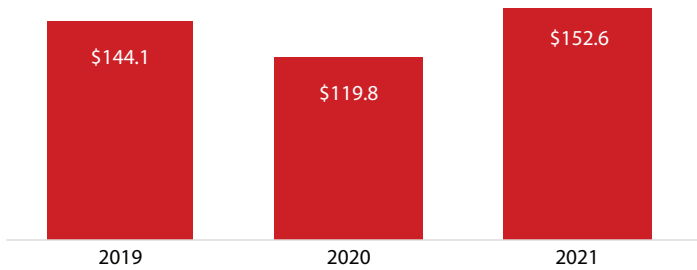


## Box Elder County, 2021

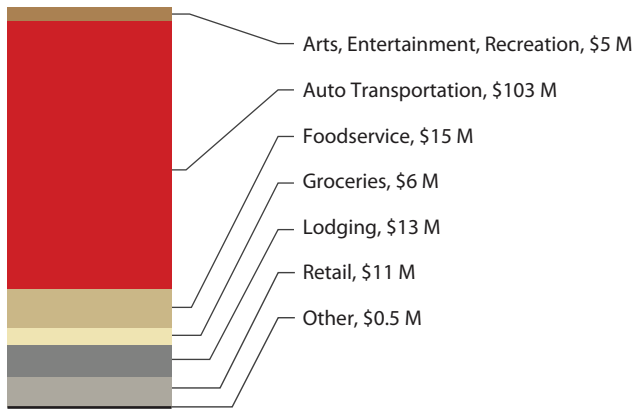
### SPENDING

In 2021, visitors directly spent an estimated \$152.6 million in Box Elder County, a 27.3% increase from 2020.<sup>1</sup> The top three spending categories were auto transportation, lodging, and foodservice. Box Elder County visitor spending made up 1.7% of total statewide visitor spending.

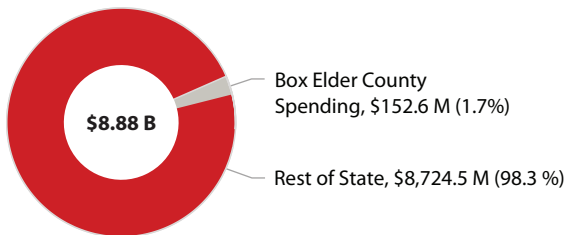
**Direct Spending Estimates (millions of dollars)**



**Direct Spending Estimates by Spending Category, 2021**



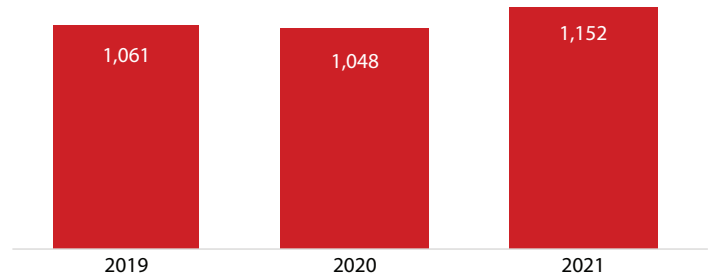
**Box Elder County Portion of Statewide Visitor Spending, 2021**



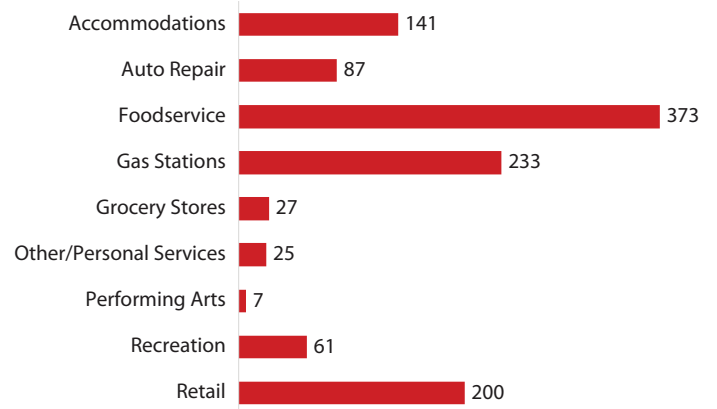
### JOBS

Visitor spending supported 1,152 direct Box Elder County travel and tourism jobs, a 9.9% increase from 2020. Foodservice, gas stations, and retail were the top three job sectors. These 1,152 direct travel and tourism jobs supported an additional 254 indirect and induced jobs in the county for a total 1,406 jobs.<sup>2</sup>

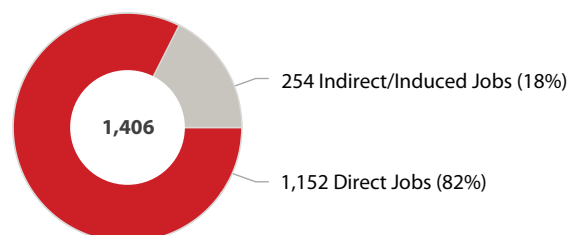
**Direct Travel & Tourism Jobs**



**Direct Travel & Tourism Jobs by Job Type, 2021**



**Total Travel & Tourism Jobs, 2021**

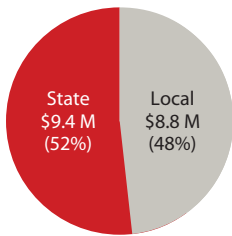


## TAX REVENUE

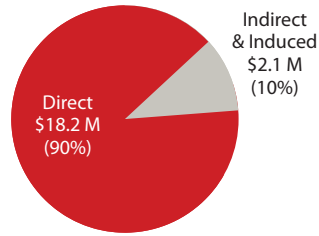
Visitor spending generated \$18.2 million in direct tax revenue, including \$9.4 million in state and \$8.8 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$2.1 million in additional indirect and induced state and local tax revenue, for a total of \$20.2 million.<sup>4</sup> The visitor-generated share of total Box Elder County local sales tax revenue was 16.7% in 2021.<sup>5</sup>

Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In calendar year 2021, Box Elder County collected a total of \$1.3 million in these three sales taxes combined, up 63.2% from 2020 and up 10.9% from baseline 2019.<sup>6</sup>

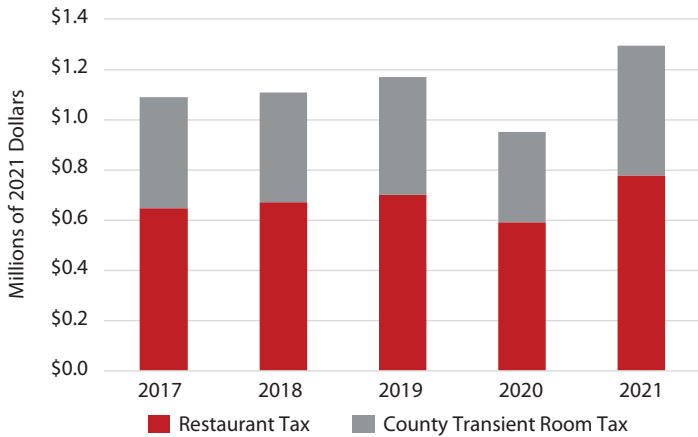
### Direct Tax Revenue, 2021



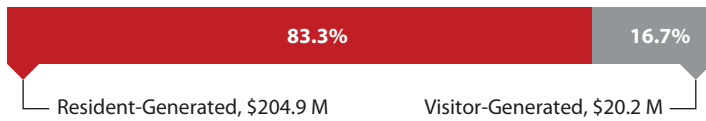
### Total Tax Revenue, 2021



### Select Tourism-Related Local Sales Tax Revenues



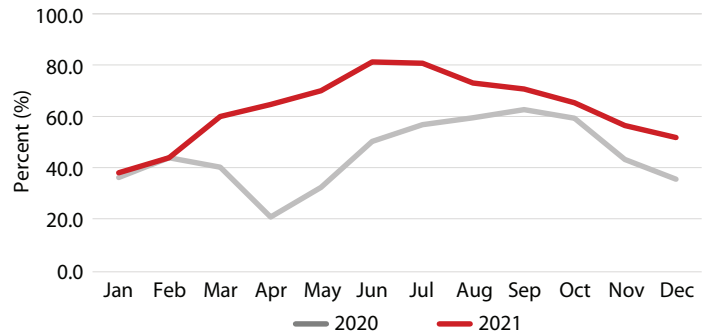
### Local Sales Tax Revenue, 2021



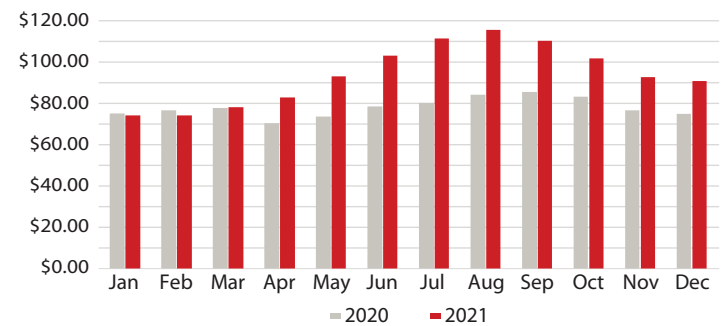
## LODGING DATA

Box Elder County hotel occupancy rates averaged 63.3% in 2021 compared with 45.4% in 2020. June, July, and August (in that order) had the highest average occupancy rates. Box Elder County's average daily room rate was \$93.16 in 2021 compared with \$77.30 in 2020, a 20.5% year-over increase. Box Elder County short term rental occupancy rates averaged 40.4% in 2021 compared with 30.8% in 2020. December, July, and August (in that order) had the highest average occupancy rates. In 2021, there were an average 27 short term rental listings in Box Elder County, a 34.0% year-over increase and a 39.2% increase since 2019.<sup>7</sup>

### Average Hotel Occupancy Rate



### Average Hotel Daily Room Rate



### Average Annual Short Term Rental Listings, 2019-2021



## Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."

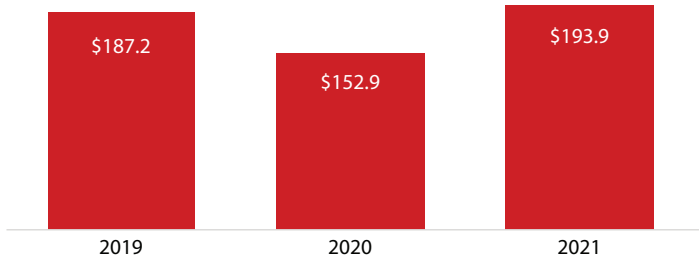
5. Local sales tax revenue includes local transit, arts and zoo (RAP/ZAP), city or town option, correctional facility, county option, fixed guideway, highway, mass transit, motor vehicle, restaurant, resort community, rural hospital, sales, short term leasing, and county/municipal transient room tax revenue.
6. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
7. Short term rental listings data are from Transparent, Inc., and include average active listings in January and July of each calendar year; listing subtypes "bed and breakfast," "dorm," and "other," have been omitted.

## Cache County, 2021

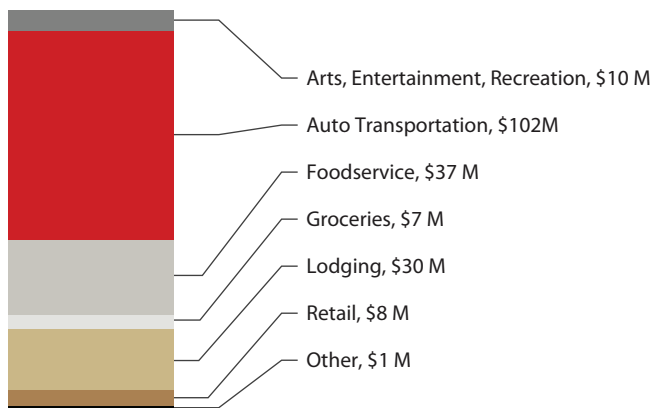
### SPENDING

In 2021, visitors directly spent an estimated \$193.9 million in Cache County, a 26.8% increase from 2020.<sup>1</sup> The top three spending categories were lodging, foodservice, and auto transportation. Cache County visitor spending made up 2.5% of total statewide visitor spending.

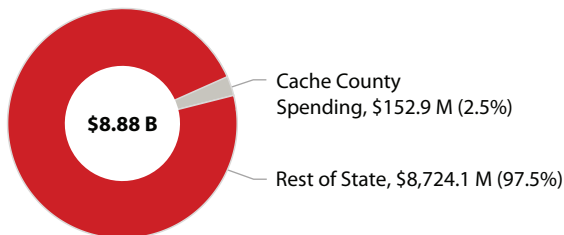
#### Direct Spending Estimates (millions of dollars)



#### Direct Spending Estimates by Spending Category, 2021



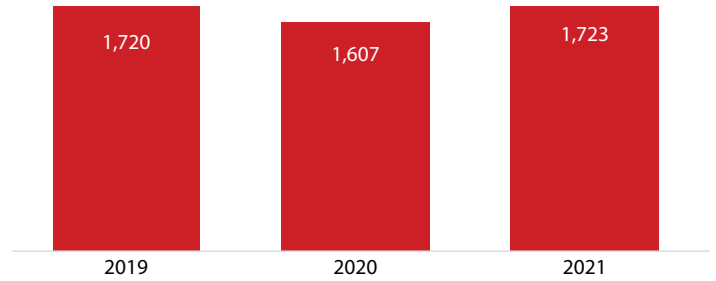
#### Cache Portion of Statewide Visitor Spending, 2021



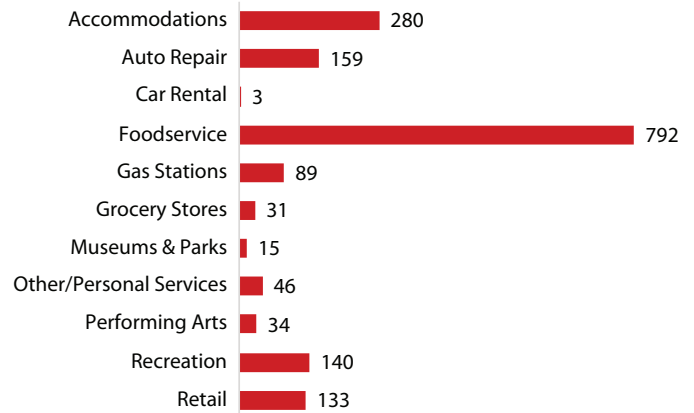
### JOBS

Visitor spending supported 1,723 direct Cache County travel and tourism jobs, a 7.2% increase from 2020. Foodservice, accommodations, and auto repair were the top three job sectors. These 1,723 direct travel and tourism jobs supported an additional 502 indirect and induced jobs in the county for a total 2,224 jobs.<sup>2</sup>

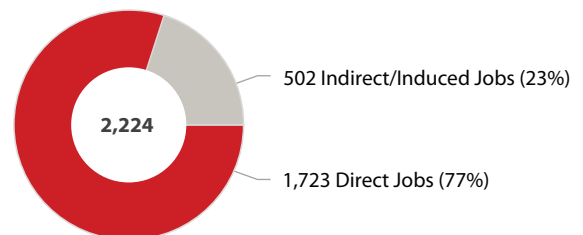
#### Direct Travel & Tourism Jobs



#### Direct Travel & Tourism Jobs by Job Type, 2021



#### Total Travel & Tourism Jobs, 2021

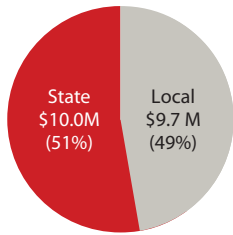


## TAX REVENUE

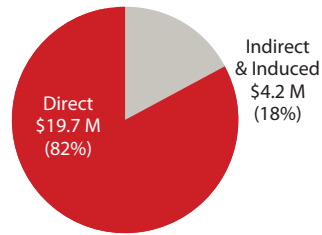
Visitor spending generated \$19.7 million in direct tax revenue, including \$10.0 million in state and \$9.7 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$4.2 million in additional indirect and induced state and local tax revenue, for a total of \$23.9 million.<sup>4</sup> The visitor-generated share of total Cache County local sales tax revenue was 9.1% in 2021.<sup>5</sup>

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In calendar year 2021, Cache County collected a total of \$4.3 million in these two sales taxes combined, up 87.4% from 2020 and up 50.9% from baseline 2019.<sup>6</sup>

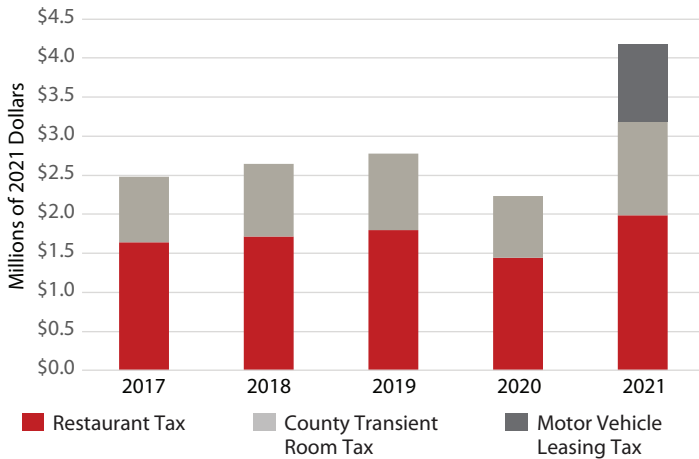
### Direct Tax Revenue, 2021



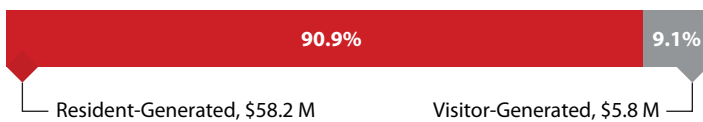
### Total Tax Revenue, 2021



### Select Tourism-Related Local Sales Tax Revenues



### Local Sales Taxes, 2021



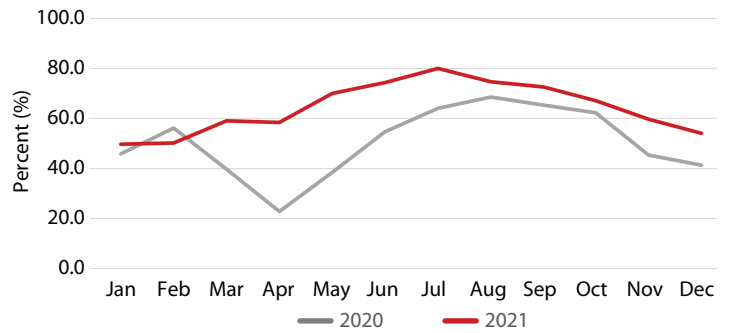
### Endnotes

- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."

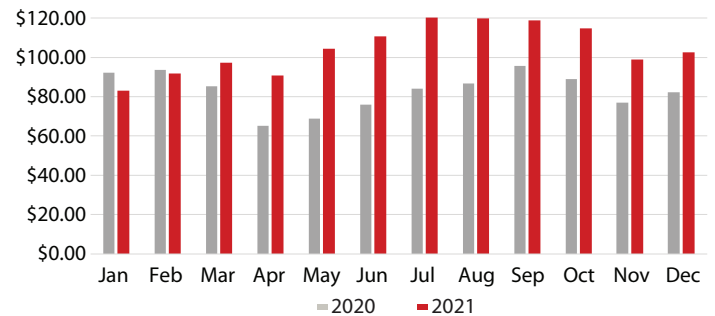
## LODGING DATA

Cache County hotel occupancy rates averaged 64.0% in 2021 compared with 50.3% in 2020. July, August, and June (in that order) had the highest average occupancy rates. Cache County's average daily room rate was \$104.44 in 2021 compared with \$82.98 in 2020, a 25.9% year-over increase. Cache County short term rental occupancy rates averaged 58.1% in 2021, compared with 46.3% in 2020. July, August, and June (in that order) had the highest average occupancy rates. In 2021, there were an average 217 short term rental listings in Cache County, a 13.9% year-over increase and a 30.0% increase since 2019.<sup>7</sup>

### Average Hotel Occupancy Rate



### Average Hotel Daily Room Rate



### Average Annual Short Term Rental Listings, 2019-2021

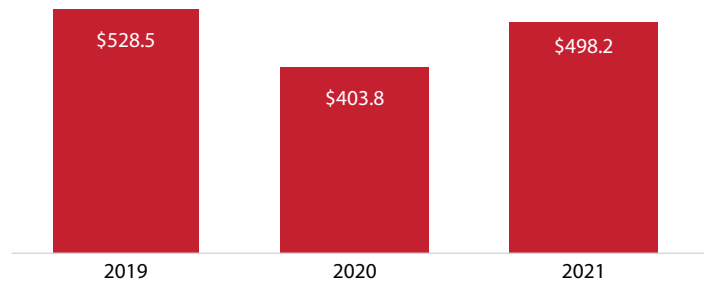


## Davis County, 2021

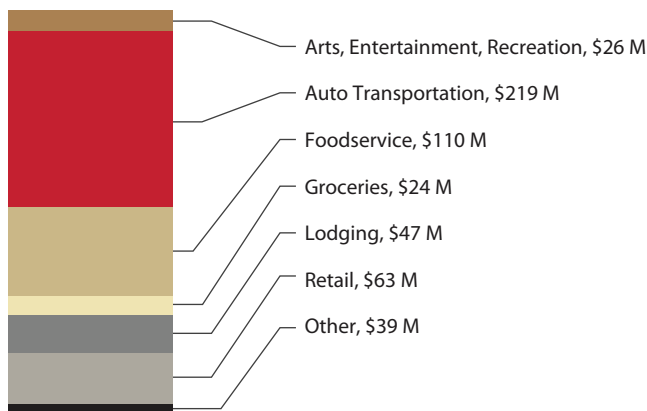
### SPENDING

In 2021, visitors directly spent an estimated \$498.2 million in Davis County, a 23.4% increase from 2020.<sup>1</sup> The top three spending categories were auto transportation, foodservice, and retail. Davis County visitor spending made up 5.6% of total statewide visitor spending.

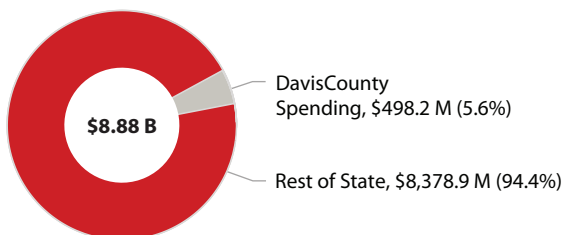
**Direct Spending Estimates (millions of dollars)**



**Direct Spending Estimates by Spending Category, 2021**



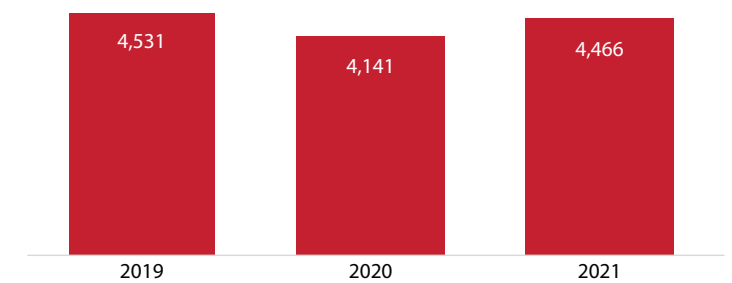
**Davis County Portion of Statewide Visitor Spending, 2021**



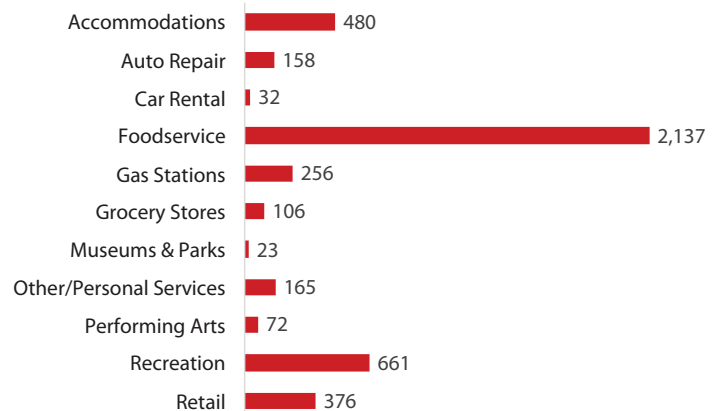
### JOBS

Visitor spending supported 4,466 direct Davis County travel and tourism jobs, an 7.8% increase from 2020. Foodservice, recreation, and accommodations were the top three job sectors. These 4,466 direct travel and tourism jobs supported an additional 1,118 indirect and induced jobs in the county for a total 5,584 jobs.<sup>2</sup>

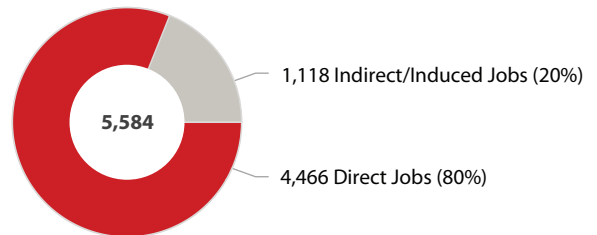
**Direct Travel & Tourism Jobs**



**Direct Travel & Tourism Jobs by Job Type, 2021**



**Total Travel & Tourism Jobs, 2021**

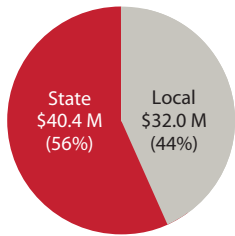


## TAX REVENUE

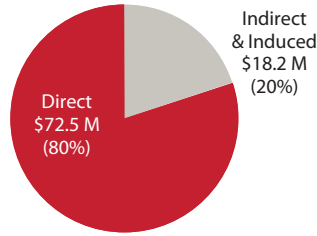
Visitor spending generated \$72.5 million in direct tax revenue, including \$40.4 million in state and \$32.0 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$18.2 million in additional indirect and induced state and local tax revenue, for a total of \$90.7 million.<sup>4</sup> The visitor-generated share of total Davis County local sales tax revenue was 9.0% in 2021.<sup>5</sup>

Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In calendar year 2021, Davis County collected a total of \$8.6 million in these three sales taxes combined, up 48.0% from 2020 and up 10.4% from baseline 2019.<sup>6</sup>

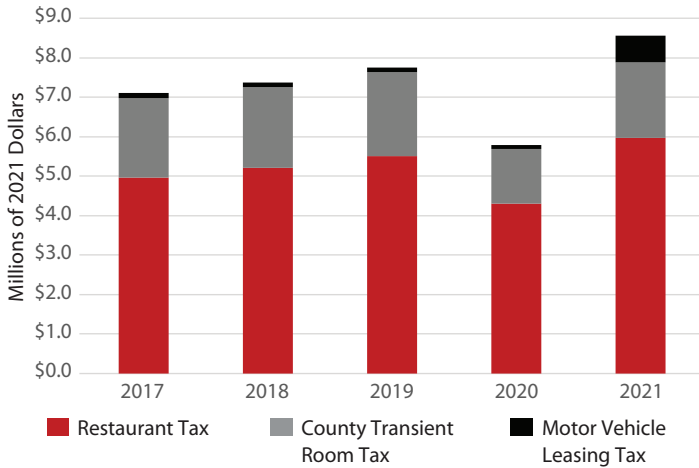
### Direct Tax Revenue, 2021



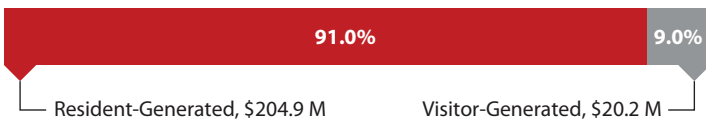
### Total Tax Revenue, 2021



### Select Tourism-Related Local Sales Tax Revenues



### Local Sales Tax Revenue, 2021



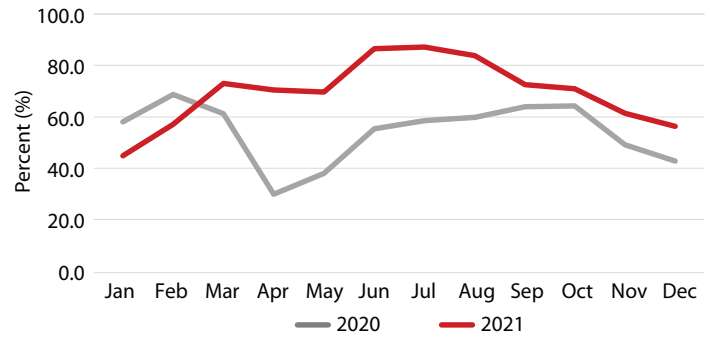
### Endnotes

- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."

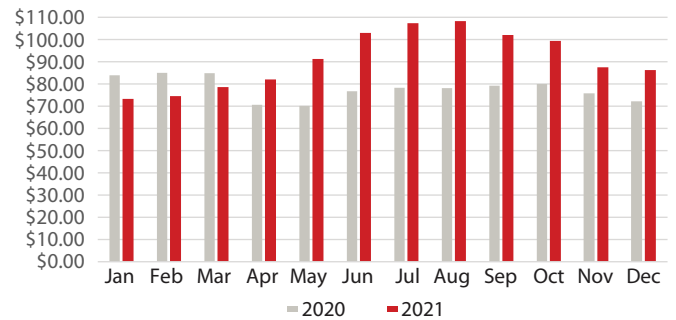
## LODGING DATA

Davis County hotel occupancy rates averaged 69.4% in 2021 compared with 54.2% in 2020. July, June, and August (in that order) had the highest average occupancy rates. Davis County's average daily room rate was \$91.11 in 2021 compared with \$77.87 in 2020, a 17.0% year-over increase. Davis County short term rental occupancy rates averaged 69.2% in 2021 compared with 47.8% in 2020. July, June, and August (in that order) had the highest average occupancy rates. In 2021, there were an average 333 short term rental listings in Davis County, an 8.7% year-over increase and a 28.4% increase since 2019.<sup>7</sup>

### Average Hotel Occupancy Rate



### Average Hotel Daily Room Rate



### Average Annual Short Term Rental Listings, 2019-2021

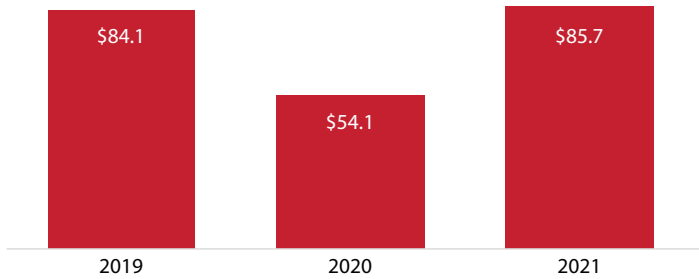


## Garfield County, 2021

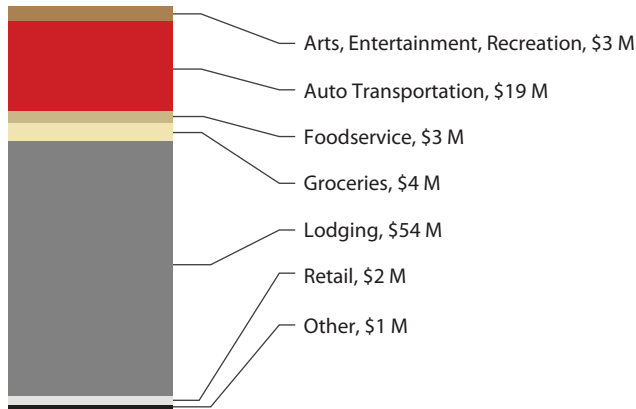
### SPENDING

In 2021, visitors directly spent an estimated \$85.7 million in Garfield County, a 58.6% increase from 2020.<sup>1</sup> The top three spending categories were auto transportation, lodging, and groceries. Garfield County visitor spending made up 1.0% of total statewide visitor spending.

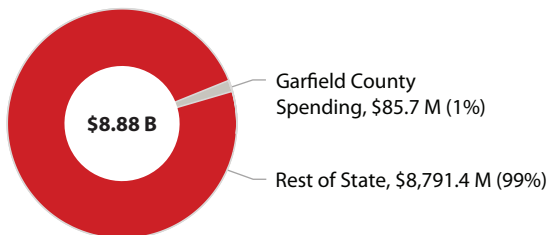
**Direct Spending Estimates (millions of dollars)**



**Direct Spending Estimates by Spending Category, 2021**



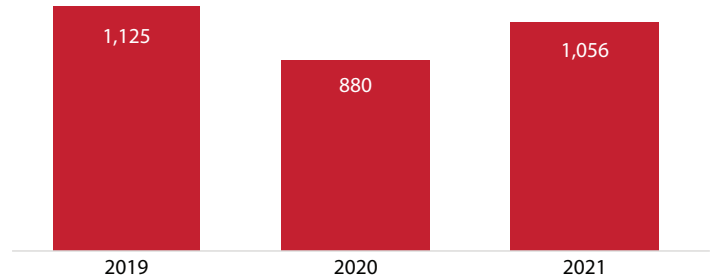
**Garfield County Portion of Statewide Visitor Spending, 2021**



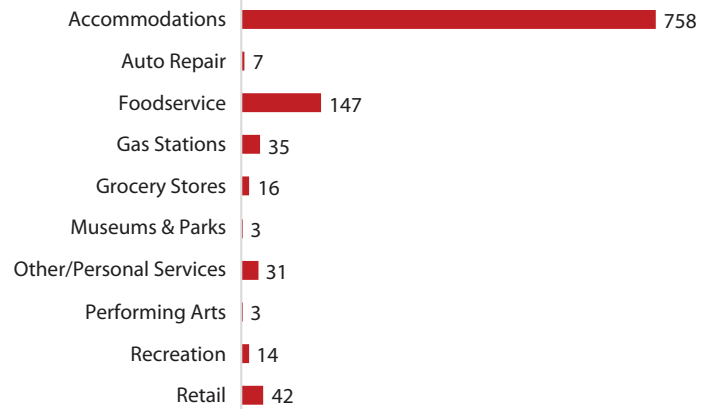
### JOBS

Visitor spending supported 1,056 direct Garfield County travel and tourism jobs, an 20.1% increase from 2020. Foodservice, accommodations, and retail were the top three job sectors. These 1,056 direct travel and tourism jobs supported an additional 161 indirect and induced jobs in the county for a total 1,217 jobs.<sup>2</sup>

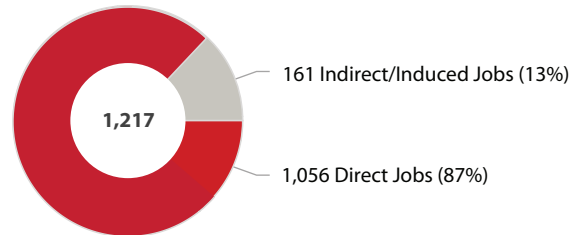
**Direct Travel & Tourism Jobs**



**Direct Travel & Tourism Jobs by Job Type, 2021**



**Total Travel & Tourism Jobs, 2021**

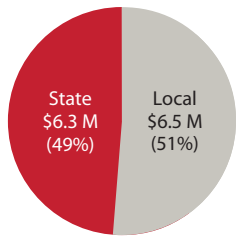


## TAX REVENUE

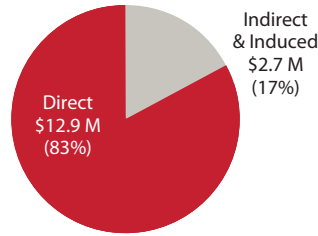
Visitor spending generated \$12.9 million in direct tax revenue, including \$6.3 million in state and \$6.5 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$2.7 million in additional indirect and induced state and local tax revenue, for a total of \$15.6 million.<sup>4</sup> The visitor-generated share of total Garfield County local sales tax revenue was 55.0% in 2021.<sup>5</sup>

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In calendar year 2021, Garfield County collected a total of \$2.6 million in these two sales taxes combined, up 56.8% from 2020 and down 4.0% from baseline 2019.<sup>6</sup>

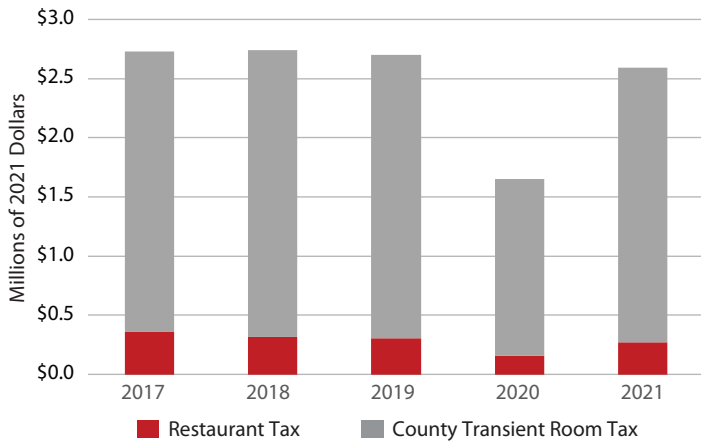
### Direct Tax Revenue, 2021



### Total Tax Revenue, 2021



### Select Tourism-Related Local Sales Tax Revenues



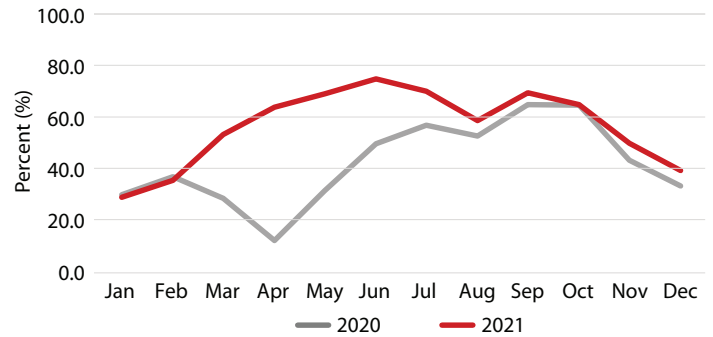
### Local Sales Tax Revenue, 2021



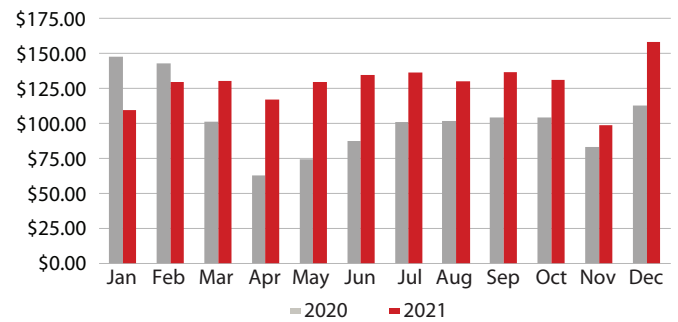
## LODGING DATA

Garfield County hotel occupancy rates averaged 56.6% in 2021 compared with 42.2% in 2020. June, July, and September (in that order) had the highest average occupancy rates. Garfield County's average daily room rate was \$135.51 in 2021 compared with \$107.53 in 2020, a 26.0% year-over increase. Garfield County short term rental occupancy rates averaged 69.2% in 2021 compared with 55.1% in 2020. May, April, and June (in that order) had the highest average occupancy rates. In 2021, there were an average 345 short term rental listings in Garfield County, a 7.2% year-over increase and a 27.5% increase since 2019.<sup>7</sup>

### Average Hotel Occupancy Rate



### Average Hotel Daily Room Rate



### Average Annual Short Term Rental Listings, 2019-2021



## Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."

5. Local sales tax revenue includes local transit, arts and zoo (RAP/ZAP), city or town option, correctional facility, county option, fixed guideway, highway, mass transit, motor vehicle, restaurant, resort community, rural hospital, sales, short term leasing, and county/municipal transient room tax revenue.
6. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
7. Short term rental listings data are from Transparent, Inc., and include average active listings in January and July of each calendar year; listing subtypes "bed and breakfast," "dorm," and "other," have been omitted.



## Grand County, 2021

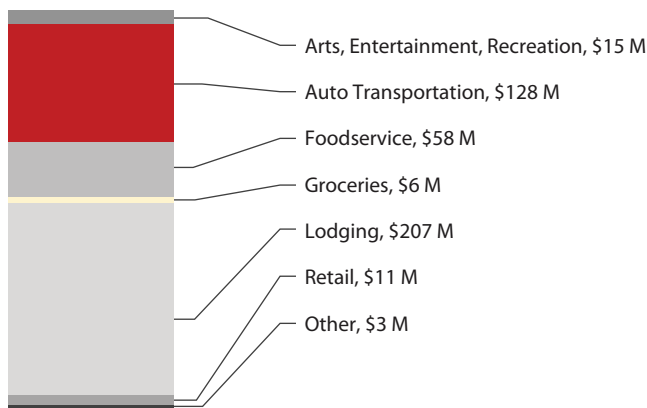
### SPENDING

In 2021, visitors directly spent an estimated \$428.3 million in Grand County, a 60.4% increase from 2020.<sup>1</sup> The top three spending categories were lodging, auto transportation, and foodservice. Grand County visitor spending made up 4.8% of total statewide visitor spending.

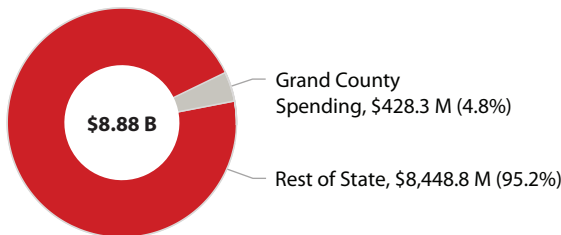
#### Direct Spending Estimates (millions of dollars)



#### Direct Spending Estimates by Spending Category, 2021



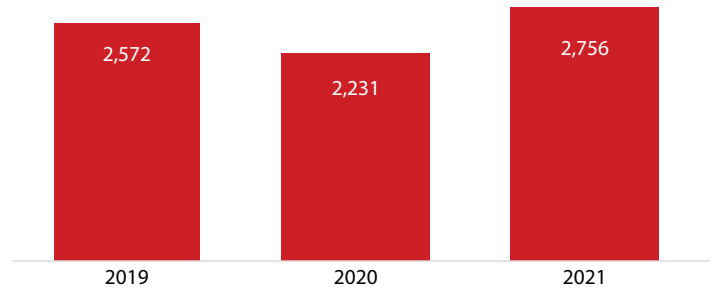
#### Salt Lake Portion of Statewide Visitor Spending, 2021



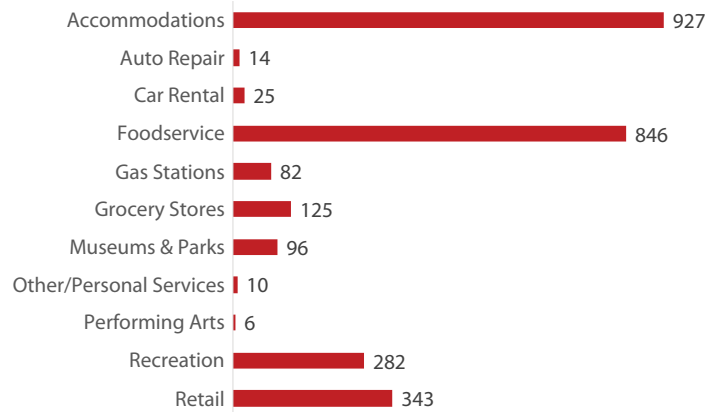
### JOBS

Visitor spending supported 2,756 direct Grand County travel and tourism jobs, an 23.5% increase from 2020. Accommodations, foodservice, and retail were the top three job sectors. These 2,756 direct travel and tourism jobs supported an additional 887 indirect and induced jobs in the county for a total 3,643 jobs.<sup>2</sup>

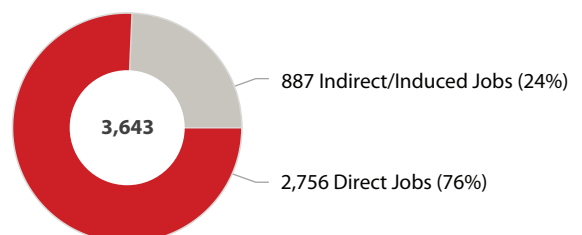
#### Direct Travel & Tourism Jobs



#### Direct Travel & Tourism Jobs by Job Type, 2021



#### Total Travel & Tourism Jobs, 2021

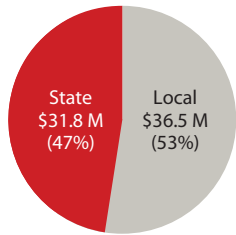


## TAX REVENUE

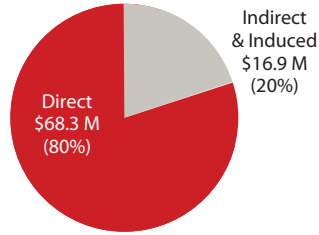
Visitor spending generated \$68.3 million in direct tax revenue, including \$31.8 million in state and \$36.5 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$16.9 million in additional indirect and induced state and local tax revenue, for a total of \$85.2 million.<sup>4</sup> The visitor-generated share of total Grand County local sales tax revenue was 62.7% in 2021.<sup>5</sup>

Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In calendar year 2021, Grand County collected a total of \$10.1 million in these three sales taxes combined, up 86.8% from 2020 and up 43.6% from baseline 2019.<sup>6</sup>

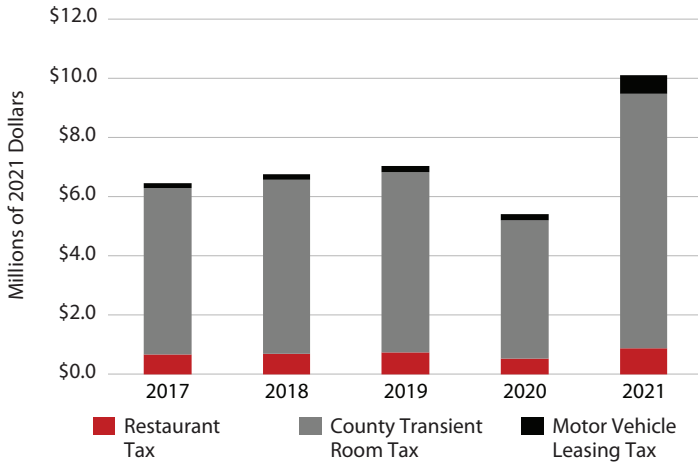
### Direct Tax Revenue, 2021



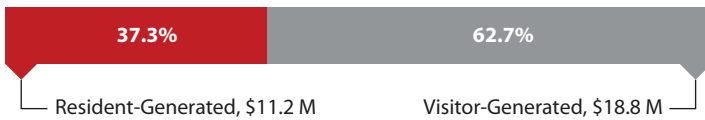
### Total Tax Revenue, 2021



### Select Tourism-Related Local Sales Tax Revenues



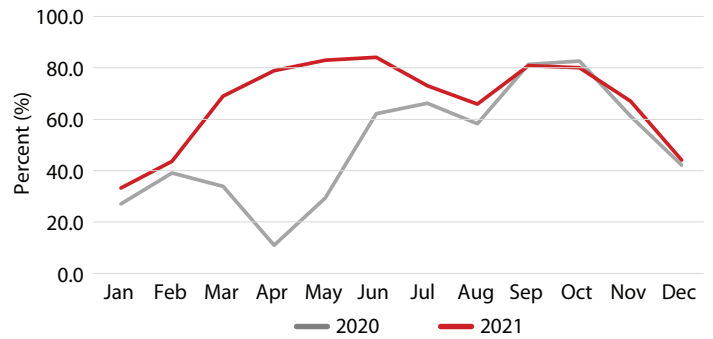
### Local Sales Tax Revenue, 2021



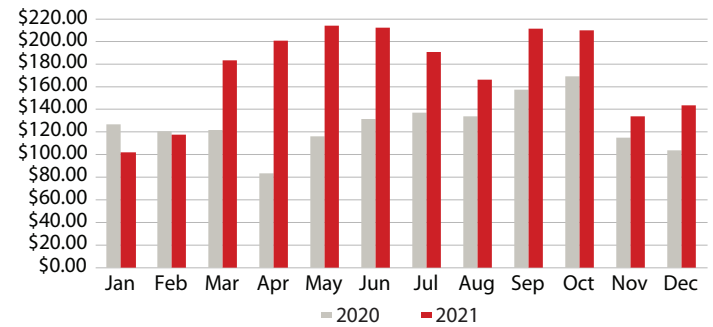
## LODGING DATA

Grand County hotel occupancy rates averaged 66.7% in 2021 compared with 49.4% in 2020. June, May, and September (in that order) had the highest average occupancy rates. Grand County's average daily room rate was \$173.77 in 2021 compared with \$126.38 in 2020, a 37.5% year-over increase. Grand County short term rental occupancy rates averaged 63.3% in 2021 compared with 47.3% in 2020. June, May, and April (in that order) had the highest average occupancy rates. In 2021, there were an average 1,018 short term rental listings in Grand County, a 4.0% year-over decrease and a 12.8% increase since 2019.<sup>7</sup>

### Average Hotel Occupancy Rate



### Average Hotel Daily Room Rate



### Average Annual Short Term Rental Listings, 2019-2021



## Endnotes

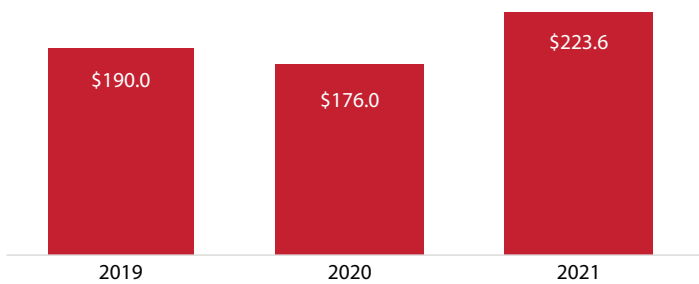
- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."
- Local sales tax revenue includes local transit, arts and zoo (RAP/ZAP), city or town option, correctional facility, county option, fixed guideway, highway, mass transit, motor vehicle, restaurant, resort community, rural hospital, sales, short term leasing, and county/ municipal transient room tax revenue.
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- Short term rental listings data are from Transparent, Inc., and include average active listings in January and July of each calendar year; listing subtypes "bed and breakfast," "dorm," and "other," have been omitted.

## Iron County, 2021

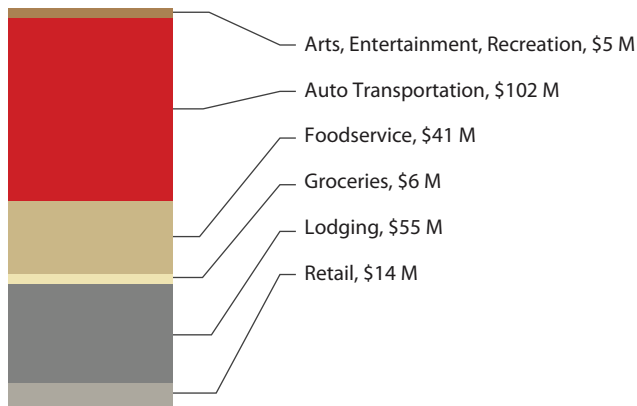
### SPENDING

In 2021, visitors directly spent an estimated \$223.6 million in Iron County, a 18.3% increase from 2020.<sup>1</sup> The top three spending categories were auto transportation, lodging, and foodservice. Iron County visitor spending made up 2.5% of total statewide visitor spending.

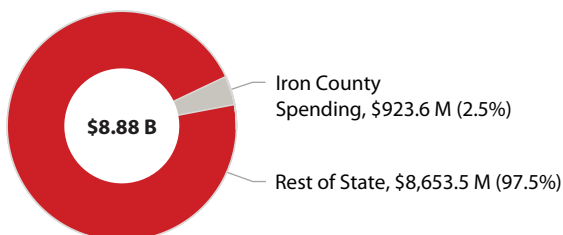
**Direct Spending Estimates (millions of dollars)**



**Direct Spending Estimates by Spending Category, 2021**



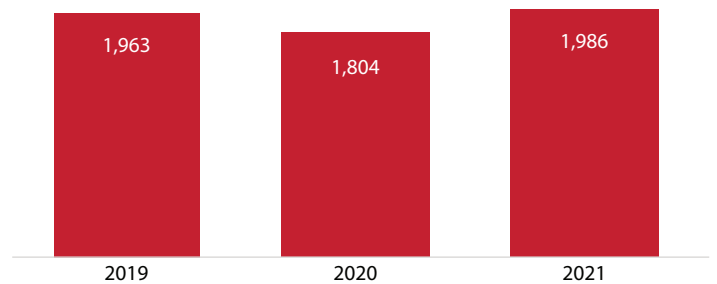
**Iron County Portion of Statewide Visitor Spending, 2021**



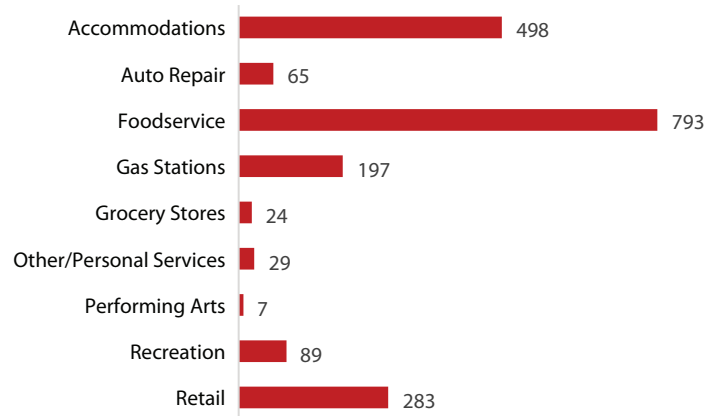
### JOBS

Visitor spending supported 1,986 direct Iron County travel and tourism jobs, an 10.1% increase from 2020. Foodservice, accommodations, and retail were the top three job sectors. These 1,986 direct travel and tourism jobs supported an additional 547 indirect and induced jobs in the county for a total 2,533 jobs.<sup>2</sup>

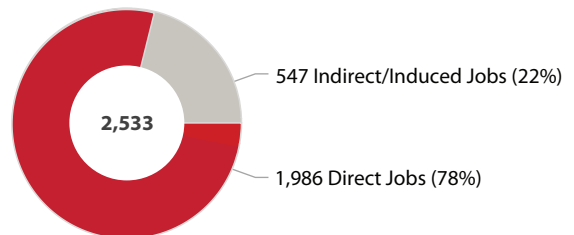
**Direct Travel & Tourism Jobs**



**Direct Travel & Tourism Jobs by Job Type, 2021**



**Total Travel & Tourism Jobs, 2021**

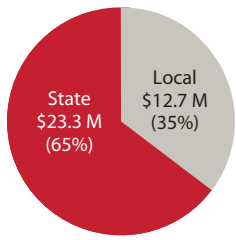


## TAX REVENUE

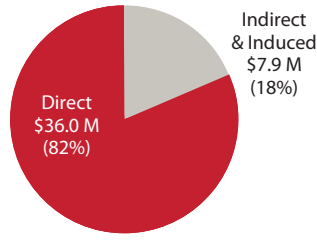
Visitor spending generated \$36.0 million in direct tax revenue, including \$23.3 million in state and \$12.7 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$7.9 million in additional indirect and induced state and local tax revenue, for a total of \$43.9 million.<sup>4</sup> The visitor-generated share of total Iron County local sales tax revenue was 38.1% in 2021.<sup>5</sup>

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In calendar year 2021, Iron County collected a total of \$3.4 million in these two sales taxes combined, up 98.4% from 2020 and up 84.2% from baseline 2019.<sup>6</sup>

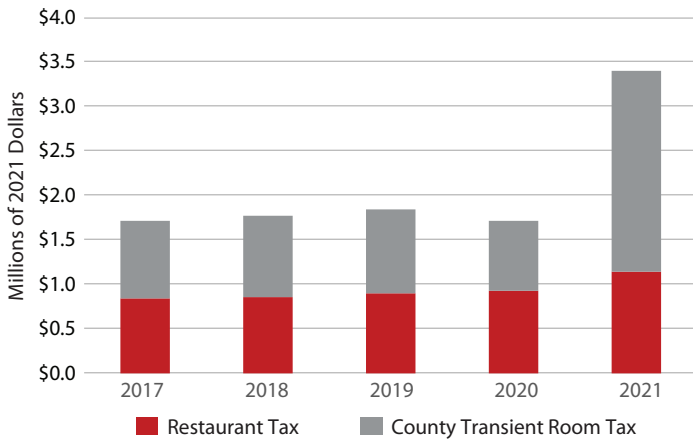
### Direct Tax Revenue, 2021



### Total Tax Revenue, 2021



### Select Tourism-Related Local Sales Tax Revenues



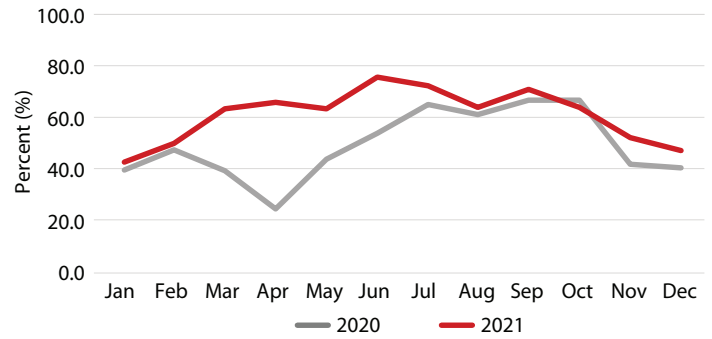
### Local Sales Tax Revenue, 2021



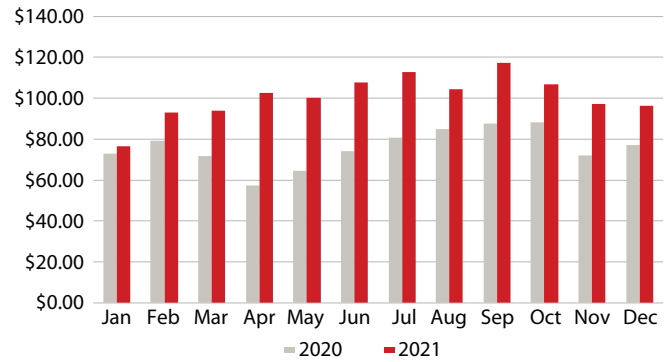
## LODGING DATA

Iron County hotel occupancy rates averaged 60.9% in 2021 compared with 49.3% in 2020. June, July, and September (in that order) had the highest average occupancy rates. Iron County's average daily room rate was \$100.72 in 2021 compared with \$75.82 in 2020, a 32.8% year-over increase. Iron County short term rental occupancy rates averaged 51.2% in 2021 compared with 41.8% in 2020. March, February, January (in that order) had the highest average occupancy rates. In 2021, there were an average 811 short term rental listings in Iron County, a 3.0% year-over increase and a 16.8% increase since 2019.<sup>7</sup>

### Average Hotel Occupancy Rate



### Average Hotel Daily Room Rate



### Average Annual Short Term Rental Listings, 2019-2021



## Endnotes

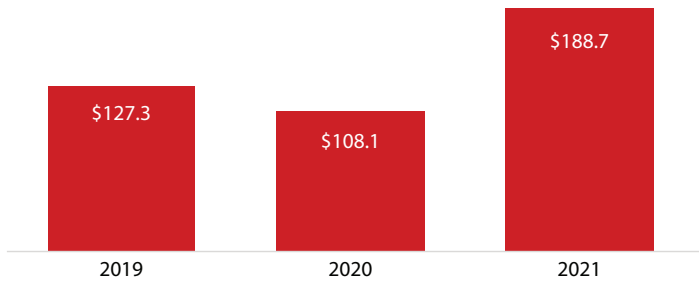
- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."
- Local sales tax revenue includes local transit, arts and zoo (RAP/ZAP), city or town option, correctional facility, county option, fixed guideway, highway, mass transit, motor vehicle, restaurant, resort community, rural hospital, sales, short term leasing, and county/ municipal transient room tax revenue.
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- Short term rental listings data are from Transparent, Inc., and include average active listings in January and July of each calendar year; listing subtypes "bed and breakfast," "dorm," and "other," have been omitted.

## Kane County, 2021

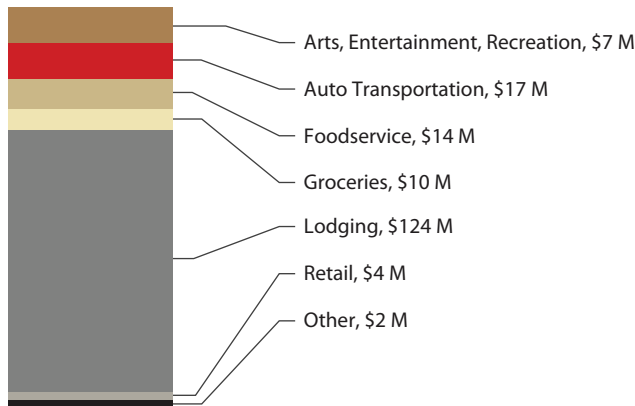
### SPENDING

In 2021, visitors directly spent an estimated \$188.7 million in Kane County, a 74.5% increase from 2020.<sup>1</sup> The top three spending categories were lodging, auto transportation, and foodservice. Kane County visitor spending made up 2.1% of total statewide visitor spending.

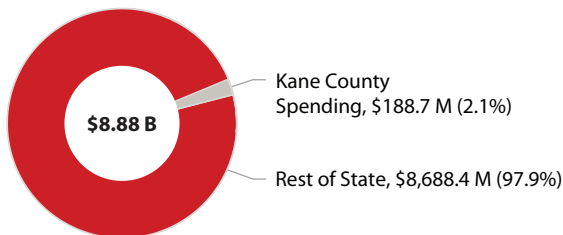
**Direct Spending Estimates (millions of dollars)**



**Direct Spending Estimates by Spending Category, 2021**



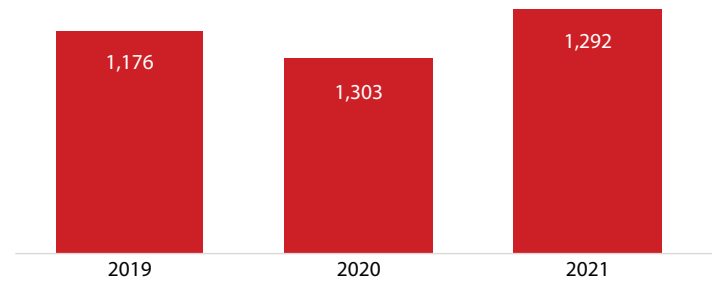
**Kane County Portion of Statewide Visitor Spending, 2021**



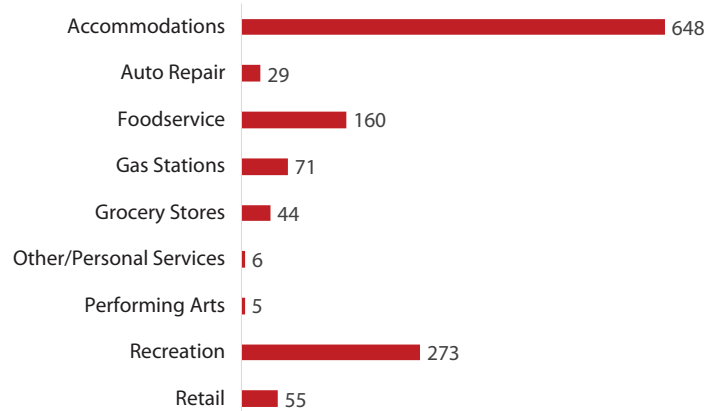
### JOBS

Visitor spending supported 1,292 direct Kane County travel and tourism jobs, an 25.4% increase from 2020. Accommodations, recreation, and foodservice were the top three job sectors. These 1,292 direct travel and tourism jobs supported an additional 257 indirect and induced jobs in the county for a total 1,549 jobs.<sup>2</sup>

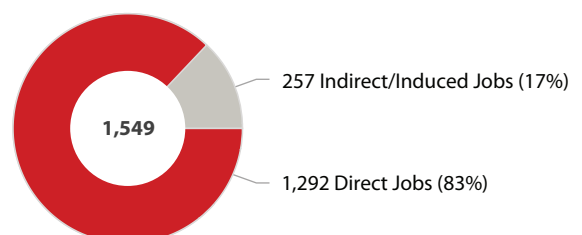
**Direct Travel & Tourism Jobs**



**Direct Travel & Tourism Jobs by Job Type, 2021**



**Total Travel & Tourism Jobs, 2021**

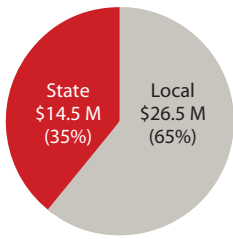


## TAX REVENUE

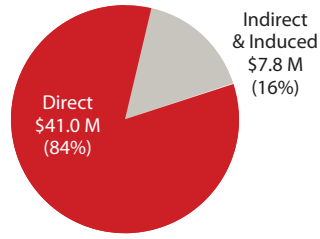
Visitor spending generated \$41.0 million in direct tax revenue, including \$14.5 million in state and \$26.5 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$7.8 million in additional indirect and induced state and local tax revenue, for a total of \$48.8 million.<sup>4</sup> The visitor-generated share of total Kane County local sales tax revenue was 77.9% in 2021.<sup>5</sup>

Travel and tourism-related sales tax revenue examples include transient room and restaurant tax. In calendar year 2021, Kane County collected a total of \$5.4 million in these two sales taxes combined, up 65.6% from 2020 and up 56.3% from baseline 2019.<sup>6</sup>

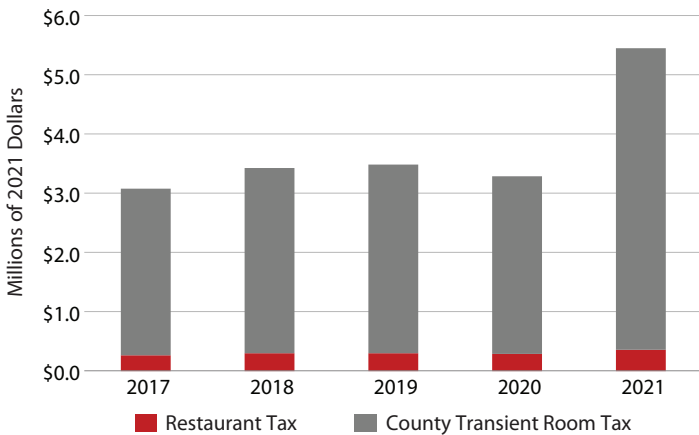
### Direct Tax Revenue, 2021



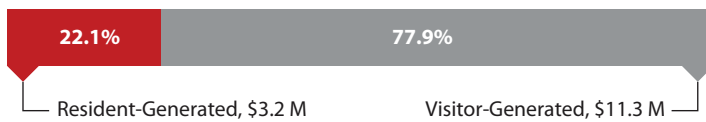
### Total Tax Revenue, 2021



### Select Tourism-Related Local Sales Tax Revenues



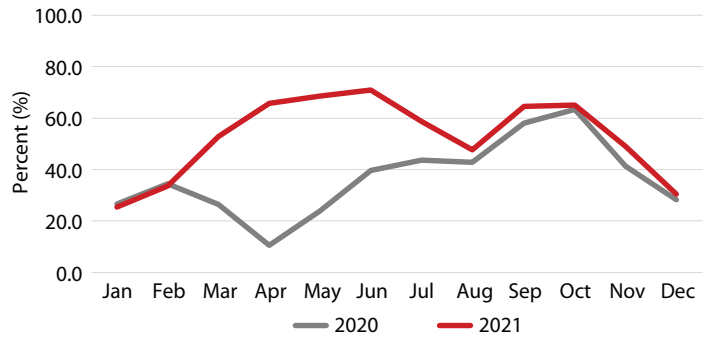
### Local Sales Tax Revenue, 2021



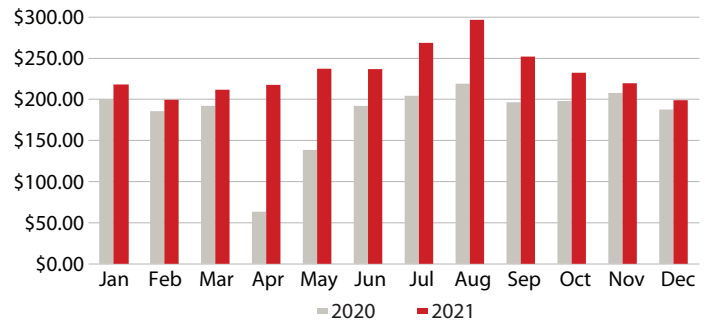
## LODGING DATA

Kane County hotel occupancy rates averaged 52.4% in 2021 compared with 36.4% in 2020. June, May, and April (in that order) had the highest average occupancy rates. Kane County's average daily room rate was \$232.40 in 2021 compared with \$182.00 in 2020, a 27.7% year-over increase. Kane County short term rental occupancy rates averaged 67.1% in 2021 compared with 53.7% in 2020. June, May, and April (in that order) had the highest average occupancy rates. In 2021, there were an average 845 short term rental listings in Kane County, a 8.2% year-over increase and a 26.6% increase since 2019.<sup>7</sup>

### Average Hotel Occupancy Rate



### Average Hotel Daily Room Rate



### Average Annual Short Term Rental Listings, 2019-2021



## Endnotes

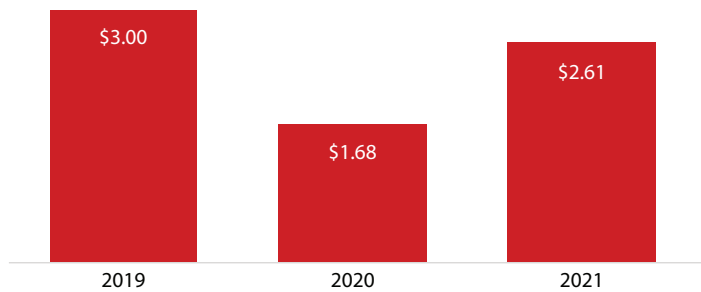
- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."
- Local sales tax revenue includes local transit, arts and zoo (RAP/ZAP), city or town option, correctional facility, county option, fixed guideway, highway, mass transit, motor vehicle, restaurant, resort community, rural hospital, sales, short term leasing, and county/ municipal transient room tax revenue.
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- Short term rental listings data are from Transparent, Inc., and include average active listings in January and July of each calendar year; listing subtypes "bed and breakfast," "dorm," and "other," have been omitted.

## Salt Lake County, 2021

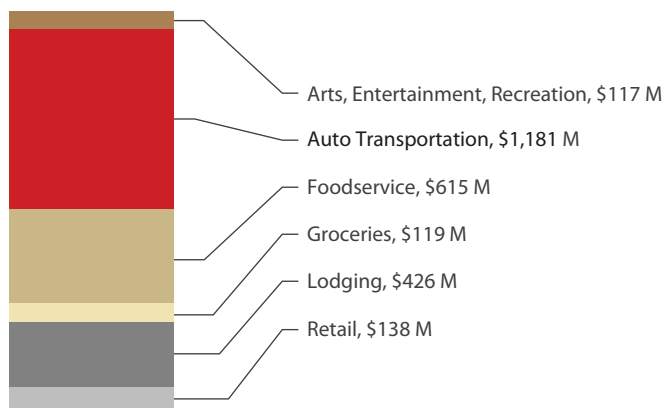
### SPENDING

In 2021, visitors directly spent an estimated \$2.61 billion in Salt Lake County, a 55.1% increase from 2020.<sup>1</sup> The top three spending categories were auto transportation, foodservice, and lodging. Salt Lake County visitor spending made up 29.4% of total statewide visitor spending.

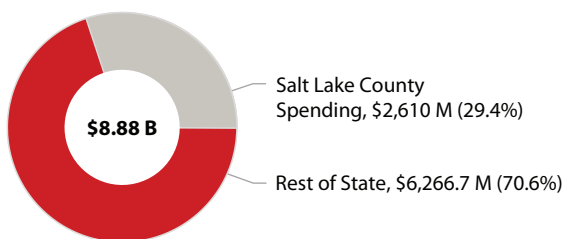
#### Direct Spending Estimates (billions of dollars)



#### Direct Spending Estimates by Spending Category, 2021



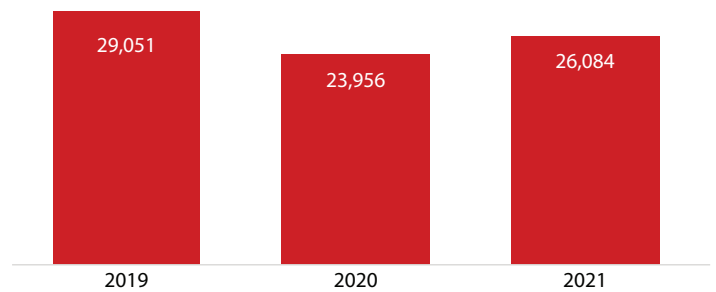
#### Salt Lake Portion of Statewide Visitor Spending, 2021



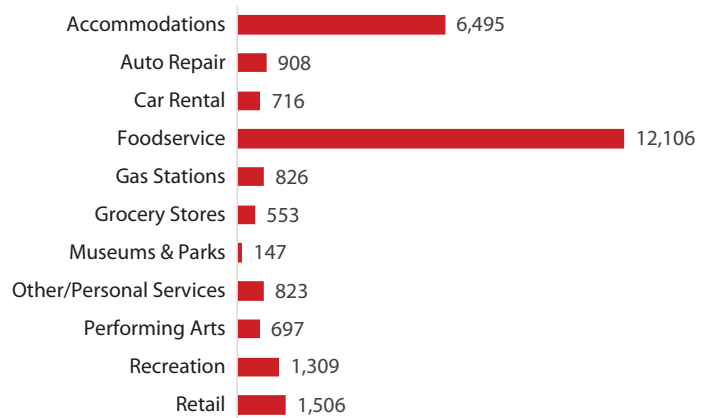
### JOBS

Visitor spending supported 26,084 direct Salt Lake County travel and tourism jobs, an 8.9% increase from 2020. Foodservice, accommodations, and retail were the top three job sectors. These 26,084 direct travel and tourism jobs supported an additional 12,844 indirect and induced jobs in the county for a total 38,929 jobs.<sup>2</sup>

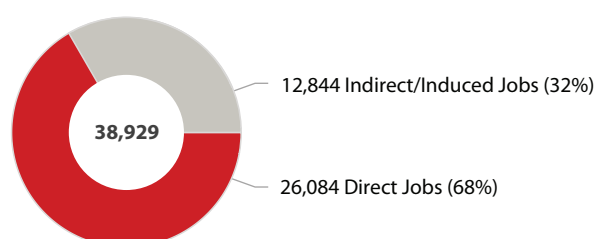
#### Direct Travel & Tourism Jobs



#### Direct Travel & Tourism Jobs by Job Type, 2021



#### Total Travel & Tourism Jobs, 2021

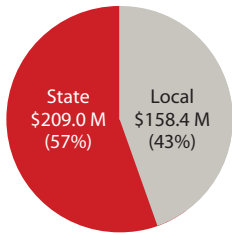


## TAX REVENUE

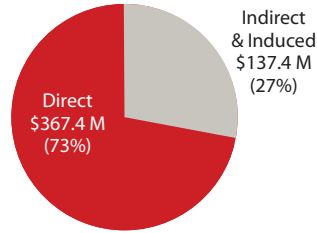
Visitor spending generated \$367.4 million in direct tax revenue, including \$209.0 million in state and \$158.4 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$137.4 million in additional indirect and induced state and local tax revenue, for a total of \$504.8 million.<sup>4</sup> The visitor-generated share of total Salt Lake County local sales tax revenue was 8.1% in 2021.

Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In calendar year 2021, Salt Lake County collected a total of \$59.7 million in these three sales taxes combined, up 44.9% from 2020 and down 9.9% from baseline 2019.<sup>5</sup>

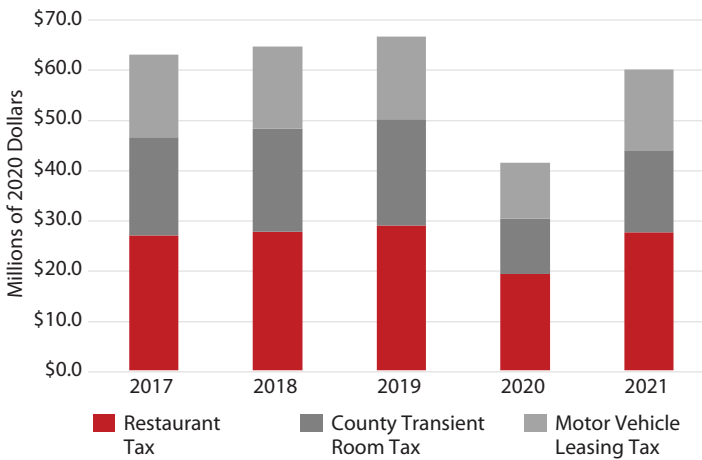
### Direct Tax Revenue, 2021



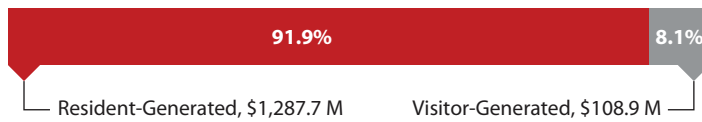
### Total Tax Revenue, 2021



### Select Tourism-Related Local Sales Tax Revenues



### Local Sales Taxes, 2021



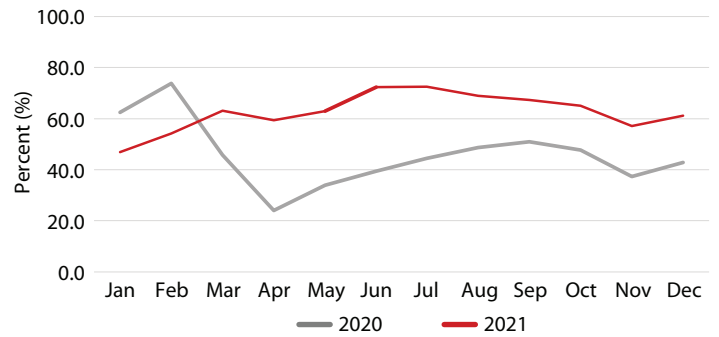
### Endnotes

- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #1 regarding "indirect and induced."

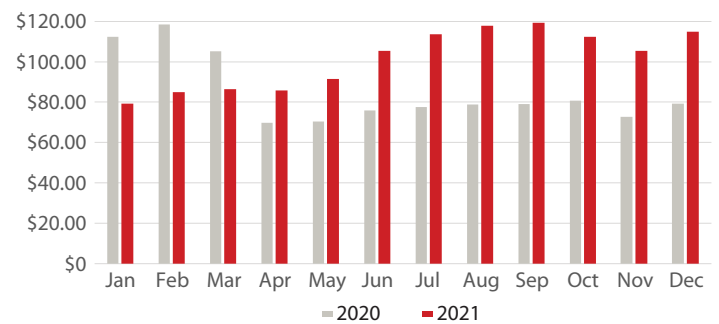
## LODGING DATA

Salt Lake County hotel occupancy rates averaged 62.6% in 2021 compared with 42.9% in 2020. July, June, and August (in that order) had the highest average occupancy rates. Salt Lake County's average daily room rate was \$101.52 in 2021 compared with \$85.15 in 2020, an 19.2% year-over increase. Salt Lake County short term rental occupancy rates averaged 54.8% in 2021, compared with 48.9% in 2020. Jan, Feb, and March (in that order) had the highest average occupancy rates. In 2021, there were an average 3,469 short term rental listings in Salt Lake County, a 6.9% year-over increase and a 17.6% increase since 2019.<sup>6</sup>

### Average Hotel Occupancy Rate



### Average Hotel Daily Room Rate



### Average Annual Short Term Rental Listings, 2019-2021



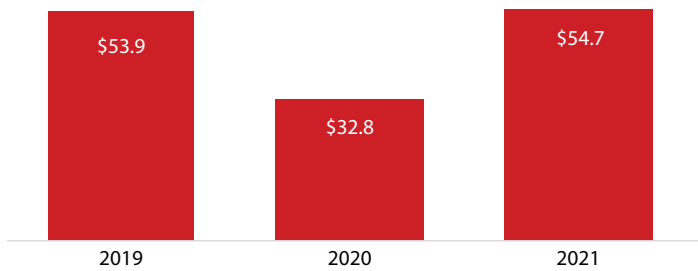


# San Juan County, 2021

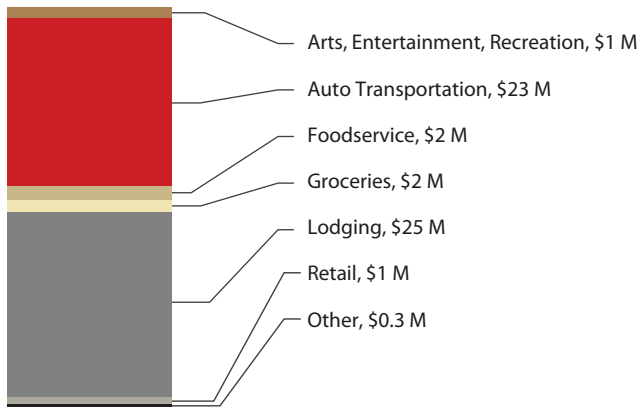
## SPENDING

In 2021, visitors directly spent an estimated \$54.7 million in San Juan County, a 66.8% increase from 2020.<sup>1</sup> The top three spending categories were auto transportation, lodging, and foodservice. San Juan County visitor spending made up 0.6% of total statewide visitor spending.

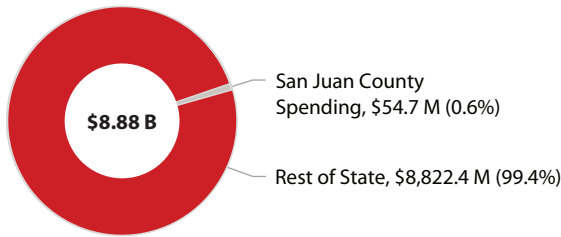
### Direct Spending Estimates (millions of dollars)



### Direct Spending Estimates by Spending Category, 2021



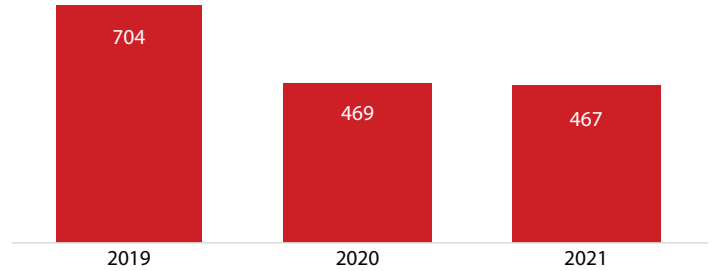
### San Juan County Portion of Statewide Visitor Spending, 2021



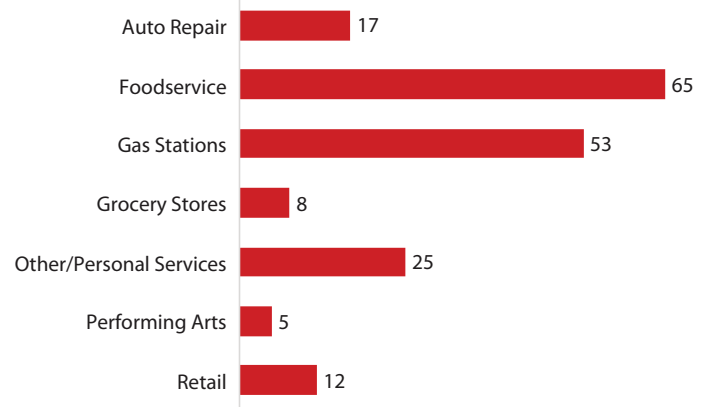
## JOBS

Visitor spending supported 467 direct San Juan County travel and tourism jobs, an 0.5% decrease from 2020. Foodservice, gas stations, and other/personal services were the top three job sectors. These 467 direct travel and tourism jobs supported an additional 75 indirect and induced jobs in the county for a total 541 jobs.<sup>2</sup>

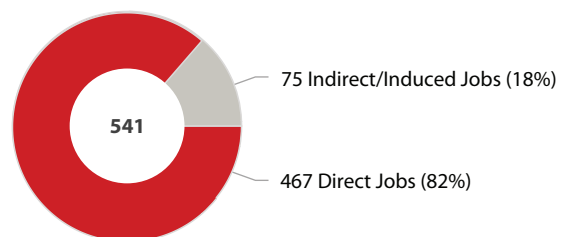
### Direct Travel & Tourism Jobs



### Direct Travel & Tourism Jobs by Job Type, 2021



### Total Travel & Tourism Jobs, 2021

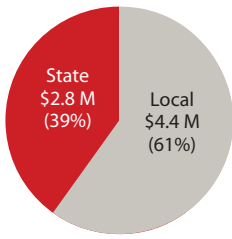


## TAX REVENUE

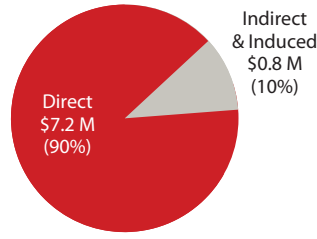
Visitor spending generated \$7.2 million in direct tax revenue, including \$2.8 million in state and \$4.4 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$843,000 in additional indirect and induced state and local tax revenue, for a total of \$8.0 million.<sup>4</sup> The visitor-generated share of total San Juan County local sales tax revenue was 33.9% in 2021.<sup>5</sup>

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In calendar year 2021, San Juan County collected a total of \$1.1 million in these two sales taxes combined, up 63.2% from 2020 and down 23.6% from baseline 2019.<sup>6</sup>

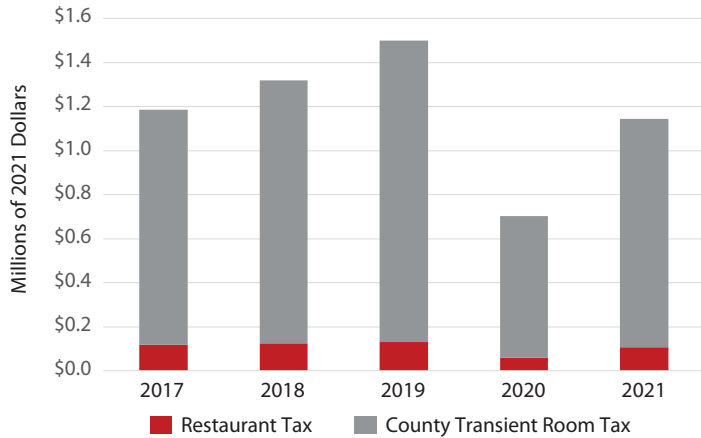
### Direct Tax Revenue, 2021



### Total Tax Revenue, 2021



### Select Tourism-Related Local Sales Tax Revenues



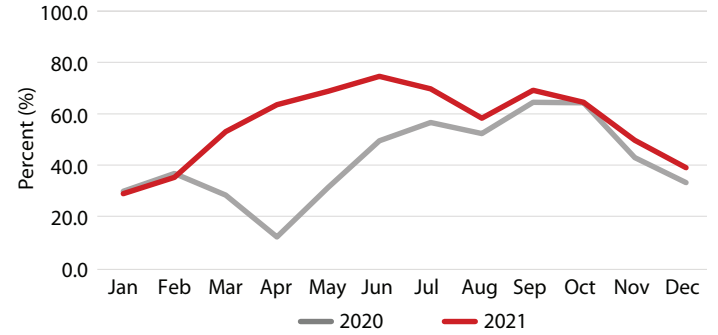
### Local Sales Tax Revenue, 2021



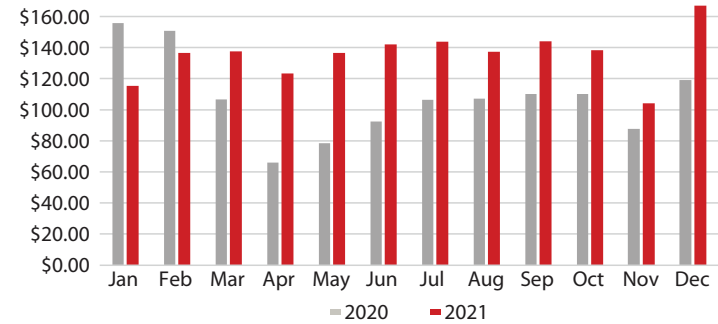
## LODGING DATA

San Juan County hotel occupancy rates averaged 56.6% in 2021 compared with 42.2% in 2020. June, July, and May (in that order) had the highest average occupancy rates. San Juan County's average daily room rate was \$135.51 in 2021 compared with \$107.53 in 2020, a 26.0% year-over increase. San Juan County short term rental occupancy rates averaged 66.0% in 2021 compared with 49.9% in 2020. October, April, and May (in that order) had the highest average occupancy rates. In 2021, there were an average 292 short term rental listings in San Juan County, a 1.9% year-over increase and a 2.7% increase since 2019.<sup>7</sup>

### Average Hotel Occupancy Rate



### Average Hotel Daily Room Rate



### Average Annual Short Term Rental Listings, 2019-2021



## Endnotes

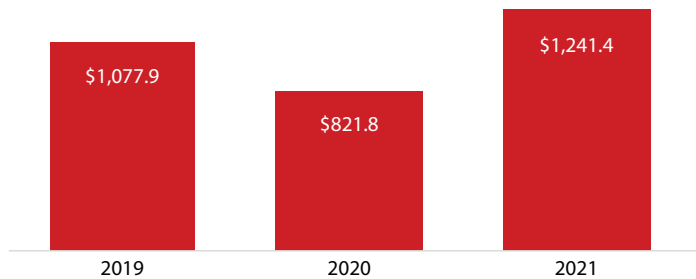
- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."
- Local sales tax revenue includes local transit, arts and zoo (RAP/ZAP), city or town option, correctional facility, county option, fixed guideway, highway, mass transit, motor vehicle, restaurant, resort community, rural hospital, sales, short term leasing, and county/ municipal transient room tax revenue.
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- Short term rental listings data are from Transparent, Inc., and include average active listings in January and July of each calendar year; listing subtypes "bed and breakfast," "dorm," and "other," have been omitted.

## Summit County, 2021

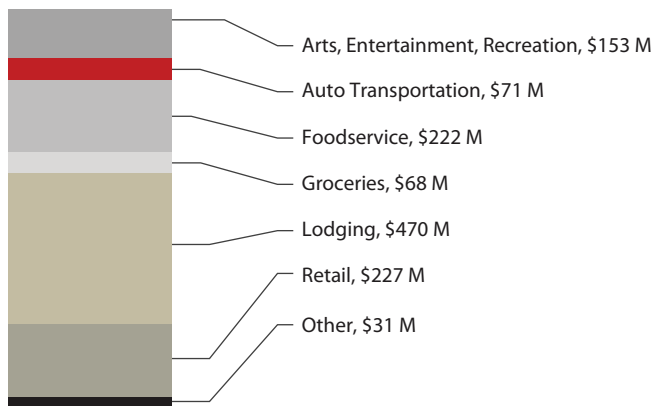
### SPENDING

In 2021, visitors directly spent an estimated \$1.24 billion in Summit County, a 51.1% increase from 2020.<sup>1</sup> The top three spending categories were lodging, retail, and foodservice. Summit County visitor spending made up 14.0% of total statewide visitor spending.

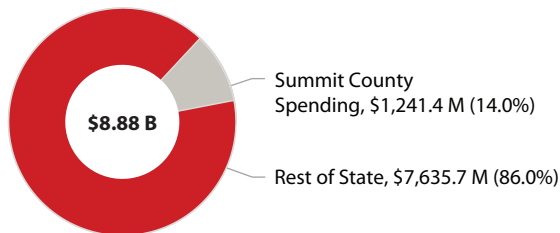
#### Direct Spending Estimates (millions of dollars)



#### Direct Spending Estimates by Spending Category, 2021



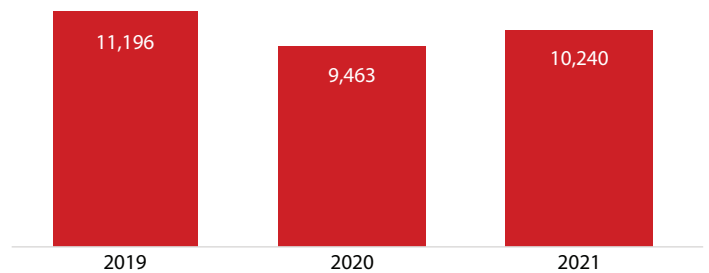
#### Summit County Portion of Statewide Visitor Spending, 2021



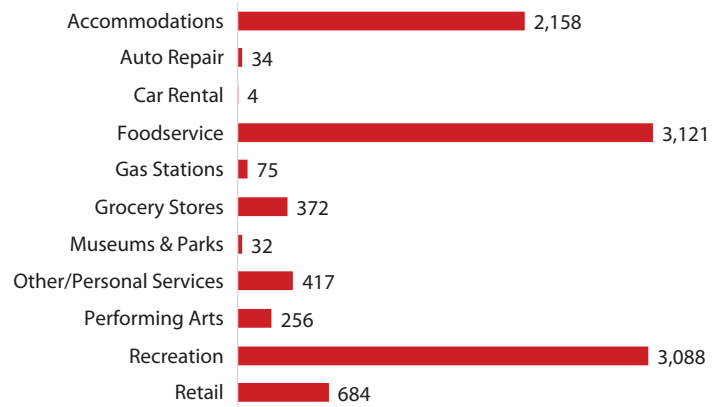
### JOBS

Visitor spending supported 10,240 direct Summit County travel and tourism jobs, an 8.2% increase from 2020. Foodservice, recreation, and accommodations were the top three job sectors. These 10,240 direct travel and tourism jobs supported an additional 2,391 indirect and induced jobs in the county for a total 12,631 jobs.<sup>2</sup>

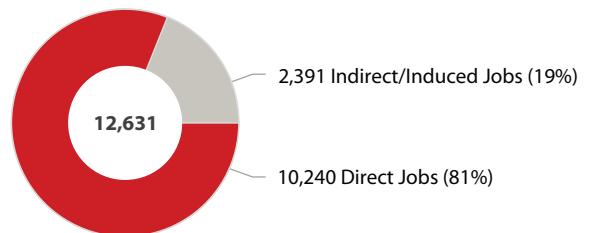
#### Direct Travel & Tourism Jobs



#### Direct Travel & Tourism Jobs by Job Type, 2021



#### Total Travel & Tourism Jobs, 2021

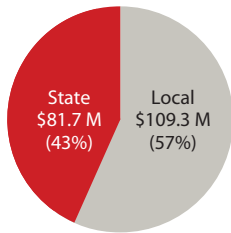


## TAX REVENUE

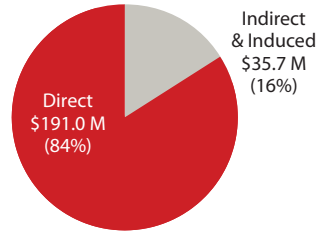
Visitor spending generated \$191.0 million in direct tax revenue, including \$81.7 million in state and \$109.3 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$35.7 million in additional indirect and induced state and local tax revenue, for a total of \$226.7 million.<sup>4</sup> The visitor-generated share of total Summit County local sales tax revenue was 72.5% in 2021.<sup>5</sup>

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In calendar year 2021, Summit County collected a total of \$15.9 million in these two local sales taxes combined, up 25.8% from 2020 and up 0.9% from baseline 2019.<sup>6</sup>

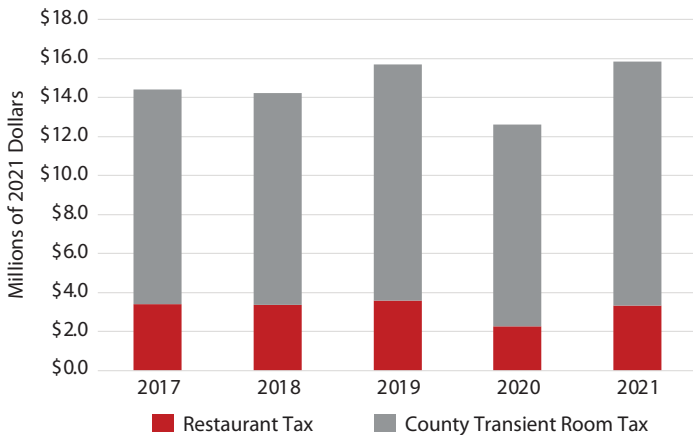
### Direct Tax Revenue, 2021



### Total Tax Revenue, 2021



### Select Tourism-Related Local Sales Tax Revenues



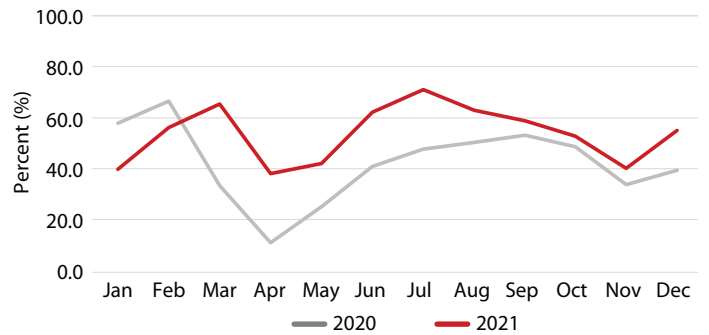
### Local Sales Tax Revenue, 2021



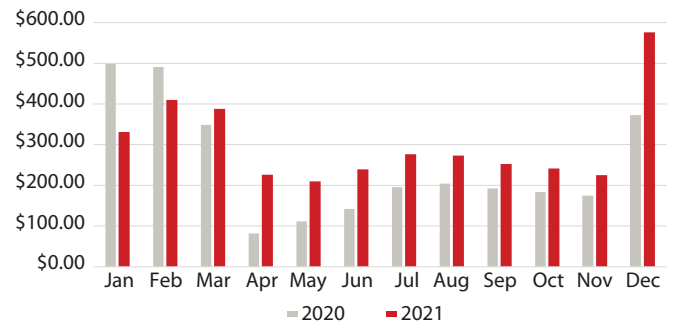
## LODGING DATA

Summit County hotel occupancy rates averaged 53.7% in 2021 compared with 42.4% in 2020. July, March, and August (in that order) had the highest average occupancy rates. Summit County's average daily room rate was \$304.12 in 2021 compared with \$249.54 in 2020, an 21.9% year-over increase. Summit County short term rental occupancy rates averaged 48.3% in 2021 compared with 39.1% in 2020. July, March, and February (in that order) had the highest average occupancy rates. In 2021, there were an average 5,435 short term rental listings in Summit County, a 7.7% year-over decrease and a 3.1% increase since 2019.<sup>7</sup>

### Average Hotel Occupancy Rate



### Average Hotel Daily Room Rate



### Average Annual Short Term Rental Listings, 2019-2021



## Endnotes

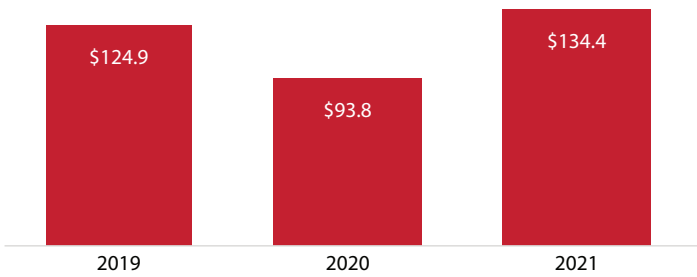
- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."
- Local sales tax revenue includes local transit, arts and zoo (RAP/ZAP), city or town option, correctional facility, county option, fixed guideway, highway, mass transit, motor vehicle, restaurant, resort community, rural hospital, sales, short term leasing, and county/municipal transient room tax revenue.
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- Short term rental listings data are from Transparent, Inc., and include average active listings in January and July of each calendar year; listing subtypes "bed and breakfast," "dorm," and "other," have been omitted.

## Uintah County, 2021

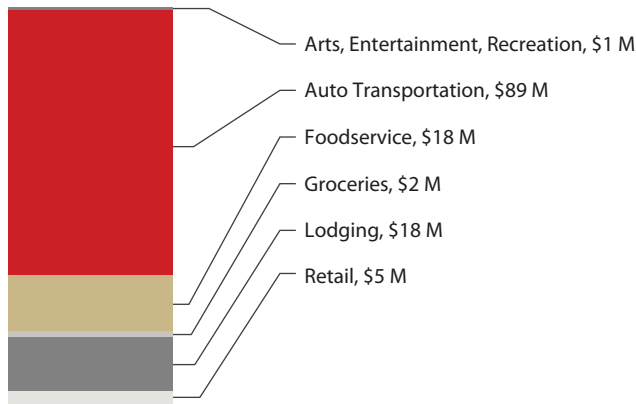
### SPENDING

In 2021, visitors directly spent an estimated \$134.4 million in Uintah County, a 43.2% increase from 2020.<sup>1</sup> The top three spending categories were auto transportation, foodservice, and lodging. Uintah County visitor spending made up 1.5% of total statewide visitor spending.

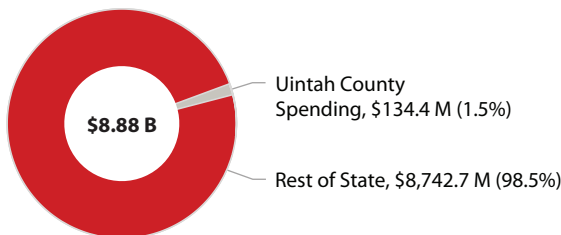
#### Direct Spending Estimates (millions of dollars)



#### Direct Spending Estimates by Spending Category, 2021



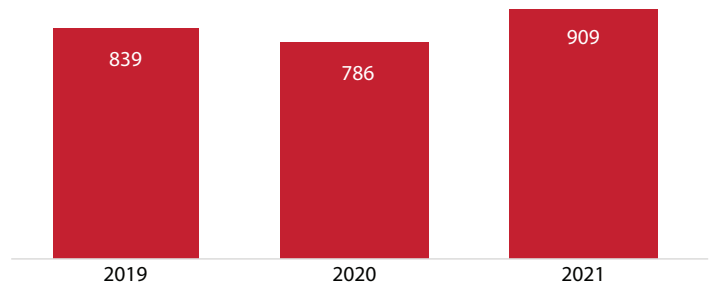
#### Uintah County Portion of Statewide Visitor Spending, 2021



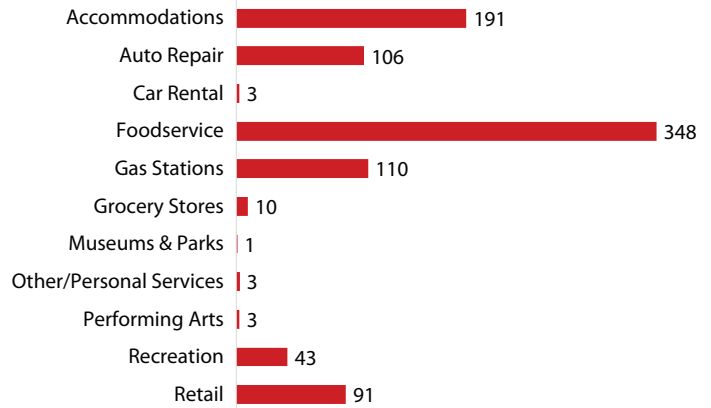
### JOBS

Visitor spending supported 909 direct Uintah County travel and tourism jobs, an 15.6% increase from 2020. Foodservice, accommodations, and gas stations were the top three job sectors. These 909 direct travel and tourism jobs supported an additional 234 indirect and induced jobs in the county for a total 1,142 jobs.<sup>2</sup>

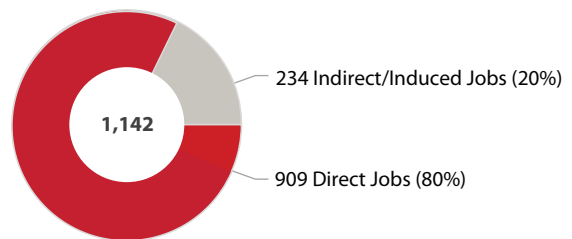
#### Direct Travel & Tourism Jobs



#### Direct Travel & Tourism Jobs by Job Type, 2021



#### Total Travel & Tourism Jobs, 2021

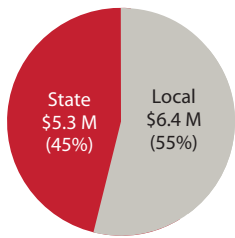


## TAX REVENUE

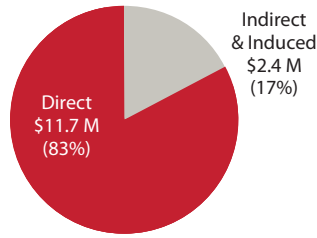
Visitor spending generated \$11.7 million in direct tax revenue, including \$5.3 million in state and \$6.4 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$2.4 million in additional indirect and induced state and local tax revenue, for a total of \$14.1 million.<sup>4</sup> The visitor-generated share of total Uintah County local sales tax revenue was 13.4% in 2021.<sup>5</sup>

Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In calendar year 2021, Uintah County collected a total of \$1.3 million in these three sales taxes combined, up 40.6% from 2020 and up 3.8% from baseline 2019.<sup>6</sup>

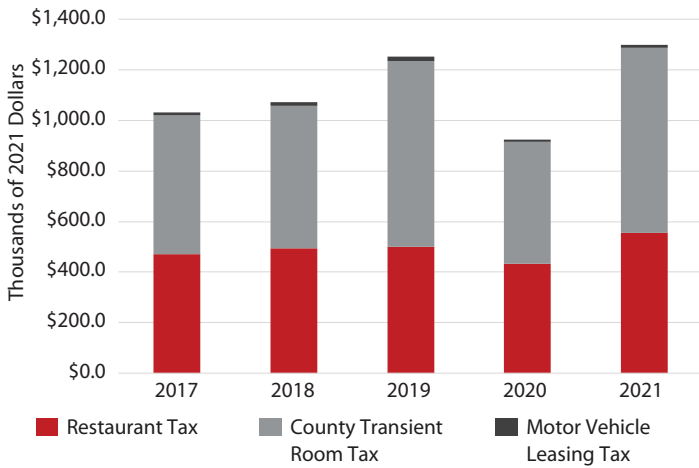
### Direct Tax Revenue, 2021



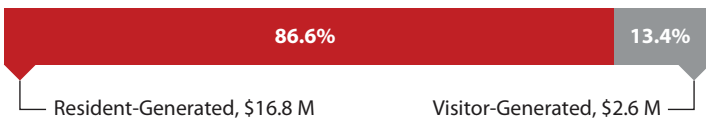
### Total Tax Revenue, 2021



### Select Tourism-Related Local Sales Tax Revenues



### Local Sales Tax Revenue, 2021



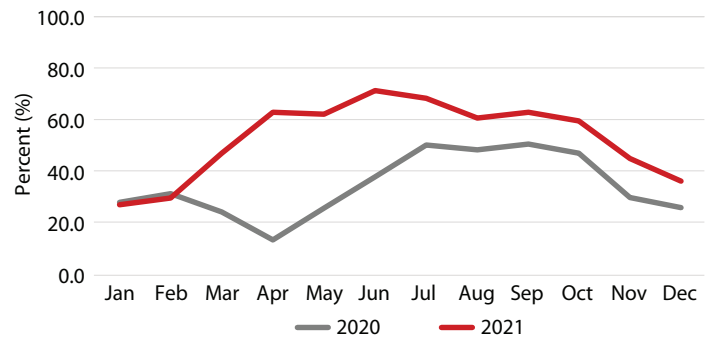
## Endnotes

- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."

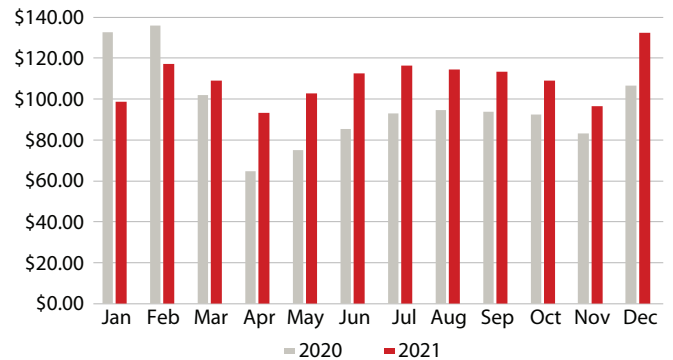
## LODGING DATA

Uintah County hotel occupancy rates averaged 52.7% in 2021 compared with 34.4% in 2020. June, July, and April (in that order) had the highest average occupancy rates. Uintah County's average daily room rate was \$109.62 in 2021 compared with \$96.56 in 2020, a 13.5% year-over increase. Uintah County short term rental occupancy rates averaged 48.1% in 2021 compared with 34.5% in 2020. July, August, and October (in that order) had the highest average occupancy rates. In 2021, there were an average 66 short term rental listings in Uintah County, a 20.6% year-over increase and a 42.4% increase since 2019.<sup>7</sup>

### Average Hotel Occupancy Rate



### Average Hotel Daily Room Rate



### Average Annual Short Term Rental Listings, 2019-2021

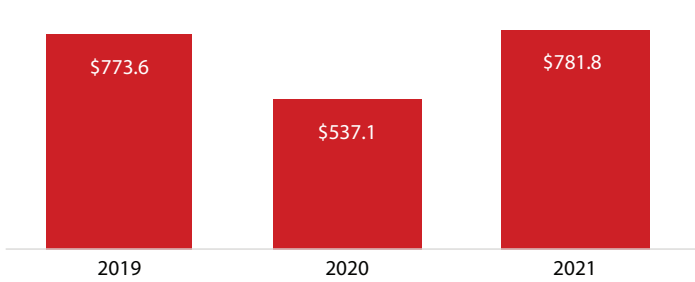


## Utah County, 2021

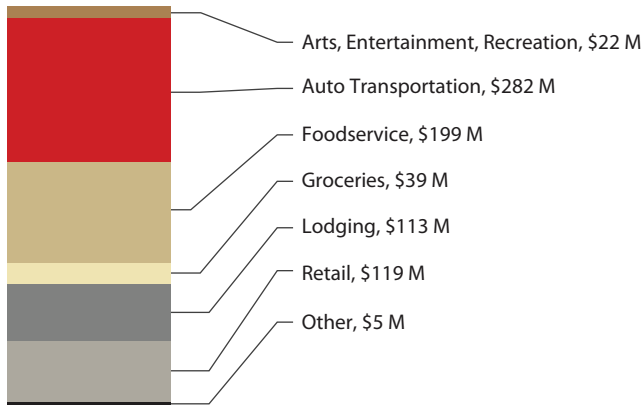
### SPENDING

In 2021, visitors directly spent an estimated \$781.8 million in Utah County, a 45.6% increase from 2020.<sup>1</sup> The top three spending categories were auto transportation, foodservice, and retail. Utah County visitor spending made up 8.8% of total statewide visitor spending.

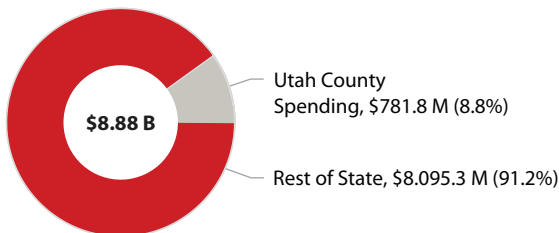
#### Direct Spending Estimates (millions of dollars)



#### Direct Spending Estimates by Spending Category, 2021



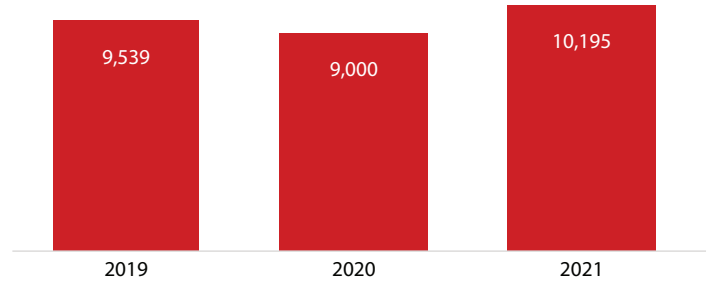
#### Utah County Portion of Statewide Visitor Spending, 2021



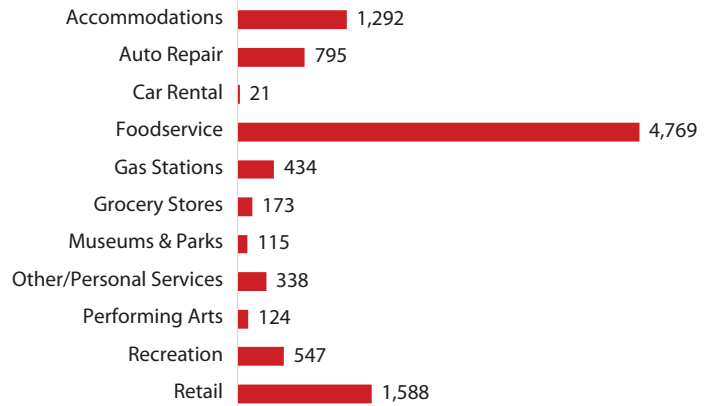
### JOBS

Visitor spending supported 10,195 direct Utah County travel and tourism jobs, an 13.3% increase from 2020. Foodservice, retail, and accommodations were the top three job sectors. These 10,195 direct travel and tourism jobs supported an additional 3,362 indirect and induced jobs in the county for a total 13,557 jobs.<sup>2</sup>

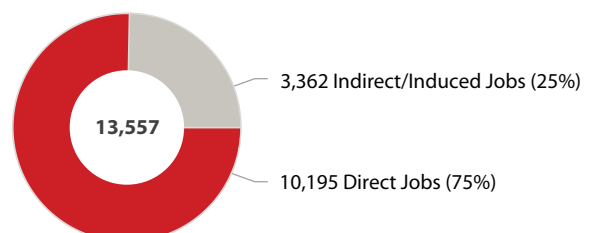
#### Direct Travel & Tourism Jobs



#### Direct Travel & Tourism Jobs by Job Type, 2021



#### Total Travel & Tourism Jobs, 2021

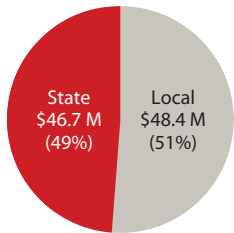


## TAX REVENUE

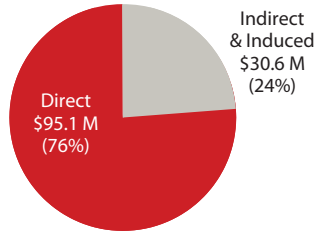
Visitor spending generated \$95.1 million in direct tax revenue, including \$46.7 million in state and \$48.4 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$30.6 million in additional indirect and induced state and local tax revenue, for a total of \$125.7 million.<sup>4</sup> The visitor-generated share of total Utah County local sales tax revenue was 5.9% in 2021.<sup>5</sup>

Travel and tourism-related sales tax revenue examples include transient room, restaurant, and motor vehicle leasing tax. In calendar year 2021, Utah County collected a total of \$17.2 million in these three sales taxes combined, up 52.2% from 2020 and up 15.7% from baseline 2019.<sup>6</sup>

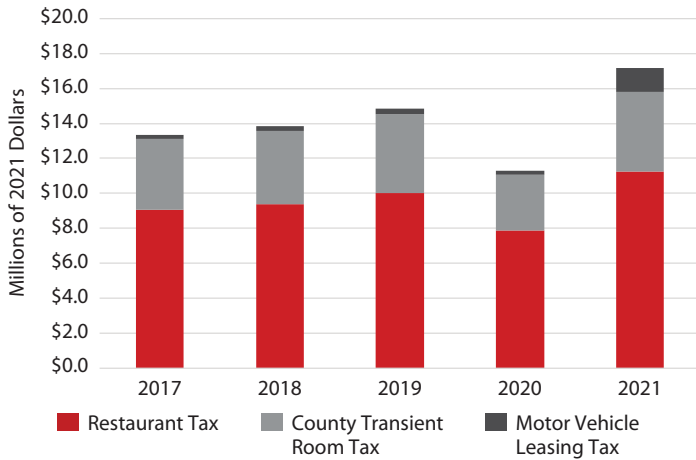
### Direct Tax Revenue, 2021



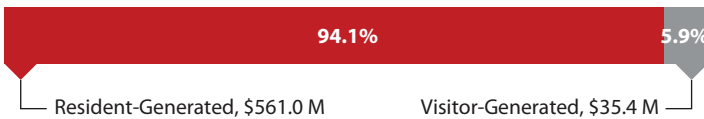
### Total Tax Revenue, 2021



### Select Tourism-Related Local Sales Tax Revenues



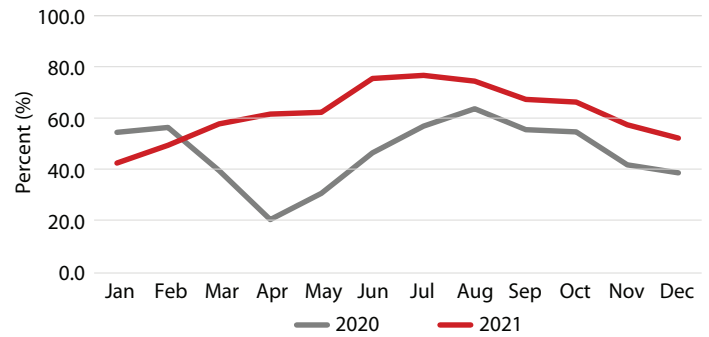
### Local Sales Tax Revenue, 2021



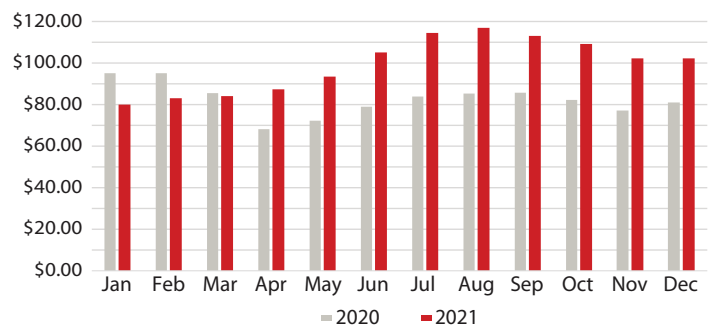
## LODGING DATA

Utah County hotel occupancy rates averaged 62.1% in 2021 compared with 46.9% in 2020. July, June, and August (in that order) had the highest average occupancy rates. Utah County's average daily room rate was \$99.20 in 2021 compared with \$82.44 in 2020, a 20.3% year-over increase. Utah County short term rental occupancy rates averaged 61.4% in 2021 compared with 49.6% in 2020. July, August, and June (in that order) had the highest average occupancy rates. In 2021, there were an average 952 short term rental listings in Utah County, a 4.9% year-over increase and an 18.5% increase since 2019.<sup>7</sup>

### Average Hotel Occupancy Rate



### Average Hotel Daily Room Rate



### Average Annual Short Term Rental Listings, 2019-2021



## Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."

5. Local sales tax revenue includes local transit, arts and zoo (RAP/ZAP), city or town option, correctional facility, county option, fixed guideway, highway, mass transit, motor vehicle, restaurant, resort community, rural hospital, sales, short term leasing, and county/ municipal transient room tax revenue.
6. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
7. Short term rental listings data are from Transparent, Inc., and include average active listings in January and July of each calendar year; listing subtypes "bed and breakfast," "dorm," and "other," have been omitted.

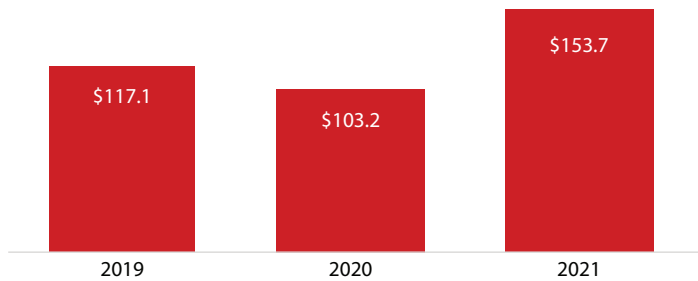


## Wasatch County, 2021

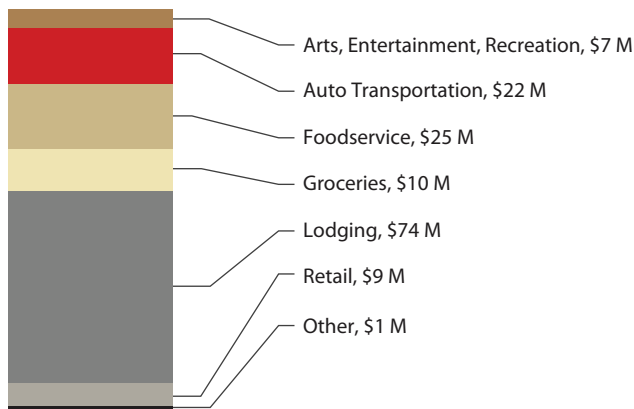
### SPENDING

In 2021, visitors directly spent an estimated \$153.7 million in Wasatch County, a 48.9% increase from 2020.<sup>1</sup> The top three spending categories were lodging, auto transportation, and foodservice. Wasatch County visitor spending made up 1.7% of total statewide visitor spending.

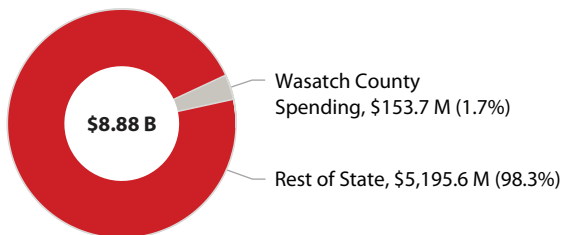
**Direct Spending Estimates (millions of dollars)**



**Direct Spending Estimates by Spending Category, 2021**



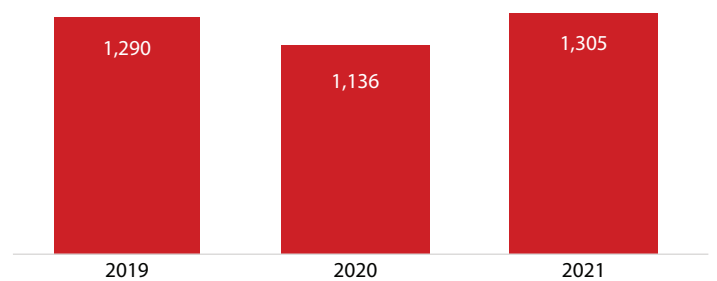
**Wasatch County Portion of Statewide Visitor Spending, 2021**



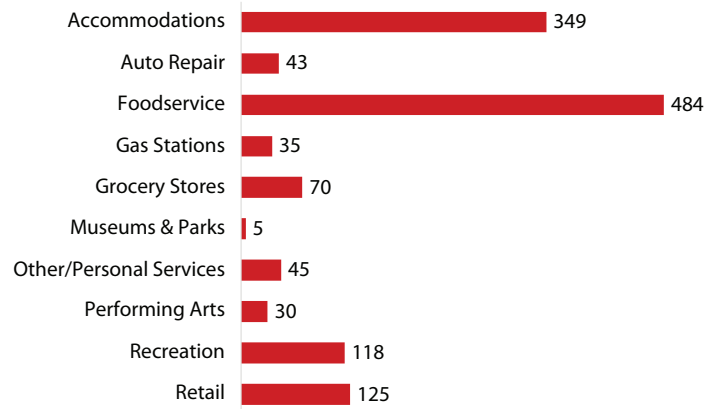
### JOBS

Visitor spending supported 1,305 direct Wasatch County travel and tourism jobs, an 14.9% increase from 2020. Accommodations, foodservice, and retail were the top three job sectors. These 1,305 direct travel and tourism jobs supported an additional 330 indirect and induced jobs in the county for a total 1,635 jobs.<sup>2</sup>

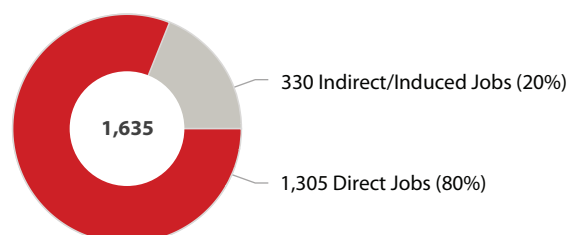
**Direct Travel & Tourism Jobs**



**Direct Travel & Tourism Jobs by Job Type, 2021**



**Total Travel & Tourism Jobs, 2021**

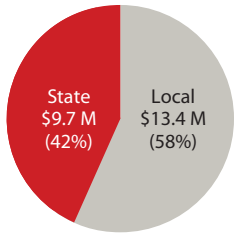


## TAX REVENUE

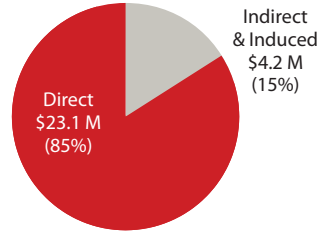
Visitor spending generated \$23.1 million in direct tax revenue, including \$9.7 million in state and \$13.4 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$4.2 million in additional indirect and induced state and local tax revenue, for a total of \$27.3 million.<sup>4</sup> The visitor-generated share of total Wasatch County local sales tax revenue was 38.7% in 2021.<sup>5</sup>

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In calendar year 2021, Wasatch County collected a total of \$3.7 million in these two sales taxes combined, up 20.9% from 2020 and up 8.9% from baseline 2019.<sup>6</sup>

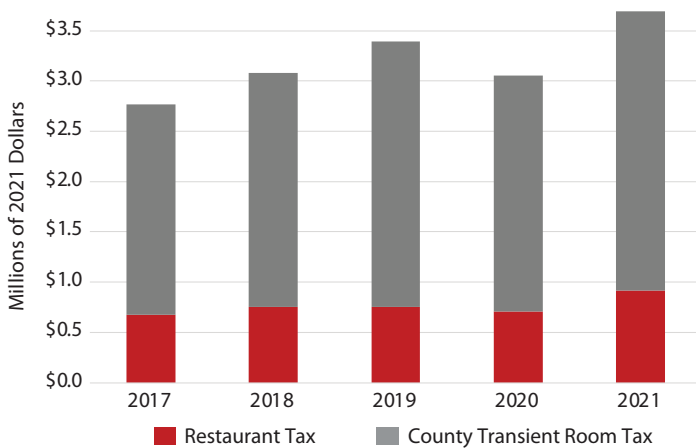
### Direct Tax Revenue, 2021



### Total Tax Revenue, 2021



### Select Tourism-Related Local Sales Tax Revenues



### Local Sales Tax Revenue, 2021



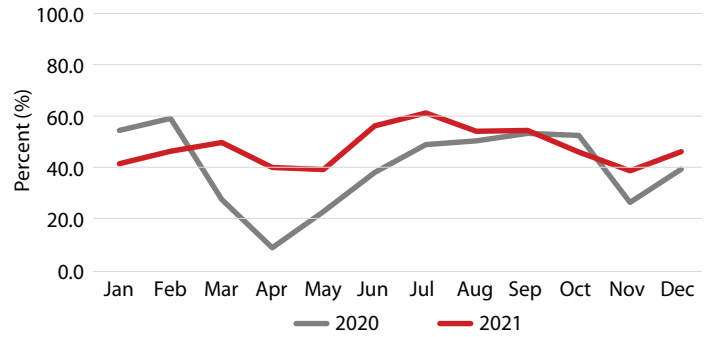
### Endnotes

- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."
- Local sales tax revenue includes local transit, arts and zoo (RAP/ZAP), city or town option,

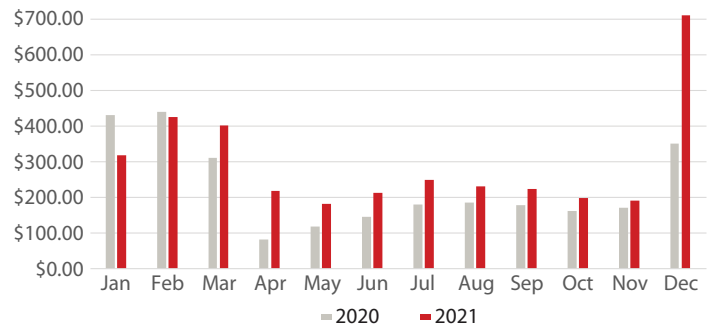
## LODGING DATA

Wasatch County hotel occupancy rates averaged 47.9% in 2021 compared with 40.3% in 2020. July, June, and August (in that order) had the highest average occupancy rates. Wasatch County's average daily room rate was \$367.80 in 2021 compared with \$293.17 in 2020, a 29.3% year-over increase. Wasatch County short term rental occupancy rates averaged 52.5% in 2021 compared with 40.8% in 2020. February, March, and January (in that order) had the highest average occupancy rates. In 2021, there were an average 582 short term rental listings in Wasatch County, a 1.4% year-over decrease and an 11.4% increase since 2019.<sup>7</sup>

### Average Hotel Occupancy Rate



### Average Hotel Daily Room Rate<sup>8</sup>



### Average Annual Short Term Rental Listings, 2019-2021



## Washington County, 2021

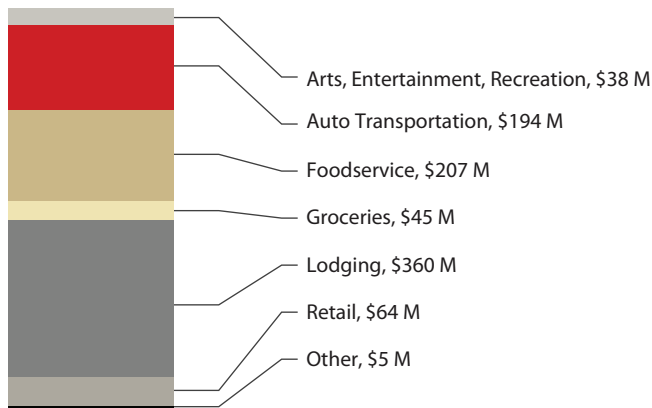
### SPENDING

In 2021, visitors directly spent an estimated \$911.9 million in Washington County, a 48.8% increase from 2020.<sup>1</sup> The top three spending categories were lodging, foodservice, and auto transportation. Washington County visitor spending made up 10.3% of total statewide visitor spending.

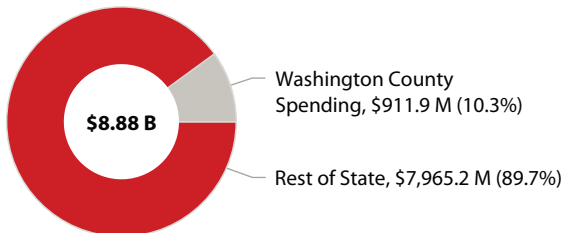
#### Direct Spending Estimates (millions of dollars)



#### Direct Spending Estimates by Spending Category, 2021



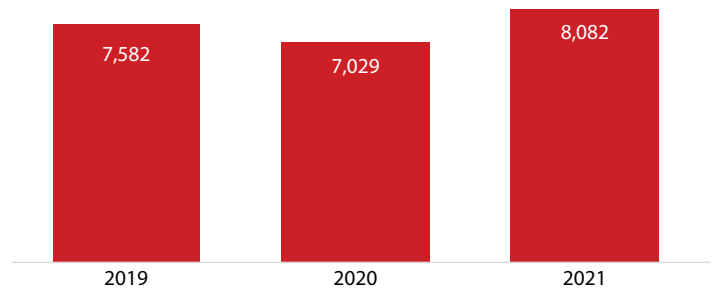
#### Washington Portion of Statewide Visitor Spending, 2021



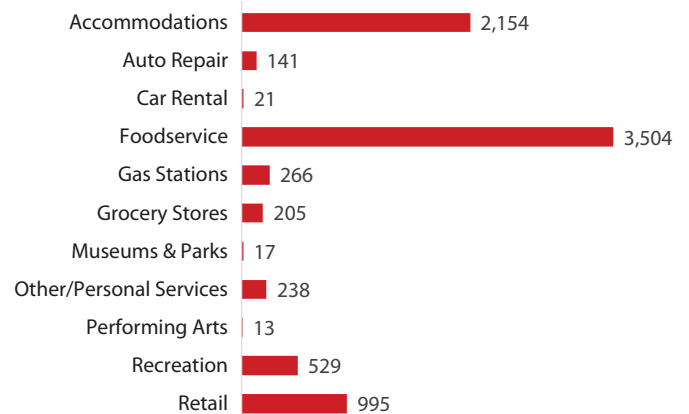
### JOBS

Visitor spending supported 8,082 direct Washington County travel and tourism jobs, a 15.0% increase from 2020. Foodservice, retail, and accommodations were the top three job sectors. These 8,082 direct travel and tourism jobs supported an additional 3,015 indirect and induced jobs in the county for a total 11,097 jobs.<sup>2</sup>

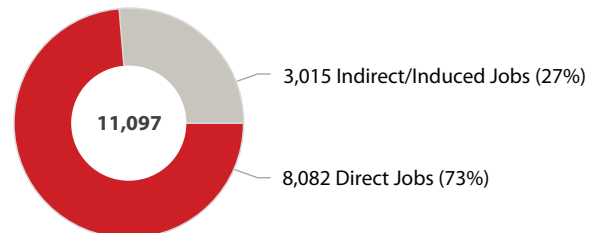
#### Direct Travel & Tourism Jobs



#### Direct Travel & Tourism Jobs by Job Type, 2021



#### Total Travel & Tourism Jobs, 2021

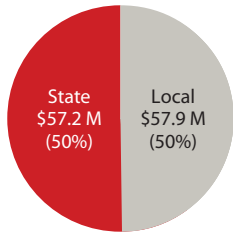


## TAX REVENUE

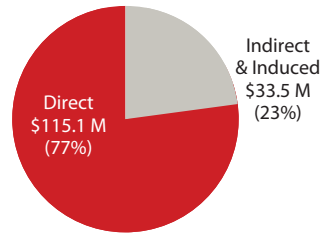
Visitor spending generated \$115.1 million in direct tax revenue, including \$57.2 million in state and \$57.9 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$33.5 million in additional indirect and induced state and local tax revenue, for a total of \$148.6 million.<sup>4</sup> The visitor-generated share of total Washington County local sales tax revenue was 29.3% in 2021.<sup>5</sup>

Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In calendar year 2021, Washington County collected a total of \$20.3 million in these three sales taxes combined, up 56.6% from 2020 and up 46.0% from baseline 2019.<sup>6</sup>

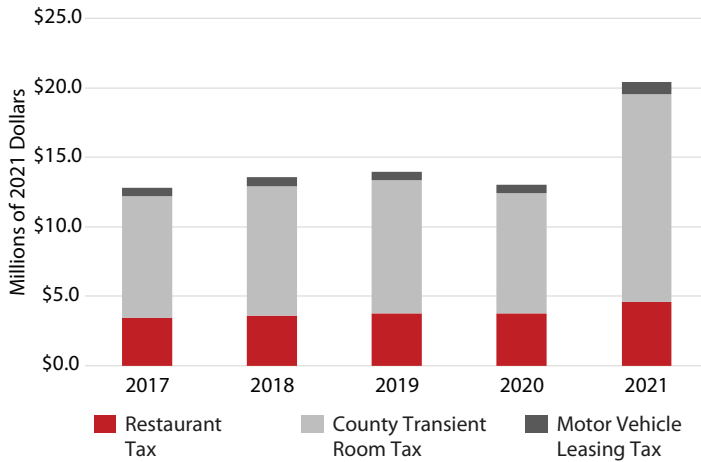
### Direct Tax Revenue, 2021



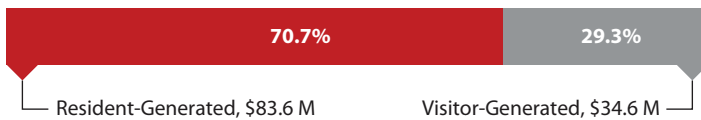
### Total Tax Revenue, 2021



### Select Tourism-Related Local Sales Tax Revenues



### Local Sales Taxes, 2021



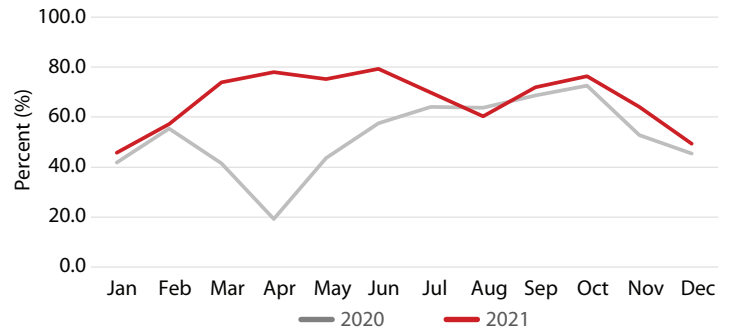
### Endnotes

- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."

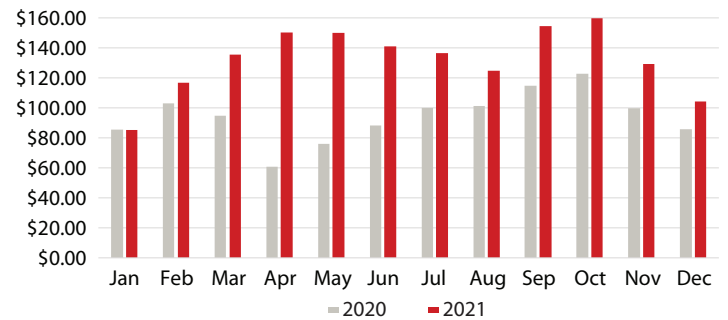
## LODGING DATA

Washington County hotel occupancy rates averaged 66.8% in 2021 compared with 52.2% in 2020. June, April, and October (in that order) had the highest average occupancy rates. Washington County's average daily room rate was \$132.25 in 2021 compared with \$94.32 in 2020, an 40.2% year-over increase. Washington County short term rental occupancy rates averaged 60.8 in 2021, compared with 50.2% in 2020. April, June, and March (in that order) had the highest average occupancy rates. In 2021, there were an average 3,023 short term rental listings in Washington County, a 10.1% year-over increase and a 36.7% increase since 2019.<sup>7</sup>

### Average Hotel Occupancy Rate



### Average Hotel Daily Room Rate



### Average Annual Short Term Rental Listings, 2019-2021

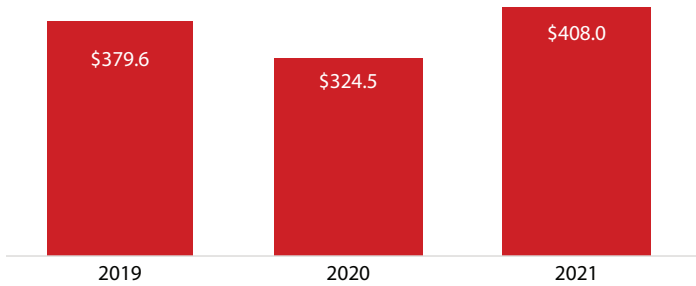


## Weber County, 2021

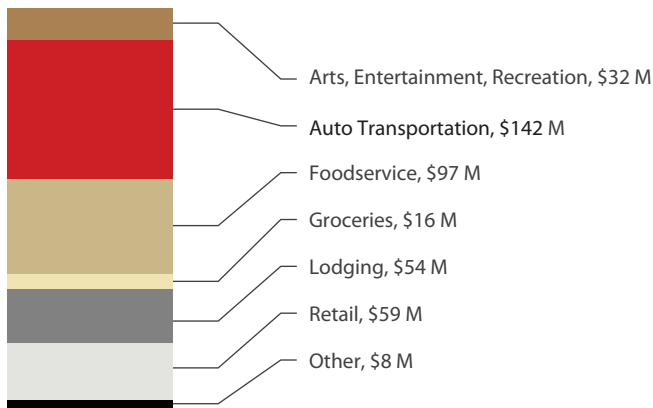
### SPENDING

In 2021, visitors directly spent an estimated \$408.0 million in Weber County, a 25.8% increase from 2020.<sup>1</sup> The top three spending categories were auto transportation, foodservice, and retail. Weber County visitor spending made up 4.6% of total statewide visitor spending.

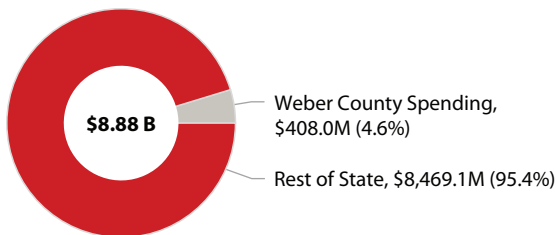
#### Direct Spending Estimates (millions of dollars)



#### Direct Spending Estimates by Spending Category, 2021



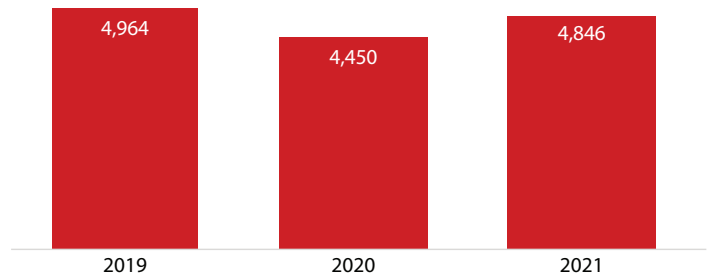
#### Weber Portion of Statewide Visitor Spending, 2021



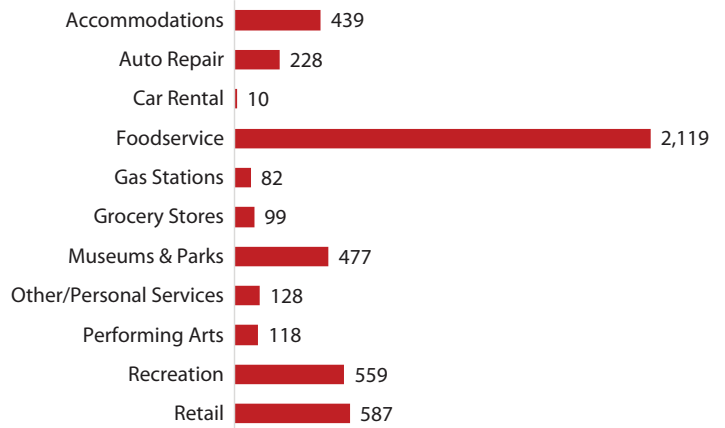
### JOBS

Visitor spending supported 4,846 direct Weber County travel and tourism jobs, an 8.9% increase from 2020. Foodservice, retail, and recreation were the top three job sectors. These 4,846 direct travel and tourism jobs supported an additional 1,098 indirect and induced jobs in the county for a total 5,943 jobs.<sup>2</sup>

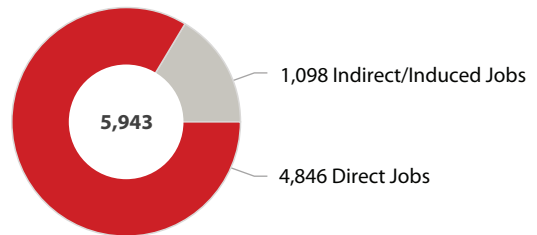
#### Direct Travel & Tourism Jobs



#### Direct Travel & Tourism Jobs by Job Type, 2021



#### Total Travel & Tourism Jobs, 2021

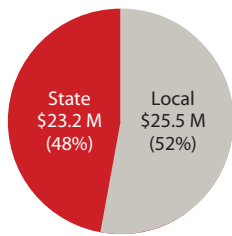


## TAX REVENUE

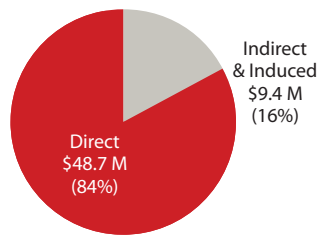
Visitor spending generated \$48.7 million in direct tax revenue, including \$23.2 million in state and \$25.5 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$9.4 million in additional indirect and induced state and local tax revenue, for a total of \$58.1 million.<sup>4</sup> The visitor-generated share of total Weber County local sales tax revenue was 9.3% in 2021.<sup>5</sup>

Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In calendar year 2021, Weber County collected a total of \$7.4 million in these three sales taxes combined, up 34.4% from 2020 and up 8.7% from baseline 2019.<sup>6</sup>

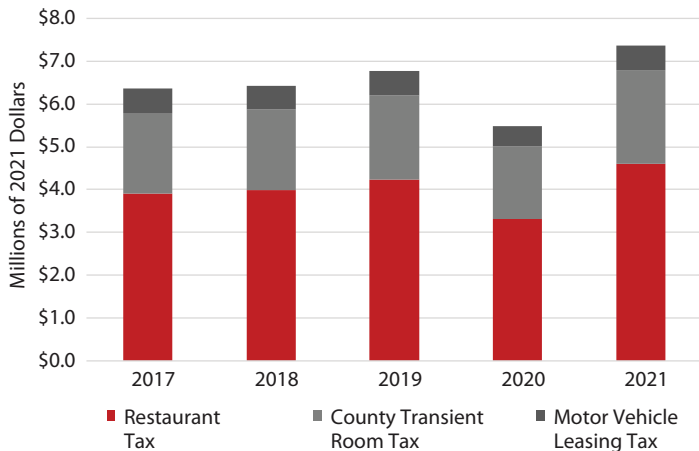
### Direct Tax Revenue, 2021



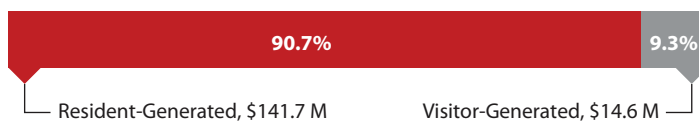
### Total Tax Revenue, 2021



### Select Tourism-Related Local Sales Tax Revenues



### Local Sales Taxes, 2021



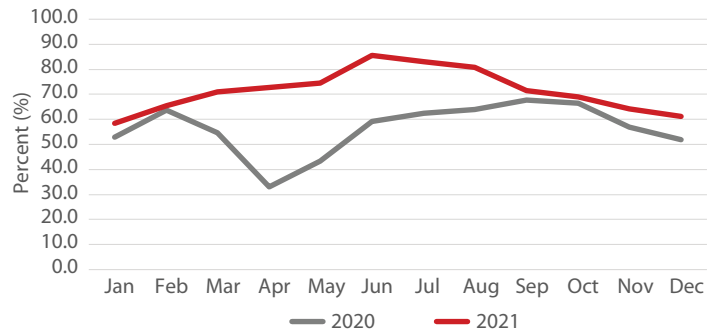
### Endnotes

- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."

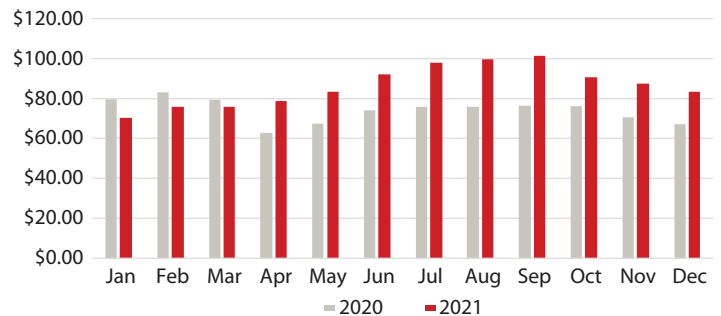
## LODGING DATA

Weber County hotel occupancy rates averaged 71.4% in 2021 compared with 56.3% in 2020. June, July, and August (in that order) had the highest average occupancy rates. Weber County's average daily room rate was \$86.37 in 2021 compared with \$74.01 in 2020, a 16.7% year-over increase. Weber County short term rental occupancy rates averaged 53.5% in 2021, compared with 44.0% in 2020. July, February, and March (in that order) had the highest average occupancy rates. In 2021, there were an average 814 short term rental listings in Weber County, a 0.7% year-over increase and a 16.8% increase since 2019.<sup>7</sup>

### Average Hotel Occupancy Rate



### Average Hotel Daily Room Rate



### Average Annual Short Term Rental Listings, 2019-2021

