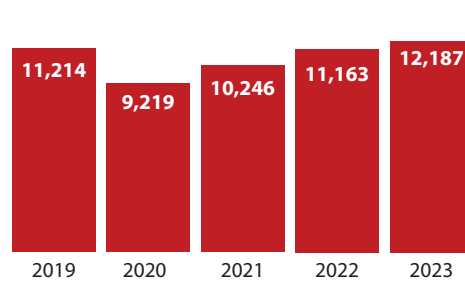
Summit County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

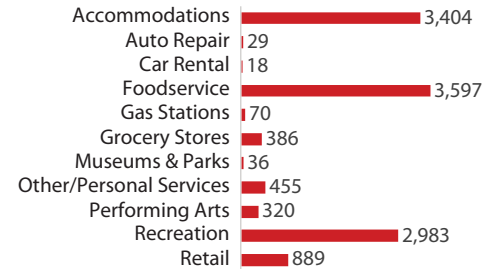
(millions of 2023 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



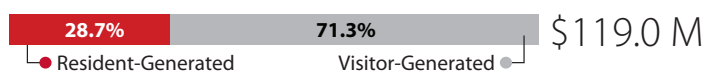
Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

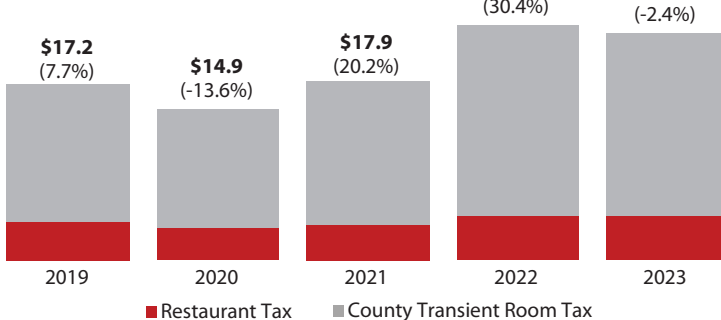


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

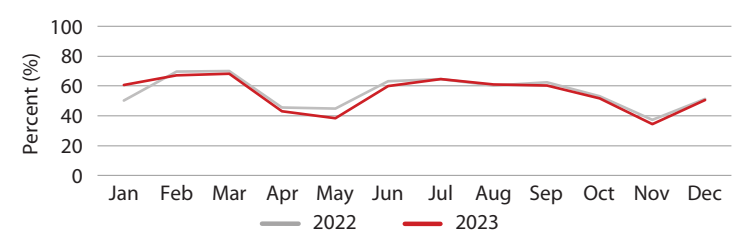
(millions of 2023 dollars)



Total Travel & Tourism Jobs



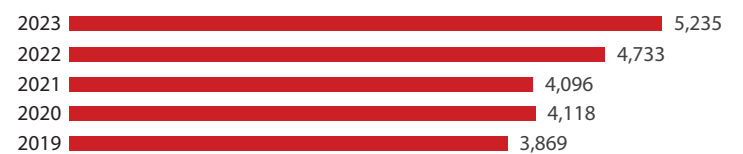
Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022	2023
Hotel Rooms	3,839	3,506	4,024	4,150	4,281
Year-Over Change	NA	-8.7%	14.8%	3.1%	3.2%
Occupancy %	57.2%	42.4%	53.7%	56.1%	55.0%
Year-Over Change	NA	-25.9%	26.7%	4.5%	-2.0%
Average Daily Rate (ADR)	\$269.73	\$249.54	\$304.12	\$355.66	\$385.11
Year-Over Change	NA	-7.5%	21.9%	16.9%	8.3%

Short Term Rental Listings³



Short Term Rental Data

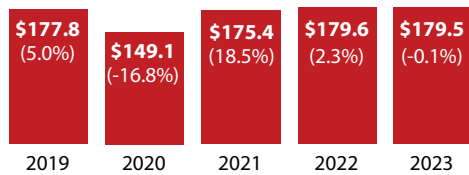
Year	2019	2020	2021	2022	2023
Unique Listings	3,869	4,118	4,096	4,733	5,235
Year-Over Change	NA	6.4%	-0.5%	15.6%	10.6%
Occupancy Rate (%)	46.2%	38.8%	47.9%	46.4%	41.3%
Year-Over Change	NA	-16.0%	23.5%	-3.1%	-11.0%
Average Daily Rate (ADR)	\$446.66	\$505.95	\$523.02	\$590.88	\$689.16
Year-Over Change	NA	13.3%	3.4%	13.0%	16.6%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data
 1. Visitor spending on airfare and public transit has been omitted in this analysis.
 2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.
 3. Short term rental type "Shared Room" has been omitted from this analysis.

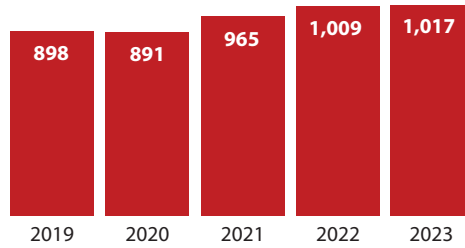
Tooele County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

(millions of 2023 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

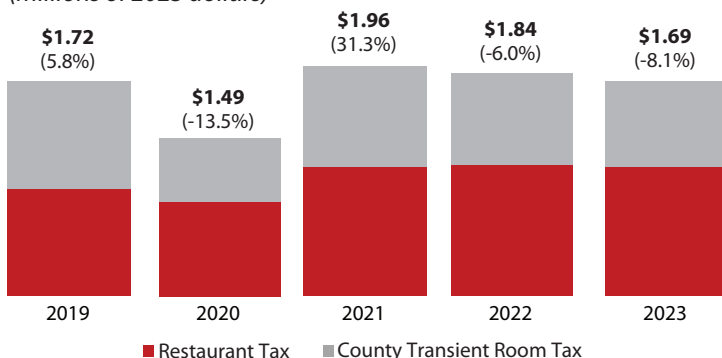


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

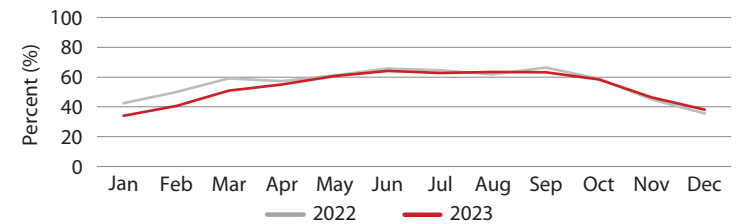
(millions of 2023 dollars)



Total Travel & Tourism Jobs



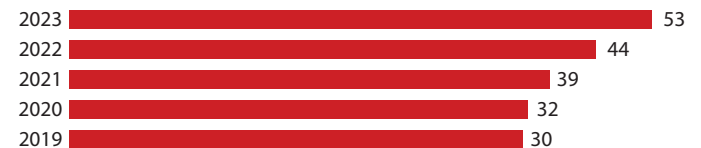
Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022	2023
Hotel Rooms	889	889	886	885	801
Year-Over Change	NA	0.0%	-0.3%	-0.1%	-9.5%
Occupancy %	54.0%	43.6%	55.3%	55.6%	53.2%
Year-Over Change	NA	-19.3%	26.8%	0.5%	-4.3%
Average Daily Rate (ADR)	\$102.88	\$95.67	\$102.49	\$106.87	\$98.59
Year-Over Change	NA	-7.0%	7.1%	4.3%	-7.7%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	30	32	39	44	53
Year-Over Change	NA	5.3%	23.5%	12.8%	20.5%
Occupancy Rate (%)	46.6%	38.3%	54.0%	42.5%	48.9%
Year-Over Change	NA	-17.8%	41.0%	-21.3%	15.1%
Average Daily Rate (ADR)	\$58.32	\$72.91	\$104.01	\$146.32	131.22
Year-Over Change	NA	25.0%	42.7%	40.7%	-10.3%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data

1. Visitor spending on airfare and public transit has been omitted in this analysis.

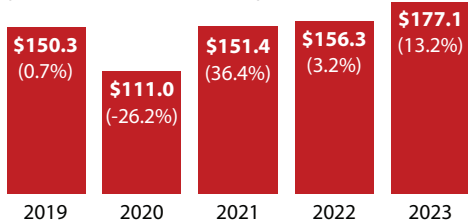
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental type "Shared Room" has been omitted from this analysis.

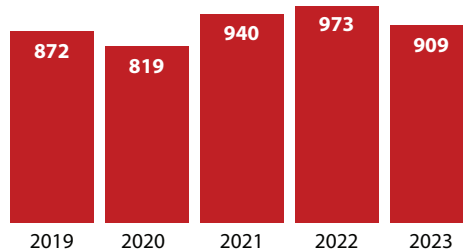
Uintah County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

(millions of 2023 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type⁴



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

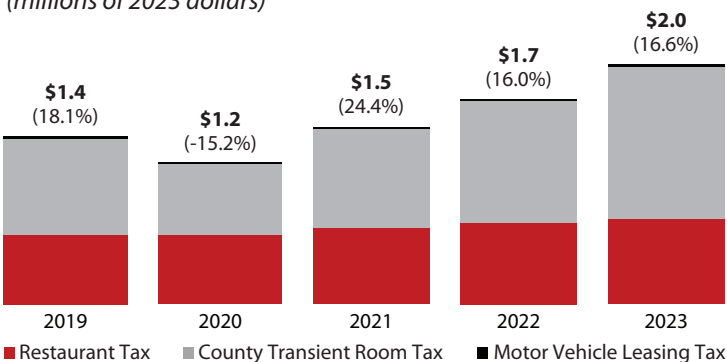


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

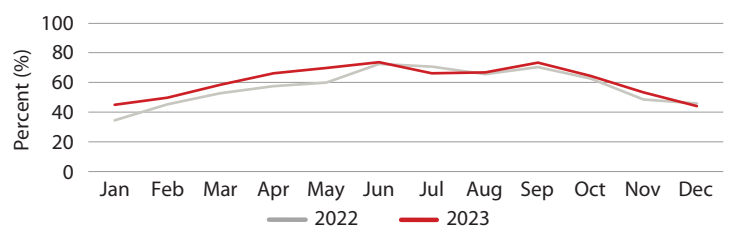
(millions of 2023 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022	2023
Hotel Rooms	1,176	1,171	1,358	1,358	1,376
Year-Over Change	0.0%	-0.4%	16.0%	0.0%	1.3%
Occupancy %	44.5%	34.4%	52.7%	57.1%	60.9%
Year-Over Change	0.0%	-22.7%	53.2%	8.3%	6.7%
Average Daily Rate (ADR)	\$107.03	\$96.56	\$109.62	\$126.02	\$108.55
Year-Over Change	0.0%	-9.8%	13.5%	15.0%	-13.9%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	40	45	59	78	93
Year-Over Change	NA	82.5%	40.4%	37.0%	37.0%
Occupancy Rate (%)	51.3%	28.8%	41.8%	52.0%	57.9%
Year-Over Change	NA	-43.9%	31.1%	24.4%	11.3%
Average Daily Rate (ADR)	\$103.25	\$110.80	\$131.53	\$132.86	\$150.05
Year-Over Change	NA	7.3%	18.7%	1.0%	12.9%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data

1. Visitor spending on airfare and public transit has been omitted in this analysis.

2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

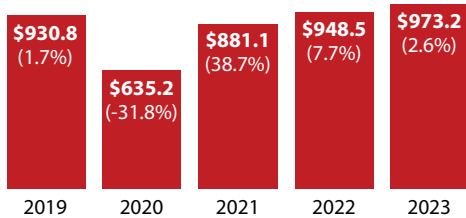
3. Short term rental type "Shared Room" has been omitted from this analysis.

4. Federal park jobs have been included for this county.

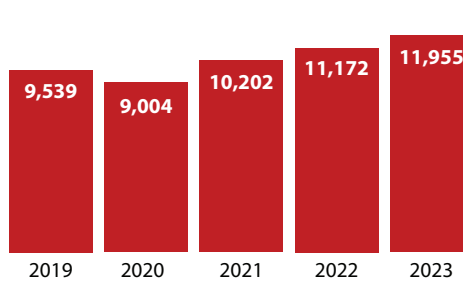
Utah County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

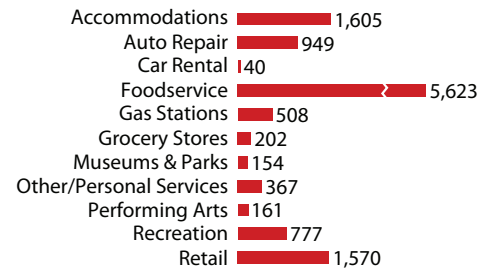
(millions of 2023 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

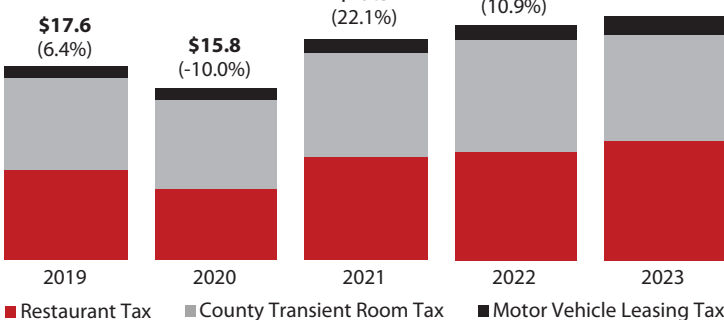


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

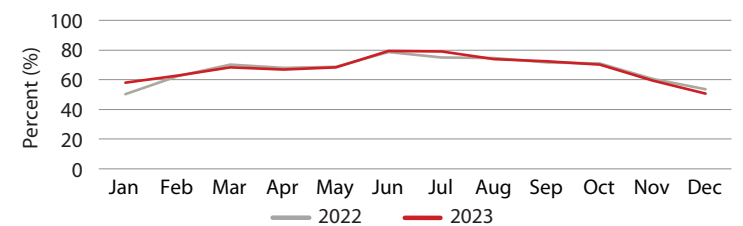
(millions of 2023 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022	2023
Hotel Rooms	4,273	4,351	4,370	4,376	4,379
Year-Over Change	0.0%	1.8%	0.4%	0.1%	0.1%
Occupancy %	65.3%	46.9%	62.1%	66.7%	67.0%
Year-Over Change	0.0%	-28.2%	32.4%	7.4%	0.4%
Average Daily Rate (ADR)	\$95.09	\$82.44	\$99.20	\$113.07	\$117.97
Year-Over Change	0.0%	-13.3%	20.3%	14.0%	4.3%

Short Term Rental Listings³



Short Term Rental Data

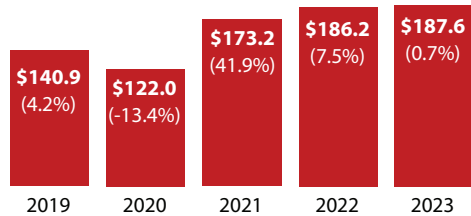
Year	2019	2020	2021	2022	2023
Unique Listings	823	884	970	1,329	1,551
Year-Over Change	NA	7.4%	9.8%	37.0%	16.7%
Occupancy Rate (%)	54.9%	50.7%	63.0%	53.3%	52.3%
Year-Over Change	NA	-7.7%	24.3%	-15.4%	-1.9%
Average Daily Rate (ADR)	\$113.01	\$128.53	\$154.75	\$152.59	\$149.31
Year-Over Change	NA	13.7%	20.4%	-1.4%	-2.1%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data
 1. Visitor spending on airfare and public transit has been omitted in this analysis.
 2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.
 3. Short term rental type "Shared Room" has been omitted from this analysis.

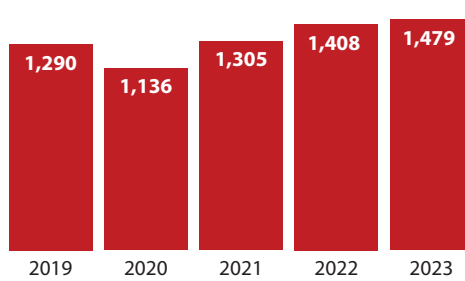
Wasatch County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

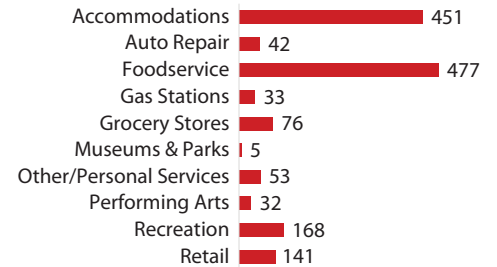
(millions of 2023 dollars)



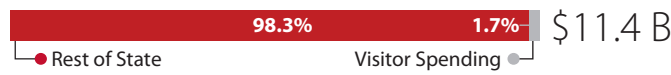
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

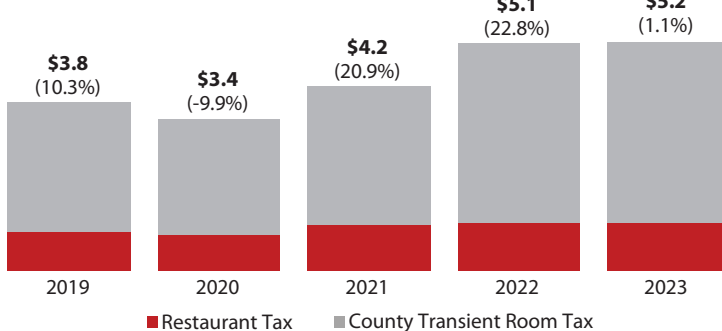


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

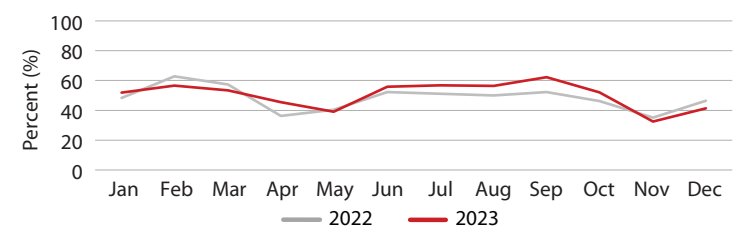
(millions of 2023 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022	2023
Hotel Rooms	1,103	1,052	974	977	1,008
Year-Over Change	0.0%	-4.6%	-7.4%	0.3%	3.2%
Occupancy %	55.6%	40.3%	47.9%	48.3%	50.3%
Year-Over Change	0.0%	-27.5%	18.9%	0.8%	4.1%
Average Daily Rate (ADR)	\$241.31	\$229.10	\$296.17	\$367.80	\$446.40
Year-Over Change	0.0%	-5.1%	29.3%	24.2%	21.4%

Short Term Rental Listings³



Short Term Rental Data

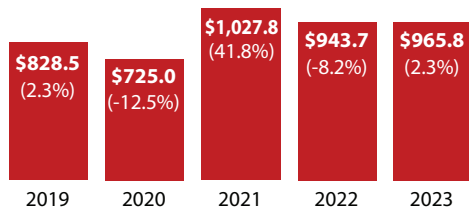
Year	2019	2020	2021	2022	2023
Unique Listings	445	446	454	568	734
Year-Over Change	NA	0.1%	1.8%	25.2%	29.3%
Occupancy Rate (%)	40.2%	40.7%	52.8%	46.0%	37.4%
Year-Over Change	NA	1.2%	29.7%	-12.9%	-18.7%
Average Daily Rate (ADR)	\$370.04	\$436.33	\$371.93	\$465.76	\$427.50
Year-Over Change	NA	17.9%	-14.8%	25.2%	-8.2%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data
 1. Visitor spending on airfare and public transit has been omitted in this analysis.
 2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.
 3. Short term rental type "Shared Room" has been omitted from this analysis.

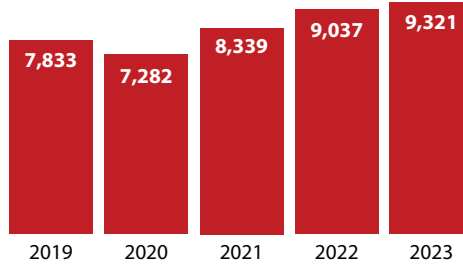
Washington County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

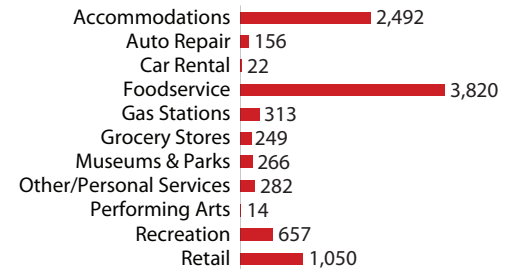
(millions of 2023 dollars)



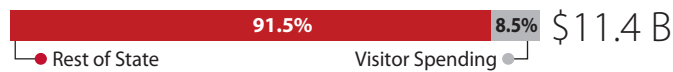
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type⁴



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

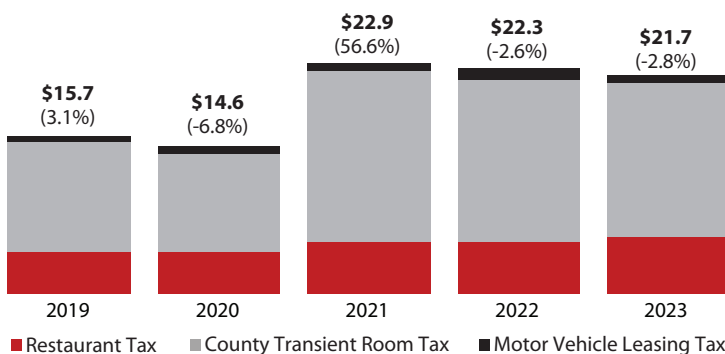


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

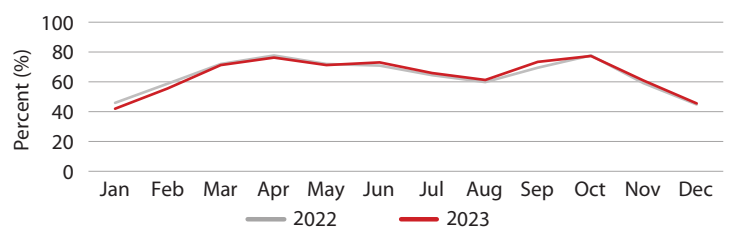
(millions of 2023 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022	2023
Hotel Rooms	6,098	6,296	6,464	6,619	6,718
Year-Over Change	0.0%	3.2%	2.7%	2.4%	1.5%
Occupancy %	62.0	54.2	66.8	64.3	64.4
Year-Over Change	0.0%	-12.6%	23.2%	-3.7%	0.2%
Average Daily Rate (ADR)	\$102.96	\$94.32	\$132.25	\$138.59	\$140.18
Year-Over Change	0.0%	-8.4%	40.2%	4.8%	1.1%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	1,915	2,254	2,647	3,246	3,811
Year-Over Change	NA	17.7%	17.4%	22.6%	17.4%
Occupancy Rate (%)	50.5%	50.1%	60.6%	52.4%	48.6%
Year-Over Change	NA	-0.8%	21.0%	-13.5%	-7.3%
Average Daily Rate (ADR)	\$176.13	\$187.00	\$235.17	\$252.57	\$252.94
Year-Over Change	NA	6.2%	25.8%	7.4%	0.1%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data

1. Visitor spending on airfare and public transit has been omitted in this analysis.

2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

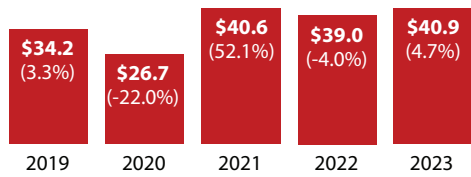
3. Short term rental type "Shared Room" has been omitted from this analysis.

4. Federal park jobs have been included for this county.

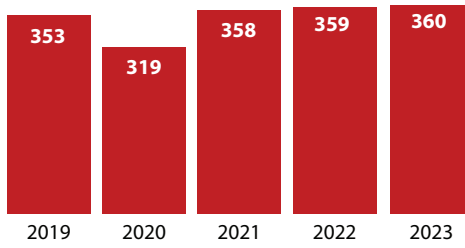
Wayne County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

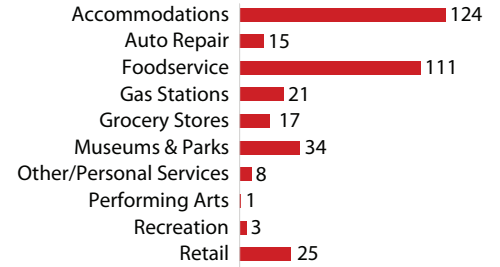
(millions of 2023 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type⁴



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



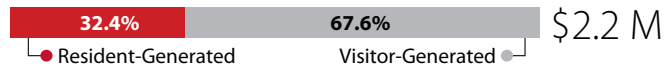
Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

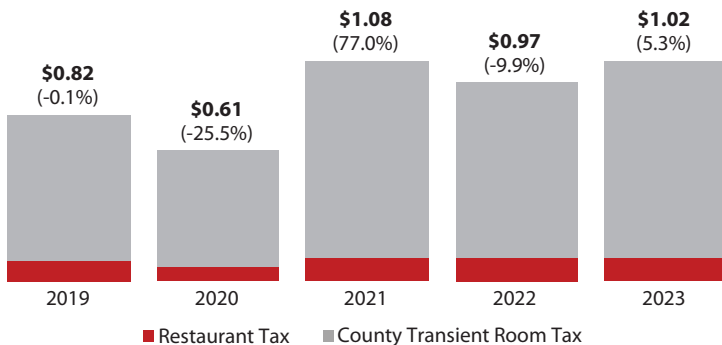


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

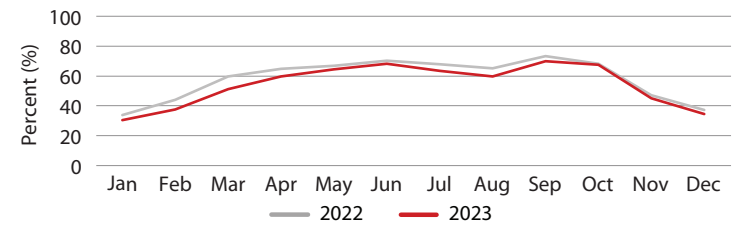
(millions of 2023 dollars)



Total Travel & Tourism Jobs



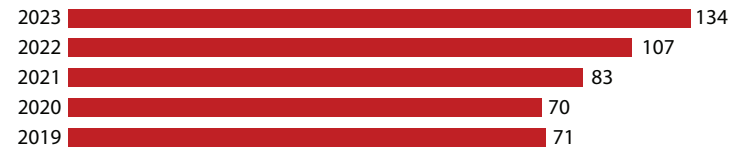
Hotel Occupancy Rates by Month



Hotel Data (Includes combined Garfield, San Juan and Wayne counties)

Year	2019	2020	2021	2022	2023
Hotel Rooms	2,741	2,778	3,273	3,262	3,357
Year-Over Change	NA	1.3%	17.8%	-0.3%	2.9%
Occupancy %	56.7%	42.2%	61.4%	58.2%	54.3%
Year-Over Change	NA	-25.6%	45.5%	-5.2%	-6.7%
Average Daily Rate (ADR)	\$124.72	\$107.53	\$137.41	\$151.38	\$107.33
Year-Over Change	NA	-13.8%	27.8%	10.2%	-29.1%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	71	70	83	107	134
Year-Over Change	NA	-1.4%	19.0%	28.7%	25.7%
Occupancy Rate (%)	52.4%	57.3%	74.0%	64.0%	55.0%
Year-Over Change	NA	9.4%	29.1%	-13.5%	-14.1%
Average Daily Rate (ADR)	\$144.10	\$146.60	\$165.60	\$181.37	\$195.01
Year-Over Change	NA	1.7%	13.0%	9.5%	7.5%

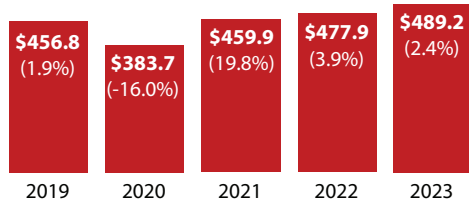
Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data

1. Visitor spending on airfare and public transit has been omitted in this analysis.
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.
3. Short term rental type "Shared Room" has been omitted from this analysis.
4. Federal park jobs have been included for this county.

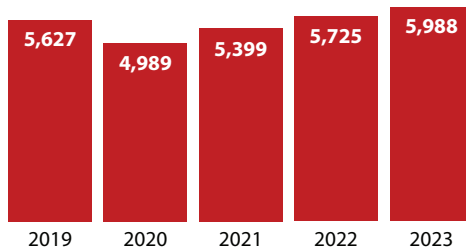
Weber County, 2023

Direct Visitor Spending, Total and Year-Over Change¹

(millions of 2023 dollars)



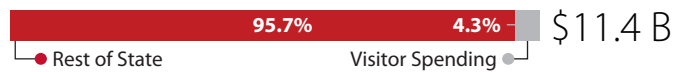
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

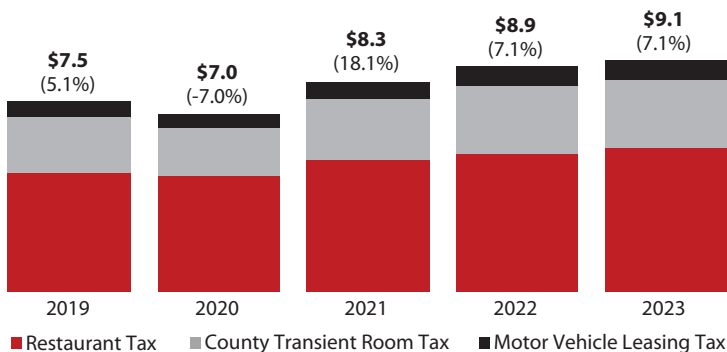


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

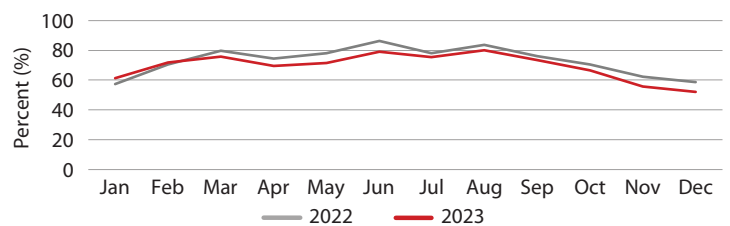
(millions of 2023 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022	2023
Hotel Rooms	1,851	1,699	1,870	1,791	1,795
Year-Over Change	NA	-8.2%	10.1%	-4.2%	0.2%
Occupancy %	66.8%	56.3%	71.4%	73.0%	69.4%
Year-Over Change	NA	-15.7%	26.8%	2.2%	-4.9%
Average Daily Rate (ADR)	\$85.45	\$74.01	\$86.37	\$99.90	\$109.04
Year-Over Change	NA	-13.4%	16.7%	15.7%	9.1%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022	2023
Unique Listings	590	625	687	900	1,007
Year-Over Change	NA	5.9%	9.8%	31.0%	11.9%
Occupancy Rate (%)	49.9%	44.2%	53.1%	47.3%	46.0%
Year-Over Change	NA	-11.4%	20.1%	-10.9%	-2.7%
Average Daily Rate (ADR)	\$166.21	\$175.80	\$189.25	\$184.09	\$182.12
Year-Over Change	NA	5.8%	7.7%	-2.7%	-1.1%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data

1. Visitor spending on airfare and public transit has been omitted in this analysis.

2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental type "Shared Room" has been omitted from this analysis.