Utah Tourism Outlook 2023:
Opportunities & Challenges
August 9, 2023
Utah’s Dynamic Visitor Economy

Source: Utah Tourism Industry Association
Utah’s Visitor Economy
2022

- $11.98 B - Visitor Spending
- 152,800 - Jobs
- $2.12 B - Tax Revenue

Visitor Spending
(Billions of 2022 Dollars)

2018 2019 2020 2021 2022

Domestic
$10.56
$11.70
$11.42
$11.98

International

$8.02

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics data

+4.9% YOY
+2.4% (vs. 2019)
Visitor Spending

Visitor Spending Shares

$5,979.0 Wasatch Front Counties 56.6%

$4,583.4 Rural Counties 43.4%

Note: “Rural Counties” include all counties outside of the Wasatch Front (Davis, Salt Lake, Utah, and Weber).
Source: Kem C. Gardner Policy Institute analysis of Tourism Economics data
Visitor Spending
Visitor Spending (Output) Share of Total Output

Note: “Rural Counties” include all counties outside of the Wasatch Front (Davis, Salt Lake, Utah, and Weber).
Source: Kem C. Gardner Policy Institute analysis of Tourism Economics and U.S. Bureau of Economic Analysis data
Tax Revenue

$11.98 B in Visitor Spending

$2.12 B

Local
$1.03 B
48.6%

State
$1.09 B
51.4%

Sales Tax Revenue Benefits

**State Sales Tax**

- **Tourism-Related Sales Tax**
  - Motor Vehicle Rental
  - Transportation Fund
  - Construction and maintenance of roads, trans. infrastructure

- **Statewide TRT**
  - UOR Program & Hospitality Education Fund

- **General Sales Tax**
  - State General Fund
  - Public Services (e.g., Health & Human Services, Justice System, Law Enforcement, etc.)

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

State Sales Tax

Tourism-Related Sales Tax
- Motor Vehicle Rental
  - Marda Dillree Corridor Preservation Fund
- Transportation Corridor Funding and Planning

Statewide TRT
- UOR Program & Hospitality Education Fund
- UOR Grants

General Sales Tax
- State General Fund
  - Public Services (e.g., Health & Human Services, Justice System, Law Enforcement, etc.)

Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data
Utah Projects Supported by Statewide TRT
Utah Office of Outdoor Recreation Grant Funding, 2015-2023

2015 – 15 Projects in 11 counties
(Average Grant = $27,032)

2023 – 92 Projects in 25 counties
(Average Grant = $176,364)

Source: Kem C. Gardner Policy Institute analysis of Utah Division of Outdoor Recreation data
A Sample of Statewide TRT-Supported Projects 2022

Source: Kem C. Gardner Policy Institute analysis of Utah Division of Outdoor Recreation data
Sales Tax Revenue Benefits

Local Sales Tax

Tourism-Related Sales Tax

- County TRT
- TRCCA
- Muni TRT

General Sales Tax

- Resort Community

City/County General Fund

- Public Services (e.g., Health & Human Services, Justice System, Law Enforcement, etc.)

- Acquire and operate, develop, improve, maintain, etc., TRCCA facility*
- Establish and promote tourism, recreation, film production, and conventions*
- Mitigation of tourism impacts*

*in general, and with exceptions

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

Local Sales Tax

Tourism-Related Sales Tax

- Acquire and operate, develop, improve, maintain, etc., TRCCA facility*
- Establish and promote tourism, recreation, film production, and conventions*
- Mitigation of tourism impacts*

*in general, and with exceptions

General Sales Tax

City/County General Fund

Public Services (e.g., Health & Human Services, Justice System, Law Enforcement, etc.)

County TRT

TRCCA

Muni TRT

Resort Community

Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data
County Transient Room Tax Revenue

2013-2022
(Millions of 2022 Dollars)

$52.6  $57.7  $64.7  $70.7  $76.9  $79.4  $82.7
$61.1  $95.0  $102.7

+8.1% YOY
+24.2% (vs. 2019)

Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data
Box Elder County – 2023

$180,000 in Tourism Tax Funds ➔
Nonprofit Grant Fund
*special events
*advertising
*bleachers (rodeo facility)
*ticketing software (Heritage Theatre)

$30,000 in Tourism Tax Funds ➔
For-Profit Grant Fund
*$1,000 “quick grants”
*helps support for-profit events

Source: Utah Tourism Industry Association
Davis County – 2023

$64 M in TRT/TRCCA funds → Western Sports Park

*fully-funded by TRT/TRCCA
*benefits visitors and residents

Source: Utah Tourism Industry Association
## Total Tourism Jobs

<table>
<thead>
<tr>
<th>Year</th>
<th>Direct</th>
<th>Indirect/Induced</th>
<th>Total</th>
<th>YOY % (vs. 2019)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>92,200</td>
<td>44,100</td>
<td>136,000</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>94,200</td>
<td>44,200</td>
<td>141,500</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>82,100</td>
<td>37,500</td>
<td>119,600</td>
<td>+8.0%</td>
</tr>
<tr>
<td>2021</td>
<td>89,600</td>
<td>41,000</td>
<td>130,600</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>99,300</td>
<td>53,500</td>
<td>152,800</td>
<td>+17.0%</td>
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</tbody>
</table>

Leisure & Hospitality Job Growth
Wasatch Front Counties vs. Rural Counties
2020-2022 vs. 2019 Baseline

Jobs

2022 vs. Baseline 2019, By Industry

- All Industries: 9.5%
- Construction: 19.7%
- Education & Health Services: 7.0%
- Financial Activities: 8.9%
- Information: 14.1%
- Leisure & Hospitality: 6.0%
- Manufacturing: 10.7%
- Natural Resources & Mining: 16.3%
- Other (except Public Admin.): 7.4%
- Professional & Business Services: 10.3%
- Trade, Transportation, & Util.: 7.6%

Jobs
Private Leisure & Hospitality Employment
2022 vs. 2019 Baseline

6.0%

-4.4%

-4.5%

Utah
Western U.S.
U.S.

Note: “Western U.S.” includes WA, OR, CA, ID, NV, AZ, MT, WY, CO, and NM
SLC International Airport
Deplaned Passengers by Quarter, 2020-2023 vs. 2019 Baseline

Source: Kem C. Gardner Policy Institute analysis of SLC International Airport data
Utah Ski Industry

Snowfall, Alta Ski Resort

Previous record 1981/1982

Source: Kem C. Gardner Policy Institute analysis of Alta Ski Resort data
Utah Skier/Snowboarder Spending
(Millions of 2022 Dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Resident</th>
<th>Nonresident</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022/23</td>
<td>$694</td>
<td>$1,940</td>
<td>$2,634</td>
</tr>
<tr>
<td>2021/22</td>
<td>$458</td>
<td>$2,032</td>
<td>$2,490</td>
</tr>
<tr>
<td>2019/20</td>
<td>$298</td>
<td>$1,810</td>
<td>$2,108</td>
</tr>
<tr>
<td>2018/19</td>
<td>$428</td>
<td>$1,565</td>
<td>$2,003</td>
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<tr>
<td>2017/18</td>
<td>$312</td>
<td>$1,313</td>
<td>$1,625</td>
</tr>
<tr>
<td>2016/17</td>
<td>$298</td>
<td>$1,508</td>
<td>$1,806</td>
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<tr>
<td>2014/15</td>
<td>$357</td>
<td>$1,161</td>
<td>$1,518</td>
</tr>
<tr>
<td>2012/13</td>
<td>$282</td>
<td>$1,417</td>
<td>$1,699</td>
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Source: Kem C. Gardner Policy Institute analysis of RRC Associates data

+5.8% YOY
+32.2% (vs. 2019)
Visitation
(In Millions)

- National Park Visitors
- Skier Days

Source: Kem C. Gardner Policy Institute analysis of National Park Service and Ski Utah data
National Park Visitation
Quarterly Visitation (vs. 2019 Baseline)

Q1 2021 Q2 2021 Q3 2021 Q4 2021 Q1 2022 Q2 2022 Q3 2022 Q4 2022 Q 1 2023 Q2 2023

Source: Kem C. Gardner Policy Institute analysis of National Park Service data
State Park Visitation
(Millions of Visits)

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitation</th>
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<tbody>
<tr>
<td>2013</td>
<td>4.1</td>
</tr>
<tr>
<td>2014</td>
<td>4.1</td>
</tr>
<tr>
<td>2015</td>
<td>4.9</td>
</tr>
<tr>
<td>2016</td>
<td>5.3</td>
</tr>
<tr>
<td>2017</td>
<td>6.4</td>
</tr>
<tr>
<td>2018</td>
<td>7.0</td>
</tr>
<tr>
<td>2019</td>
<td>8.0</td>
</tr>
<tr>
<td>2020</td>
<td>10.6</td>
</tr>
<tr>
<td>2021</td>
<td>11.6</td>
</tr>
<tr>
<td>2022</td>
<td>10.0</td>
</tr>
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Source: Kem C. Gardner Policy Institute analysis of Utah State Parks data

-13.8% YOY
+25% (vs. 2019)

Kem C. Gardner Policy Institute
State Park Visitation

Quarterly Visitation (vs. 2019 Baseline)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Visitation</th>
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<tbody>
<tr>
<td>Q1 2021</td>
<td>99.1%</td>
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<tr>
<td>Q2 2021</td>
<td>53.5%</td>
</tr>
<tr>
<td>Q3 2021</td>
<td>22.2%</td>
</tr>
<tr>
<td>Q4 2021</td>
<td>74.4%</td>
</tr>
<tr>
<td>Q1 2022</td>
<td>93.6%</td>
</tr>
<tr>
<td>Q2 2022</td>
<td>26.2%</td>
</tr>
<tr>
<td>Q3 2022</td>
<td>7.9%</td>
</tr>
<tr>
<td>Q4 2022</td>
<td>41.9%</td>
</tr>
<tr>
<td>Q1 2023</td>
<td>153.8%</td>
</tr>
<tr>
<td>Q2 2023</td>
<td>48.0%</td>
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Source: Kem C. Gardner Policy Institute analysis of Utah State Parks data
Urban Visitor Economy

Salt Lake County Hotel Occupancy by Quarter, 2020-2023 vs. 2019

Source: Kem C. Gardner Policy Institute analysis of STR, Inc., data
Salt Lake Sports Market
History of Production In Hotel Room Nights

Source: Visit Salt Lake

Sports Salt Lake (SSL) Division
Created at VSL

Goal of 270,000

189,364 booked

Source: Visit Salt Lake
Utah Population
1940-2022

Source: Utah Population Committee
Cottonwood Canyons Usage Analysis
(Zartico, 2022)

-- April 1, 2021-March 30, 2022

--Anonymized location device data (57K devices)

--74% of Big Cottonwood Canyon devices observed = residents

--59% of Little Cottonwood Canyon devices observed = residents

--Big Cottonwood Canyon resident usage increased 18% since pandemic

Source: Zartico
Inflation Rates

Source: Federal Reserve Economic Data (FRED)
Inflation Rates by Quarter

2019 Q1—2023 Q2

Note: CPI = All Urban Consumers, West – Class Size B/C