Utah Tourism Outlook 2023: Opportunities & Challenges
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: $10.56
2019: $11.70
2020: $8.02
2021: $11.42
2022: $11.98

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

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

$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
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
    - UOR Grants & Hospitality Ed

- 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

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

Local Sales Tax

Tourism-Related Sales Tax

- County TRT
- TRCCA
- Muni TRT

- 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

- Resort Community

City/County 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

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

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

+17.0% YOY
+8.0% (vs. 2019)

Note: includes public and private full- and part-time employment; includes sole proprietors.
<table>
<thead>
<tr>
<th>Industry</th>
<th>2022</th>
<th>2019 Baseline</th>
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</thead>
<tbody>
<tr>
<td>All Industries</td>
<td>9.5%</td>
<td></td>
</tr>
<tr>
<td>Construction</td>
<td></td>
<td>19.7%</td>
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<tr>
<td>Education &amp; Health Services</td>
<td>7.0%</td>
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<tr>
<td>Financial Activities</td>
<td>8.9%</td>
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<tr>
<td>Information</td>
<td>14.1%</td>
<td></td>
</tr>
<tr>
<td>Leisure &amp; Hospitality</td>
<td>6.0%</td>
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<tr>
<td>Manufacturing</td>
<td>10.7%</td>
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<tr>
<td>Natural Resources &amp; Mining</td>
<td>16.3%</td>
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</tr>
<tr>
<td>Other (except Public Admin.)</td>
<td>7.4%</td>
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<tr>
<td>Professional &amp; Business Services</td>
<td>10.3%</td>
<td></td>
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<tr>
<td>Trade, Transportation, &amp; Util.</td>
<td>7.6%</td>
<td></td>
</tr>
</tbody>
</table>

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

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)

- 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)

2013: 4.1
2014: 4.1
2015: 4.9
2016: 5.3
2017: 6.4
2018: 7.0
2019: 8.0
2020: 10.6
2021: 11.6
2022: 10.0

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

Baseline 2019

1.1% Q1 2022
4.0% Q1 2023

SL County Hotel Capacity, 2019-2023
Up 5.3% (+1,077 Rooms)

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

1940-2022

Source: Utah Population Committee
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