



Kem C. Gardner
POLICY INSTITUTE
THE UNIVERSITY OF UTAH

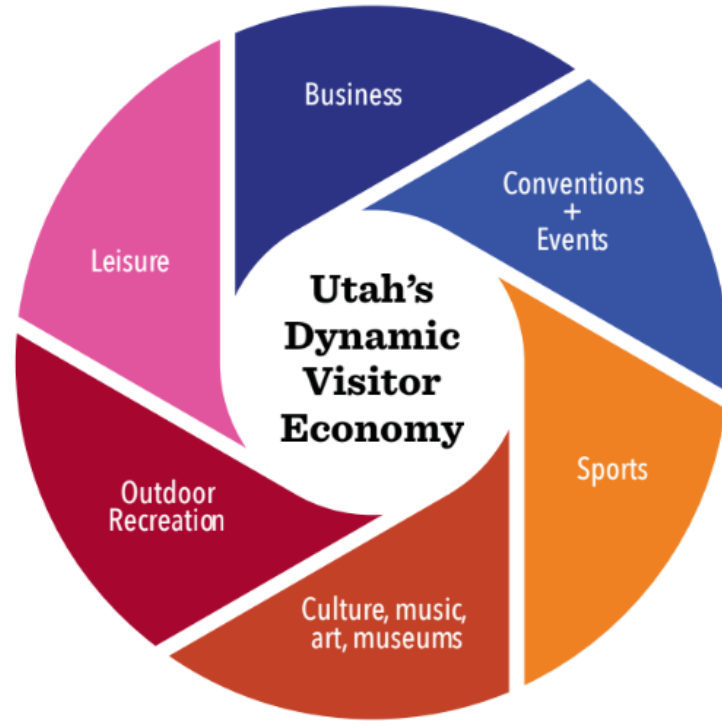
DAVID ECCLES SCHOOL OF BUSINESS

Utah Tourism Outlook 2023: Opportunities & Challenges

INFORMED DECISIONS™

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Utah's Dynamic Visitor Economy



Source: Utah Tourism Industry Association

Utah's Visitor Economy

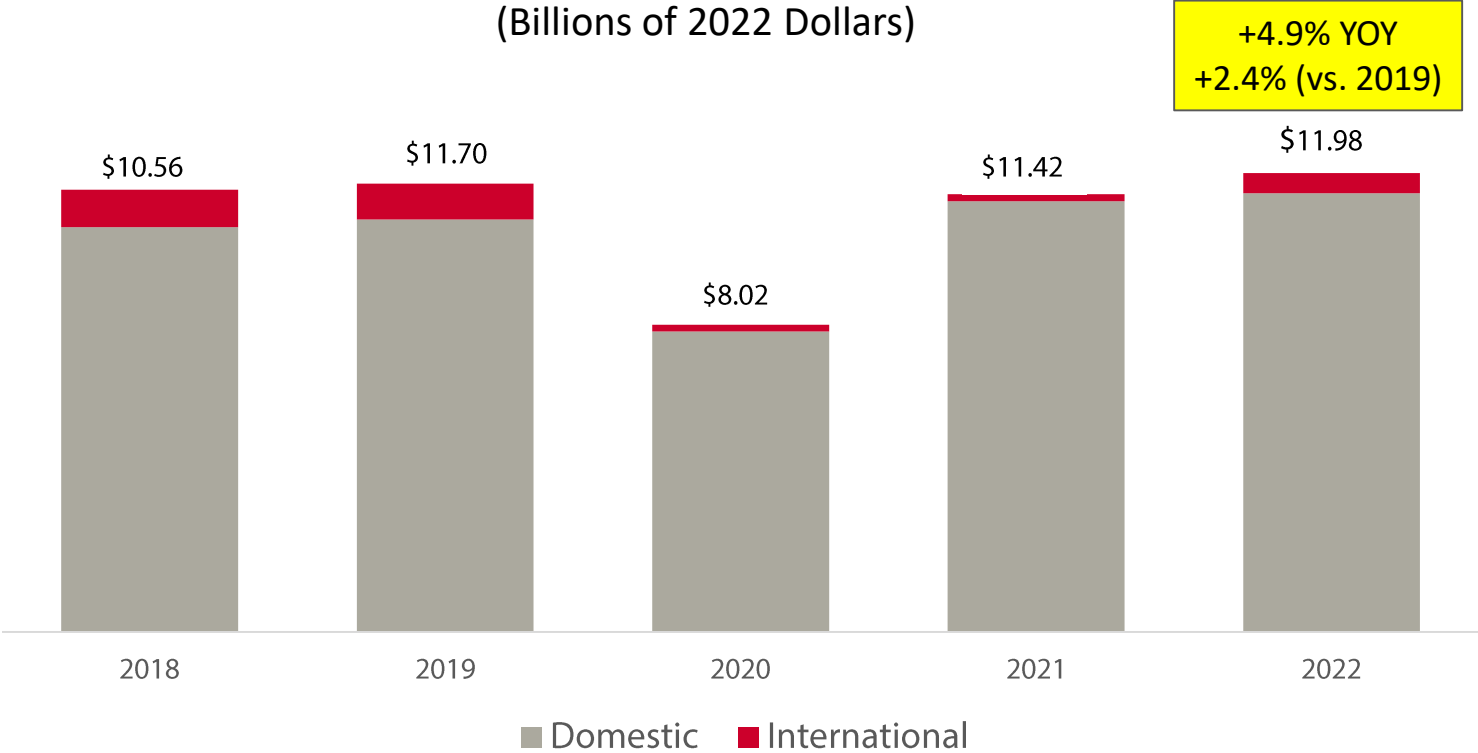
2022

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

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

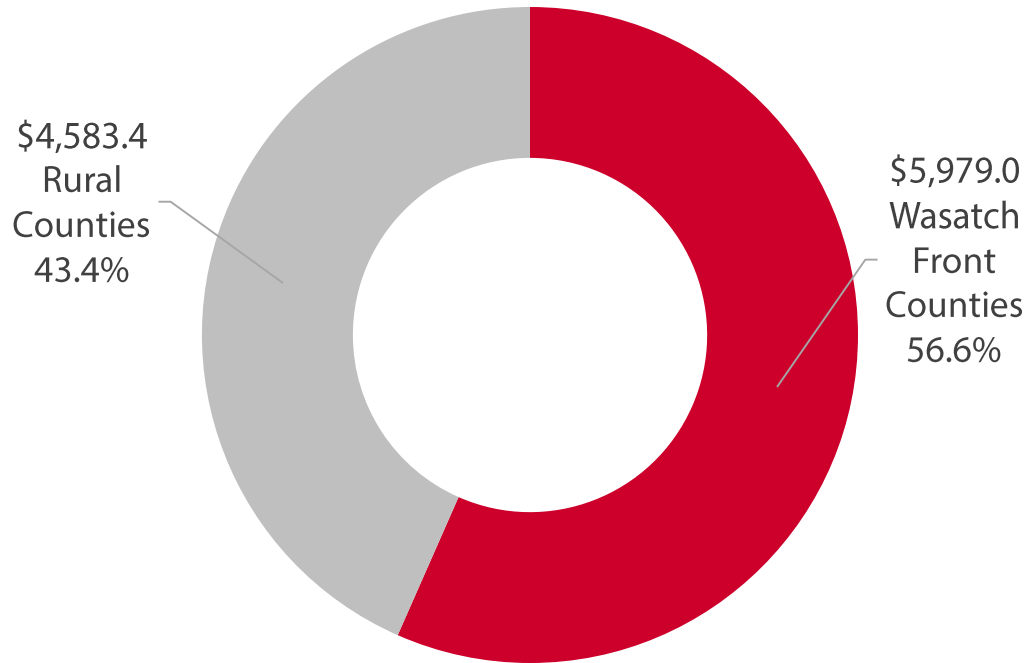
Visitor Spending

(Billions of 2022 Dollars)



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

Visitor Spending Distribution

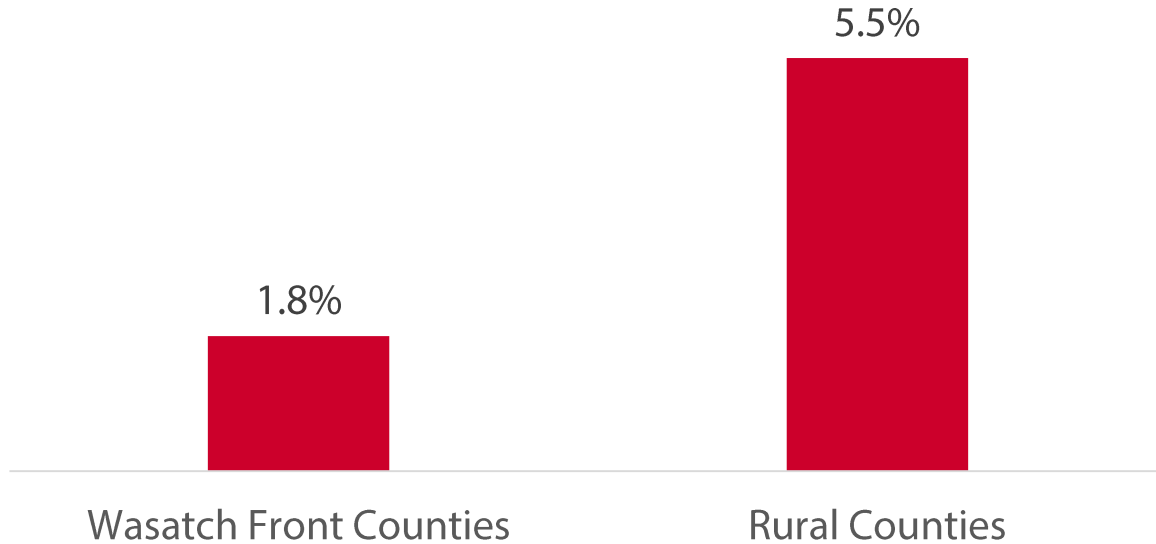


Note: "Rural Counties" include all counties outside of the Wasatch Front (Davis, Salt Lake, Utah, and Weber).

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

Visitor Spending

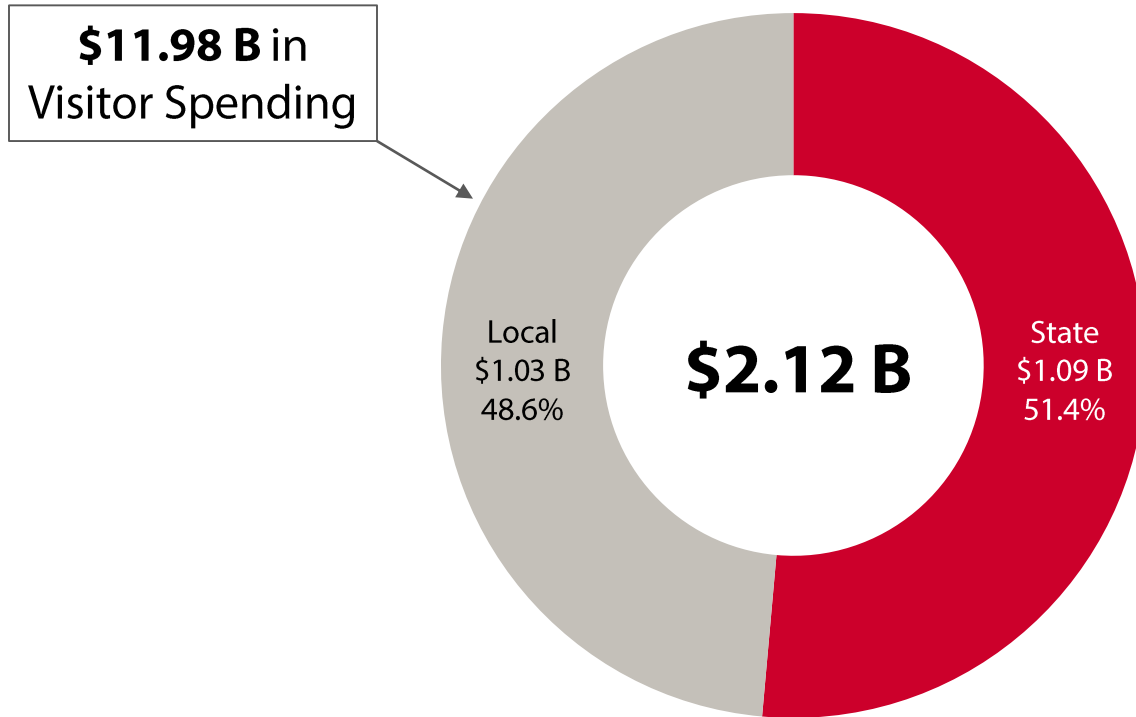
Share of Total Output



Note: "Rural Counties" include all counties outside of the Wasatch Front (Davis, Salt Lake, Utah, and Weber).

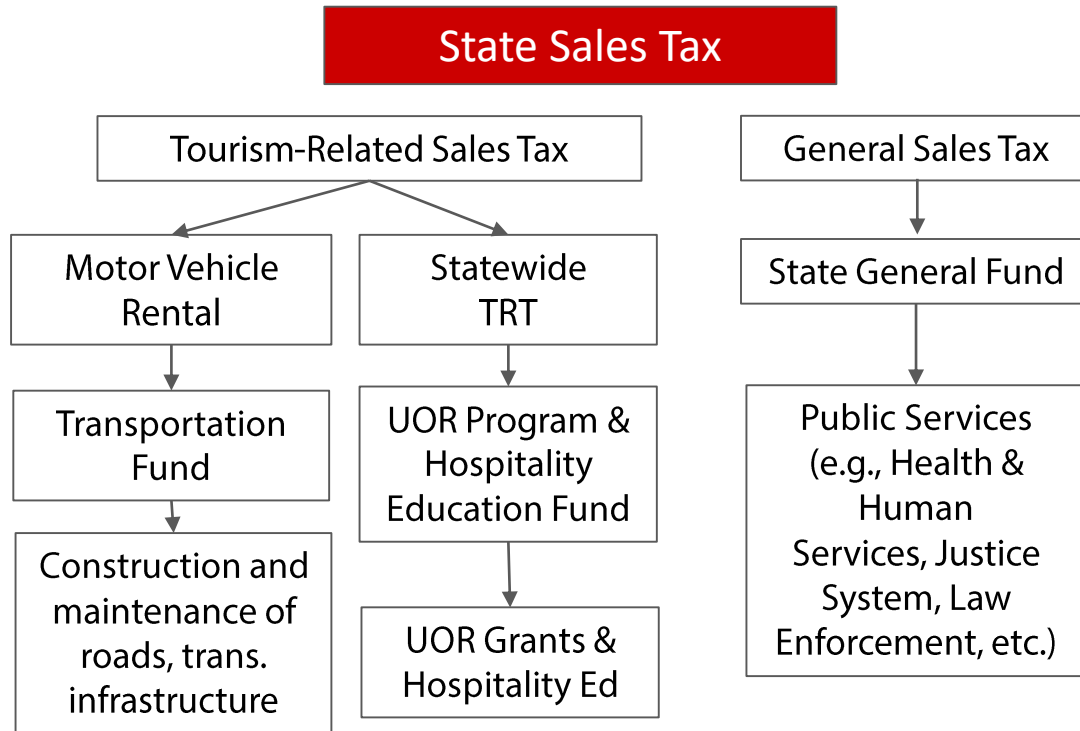
Source: Kem C. Gardner Policy Institute analysis of Tourism Economics and U.S. Bureau of Economic Analysis data

Tax Revenue



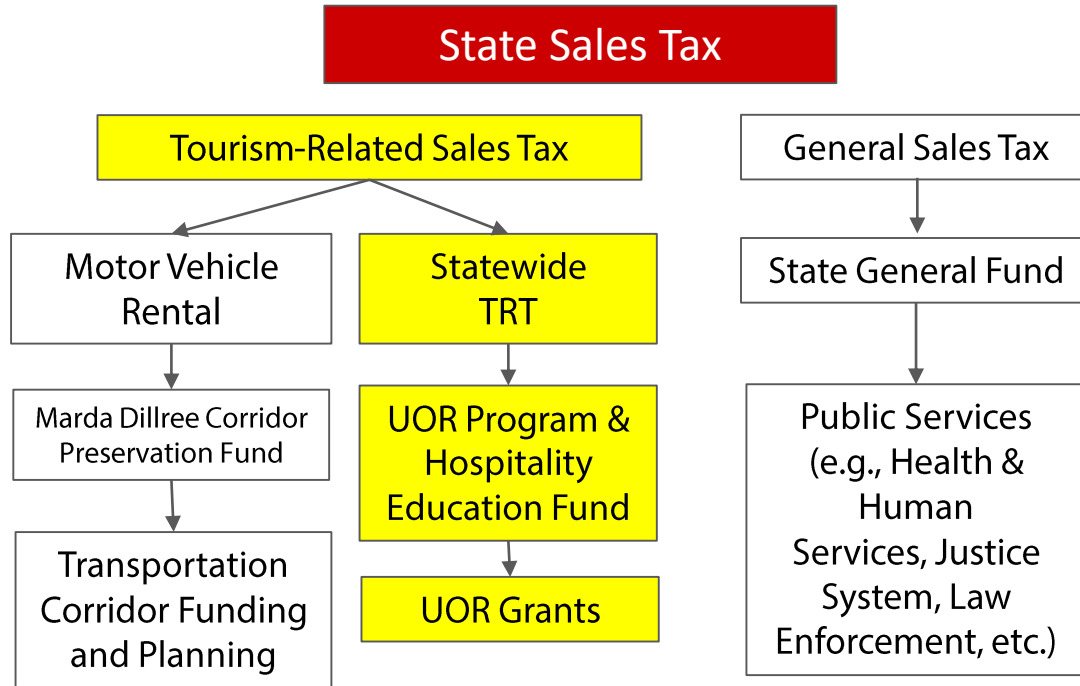
Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Economic Analysis, and Utah State Tax Commission data

Sales Tax Revenue Benefits



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

Sales Tax Revenue Benefits



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)

Source: Kem C. Gardner Policy Institute analysis of Utah Division of Outdoor Recreation data

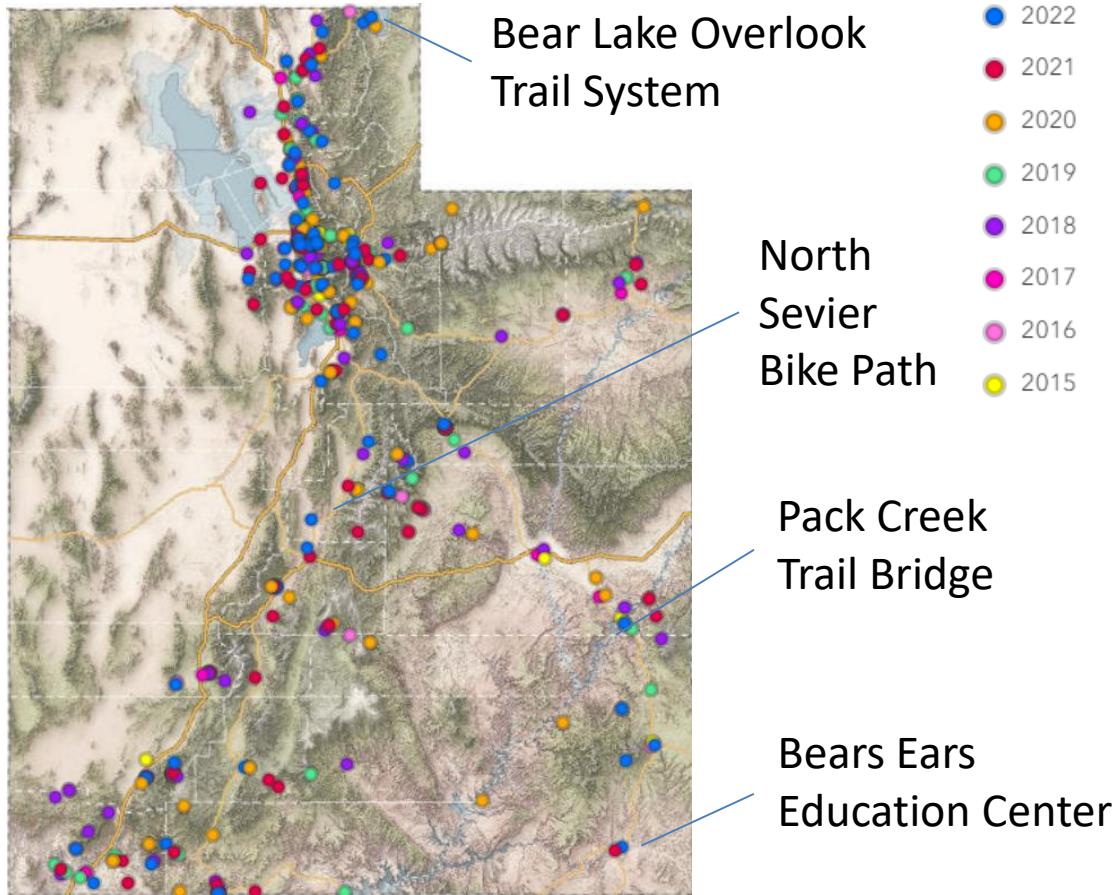
Utah Projects Supported by Statewide TRT

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)

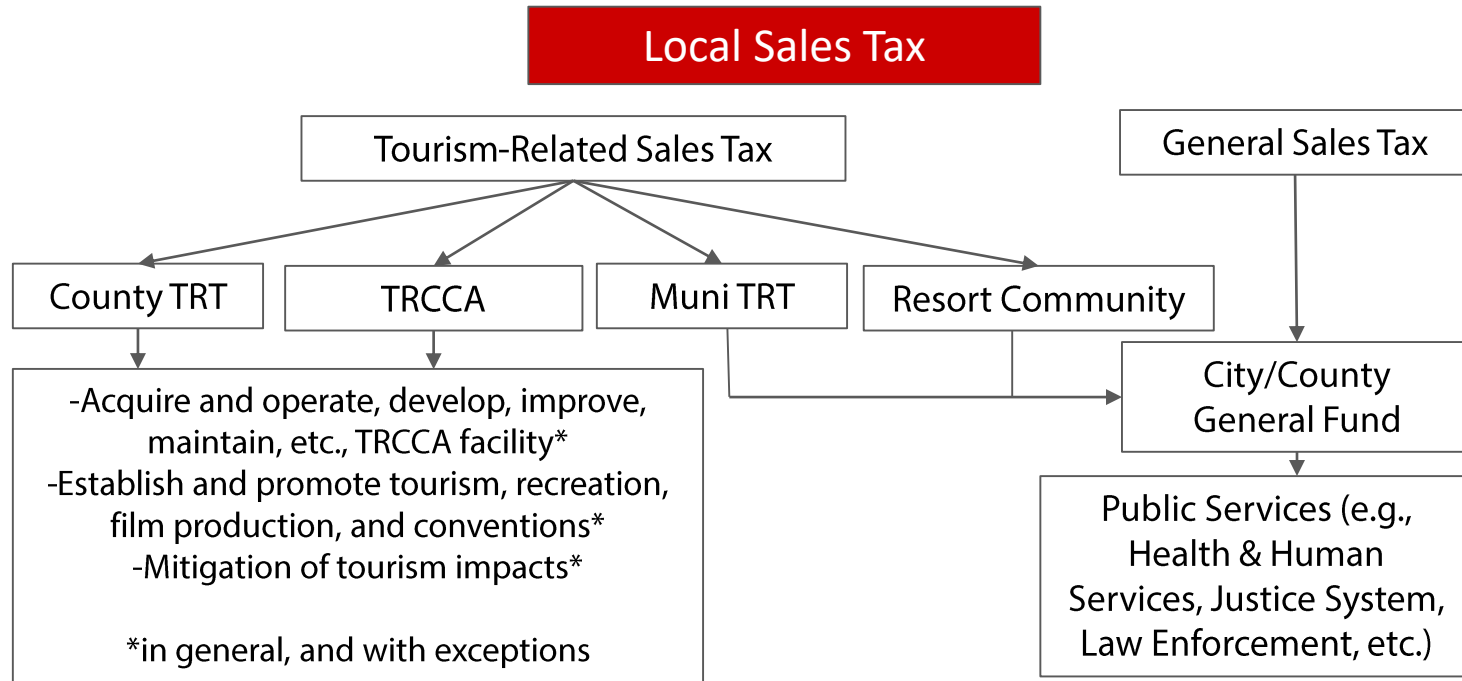
Source: Kem C. Gardner Policy Institute analysis of Utah Division of Outdoor Recreation data



A Sample of Statewide TRT-Supported Projects 2022

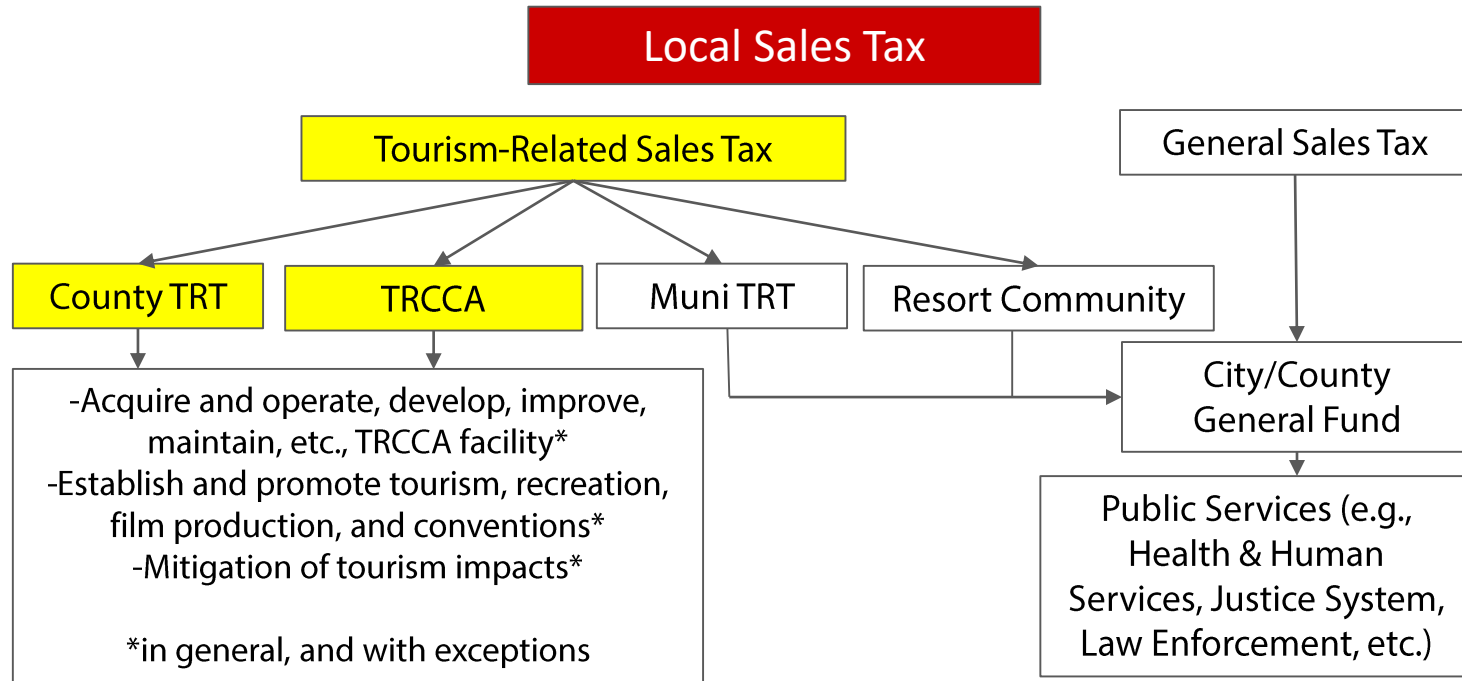
Source: Kem C. Gardner Policy Institute analysis of Utah Division of Outdoor Recreation data

Sales Tax Revenue Benefits



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

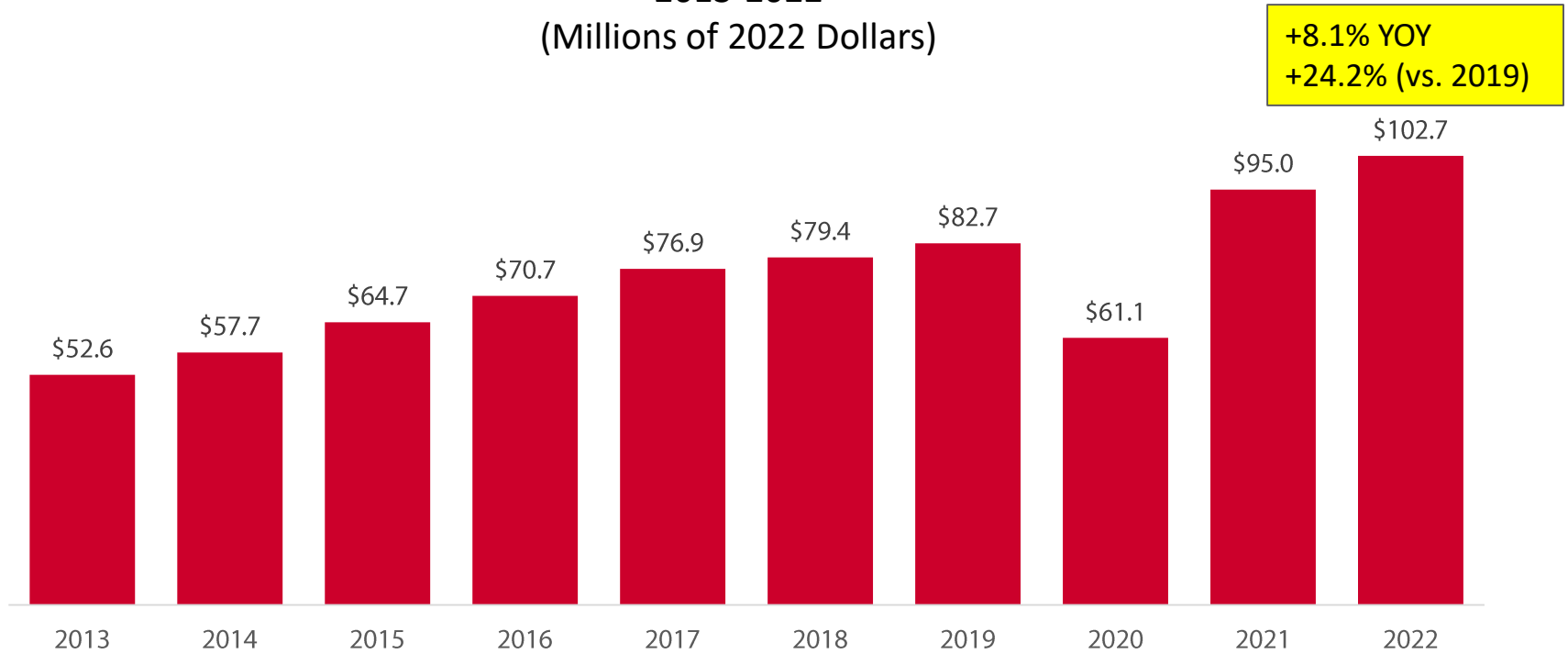
Sales Tax Revenue Benefits



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

County Transient Room Tax Revenue

2013-2022
(Millions of 2022 Dollars)



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



Box Elder County – 2023

\$180,000 in Tourism Tax Funds

- *special events
- *advertising
- *bleachers (rodeo facility)
- *ticketing software (Heritage Theatre)

\$30,000 in Tourism Tax Funds

- *\$1,000 “quick grants”
- *helps support for-profit events

Source: Utah Tourism Industry Association



Davis County – 2023

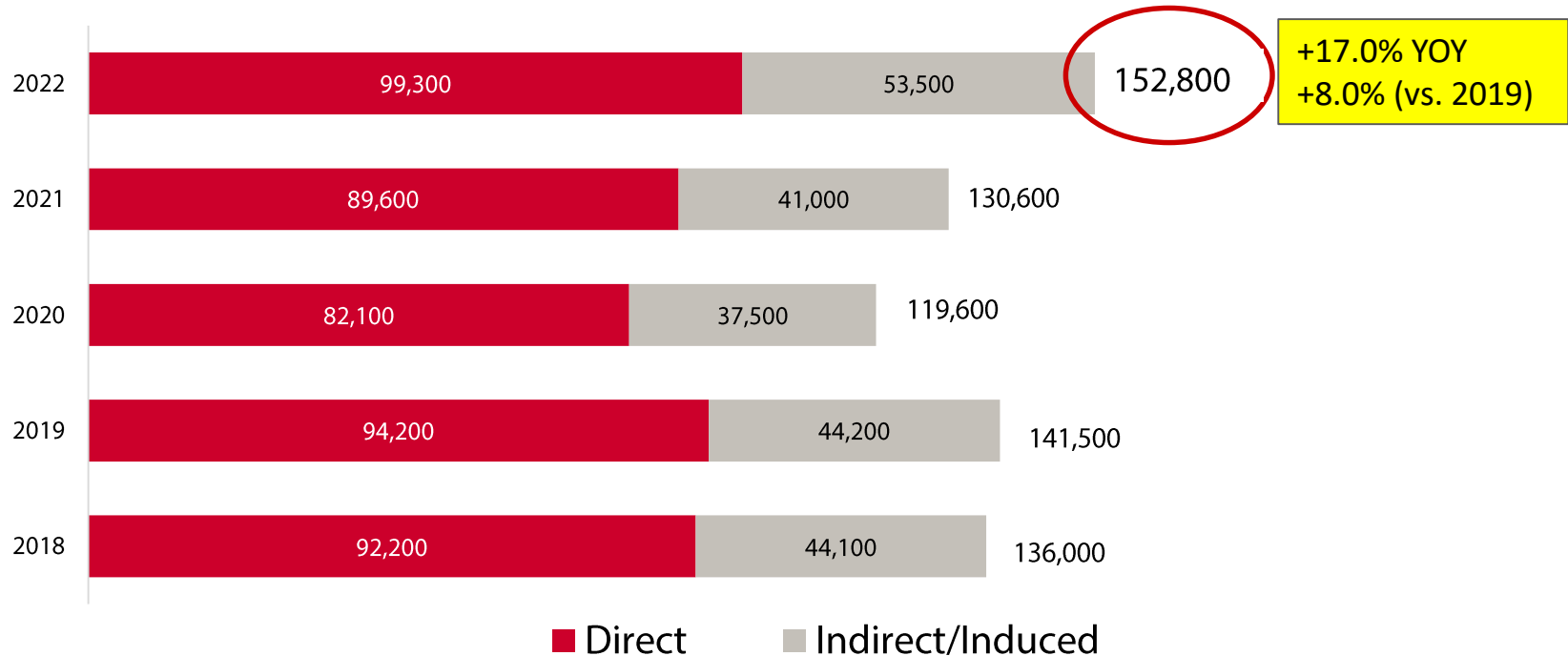
\$64M in Tourism Tax Funds →

Western Sports Park

- *fully-funded by Tourism Tax Funds
- *renovation/expansion of Legacy Events Center
- *9 basketball courts/18 volleyball courts – youth sports events
- *benefits visitors and residents

Source: Utah Tourism Industry Association

Total Tourism Jobs

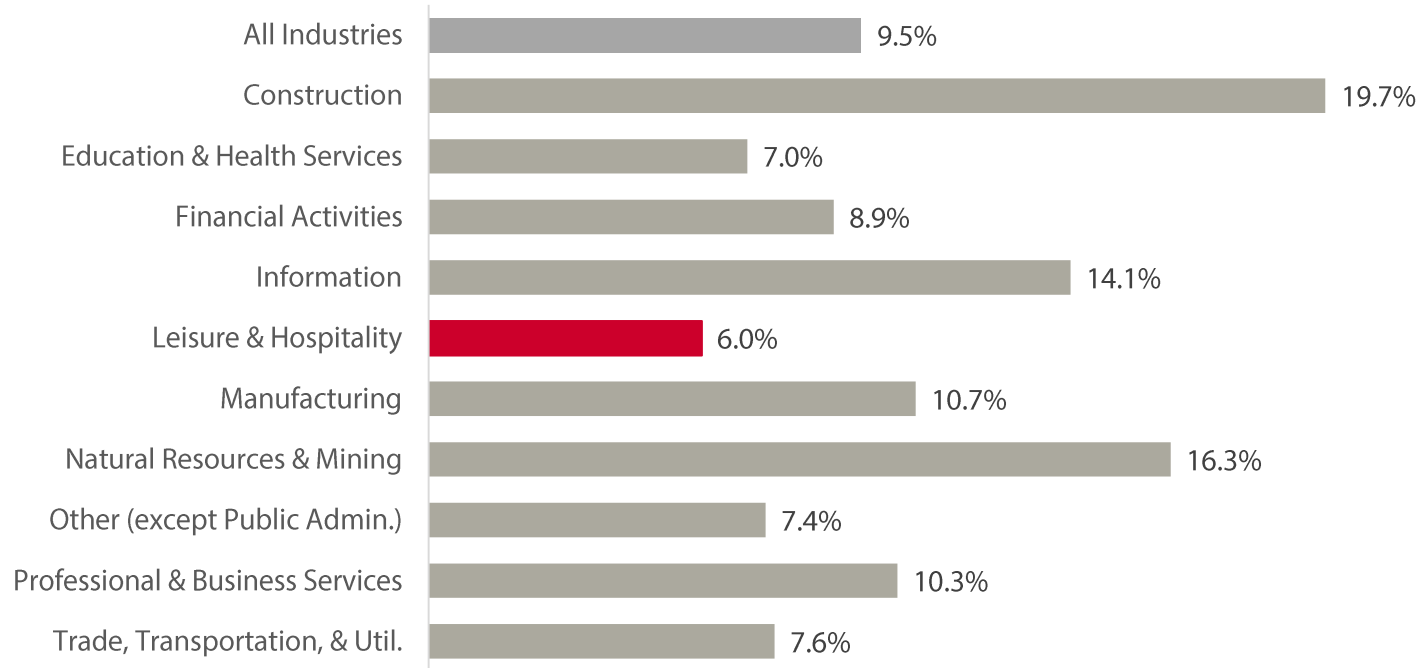


Note: includes public and private full- and part-time employment; includes sole proprietors.

Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labor Statistics and U.S. Bureau of Economic Analysis data

Jobs by Industry

2022 vs. 2019 Baseline

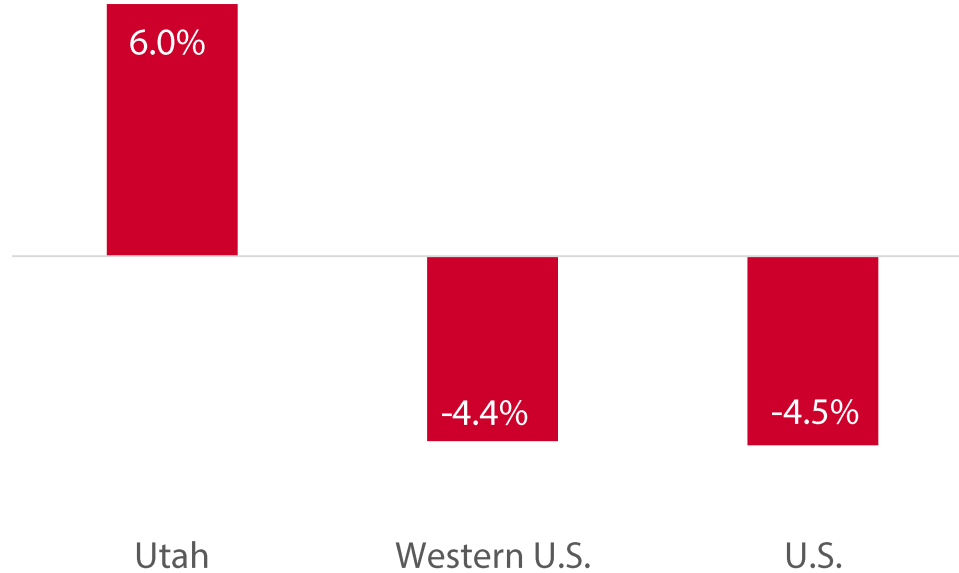


Note: Includes private full- and part-time employment; does not include sole proprietors.

Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labor Statistics data

Leisure & Hospitality Jobs

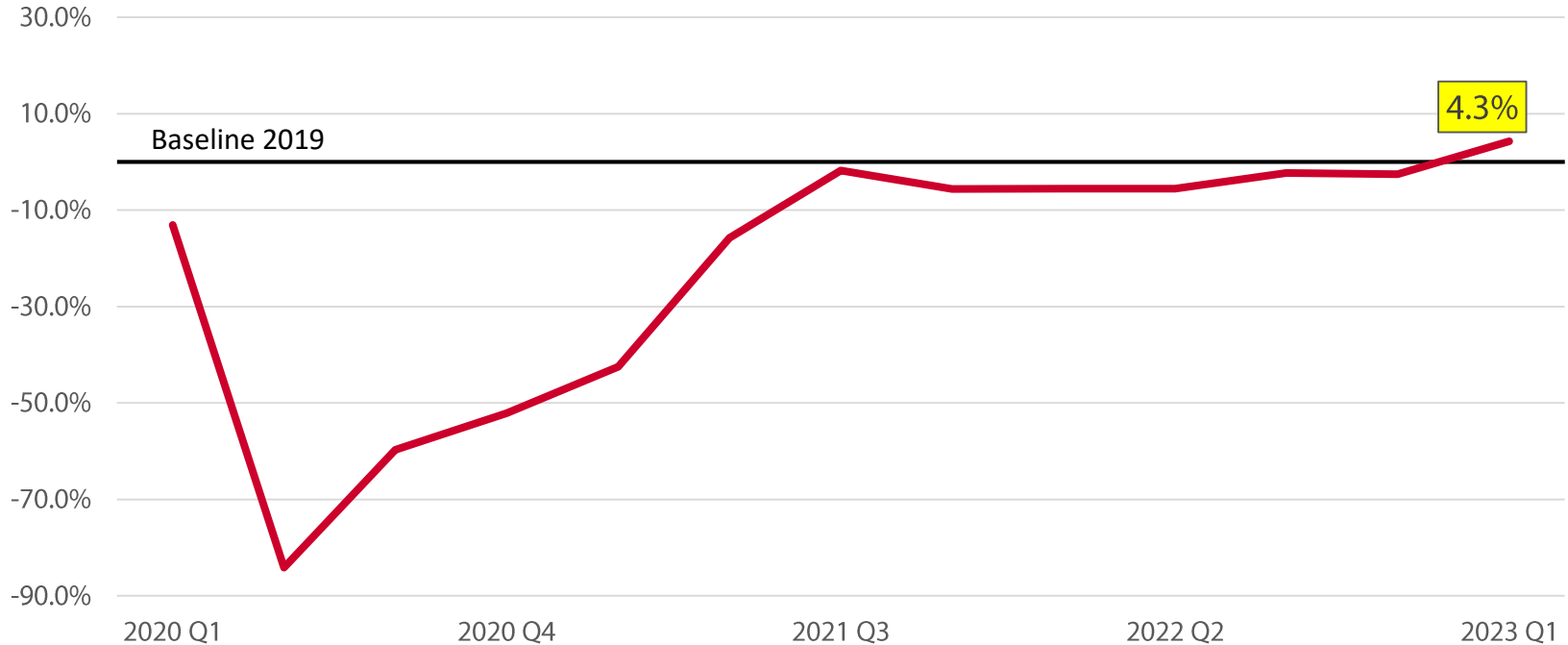
2022 vs. 2019 Baseline



Note: "Western U.S." includes WA, OR, CA, ID, NV, AZ, MT, WY, CO, and NM; Note: Includes private full- and part-time employment; does not include sole proprietors.
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labor Statistics data

SLC International Airport

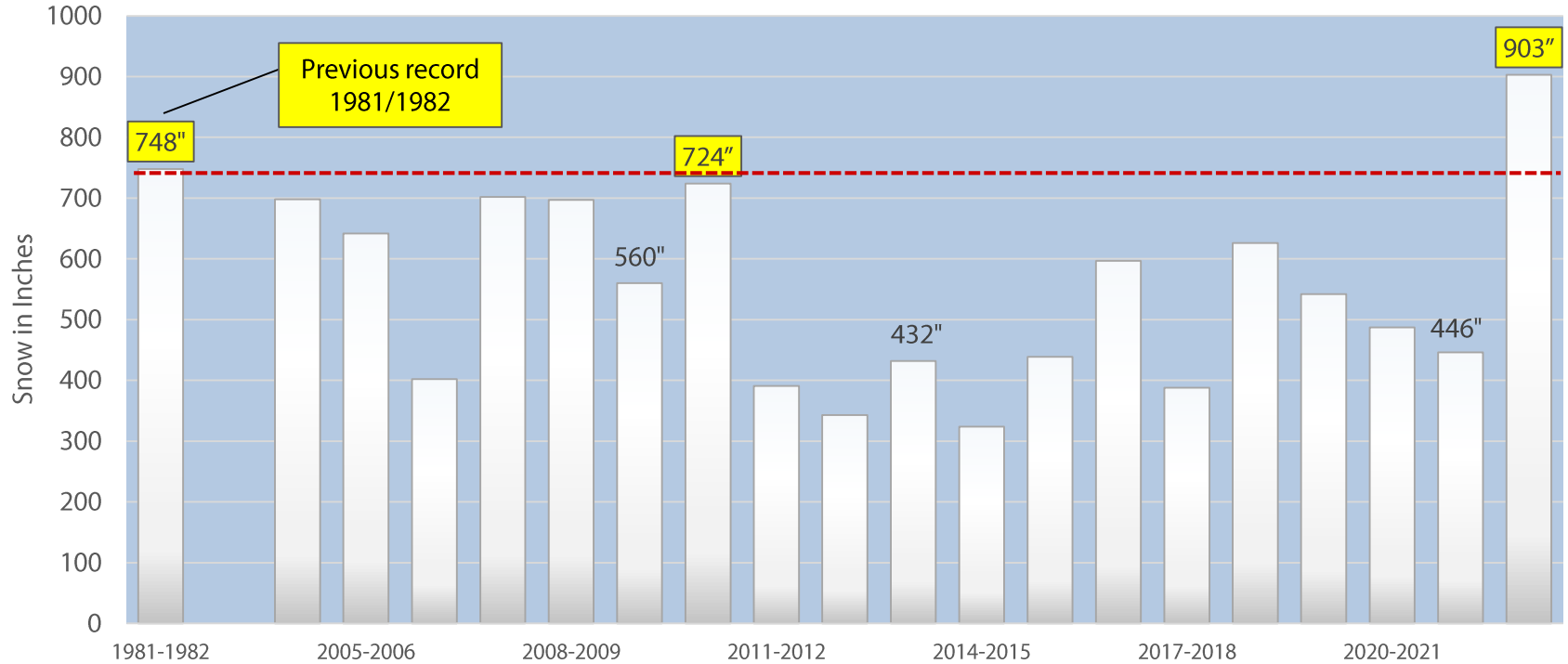
Deplaned Passengers by Quarter, 2020-2023 vs. 2019 Baseline



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

Utah Ski Industry

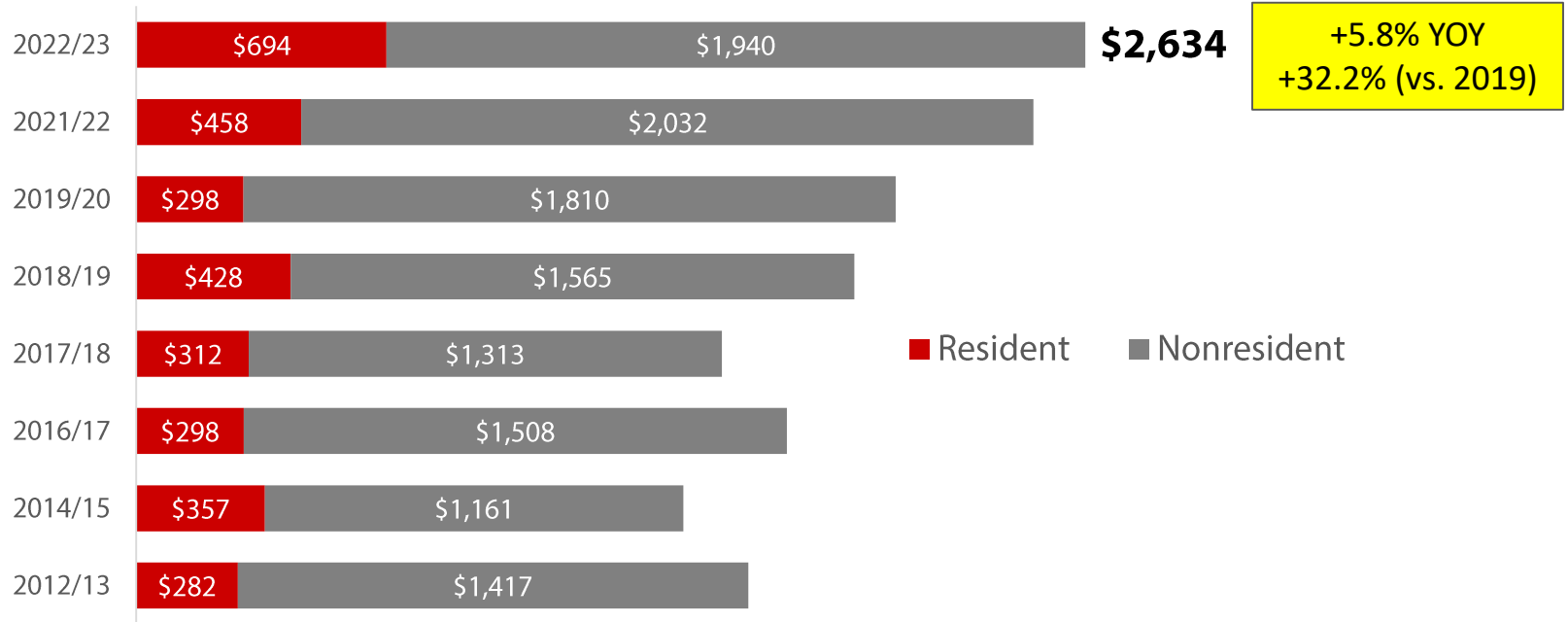
Snowfall, Alta Ski Resort



Source: Kem C. Gardner Policy Institute analysis of Alta Ski Resort data

Utah Skier/Snowboarder Spending

(Millions of 2022 Dollars)



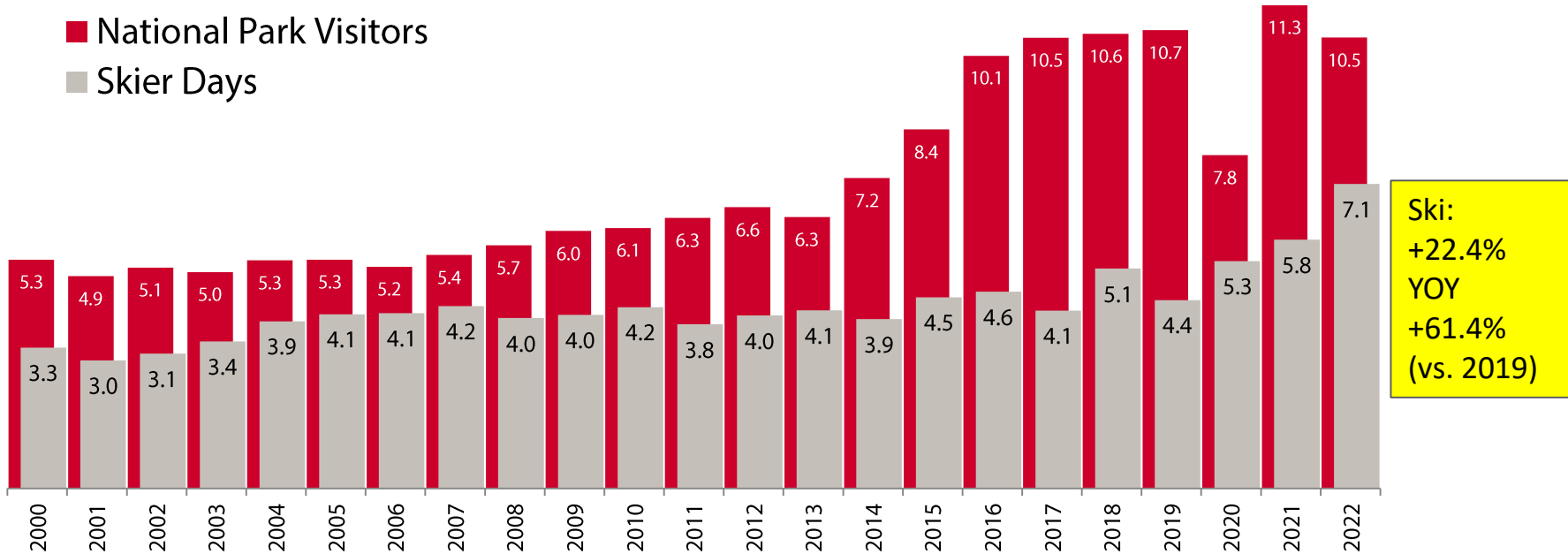
Source: Kem C. Gardner Policy Institute analysis of RRC Associates data

Visitation

(In Millions)

NPs:
-7.1% YOY
-1.9% (vs. 2019)

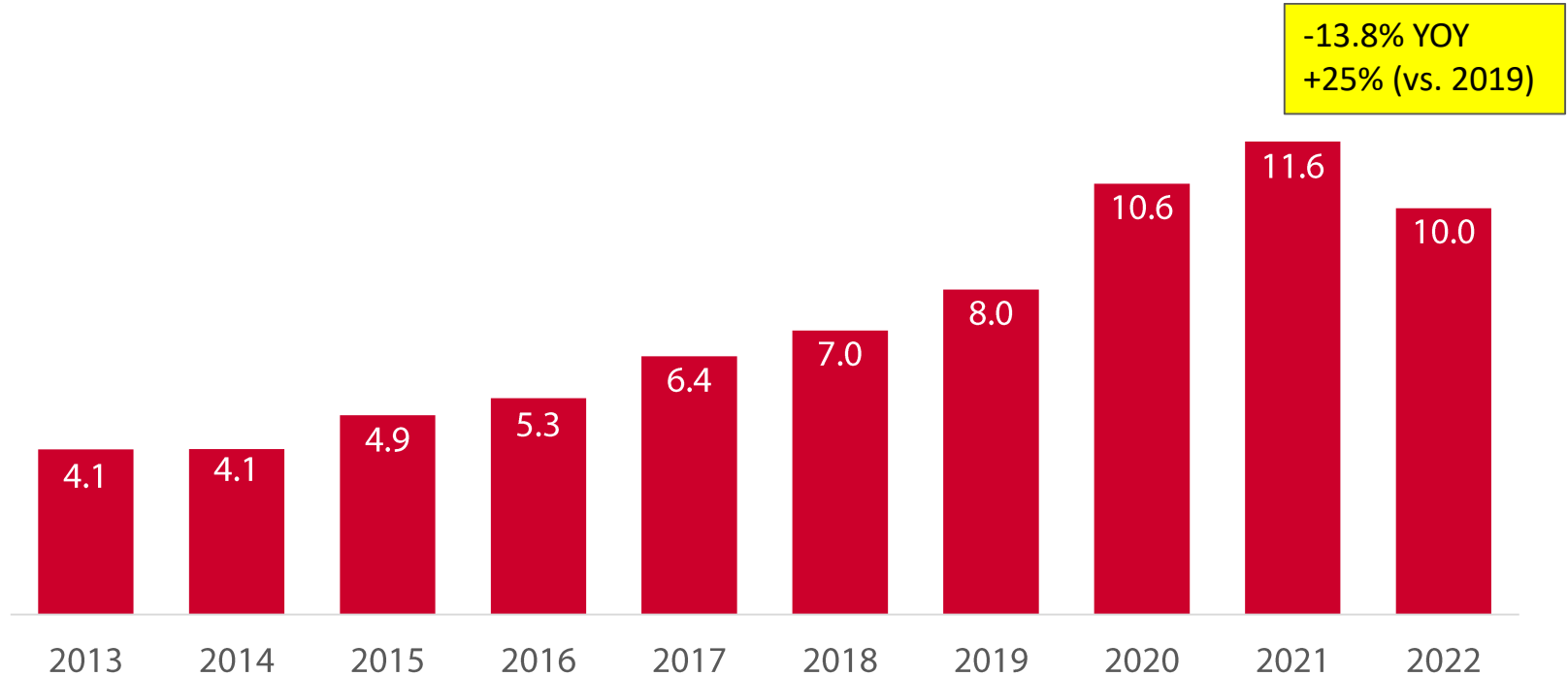
■ National Park Visitors
■ Skier Days



Source: Kem C. Gardner Policy Institute analysis of National Park Service and Ski Utah data

State Park Visitation

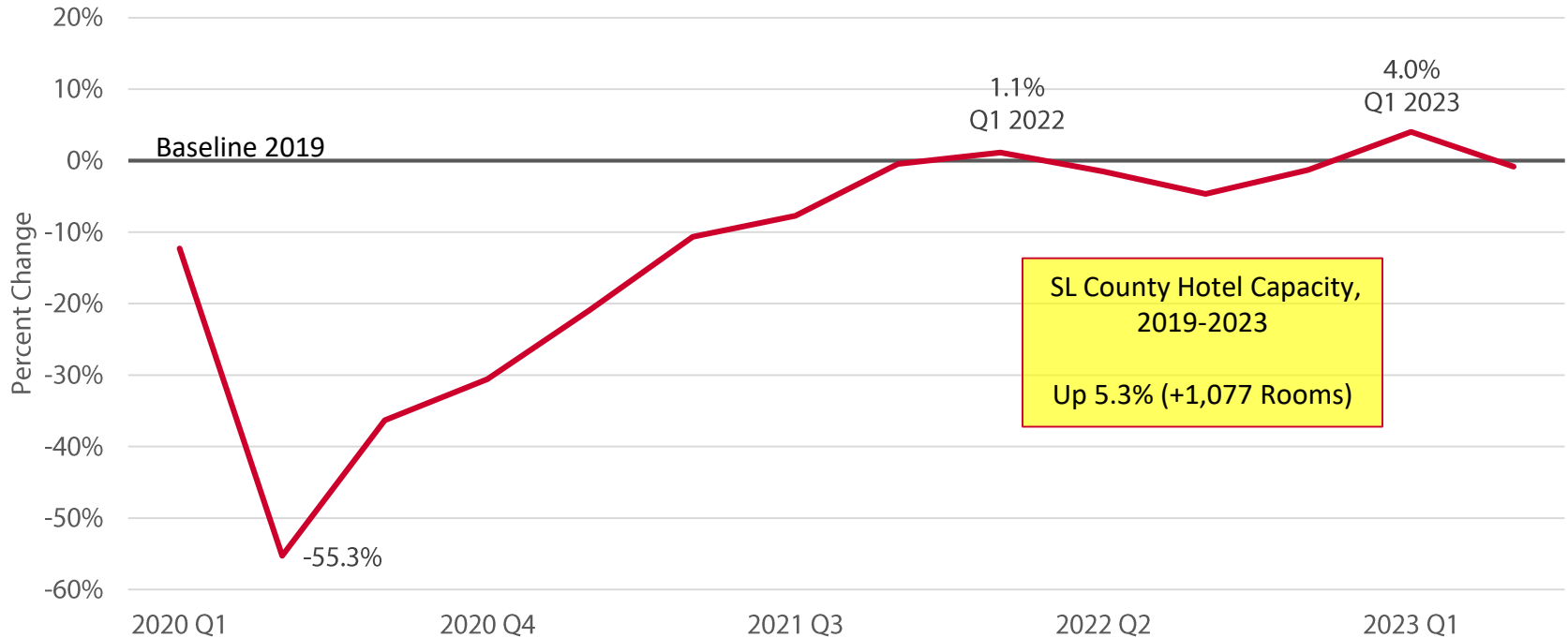
(Millions of Visits)



Source: Kem C. Gardner Policy Institute analysis of Utah State Parks data

Urban Visitor Economy

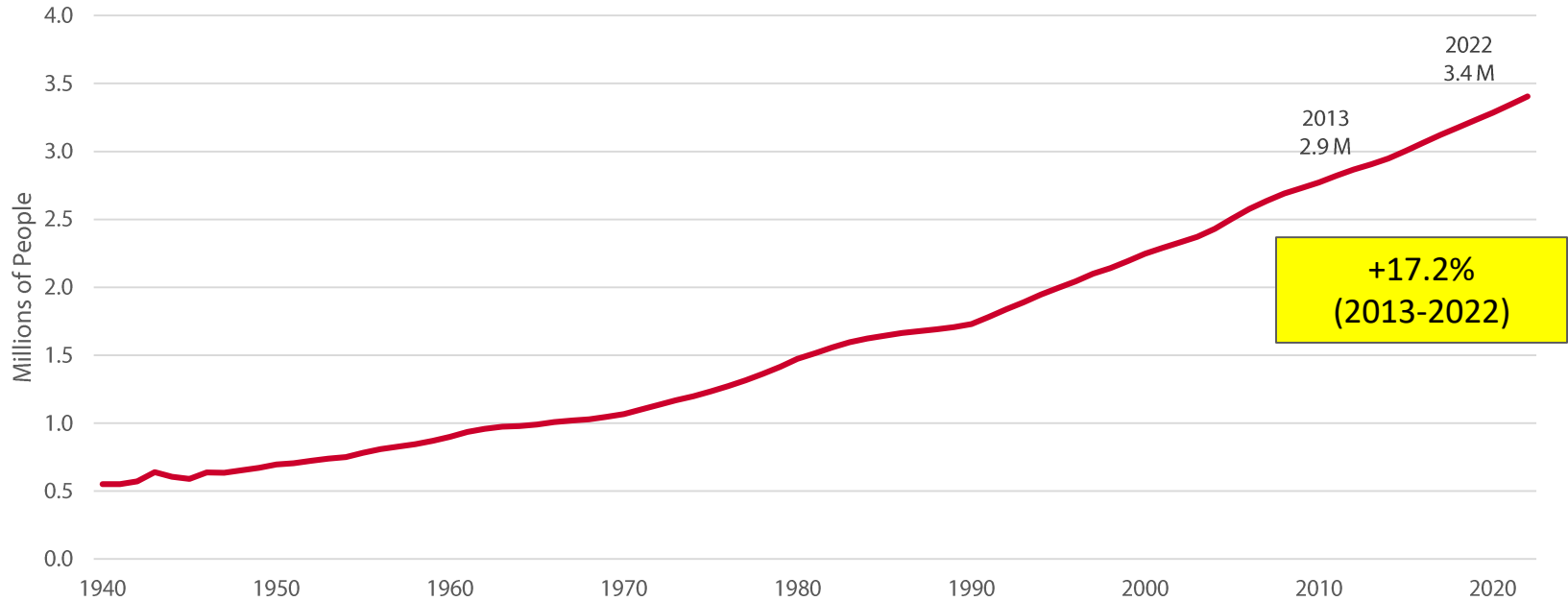
Salt Lake County Hotel Occupancy by Quarter, 2020-2023 vs. 2019



Source: Kem C. Gardner Policy Institute analysis of STR, Inc., data

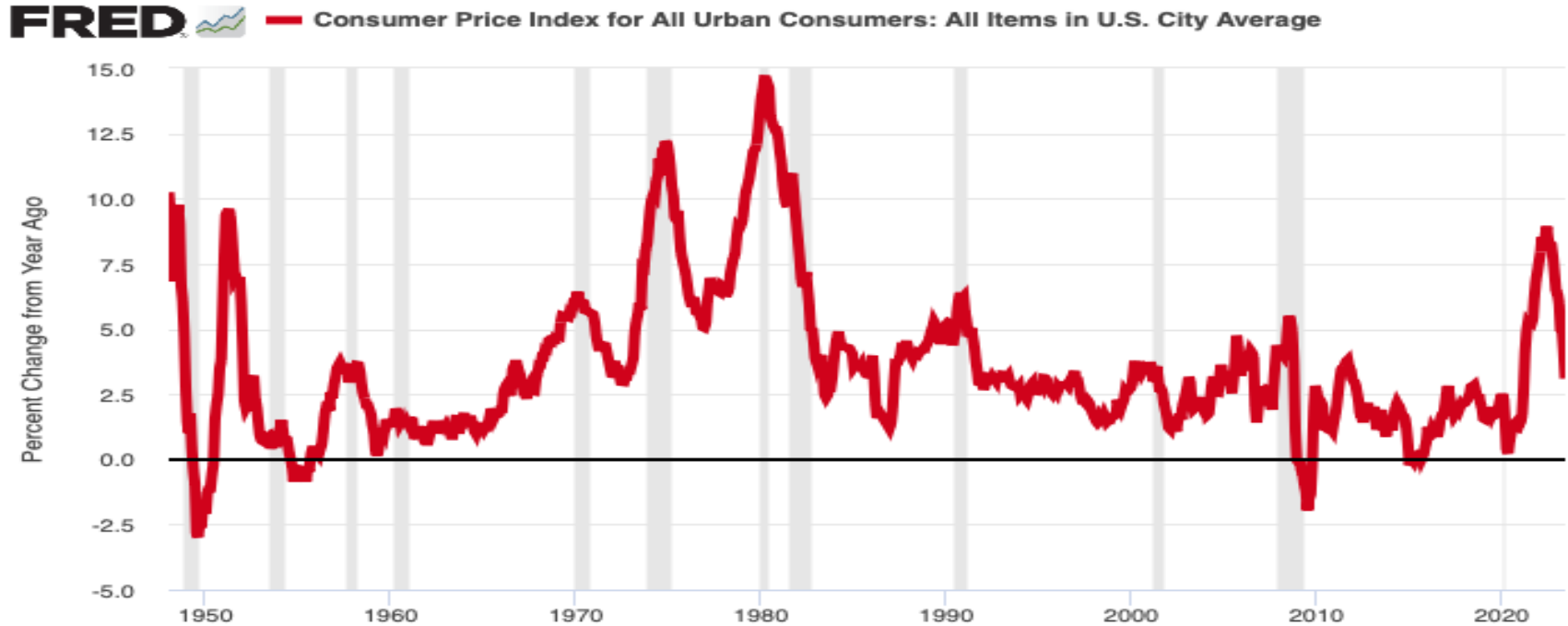
Utah Population

1940-2022



Source: Utah Population Committee

Inflation Rates

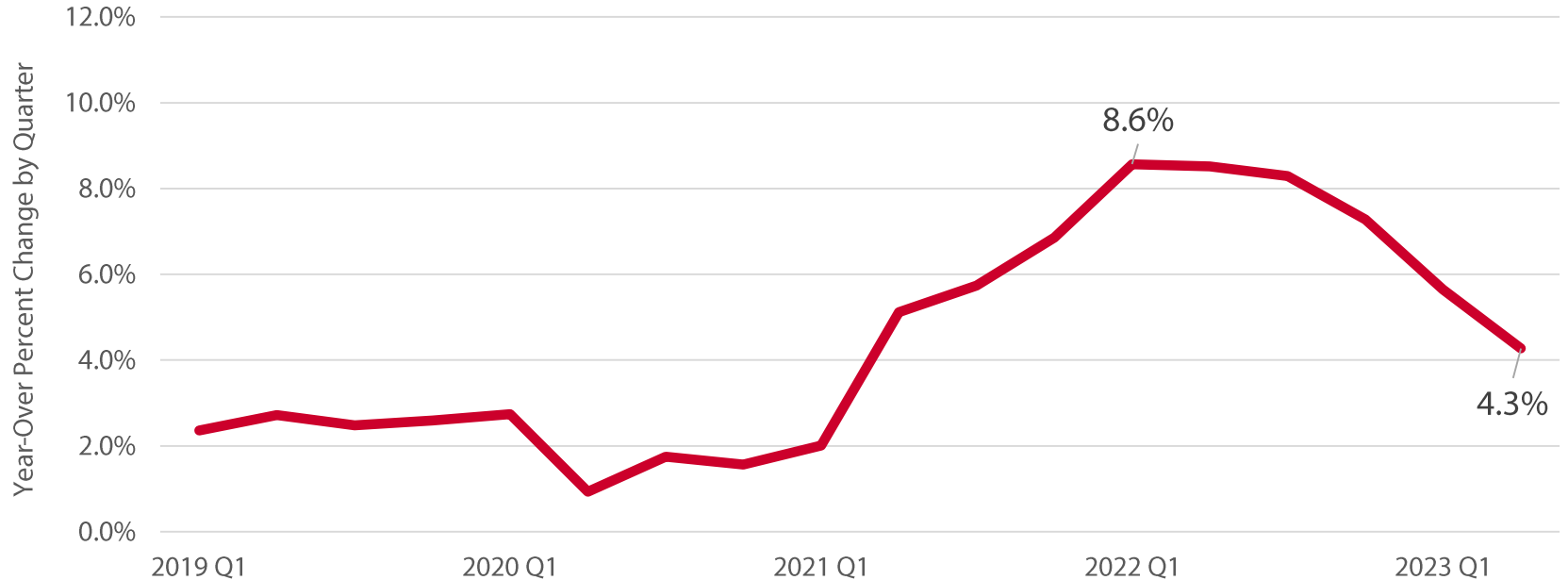


Source: U.S. Bureau of Labor Statistics

Source: Federal Reserve Economic Data (FRED)

Inflation Rates by Quarter

2019 Q1—2023 Q2



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

Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labor Statistics' CPI data

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