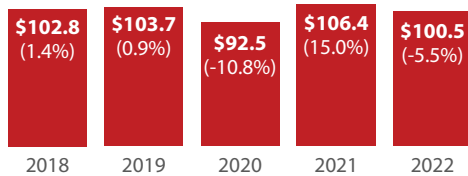
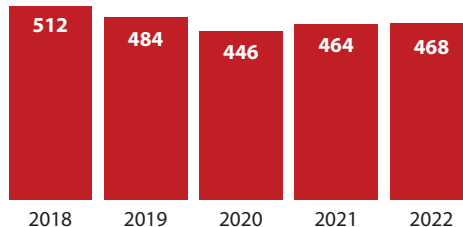


Beaver County, 2022

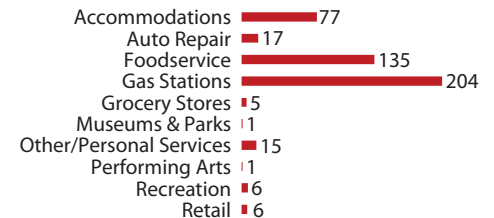
Direct Visitor Spending, Total and Year-Over Change¹
(millions of 2022 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



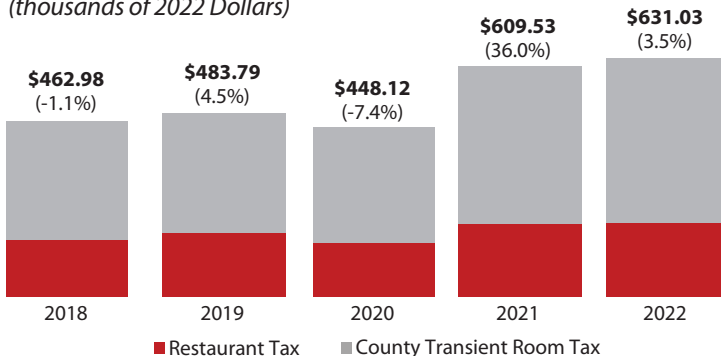
Visitor-Generated Tax Revenue (Total)



Visitor-Generated Share of Local Sales Tax Revenue²



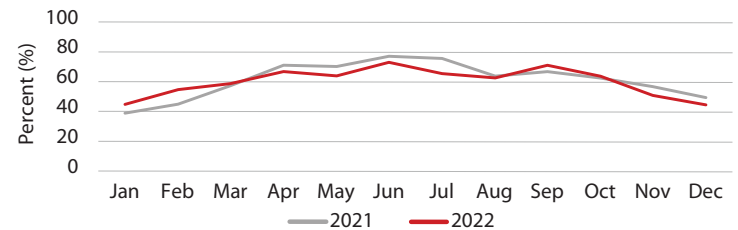
Select Tourism-Related Sales Taxes, Total and Year-Over Change
(thousands of 2022 Dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022
Hotel Rooms	498	498	498	508
Year-Over Change	NA	0.0%	0.0%	2.0%
Occupancy %	50.0	47.2	61.4	60.2
Year-Over Change	NA	33.3%	12.7%	-22.0%
Average Daily Rate (ADR)	\$67.14	\$67.24	\$67.38	\$67.09
Year-Over Change	NA	33.3%	12.7%	-22.0%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022
Unique Listings	27	39	46	53
Year-Over Change	NA	43.1%	18.2%	14.6%
Occupancy Rate (%)	34.8	42.6	47.4	40.1
Year-Over Change	NA	22.4%	11.3%	-15.4%
Average Daily Rate (ADR)	\$271.06	\$227.72	\$271.26	\$251.28
Year-Over Change	NA	-16.0%	19.1%	-7.4%

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

1. Visitor transportation spending has been omitted in this analysis.

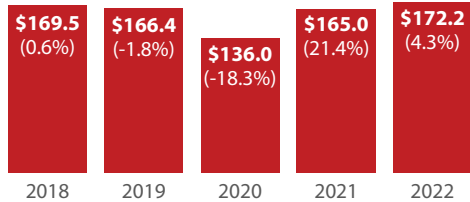
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental subtypes "Other" and "Shared Room" have been omitted from this analysis.

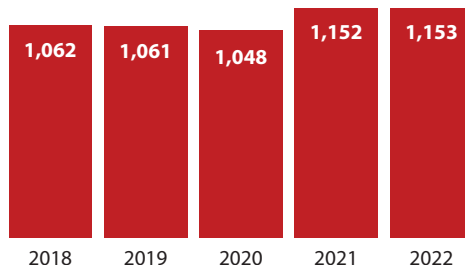
Box Elder County, 2022

Direct Visitor Spending, Total and Year-Over Change¹

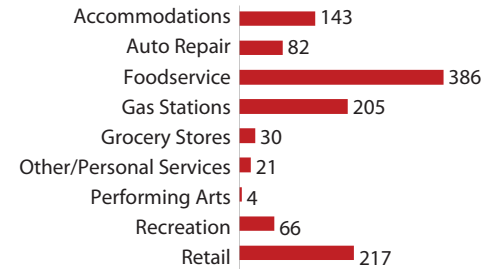
(millions of 2022 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

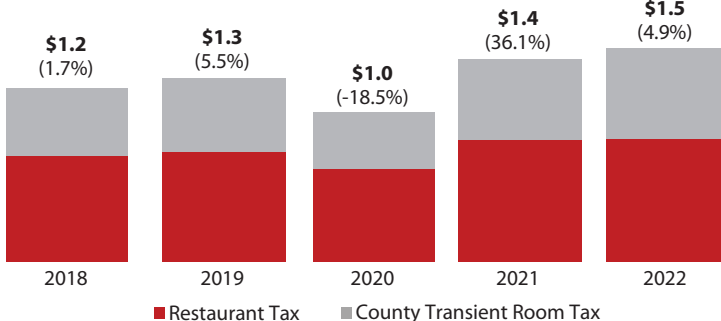


Visitor-Generated Share of Local Sales Tax Revenue²



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

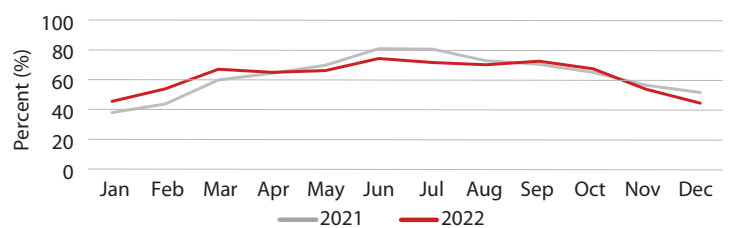
(millions of 2022 dollars)



Total Travel & Tourism Jobs



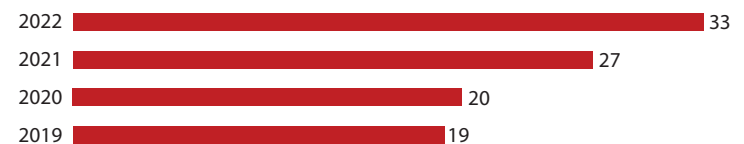
Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022
Hotel Rooms	518	518	518	518
Year-Over Change	NA	0.0%	0.0%	0.0%
Occupancy %	45.4	63.3	63.3	63.1
Year-Over Change	NA	39.4%	-0.0%	-0.3%
Average Daily Rate (ADR)	\$77.30	\$93.16	\$93.16	\$107.77
Year-Over Change	NA	20.5%	0.0%	15.7%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022
Unique Listings	19	20	27	33
Year-Over Change	NA	3.9%	34.0%	21.4%
Occupancy Rate (%)	43.4	30.7	42.3	55.6
Year-Over Change	NA	-29.3%	37.8%	31.4%
Average Daily Rate (ADR)	\$94.32	\$98.23	\$83.90	\$99.83
Year-Over Change	NA	4.2%	-14.6%	19.0%

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

1. Visitor transportation spending has been omitted in this analysis.

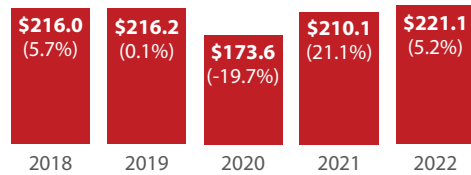
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental subtypes "Other" and "Shared Room" have been omitted from this analysis.

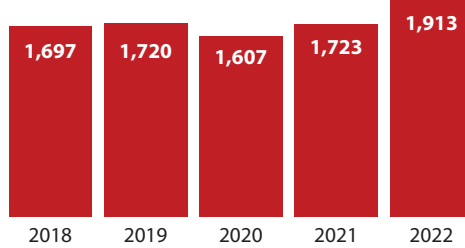
Cache County, 2022

Direct Visitor Spending, Total and Year-Over Change¹

(millions of 2022 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

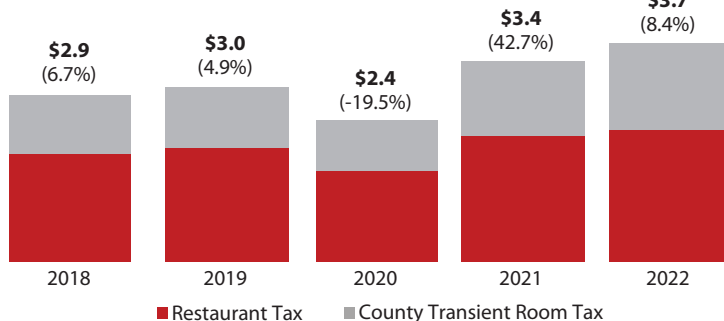


Visitor-Generated Share of Local Sales Tax Revenue²



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

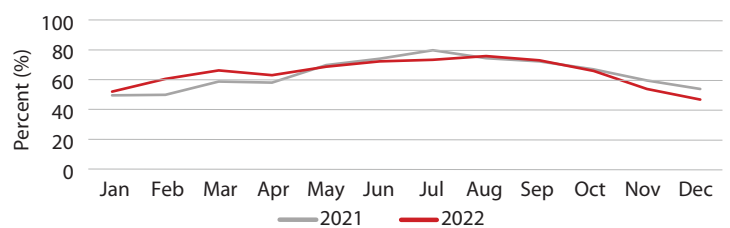
(millions of 2022 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022
Hotel Rooms	1,113	1,124	1,227	1,238
Year-Over Change	NA	1.0%	9.1%	0.9%
Occupancy %	58.6	50.5	64.0	64.4
Year-Over Change	NA	-13.9%	26.9%	0.6%
Average Daily Rate (ADR)	\$98.56	\$82.98	\$104.44	\$119.38
Year-Over Change	NA	-15.8%	25.9%	14.3%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022
Unique Listings	167	191	217	283
Year-Over Change	NA	14.1%	13.9%	30.2%
Occupancy Rate (%)	52.6	46.5	57.8	56.7
Year-Over Change	NA	-11.6%	24.3%	-1.9%
Average Daily Rate (ADR)	\$106.66	\$118.33	\$127.11	\$135.65
Year-Over Change	NA	10.9%	7.4%	6.7%

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

1. Visitor transportation spending has been omitted in this analysis.

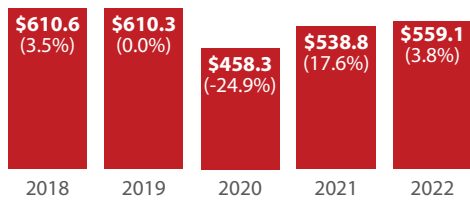
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental subtypes "Other" and "Shared Room" have been omitted from this analysis.

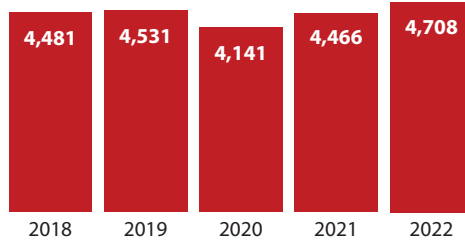
Davis County, 2022

Direct Visitor Spending, Total and Year-Over Change¹

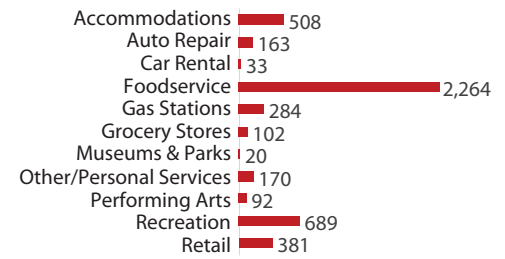
(millions of 2022 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

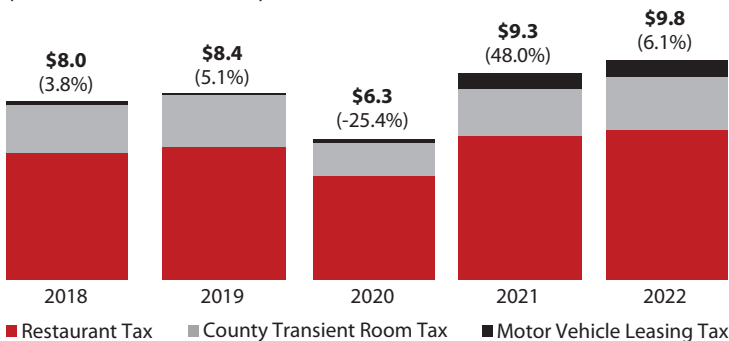


Visitor-Generated Share of Local Sales Tax Revenue²



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

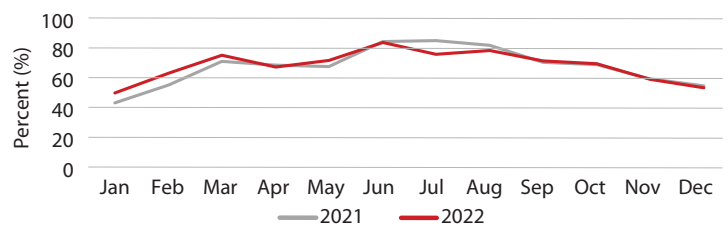
(millions of 2022 dollars)



Total Travel & Tourism Jobs



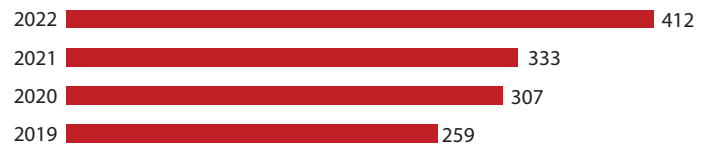
Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022
Hotel Rooms	1,930	1,985	2,042	2,042
Year-Over Change	NA	2.8%	2.9%	0.0%
Occupancy %	71.4	54.2	69.4	70.1
Year-Over Change	NA	-24.1%	28.1%	0.9%
Average Daily Rate (ADR)	\$90.11	\$77.87	\$91.11	\$102.57
Year-Over Change	NA	-13.6%	17.0%	12.6%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022
Unique Listings	259	307	333	412
Year-Over Change	NA	18.2%	8.7%	23.8%
Occupancy Rate (%)	57.4	47.3	62.3	57.8
Year-Over Change	NA	-17.6%	31.7%	-7.2%
Average Daily Rate (ADR)	\$78.94	\$87.02	\$110.44	\$110.57
Year-Over Change	NA	10.2%	26.9%	0.1%

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

1. Visitor transportation spending has been omitted in this analysis.

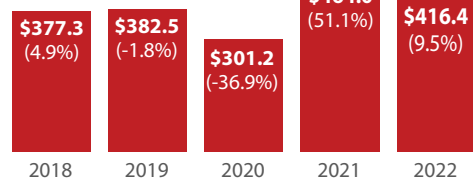
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental subtypes "Other" and "Shared Room" have been omitted from this analysis.

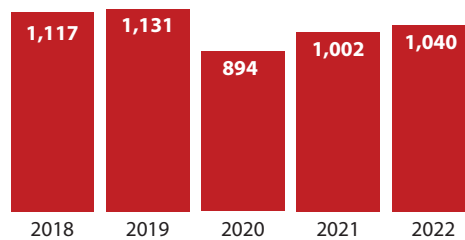
Garfield County, 2022

Direct Visitor Spending, Total and Year-Over Change¹

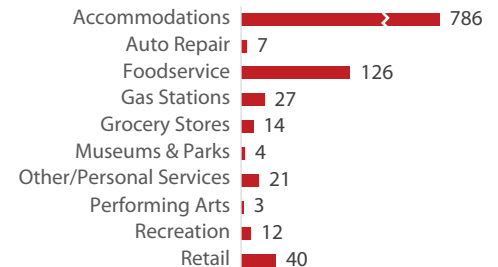
(millions of 2022 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

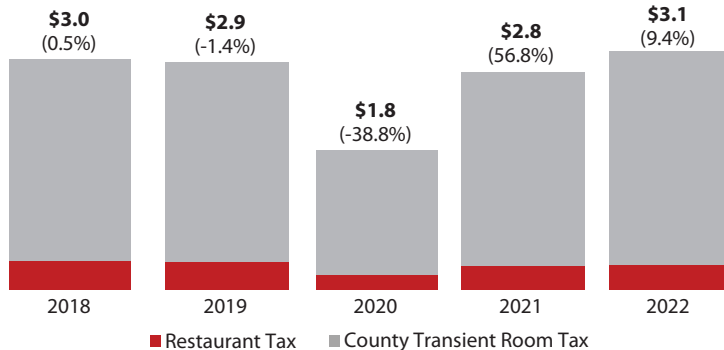


Visitor-Generated Share of Local Sales Tax Revenue²



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

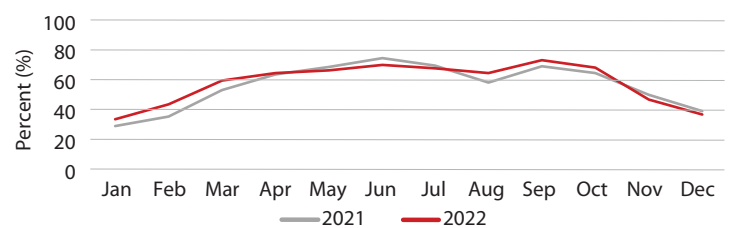
(millions of 2022 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022
Hotel Rooms	1,851	1,699	1,870	1,791
Year-Over Change	NA	-8.2%	10.1%	-4.2%
Occupancy %	66.8	56.4	71.4	73.0
Year-Over Change	NA	-15.6%	26.7%	2.2%
Average Daily Rate (ADR)	\$85.45	\$74.01	\$86.37	\$99.90
Year-Over Change	NA	-13.4%	16.7%	15.7%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022
Unique Listings	659	752	842	980
Year-Over Change	NA	14.1%	12.0%	16.4%
Occupancy Rate (%)	50.5	43.8	53.3	50.8
Year-Over Change	NA	-13.3%	21.7%	-4.7%
Average Daily Rate (ADR)	\$168.84	\$179.37	\$195.49	\$190.90
Year-Over Change	NA	6.2%	9.0%	-2.3%

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

1. Visitor transportation spending has been omitted in this analysis.

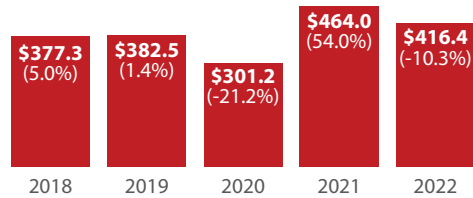
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental subtypes "Other" and "Shared Room" have been omitted from this analysis.

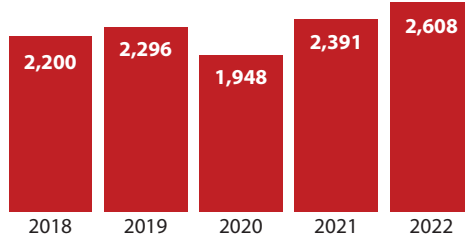
Grand County, 2022

Direct Visitor Spending, Total and Year-Over Change¹

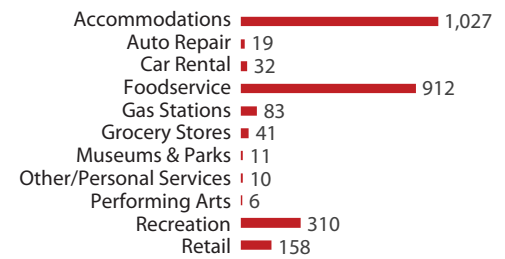
(millions of 2022 dollars)



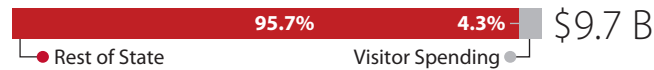
Direct Travel & Tourism Jobs



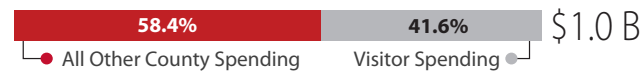
Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

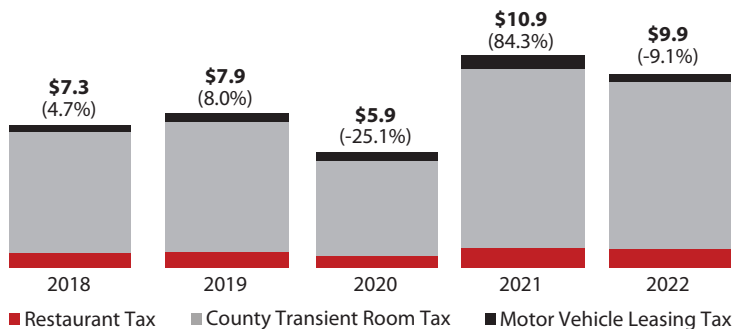


Visitor-Generated Share of Local Sales Tax Revenue²



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

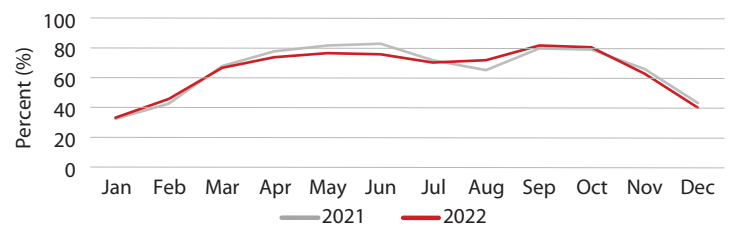
(millions of 2022 dollars)



Total Travel & Tourism Jobs



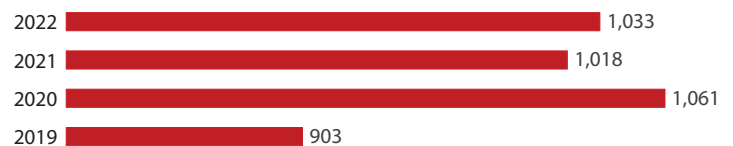
Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022
Hotel Rooms	2,544	2,649	2,808	2,789
Year-Over Change	NA	4.2%	6.0%	-0.7%
Occupancy %	63.2	49.4	66.7	65.6
Year-Over Change	NA	-21.9%	35.1%	-1.6%
Average Daily Rate (ADR)	\$146.42	\$126.39	\$173.77	\$182.26
Year-Over Change	NA	-13.7%	37.5%	4.9%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022
Unique Listings	903	1061	1018	1033
Year-Over Change	NA	17.5%	-4.0%	1.4%
Occupancy Rate (%)	58.8	47.8	63.8	57.4
Year-Over Change	NA	-18.7%	33.5%	-10.0%
Average Daily Rate (ADR)	\$118.52	\$205.36	\$259.36	\$287.66
Year-Over Change	NA	73.3%	26.3%	10.9%

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

1. Visitor transportation spending has been omitted in this analysis.

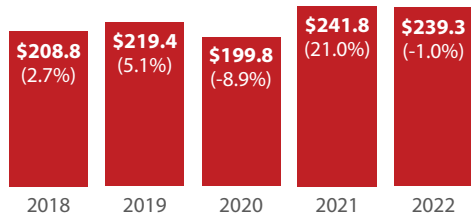
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3. Short term rental subtypes "Other" and "Shared Room" have been omitted from this analysis.

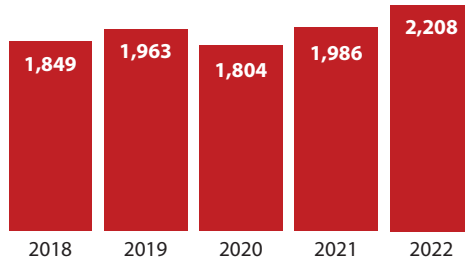
Iron County, 2022

Direct Visitor Spending, Total and Year-Over Change¹

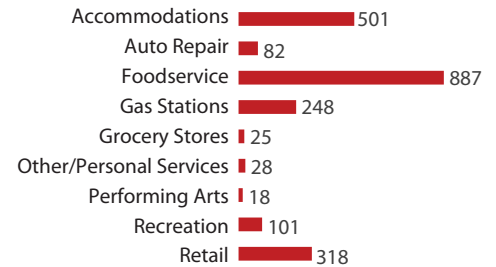
(millions of 2022 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

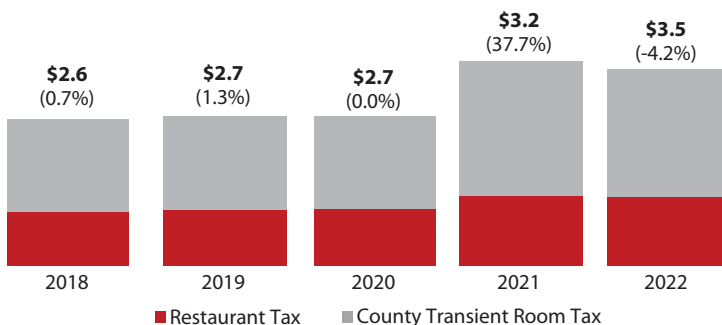


Visitor-Generated Share of Local Sales Tax Revenue²



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

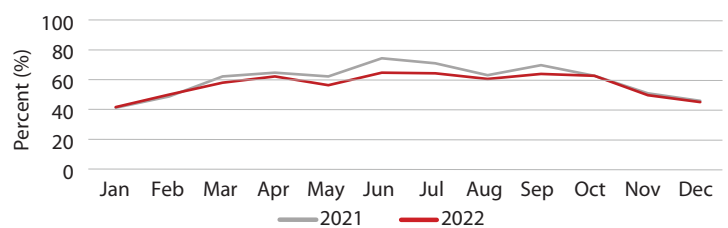
(millions of 2022 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022
Hotel Rooms	1,721	1,663	1,712	1,710
Year-Over Change	NA	-3.4%	2.9%	-0.1%
Occupancy %	54.18	49.26	60.9	57.8
Year-Over Change	NA	-9.1%	23.6%	-5.1%
Average Daily Rate (ADR)	\$82.56	\$75.82	\$100.72	\$107.87
Year-Over Change	NA	-8.2%	32.8%	7.1%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022
Unique Listings	694	787	811	914
Year-Over Change	NA	13.4%	3.0%	12.7%
Occupancy Rate (%)	39.9	41	51.4	43.3
Year-Over Change	NA	2.8%	25.4%	-15.8%
Average Daily Rate (ADR)	\$142.11	\$141.71	\$156	\$170.13
Year-Over Change	NA	-0.3%	10.1%	9.1%

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

1. Visitor transportation spending has been omitted in this analysis.

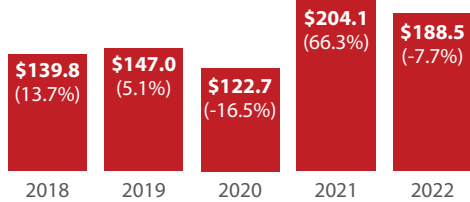
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3. Short term rental subtypes "Other" and "Shared Room" have been omitted from this analysis.

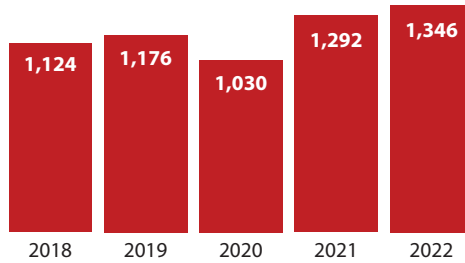
Kane County, 2022

Direct Visitor Spending, Total and Year-Over Change¹

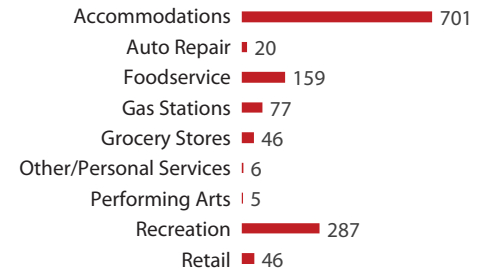
(millions of 2022 dollars)



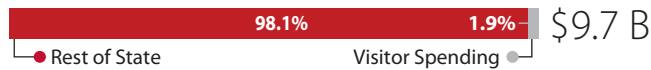
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



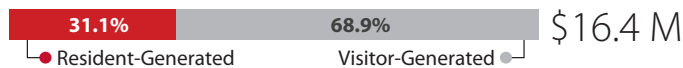
Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

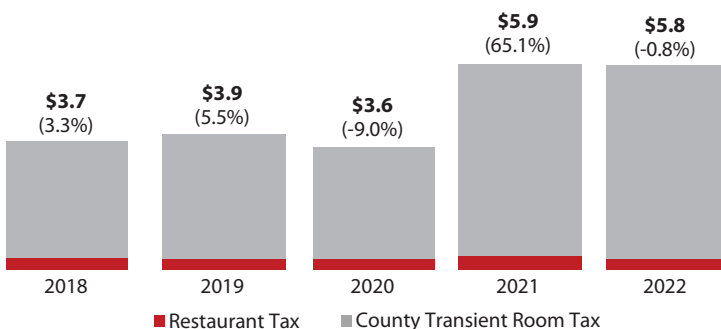


Visitor-Generated Share of Local Sales Tax Revenue²



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

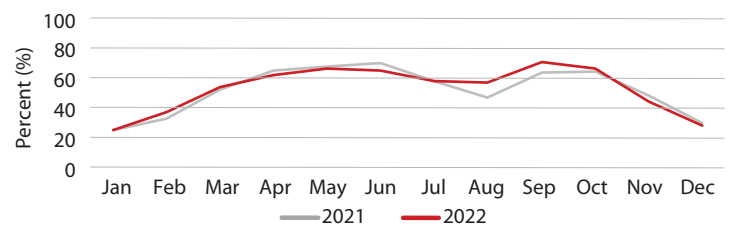
(millions of 2022 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022
Hotel Rooms	1,078	1,045	1,189	1,201
Year-Over Change	NA	-3.1%	13.8%	1.0%
Occupancy %	57.6	36.4	52.4	53.3
Year-Over Change	NA	-36.8%	44.1%	1.6%
Average Daily Rate (ADR)	\$193.74	\$182.00	\$232.40	\$247.04
Year-Over Change	NA	-6.1%	27.7%	6.3%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022
Unique Listings	667	781	845	1000
Year-Over Change	NA	17.0%	8.2%	18.4%
Occupancy Rate (%)	50.9	53.4	67	56.3
Year-Over Change	NA	4.9%	25.5%	-16.0%
Average Daily Rate (ADR)	\$157.82	\$171.69	\$198.69	\$205.38
Year-Over Change	NA	8.8%	15.7%	3.4%

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

1. Visitor transportation spending has been omitted in this analysis.

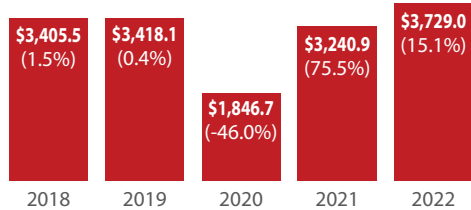
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental subtypes "Other" and "Shared Room" have been omitted from this analysis.

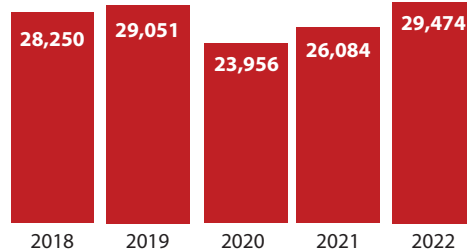
Salt Lake County, 2022

Direct Visitor Spending, Total and Year-Over Change¹

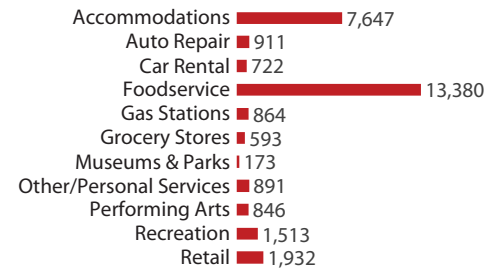
(millions of 2022 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

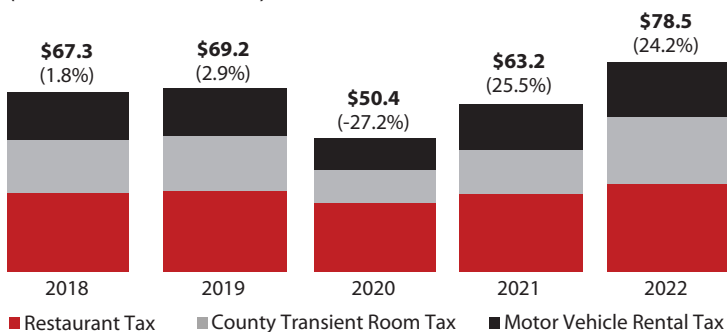


Visitor-Generated Share of Local Sales Tax Revenue²



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

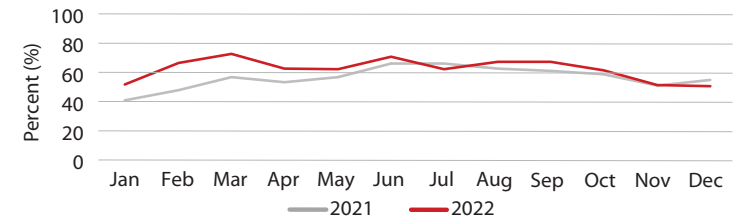
(millions of 2022 dollars)



Total Travel & Tourism Jobs



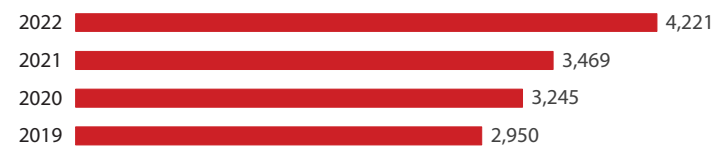
Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022
Hotel Rooms	20,200	20,039	29,256	20,634
Year-Over Change	NA	-0.8%	46.0%	-29.5%
Occupancy %	69.64	45.94	62.6	68.5
Year-Over Change	NA	-34.0%	36.2%	9.5%
Average Daily Rate (ADR)	\$114.85	\$85.15	\$101.52	\$128.41
Year-Over Change	NA	-25.9%	19.2%	26.5%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022
Unique Listings	2,950	3,245	3,469	4,221
Year-Over Change	NA	10.0%	6.9%	21.7%
Occupancy Rate (%)	58.7	49.1	55.2	56.8
Year-Over Change	NA	-16.4%	12.4%	2.9%
Average Daily Rate (ADR)	\$127.11	\$131.11	\$153.00	\$157.05
Year-Over Change	NA	3.1%	16.7%	2.6%

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

1. Visitor transportation spending has been omitted in this analysis; if transportation spending was included, Salt Lake County's visitor spending share would be closer to 45% of total statewide visitor spending.

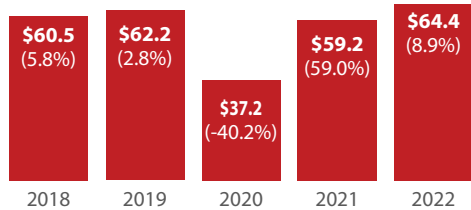
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental subtypes "Other" and "Shared Room" have been omitted from this analysis.

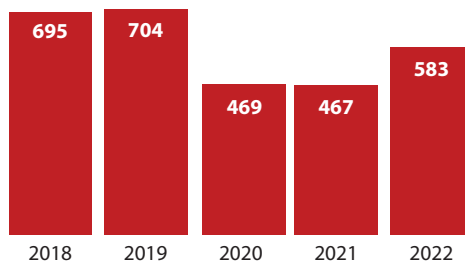
San Juan County, 2022

Direct Visitor Spending, Total and Year-Over Change¹

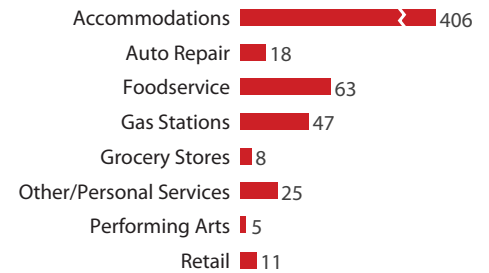
(millions of 2022 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

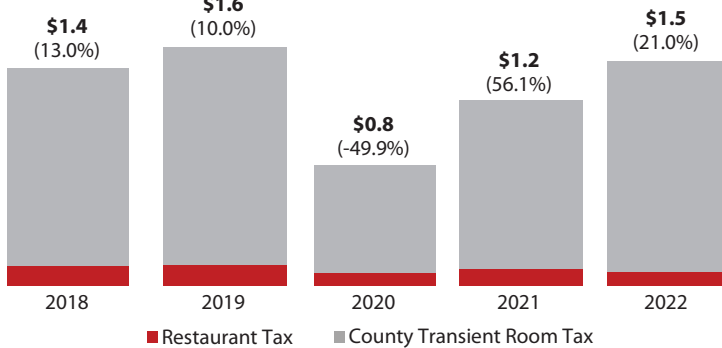


Visitor-Generated Share of Local Sales Tax Revenue²



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

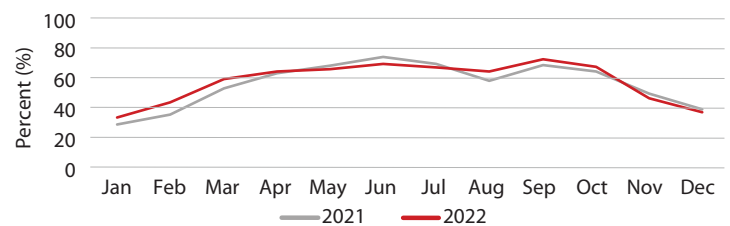
(millions of 2022 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022
Hotel Rooms	2,741	2,778	3,228	3,262
Year-Over Change	NA	1.3%	16.2%	1.1%
Occupancy %	56.7	42.2	56.6	58.2
Year-Over Change	NA	-25.5%	34.1%	2.8%
Average Daily Rate (ADR)	\$124.72	\$107.53	\$135.50	\$151.40
Year-Over Change	NA	-13.8%	26.0%	11.7%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022
Unique Listings	284	287	292	327
Year-Over Change	NA	0.8%	1.9%	11.8%
Occupancy Rate (%)	60.4	49.9	65.8	59.6
Year-Over Change	NA	-17.4%	31.9%	-9.4%
Average Daily Rate (ADR)	\$174.85	\$170.91	\$196.23	\$213.76
Year-Over Change	NA	-2.3%	14.8%	8.9%

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

1. Visitor transportation spending has been omitted in this analysis.

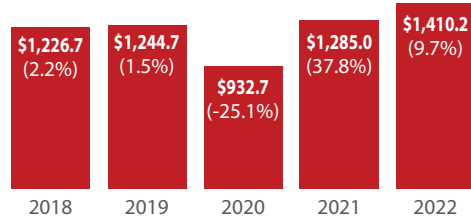
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental subtypes "Other" and "Shared Room" have been omitted from this analysis.

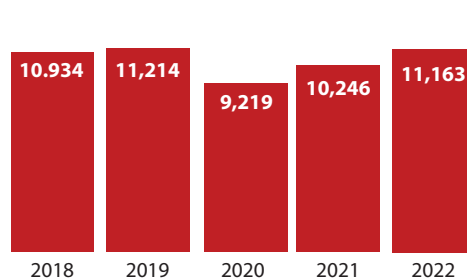
Summit County, 2022

Direct Visitor Spending, Total and Year-Over Change¹

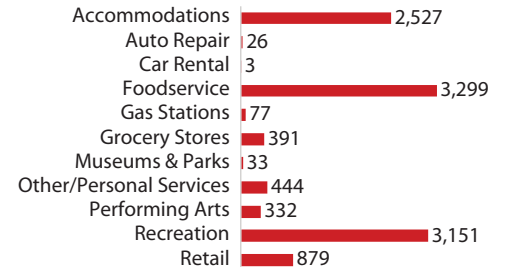
(millions of 2022 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



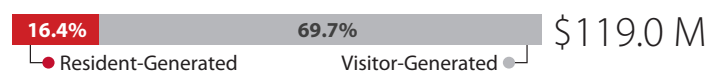
Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

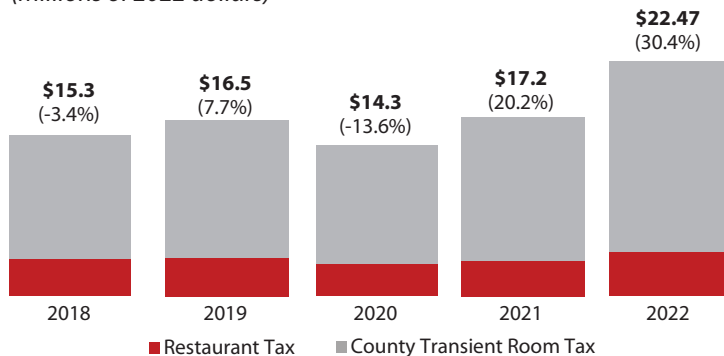


Visitor-Generated Share of Local Sales Tax Revenue²



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

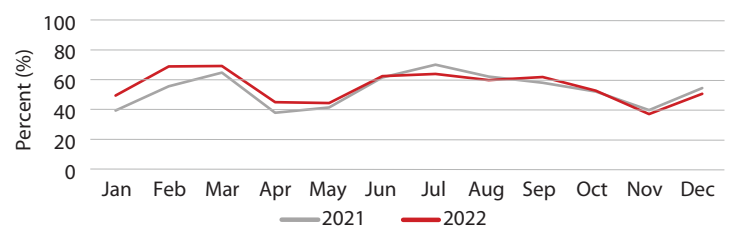
(millions of 2022 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022
Hotel Rooms	3839	3506	4024	4150
Year-Over Change	NA	-8.7%	14.8%	3.1%
Occupancy %	57.2	42.4	53.7	56.1
Year-Over Change	NA	-25.9%	26.7%	4.5%
Average Daily Rate (ADR)	\$269.73	\$249.54	\$304.12	\$355.66
Year-Over Change	NA	-7.5%	21.9%	16.9%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022
Unique Listings	5273	5891	5435	5809
Year-Over Change	NA	11.7%	-7.7%	6.9%
Occupancy Rate (%)	46.5	39.1	48.1	45.9
Year-Over Change	NA	-15.9%	23.0%	-4.6%
Average Daily Rate (ADR)	\$445.17	\$505.59	\$523.99	\$596.47
Year-Over Change	NA	13.6%	3.6%	13.8%

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

1. Visitor transportation spending has been omitted in this analysis.

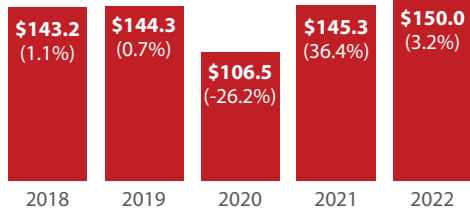
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental subtypes "Other" and "Shared Room" have been omitted from this analysis.

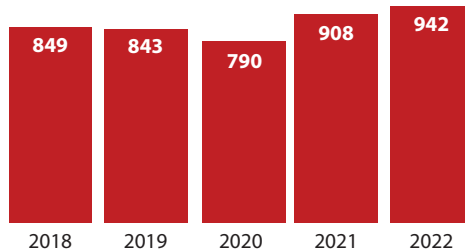
Uintah County, 2022

Direct Visitor Spending, Total and Year-Over Change¹

(millions of 2022 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

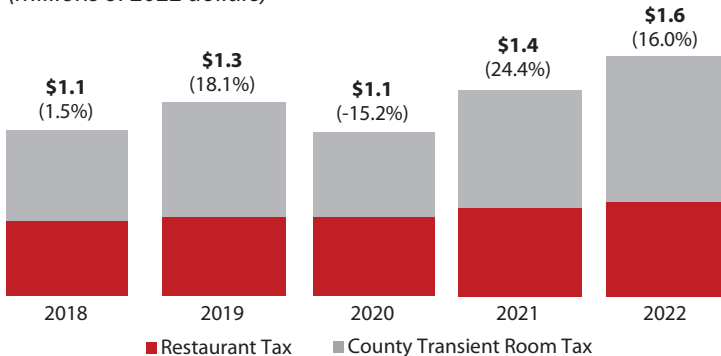


Visitor-Generated Share of Local Sales Tax Revenue²



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

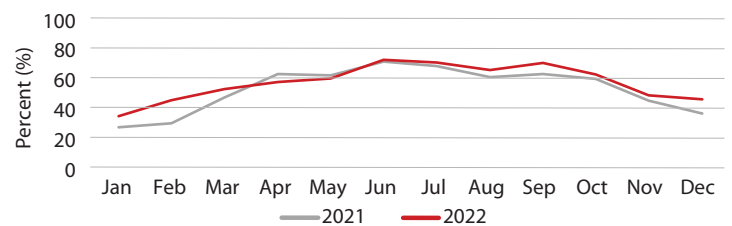
(millions of 2022 dollars)



Total Travel & Tourism Jobs



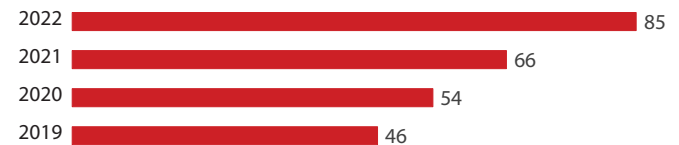
Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022
Hotel Rooms	1176	1171	1358	1358
Year-Over Change	NA	-0.4%	16.0%	0.0%
Occupancy %	44.5	34.4	52.7	57.1
Year-Over Change	NA	-22.6%	53.2%	8.3%
Average Daily Rate (ADR)	\$96.56	\$107.03	\$109.62	\$126.02
Year-Over Change	NA	10.8%	2.4%	15.0%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022
Unique Listings	46	54	66	85
Year-Over Change	NA	82.5%	40.4%	37.0%
Occupancy Rate (%)	51.8	29.1	42.3	52.9
Year-Over Change	NA	-43.8%	31.2%	25.1%
Average Daily Rate (ADR)	\$102.50	\$113.20	\$133.86	\$134.27
Year-Over Change	NA	10.4%	18.3%	0.3%

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

1. Visitor transportation spending has been omitted in this analysis.

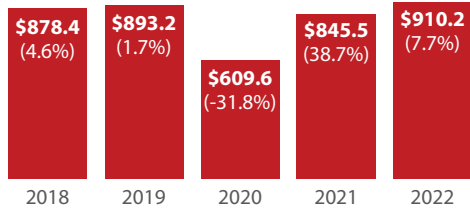
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental subtypes "Other" and "Shared Room" have been omitted from this analysis.

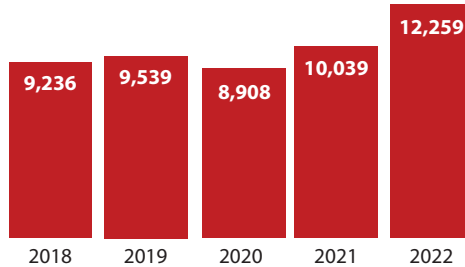
Utah County, 2022

Direct Visitor Spending, Total and Year-Over Change¹

(millions of 2022 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

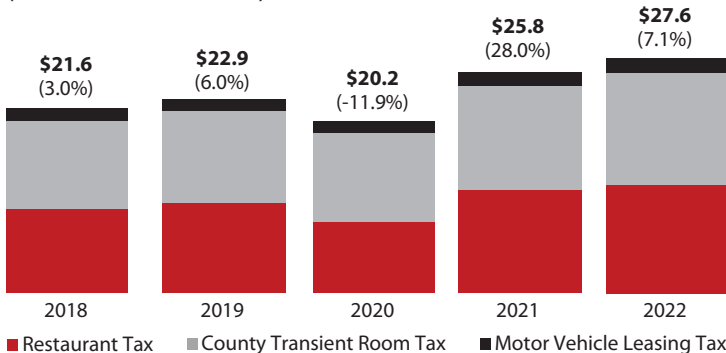


Visitor-Generated Share of Local Sales Tax Revenue²



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

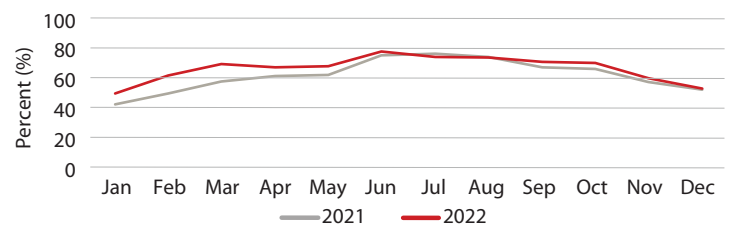
(millions of 2022 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data

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

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022
Unique Listings	803	907	952	1,250
Year-Over Change	NA	12.9%	4.9%	31.3%
Occupancy Rate (%)	54.3	49.8	62	57.5
Year-Over Change	NA	-8.3%	24.5%	-7.3%
Average Daily Rate (ADR)	\$117.79	\$134.94	\$152.73	\$161.11
Year-Over Change	NA	14.6%	13.2%	5.5%

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

1. Visitor transportation spending has been omitted in this analysis.

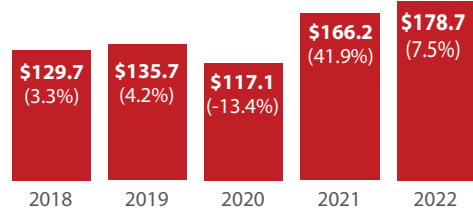
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental subtypes "Other" and "Shared Room" have been omitted from this analysis.

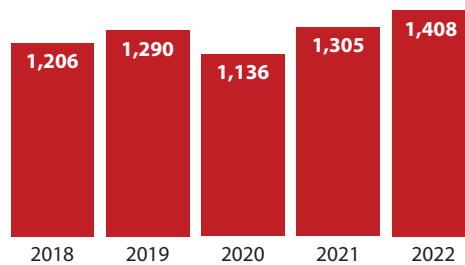
Wasatch County, 2022

Direct Visitor Spending, Total and Year-Over Change¹

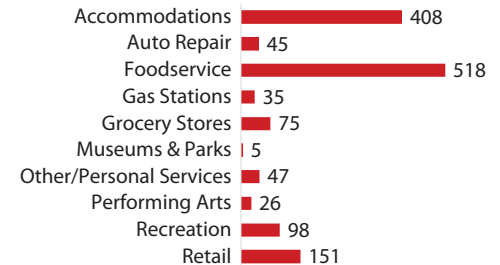
(millions of 2022 dollars)



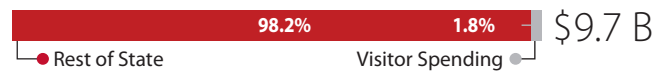
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

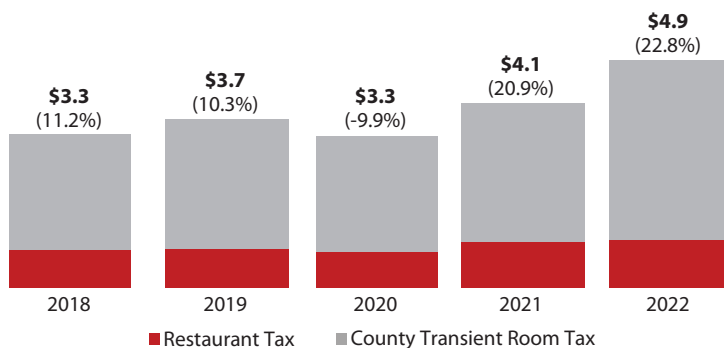


Visitor-Generated Share of Local Sales Tax Revenue²



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

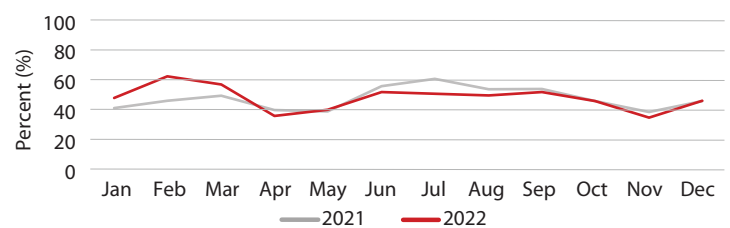
(millions of 2022 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022
Hotel Rooms	1103	1052	974	977
Year-Over Change	NA	-4.6%	-7.4%	0.3%
Occupancy %	55.6	40.3	47.9	48.3
Year-Over Change	NA	-27.5%	18.9%	0.8%
Average Daily Rate (ADR)	\$241.31	\$229.10	\$296.17	\$367.80
Year-Over Change	NA	-5.1%	29.3%	24.2%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022
Unique Listings	523	590	582	697
Year-Over Change	NA	11.4%	-1.4%	19.8%
Occupancy Rate (%)	45.8	40.6	52.3	45.8
Year-Over Change	NA	-11.4%	28.8%	-12.4%
Average Daily Rate (ADR)	\$380.16	\$447.17	\$379.54	\$473.53
Year-Over Change	NA	17.6%	-15.1%	24.8%

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

1. Visitor transportation spending has been omitted in this analysis.

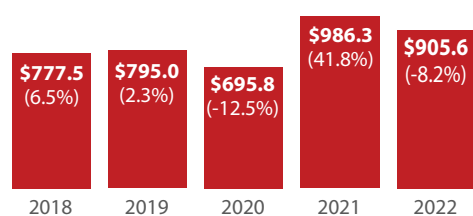
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental subtypes "Other" and "Shared Room" have been omitted from this analysis.

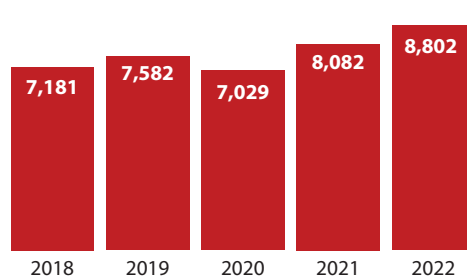
Washington County, 2022

Direct Visitor Spending, Total and Year-Over Change¹

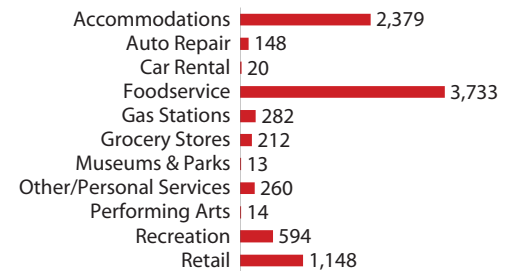
(millions of 2022 dollars)



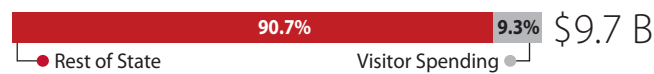
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

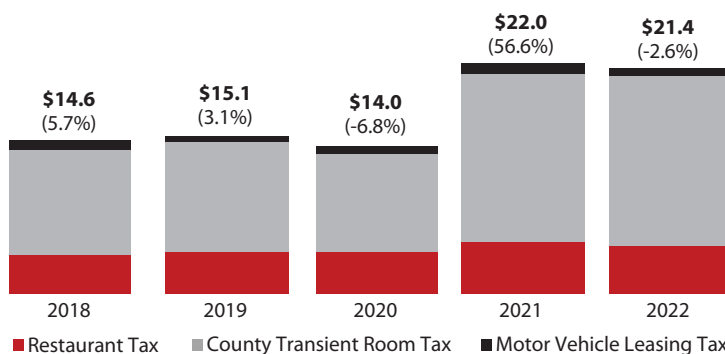


Visitor-Generated Share of Local Sales Tax Revenue²



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

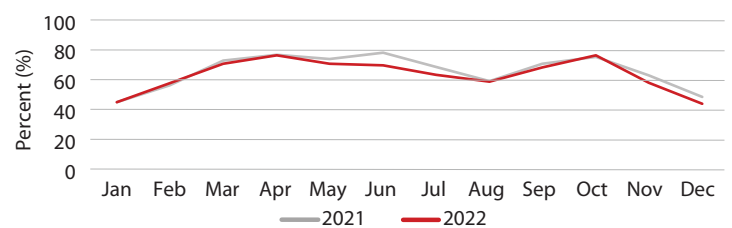
(millions of 2022 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data

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

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022
Unique Listings	2,211	2,745	3,023	3,559
Year-Over Change	NA	24.2%	10.1%	17.7%
Occupancy Rate (%)	50.7	50.1	60.8	52.6
Year-Over Change	NA	-1.2%	17.6%	-13.5%
Average Daily Rate (ADR)	\$178.92	\$191.09	\$239.90	\$258.56
Year-Over Change	NA	6.8%	25.5%	7.8%

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

1. Visitor transportation spending has been omitted in this analysis.

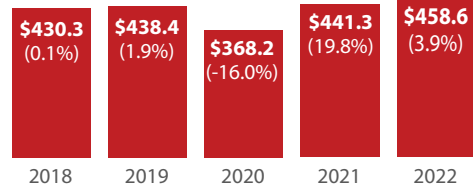
2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental subtypes "Other" and "Shared Room" have been omitted from this analysis.

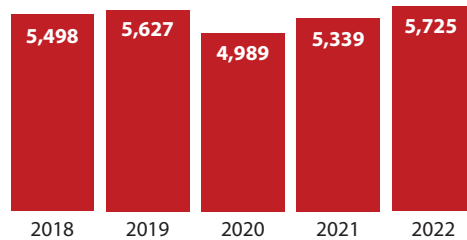
Weber County, 2022

Direct Visitor Spending, Total and Year-Over Change¹

(millions of 2022 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

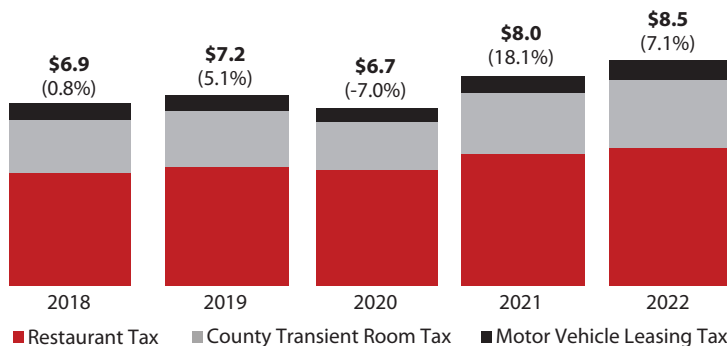


Visitor-Generated Share of Local Sales Tax Revenue²



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

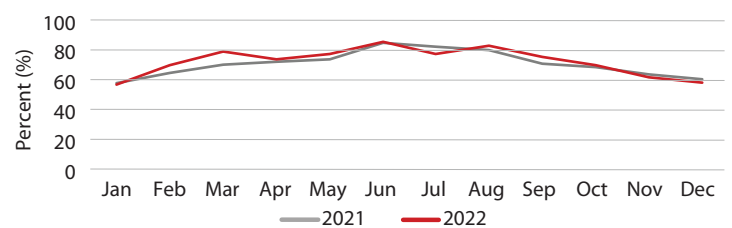
(millions of 2022 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022
Hotel Rooms	1,851	1,699	1,870	1,791
Year-Over Change	NA	-8.2%	10.1%	-4.2%
Occupancy %	66.8	56.4	71.4	73.0
Year-Over Change	NA	-15.6%	26.7%	2.2%
Average Daily Rate (ADR)	\$85.45	\$74.01	\$86.37	\$99.90
Year-Over Change	NA	-13.4%	16.7%	15.7%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022
Unique Listings	659	752	842	980
Year-Over Change	NA	14.1%	12.0%	16.4%
Occupancy Rate (%)	50.5	43.8	53.3	50.8
Year-Over Change	NA	-13.3%	21.7%	-4.7%
Average Daily Rate (ADR)	\$168.84	\$179.37	\$195.49	\$190.90
Year-Over Change	NA	6.2%	9.0%	-2.3%

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

1. Visitor transportation spending has been omitted in this analysis.

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

3. Short term rental subtypes "Other" and "Shared Room" have been omitted from this analysis.