Beaver County, 2020

Spending

In 2020, visitors directly spent an estimated $81.5 million in Beaver County, a 9.2% decrease from 2019. The top three spending categories were auto transportation, lodging, and foodservice. Beaver County visitor spending made up 1.3% of total statewide spending.

Jobs

Visitor spending supported 446 direct Beaver County travel and tourism jobs, a 7.9% decrease from 2019. Gas stations, accommodations, and foodservice were the top three job sectors. These 446 direct travel and tourism jobs supported an additional 198 indirect and induced jobs in the county for a total of 644 jobs.

Direct Spending Estimates (millions of dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2019</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
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<td>$89.8</td>
<td>$81.5</td>
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Direct Spending Estimates by Spending Category

Visitor Spending (in millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
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</thead>
<tbody>
<tr>
<td>Auto Transportation</td>
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<tr>
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<td>Lodging</td>
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<td>Arts, Entertainment, Recreation</td>
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<td>$50.0</td>
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<td>$60.0</td>
</tr>
<tr>
<td>Retail</td>
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<td>$70.0</td>
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</table>

Beaver Portion of Statewide Visitor Spending, 2020

- Beaver County Spending, $81.5 M
- Rest of State, $5,973.1 M

Direct Travel & Tourism Jobs

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>514</td>
<td>484</td>
<td>446</td>
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</tbody>
</table>

Direct Travel & Tourism Jobs by Job Type, 2020

- Accommodations: 72
- Auto Repair: 22
- Foodservice: 108
- Gas Stations: 203
- Grocery Stores: 4
- Museums & Parks: 1
- Other/Personal Services: 15
- Performing Arts: 1
- Recreation: 14
- Retail: 6

Total Travel & Tourism Jobs, 2020

- 67 Indirect/Induced Jobs
- 446 Direct Jobs
**Tax Revenue**

Visitor spending generated $6.5 million in direct tax revenue, including $2.8 million in state and $3.7 million in local tax revenue.3 Visitor spending generated approximately $747,300 in additional indirect and induced state and local tax revenue, for a total of $7.3 million.4

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Beaver County collected a total of $394.8 million in these two sales taxes combined, down -7.8% from 2019 and down -6.9% over the past five years.5

**Select Local Sales Tax Revenues**

<table>
<thead>
<tr>
<th>Year</th>
<th>Restaurant Tax</th>
<th>County Transient Room Tax</th>
</tr>
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<tbody>
<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td></td>
<td></td>
</tr>
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</table>

**Hotel Data**

Beaver County hotel occupancy rates averaged 47.2% in 2020 compared to 50.0% in 2019. July, October, September, and August (in that order) had the highest average occupancy rates.

**Average Hotel Occupancy Rate**

Average Daily Room Rate

<table>
<thead>
<tr>
<th>Month</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
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<td></td>
</tr>
<tr>
<td>Feb</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Dec</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Box Elder County, 2020

**Spending**

In 2020, visitors directly spent an estimated $119.8 million in Box Elder County, a -16.8% decrease from 2019. The top three spending categories were auto transportation, foodservice, and retail. Box Elder County visitor spending made up 2.2% of total statewide spending.

**Jobs**

Visitor spending supported 1,048 direct Box Elder County travel and tourism jobs, a -1.2% decrease from 2019. Foodservice, retail, and gas stations were the top three job sectors. These 1,048 direct travel and tourism jobs supported an additional 293 indirect and induced jobs in the county for a total 1,279 jobs.

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

<table>
<thead>
<tr>
<th>Year</th>
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</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
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<tr>
<td>2019</td>
<td>$144.1</td>
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<tr>
<td>2020</td>
<td>$119.8</td>
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**Direct Spending Estimates by Spending Category**

<table>
<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Groceries</th>
<th>Retail</th>
<th>Foodservice</th>
<th>Arts, Entertainment, Recreation</th>
<th>Lodging</th>
<th>Other</th>
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<tbody>
<tr>
<td>2020</td>
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<td>$14.8</td>
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<td>$37.0</td>
<td>$1.4</td>
<td>$3.5</td>
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</tbody>
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**Box Elder Portion of Statewide Visitor Spending, 2020**

- **Box Elder County Spending, $119.8 M**
- **Rest of State, $5,934.9 M**

**Total Travel & Tourism Jobs, 2020**

- **1,294 Jobs**
- **233 Indirect/Induced Jobs**
- **1,061 Direct Jobs**
Tax Revenue
Visitor spending generated $21.4 million in direct tax revenue, including $13.9 million in state and $7.5 million in local tax revenue.\(^1\) Visitor spending generated approximately $5.3 million in additional indirect and induced state and local tax revenue, for a total of $26.7 million.\(^4\)

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Box Elder County collected a total of $906,840 in these two sales taxes combined, down -18.9% from 2019 and up down -5.1% from five years ago.\(^5\)

### Select Local Sales Tax Revenues

![Graph showing local sales tax revenues from 2016 to 2020](chart)

- **Direct Tax Revenue, 2020** (Based on $119.8 million in direct spending)
  - State Sales Tax $5.4
  - State Income Tax $3.8
  - State Corporate Tax $0.2
  - Local Sales Tax $2.8

- **Total Tax Revenue, 2020** (Based on $130.1 million in total visitor-related spending)
  - State Sales Tax $6.5
  - State Income Tax $5.6
  - State Corporate Tax $0.6
  - Local Sales Tax $3.3

### Hotel Data

Box Elder County hotel occupancy rates averaged 45.4% in 2020 compared to 58.1% in 2019. September, August, October, and July (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate

![Graph showing hotel occupancy rate](chart)

In 2020, Box Elder County’s average daily room rate was $77.30 compared to $83.60 in 2019, a -7.5% year-over-year decrease.

### Average Hotel Daily Room Rate

![Graph showing hotel daily room rate](chart)

---

**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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Cache County, 2020

Spending
In 2020, visitors directly spent an estimated $152.9 million in Beaver County, an -18.3% decrease from 2019. The top three spending categories were auto transportation, lodging, and foodservice. Cache County visitor spending made up 2.5% of total statewide spending.

Jobs
Visitor spending supported 1,607 direct Cache County travel and tourism jobs, a -6.6% decrease from 2019. Foodservice, accommodations, and auto repair were the top three job sectors. These 1,607 direct travel and tourism jobs supported an additional 468 indirect and induced jobs in the county for a total 2,075 jobs.

Direct Spending Estimates (millions of dollars)

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<th>Year</th>
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<tbody>
<tr>
<td>2018</td>
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<td>$187.2</td>
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<tr>
<td>2020</td>
<td>$152.9</td>
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Direct Spending Estimates by Spending Category

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<tr>
<th>Year</th>
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<th>Groceries</th>
<th>Retail</th>
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<td>2018</td>
<td>$10.0</td>
<td>$10.0</td>
<td>$10.0</td>
<td>$10.0</td>
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</tbody>
</table>

Direct Travel & Tourism Jobs

<table>
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<tr>
<th>Year</th>
<th>Direct Jobs</th>
<th>Indirect/Induced Jobs</th>
</tr>
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<td>1,697</td>
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<td>1,720</td>
<td>151</td>
</tr>
<tr>
<td>2020</td>
<td>1,607</td>
<td>31</td>
</tr>
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</table>

Direct Travel & Tourism Jobs by Job Type, 2020

- Accommodations: 271
- Auto Repair: 151
- Car Rental: 3
- Foodservice: 739
- Gas Stations: 92
- Grocery Stores: 29
- Museums & Parks: 11
- Other/Personal Services: 37
- Performing Arts: 31
- Recreation: 121
- Retail: 121

Cache Portion of Statewide Visitor Spending, 2020

- Cache County Spending, $152.9 M
- Rest of State, $5,932.5 M

Total Travel & Tourism Jobs, 2020

- 468 Indirect/Induced Jobs
- 1,607 Direct Jobs
Tax Revenue
Visitor spending generated $27.6 million in direct tax revenue, including $12.3 million in state and $15.4 million in local tax revenue.1 Visitor spending generated approximately $5.8 million in additional indirect and induced state and local tax revenue, for a total of $33.5 million.4
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Cache County collected a total of $2.1 million in these two sales taxes combined, down -19.8% from 2019 and down -2.3% over the past five years.5

Select Local Sales Tax Revenues

Hotel Data
Cache County hotel occupancy rates averaged 50.3% in 2020 compared to 58.6% in 2019. August, September, July, and October (in that order) had the highest average occupancy rates.

In 2020, Cache County’s average daily room rate was $82.98 compared to $98.56 in 2019, a -15.8% year-over-year decrease.

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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Carbon County, 2020

**Spending**
In 2020, visitors directly spent an estimated $41.5 million in Carbon County, a -17.7% decrease from 2019. The top three spending categories were auto transportation, lodging, and foodservice. Carbon County visitor spending made up 0.7% of total statewide spending.

**Jobs**
Visitor spending supported 453 direct Carbon County travel and tourism jobs, a -0.4% decrease from 2019. Foodservice, accommodations, and gas stations were the top three job sectors. These 453 direct travel and tourism jobs supported an additional 99 indirect and induced jobs in the county for a total 552 jobs.

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

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<th>Year</th>
<th>Spending (millions)</th>
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<tbody>
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**Direct Spending Estimates by Spending Category**

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<tr>
<th>Year</th>
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<th>Arts, Entertainment, Recreation</th>
<th>Foodservice</th>
<th>Groceries</th>
<th>Lodging</th>
<th>Other</th>
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<td>2020</td>
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**Direct Travel & Tourism Jobs**

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<th>Year</th>
<th>Jobs</th>
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<tbody>
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<td>2018</td>
<td>450</td>
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<tr>
<td>2019</td>
<td>455</td>
</tr>
<tr>
<td>2020</td>
<td>453</td>
</tr>
</tbody>
</table>

**Direct Travel & Tourism Jobs by Job Type, 2020**

- Accommodations: 121 jobs
- Auto Repair: 50 jobs
- Car Rental: 1 job
- Foodservice: 141 jobs
- Gas Stations: 58 jobs
- Grocery Stores: 20 jobs
- Museums & Parks: 2 jobs
- Other/Personal Services: 7 jobs
- Performing Arts: 2 jobs
- Recreation: 18 jobs
- Retail: 34 jobs

**Carbon Portion of Statewide Visitor Spending, 2020**

- Carbon County Spending: $41.5 M
- Rest of State: $6,043.9 M

**Total Travel & Tourism Jobs, 2020**

- 99 Indirect/Induced Jobs
- 453 Direct Jobs
**Tax Revenue**

Visitor spending generated $5.5 million in direct tax revenue, including $3.5 million in state and $2.0 million in local tax revenue. \(^1\) Visitor spending generated approximately $0.9 million in additional indirect and induced state and local tax revenue, for a total of $6.4 million. \(^4\)

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Carbon County collected a total of $491,019 in these two sales taxes combined, down -18.6% from 2019 and down -6.0% over the past five years. \(^5\)

**Hotel Data**

Carbon County hotel occupancy rates averaged 43.8% in 2020 compared to 52.2% in 2019. September, October, July, and August (in that order) had the highest average occupancy rates.

**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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

---

Note: Carbon County occupancy rate and average daily room rate data for April and May 2020 is unavailable.
Daggett County, 2020

**Spending**
In 2020, visitors directly spent an estimated $11.6 million in Daggett County, a -3.4% increase from 2019. The top three spending categories were auto transportation, lodging, and recreation. Daggett County visitor spending made up 0.1% of total statewide spending.

**Jobs**
Visitor spending supported 162 direct Daggett County travel and tourism jobs, a 2.2% increase from 2019. Accommodations, recreation, and auto repair were the top three job sectors. These 162 direct travel and tourism jobs supported an additional 22 indirect and induced jobs in the county for a total 184 jobs.
**Tax Revenue**

Visitor spending generated $1.2 million in direct tax revenue, including $733,179 in state and $492,460 million in local tax revenue. Visitor spending generated approximately $121,586 in additional indirect and induced state and local tax revenue, for a total of $1.3 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Daggett County collected a total of $211,837 in these two sales taxes combined, up 12.2% from 2019 and up 38.8% over the past five years.

---

**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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Davis County, 2020

**Spending**

In 2020, visitors directly spent an estimated $403.8 million in Davis County, a -23.6% decrease from 2019. The top three spending categories were auto transportation, foodservice, and retail. Davis County visitor spending made up 8.7% of total statewide spending.

**Jobs**

Visitor spending supported 4,141 direct Davis County travel and tourism jobs, a -8.6% decrease from 2019. Foodservice, recreation, and accommodations were the top three job sectors. These 4,141 direct travel and tourism jobs supported an additional 1,036 indirect and induced jobs in the county for a total 5,177 jobs.

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

- 2018: $15.7 million
- 2019: $28.5 million
- 2020: $403.8 million

**Direct Travel & Tourism Jobs**

- 2018: 4,481 direct jobs
- 2019: 4,531 direct jobs
- 2020: 4,141 direct jobs

**Direct Spending Estimates by Spending Category**

- Auto Transportation
- Groceries
- Retail
- Arts, Entertainment, Recreation
- Lodging
- Other

**Direct Travel & Tourism Jobs by Job Type, 2020**

- Accommodations: 427 jobs
- Auto Repair: 156 jobs
- Car Rental: 18 jobs
- Foodservice: 2,013 jobs
- Gas Stations: 248 jobs
- Grocery Stores: 105 jobs
- Museums & Parks: 18 jobs
- Other/Personal Services: 149 jobs
- Performing Arts: 63 jobs
- Recreation: 578 jobs
- Retail: 368 jobs

**Davis Portion of Statewide Visitor Spending, 2020**

- Davis County Spending, $403.8 M
- Rest of State, $5,651.6 M

**Total Travel & Tourism Jobs, 2020**

- 1,036 Indirect/Induced Jobs
- 4,141 Direct Jobs
Tax Revenue
Visitor spending generated $59.2 million in direct tax revenue, including $33.5 million in state and $25.8 million in local tax revenue. Visitor spending generated approximately $10.3 million in additional indirect and induced state and local tax revenue, for a total of $69.5 million.
Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle rental tax, and restaurant tax. In fiscal year 2020, Davis County collected a total of $5.5 million in these three sales taxes combined, down -25.7% from 2019 and down -14.3% over the past five years.

Select Local Sales Tax Revenues

Hotel Data
Davis County hotel occupancy rates averaged 54.2% in 2020 compared to 71.4% in 2019. October, September, August, and July (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate

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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
Duchesne County, 2020

**Spending**
In 2020, visitors directly spent an estimated $17.5 million in Duchesne County, a -23.4% decrease from 2019. The top three spending categories were auto transportation, foodservice, and accommodations. Duchesne County visitor spending made up 0.3% of total statewide spending.

**Jobs**
Visitor spending supported 454 direct Duchesne County travel and tourism jobs, a -3.1% decrease from 2019. Gas stations, accommodations, and foodservice were the top three job sectors. These 454 direct travel and tourism jobs supported an additional 77 indirect and induced jobs in the county for a total 531 jobs.

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Foodservice</th>
<th>Groceries</th>
<th>Retail</th>
<th>Other/Personal Services</th>
<th>Total Spending (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$21.3</td>
<td>$22.8</td>
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<td>$61.6</td>
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**Direct Travel & Tourism Jobs by Job Type, 2020**

<table>
<thead>
<tr>
<th>Job Type</th>
<th>Direct Jobs</th>
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<tbody>
<tr>
<td>Accommodations</td>
<td>106</td>
</tr>
<tr>
<td>Auto Repair</td>
<td>65</td>
</tr>
<tr>
<td>Foodservice</td>
<td>109</td>
</tr>
<tr>
<td>Gas Stations</td>
<td>101</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>42</td>
</tr>
<tr>
<td>Museums &amp; Parks</td>
<td>1</td>
</tr>
<tr>
<td>Other/Personal Services</td>
<td>4</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>1</td>
</tr>
<tr>
<td>Recreation</td>
<td>8</td>
</tr>
<tr>
<td>Retail</td>
<td>17</td>
</tr>
</tbody>
</table>

**Duchesne Portion of Statewide Visitor Spending, 2020**

- Duchesne County Spending: $17.5 M
- Rest of State: $6,068.0 M

**Total Travel & Tourism Jobs, 2020**

- 531 Jobs
- 77 Indirect/Induced Jobs
- 454 Direct Jobs
**Tax Revenue**

Visitor spending generated $3.3 million in direct tax revenue, including $1.9 million in state and $1.5 million in local tax revenue. Visitor spending generated approximately $550,522 in additional indirect and induced state and local tax revenue, for a total of $4.0 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Duchesne County collected a total of $257,288 in these two sales taxes combined, down 13.2% from 2019 and up 3.0% over the past five years.

---

**Select Local Sales Tax Revenues**

<table>
<thead>
<tr>
<th>Year</th>
<th>Local Property Tax</th>
<th>County Transient Room Tax</th>
<th>Restaurant Tax</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

**Travel & Tourism County Profile**

**February 2022**

**Emery County, 2020**

### Spending

In 2020, visitors directly spent an estimated $47.3 million in Emery County, a -26.9% decrease from 2019. The top three spending categories were auto transportation, lodging, and foodservice. Emery County visitor spending made up 0.8% of total statewide spending.

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$65.1</td>
</tr>
<tr>
<td>2019</td>
<td>$64.8</td>
</tr>
<tr>
<td>2020</td>
<td>$47.3</td>
</tr>
</tbody>
</table>

#### Direct Spending Estimates by Spending Category

<table>
<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Foodservice</th>
<th>Lodging</th>
<th>Arts, Entertainment, Recreation</th>
<th>Groceries</th>
<th>Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$20.8</td>
<td>$17.3</td>
<td>$17.0</td>
<td>$4.5</td>
<td>$5.8</td>
<td>$5.8</td>
</tr>
<tr>
<td>2019</td>
<td>$19.7</td>
<td>$16.6</td>
<td>$19.0</td>
<td>$4.4</td>
<td>$5.9</td>
<td>$6.0</td>
</tr>
<tr>
<td>2020</td>
<td>$14.5</td>
<td>$15.4</td>
<td>$17.2</td>
<td>$4.3</td>
<td>$5.9</td>
<td>$6.0</td>
</tr>
</tbody>
</table>

### Jobs

Visitor spending supported 420 direct Emery County travel and tourism jobs, a -1.6% decrease from 2019. Gas stations, accommodations, and foodservice were the top three job sectors. These 420 direct travel and tourism jobs supported an additional 71 indirect and induced jobs in the county for a total 491 jobs.

#### Direct Travel & Tourism Jobs

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>437</td>
</tr>
<tr>
<td>2019</td>
<td>427</td>
</tr>
<tr>
<td>2020</td>
<td>420</td>
</tr>
</tbody>
</table>

#### Direct Travel & Tourism Jobs by Job Type, 2020

- **Accommodations**: 14 jobs (33%)
- **Auto Repair**: 13 jobs (31%)
- **Car Rental**: 1 job
- **Foodservice**: 3 jobs (7%)
- **Gas Stations**: 2 jobs (5%)
- **Grocery Stores**: 1 job (2%)
- **Other/Personal Services**: 1 job
- **Performing Arts**: 1 job
- **Recreation**: 4 jobs (10%)
- **Retail**: 10 jobs (24%)

**Emery Portion of Statewide Visitor Spending, 2020**

- Emery County Spending, $47.3 M
- Rest of State, $6,038.1 M

**Total Travel & Tourism Jobs, 2020**

- 71 Indirect/Induced Jobs
- 420 Direct Jobs
**Tax Revenue**

Visitor spending generated $6.8 million in direct tax revenue, including $3.8 million in state and $3.1 million in local tax revenue. Visitor spending generated approximately $990,188 million in additional indirect and induced state and local tax revenue, for a total of $7.8 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Emery County collected a total of $358,097 in these two sales taxes combined, down -32.0% from 2019 and down 33.7% over the past five years.

---

**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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

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Garfield County, 2020

Spending

In 2020, visitors directly spent an estimated $54.1 million in Garfield County, a -35.7% decrease from 2019. The top three spending categories were accommodations, auto transportation, and groceries. Garfield County visitor spending made up 0.9% of total statewide spending.

Jobs

Visitor spending supported 880 direct Garfield County travel and tourism jobs, a -21.8% decrease from 2019. Accommodations, foodservice, and gas stations were the top three job sectors. These 880 direct travel and tourism jobs supported an additional 134 indirect and induced jobs in the county for a total 1,014 jobs.

Direct Spending Estimates (millions of dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$54.1</td>
</tr>
<tr>
<td>2019</td>
<td>$84.1</td>
</tr>
<tr>
<td>2018</td>
<td>$83.6</td>
</tr>
</tbody>
</table>

Direct Spending Estimates by Spending Category

<table>
<thead>
<tr>
<th>Year</th>
<th>Accommodations</th>
<th>Auto Repair</th>
<th>Foodservice</th>
<th>Gas Stations</th>
<th>Grocery Stores</th>
<th>Museums &amp; Parks</th>
<th>Other/Personal Services</th>
<th>Recreation</th>
<th>Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$645</td>
<td>5</td>
<td>128</td>
<td>40</td>
<td>14</td>
<td>2</td>
<td>3</td>
<td>9</td>
<td>32</td>
</tr>
<tr>
<td>2018</td>
<td>$636</td>
<td>5</td>
<td>127</td>
<td>40</td>
<td>14</td>
<td>2</td>
<td>3</td>
<td>9</td>
<td>32</td>
</tr>
<tr>
<td>2017</td>
<td>$645</td>
<td>5</td>
<td>128</td>
<td>40</td>
<td>14</td>
<td>2</td>
<td>3</td>
<td>9</td>
<td>32</td>
</tr>
</tbody>
</table>

Garfield Portion of Statewide Visitor Spending, 2020

- Garfield County Spending: $54.1 million
- Rest of State: $6,031.3 million

Total Travel & Tourism Jobs, 2020

- Total jobs: 1,014
- 880 Direct Jobs
- 134 Indirect/Induced Jobs
**Tax Revenue**

Visitor spending generated $8.3 million in direct tax revenue, including $3.2 million in state and $5.0 million in local tax revenue. Visitor spending generated approximately $1.2 million in additional indirect and induced state and local tax revenue, for a total of $9.5 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Garfield County collected a total of $1.6 million in these two sales taxes combined, down -39.1% from 2019 and down -31.4% over the past five years.

Select Local Sales Tax Revenues

![Graph showing local sales tax revenues over time](image)

**Hotel Data**

Garfield County hotel occupancy rates averaged 42.2% in 2020 compared to 56.7% in 2019. September, October, July, and August (in that order) had the highest average occupancy rates.

![Graph showing hotel occupancy rate](image)

**Average Hotel Occupancy Rate**

In 2020, Garfield County’s average daily room rate was $107.53 compared to $124.72 in 2019, a -13.8% year-over-year decrease.

![Graph showing hotel room rates](image)

**Average Hotel Daily Room Rate**

---

**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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

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Grand County, 2020

Spending
In 2020, visitors directly spent an estimated $267.0 million in Grand County, a -20.6% decrease from 2019. The top three spending categories were auto transportation, lodging, and foodservice. Grand County visitor spending made up 4.4% of total statewide spending.

Direct Spending Estimates (millions of dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
<td>$318.9</td>
<td>$336.4</td>
<td>$267.0</td>
</tr>
</tbody>
</table>

Direct Spending Estimates by Spending Category

- Auto Transportation
- Foodservice
- Lodging
- Arts, Entertainment, Recreation
- Groceries
- Retail

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
<td>$100.0</td>
<td>$120.0</td>
<td>$140.0</td>
</tr>
</tbody>
</table>

Jobs
Visitor spending supported 1,948 direct Grand County travel and tourism jobs, a -15.2% decrease from 2019. Accommodations, foodservice, and recreation were the top three job sectors. These 1,948 direct travel and tourism jobs supported an additional 608 indirect and induced jobs in the county for a total of 2,556 jobs.

Direct Travel & Tourism Jobs

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs</td>
<td>2,200</td>
<td>2,296</td>
<td>1,948</td>
</tr>
</tbody>
</table>

Direct Travel & Tourism Jobs by Job Type, 2020

<table>
<thead>
<tr>
<th>Sector</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodations</td>
<td>755</td>
</tr>
<tr>
<td>Auto Repair</td>
<td>10</td>
</tr>
<tr>
<td>Car Rental</td>
<td>18</td>
</tr>
<tr>
<td>Foodservice</td>
<td>720</td>
</tr>
<tr>
<td>Gas Stations</td>
<td>81</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>42</td>
</tr>
<tr>
<td>Museums &amp; Parks</td>
<td>4</td>
</tr>
<tr>
<td>Other/Personal Services</td>
<td>7</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>4</td>
</tr>
<tr>
<td>Recreation</td>
<td>194</td>
</tr>
<tr>
<td>Retail</td>
<td>113</td>
</tr>
</tbody>
</table>

Grand Portion of Statewide Visitor Spending, 2020

Grand County Spending, $267.0 M
Rest of State, $5,818.4 M

Total Travel & Tourism Jobs, 2020

1,948 Direct Jobs
608 Indirect/Induced Jobs
**Tax Revenue**
Visitor spending generated $41.5 million in direct tax revenue, including $17.1 million in state and $24.3 million in local tax revenue.Visitor spending generated approximately $9.7 million in additional indirect and induced state and local tax revenue, for a total of $51.2 million.

Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle leasing tax, and restaurant tax. In fiscal year 2020, Grand County collected a total of $6.6 million in these three sales taxes combined, down -23.5% from 2019 and down -8.4% over the past five years.

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**Hotel Data**
Grand County hotel occupancy rates averaged 49.4% in 2020 compared to 63.2% in 2020. In 2020, October, September, July, and June (in that order) had the highest average occupancy rates.

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**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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
Iron County, 2020

Spending
In 2020, visitors directly spent an estimated $176.0 million in Iron County, a -7.4% decrease from 2019. The top three spending categories were auto transportation, lodging, and foodservice. Iron County visitor spending made up 2.9% of total statewide spending.

Direct Spending Estimates (millions of dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Foodservice</th>
<th>Groceries</th>
<th>Lodging</th>
<th>Other/Personal Services</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$176.4</td>
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<tr>
<td>2019</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>$190.0</td>
</tr>
<tr>
<td>2020</td>
<td>$176.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$176.0</td>
</tr>
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</table>

Direct Travel & Tourism Jobs

<table>
<thead>
<tr>
<th>Job Type</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodations</td>
<td>438</td>
<td>54</td>
<td>192</td>
</tr>
<tr>
<td>Auto Repair</td>
<td>722</td>
<td>54</td>
<td>192</td>
</tr>
<tr>
<td>Foodservice</td>
<td></td>
<td>722</td>
<td>192</td>
</tr>
<tr>
<td>Gas Stations</td>
<td></td>
<td></td>
<td>23</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Performing Arts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1,849</td>
<td>1,963</td>
<td>1,804</td>
</tr>
</tbody>
</table>

Jobs
Visitor spending supported 1,804 direct Iron County travel and tourism jobs, a -8.1% decrease from 2019. Foodservice, accommodations, and retail were the top three job sectors. These 1,804 direct travel and tourism jobs supported an additional 497 indirect and induced jobs in the county for a total 3,200 jobs.

Direct Travel & Tourism Jobs by Job Type, 2020

Iron Portion of Statewide Visitor Spending, 2020

Iron County Spending, $176.0 M
Rest of State, $5,909.4 M

Total Travel & Tourism Jobs, 2020

497 Indirect/Induced Jobs
1,804 Direct Jobs
**Tax Revenue**

Visitor spending generated $24.6 million in direct tax revenue, including $13.2 million in state and $11.4 million in local tax revenue.\(^3\) Visitor spending generated approximately $4.0 million additional indirect and induced state and local tax revenue, for a total of $28.6 million.\(^4\)

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Iron County collected a total of $1.6 million in these two sales taxes combined, down -7.5% from 2019 and up 5.7% over the past five years.\(^5\)

**Hotel Data**

Iron County hotel occupancy rates averaged 49.3% in 2020 compared to 54.4% in 2019. October, September, July, and August (in that order) had the highest average occupancy rates.

**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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

---

Juab County, 2020

**Spending**
In 2020, visitors directly spent an estimated $32.0 million in Juab County, a 3.2% increase from 2019.¹ The top three spending categories were auto transportation, lodging, and foodservice. Juab County visitor spending made up 0.5% of total statewide spending.

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Foodservice</th>
<th>Lodging</th>
<th>Retail</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$28.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>$31.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>$32.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Jobs**
Visitor spending supported 244 direct Juab County travel and tourism jobs, a 0.4% increase from 2019. Gas stations, accommodations, and foodservice were the top three job sectors. These 244 direct travel and tourism jobs supported an additional 41 indirect and induced jobs in the county for a total 285 jobs.²

**Direct Travel & Tourism Jobs by Job Type, 2020**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodations</td>
<td>56</td>
</tr>
<tr>
<td>Auto Repair</td>
<td>20</td>
</tr>
<tr>
<td>Foodservice</td>
<td>92</td>
</tr>
<tr>
<td>Gas Stations</td>
<td>52</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>10</td>
</tr>
<tr>
<td>Museums &amp; Parks</td>
<td>1</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>1</td>
</tr>
<tr>
<td>Recreation</td>
<td>6</td>
</tr>
<tr>
<td>Retail</td>
<td>6</td>
</tr>
</tbody>
</table>

**Juab Portion of Statewide Visitor Spending, 2020**

- Juab County Spending, $32.0 M
- Rest of State, $6,053.4 M

**Total Travel & Tourism Jobs, 2020**

- 285 Jobs
- 41 Indirect/Induced Jobs
- 244 Direct Jobs
**Tax Revenue**
Visitor spending generated $3.4 million in direct tax revenue, including $1.7 million in state and $1.7 million in local tax revenue. Visitor spending generated approximately $344,566 in additional indirect and induced state and local tax revenue, for a total of $3.7 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Juab County collected a total of $211,757 in these two sales taxes combined, down -1.2% from 2019 and down -4.0% over the past five years.

**Hotel Data**
Juab County hotel occupancy rates averaged 45.2% in 2020 compared to 51.7% in 2019. July, September, August, and October (in that order) had the highest average occupancy rates.

In 2020, Juab County’s average daily room rate was $72.69 compared to $74.95 in 2019, a -3.0% year-over-year decrease.

**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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
Kane County, 2020

**Spending**

In 2020, visitors directly spent an estimated $108.2 million in Kane County, a -15.0% decrease from 2019. The top three spending categories were auto transportation, lodging, and foodservice. Kane County visitor spending made up 1.8% of total statewide spending.

**Jobs**

Visitor spending supported 879 direct Kane County travel and tourism jobs, a -25.3% decrease from 2019. Gas stations, accommodations, and foodservice were the top three job sectors. These 879 direct travel and tourism jobs supported an additional 175 indirect and induced jobs in the county for a total 1,053 jobs.

**Kane Portion of Statewide Visitor Spending, 2020**

Kane County Spending, $108.1 M
Rest of State, $5,977.3 M

**Direct Travel & Tourism Jobs by Job Type, 2020**

- Accommodations: 568
- Auto Repair: 26
- Foodservice: 14
- Gas Stations: 62
- Grocery Stores: 47
- Other/Personal Services: 7
- Performing Arts: 4
- Recreation: 109
- Retail: 42

**Total Travel & Tourism Jobs, 2020**

- 1,054 Jobs
- 175 Indirect/Induced Jobs
- 879 Direct Jobs
Tax Revenue
Visitor spending generated $18.2 million in direct tax revenue, including $7.5 million in state and $10.7 million in local tax revenue. Visitor spending generated approximately $2.7 million in additional indirect and induced state and local tax revenue, for a total of $20.9 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Kane County collected a total of $3.1 million in these two sales taxes combined, down -6.0% from 2019 and up 33.7% over the past five years.

Select Local Sales Tax Revenues

Hotel Data
Kane County hotel occupancy rates averaged 36.4% in 2020 compared to 57.6% in 2019. October, September, July, and August (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate

In 2020, Kane County’s average daily room rate was $182.00 compared to $193.74 in 2019, a -6.1% year-over-year decrease.

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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Millard County, 2020

**Spending**

In 2020, visitors directly spent an estimated $71.0 million in Millard County, a -14.3% decrease from 2019. The top three spending categories were auto transportation, lodging, and foodservice. Millard County visitor spending made up 1.2% of total statewide spending.

**Jobs**

Visitor spending supported 350 direct Millard County travel and tourism jobs, a -6.5% decrease from 2019. Gas stations, accommodations, and foodservice were the top three job sectors. These 350 direct travel and tourism jobs supported an additional 76 indirect and induced jobs in the county for a total 426 jobs.

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$74.4</td>
</tr>
<tr>
<td>2019</td>
<td>$82.8</td>
</tr>
<tr>
<td>2020</td>
<td>$71.0</td>
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</table>

**Direct Travel & Tourism Jobs**

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>390</td>
</tr>
<tr>
<td>2019</td>
<td>375</td>
</tr>
<tr>
<td>2020</td>
<td>350</td>
</tr>
</tbody>
</table>

**Direct Spending Estimates by Spending Category**

- Auto Transportation
- Arts, Entertainment, Recreation
- Groceries
- Retail
- Foodservice
- Lodging

**Direct Travel & Tourism Jobs by Job Type, 2020**

- Accommodations
- Auto Repair
- Foodservice
- Gas Stations
- Grocery Stores
- Other/Personal Services
- Performing Arts
- Recreation
- Retail

**Millard Portion of Statewide Visitor Spending, 2020**

- Millard County Spending, $71.0 M
- Rest of State, $6,014.5 M

**Total Travel & Tourism Jobs, 2020**

- 76 Indirect/Induced Jobs
- 350 Direct Jobs
### Tax Revenue
Visitor spending generated $9.3 million in direct tax revenue, including $5.7 million in state and $3.6 million in local tax revenue. Visitor spending generated approximately $1.0 million in additional indirect and induced state and local tax revenue, for a total of $10.3 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Millard County collected a total of $228,477 in these two sales taxes combined, down -15.2% from 2019 and down -22.2% over the past five years.

#### Select Local Sales Tax Revenues

<table>
<thead>
<tr>
<th>Year</th>
<th>Restaurant Tax</th>
<th>County Transient Room Tax</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$10.00</td>
<td>$60.00</td>
</tr>
<tr>
<td>2017</td>
<td>$15.00</td>
<td>$70.00</td>
</tr>
<tr>
<td>2018</td>
<td>$20.00</td>
<td>$80.00</td>
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<tr>
<td>2019</td>
<td>$30.00</td>
<td>$90.00</td>
</tr>
<tr>
<td>2020</td>
<td>$10.00</td>
<td>$60.00</td>
</tr>
</tbody>
</table>

#### Hotel Data
Millard County hotel occupancy rates averaged 45.2% in 2020 compared to 52.0% in 2019. September, July, August, and October (in that order) had the highest average occupancy rates.

#### Average Hotel Occupancy Rate

<table>
<thead>
<tr>
<th>Month</th>
<th>Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td></td>
</tr>
<tr>
<td>Mar</td>
<td></td>
</tr>
<tr>
<td>Apr</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td></td>
</tr>
<tr>
<td>Jun</td>
<td></td>
</tr>
<tr>
<td>Jul</td>
<td></td>
</tr>
<tr>
<td>Aug</td>
<td></td>
</tr>
<tr>
<td>Sep</td>
<td></td>
</tr>
<tr>
<td>Oct</td>
<td></td>
</tr>
<tr>
<td>Nov</td>
<td></td>
</tr>
<tr>
<td>Dec</td>
<td></td>
</tr>
</tbody>
</table>

In 2020, Millard County’s average daily room rate was $72.69 compared to $75.02 in 2019, a -3.1% year-over-year decrease.

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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Morgan County, 2020

**Spending**

In 2020, visitors directly spent an estimated $10.0 million in Morgan County, a 3.9% increase from 2019. The top three spending categories were auto transportation, foodservice, and recreation. Morgan County visitor spending made up 0.2% of total statewide spending.

**Jobs**

Visitor spending supported 86 direct Beaver County travel and tourism jobs, a 3.7% increase from 2019. Foodservice, gas stations, and recreation were the top three job sectors. These 86 direct travel and tourism jobs supported an additional 16 indirect and induced jobs in the county for a total 102 jobs.

---

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Foodservice</th>
<th>Groceries</th>
<th>Lodging</th>
<th>Retail</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$8.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>$9.6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>$10.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Direct Travel & Tourism Jobs by Job Type, 2020**

- Arts, Entertainment, Recreation: 49 jobs
- Accommodations: 2 jobs
- Auto Repair: 8 jobs
- Foodservice: 10 jobs
- Gas Stations: 10 jobs
- Grocery Stores: 3 jobs
- Retail: 5 jobs

- 16 Indirect/Induced Jobs
- 86 Direct Jobs

---

**Morgan Portion of Statewide Visitor Spending, 2020**

- Morgan County Spending, $10.0 M
- Rest of State, $6,075.4 M
Tax Revenue

Visitor spending generated $1.0 million in direct tax revenue, including $510,929 in state and $480,440 in local tax revenue.\(^3\) Visitor spending generated approximately $104,907 in additional indirect and induced state and local tax revenue, for a total of $1.1 million.\(^4\)

Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In 2020, Morgan County collected a total of $84,375 in these three sales taxes combined, down - 8.7% from 2019 and up 15.4% over the past five years.\(^5\)

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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Piute County, 2020

**Spending**
In 2020, visitors directly spent an estimated $6.2 million in Piute County, a 64.4% increase from 2019. The top three spending categories were auto transportation, lodging, and groceries. Piute County visitor spending made up 0.1% of total statewide spending.

**Jobs**
Visitor spending supported 28 direct Piute County travel and tourism jobs, a -23.1% decrease from 2019. Accommodations, grocery stores, and gas stations were the top three job sectors. These 28 direct travel and tourism jobs supported an additional 2 indirect and induced jobs in the county for a total 30 jobs.
Visitor spending generated $749,376 in direct tax revenue, including $399,231 in state and $350,145 in local tax revenue.\(^3\)

Visitor spending generated approximately $47,992 in additional indirect and induced state and local tax revenue, for a total of $797,369.\(^4\)

In 2020, Piute County collected $72,761 in county transient room tax revenue, up 44.8% from 2019 and up -212.6% over the past five years.\(^5\)

---

### Select Local Sales Tax Revenues

<table>
<thead>
<tr>
<th>Year</th>
<th>Local Sales Tax</th>
<th>Thousand of 2020 Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$155.9</td>
<td>$20.0</td>
</tr>
<tr>
<td>2017</td>
<td>$214.9</td>
<td>$30.0</td>
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<tr>
<td>2018</td>
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<tr>
<td>2019</td>
<td>$147.0</td>
<td>$50.0</td>
</tr>
<tr>
<td>2020</td>
<td></td>
<td>$60.0</td>
</tr>
</tbody>
</table>

---

### 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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

---

Travel & Tourism County Profile
February 2022

Rich County, 2020

**Spending**
In 2020, visitors directly spent an estimated $38.4 million in Rich County, a 31.8% increase from 2019.¹ The top three spending categories were auto transportation, lodging, and foodservice. Rich County visitor spending made up 0.7% of total statewide spending.

**Jobs**
Visitor spending supported 234 direct Rich County travel and tourism jobs, a 22.6% increase from 2019. Accommodations, foodservice, and recreation were the top three job sectors. These 234 direct travel and tourism jobs supported an additional 52 indirect and induced jobs in the county for a total 286 jobs.²

---

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$24.6</td>
</tr>
<tr>
<td>2019</td>
<td>$29.1</td>
</tr>
<tr>
<td>2020</td>
<td>$38.4</td>
</tr>
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</table>

**Direct Spending Estimates by Spending Category**

<table>
<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Arts, Entertainment, Recreation</th>
<th>Grocery Stores</th>
<th>Lodging</th>
<th>Retail</th>
<th>Foodservice</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$12.6</td>
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<td>$3.3</td>
<td>$6.0</td>
<td>$0.0</td>
</tr>
<tr>
<td>2018</td>
<td>$5.0</td>
<td>$1.5</td>
<td>$0.0</td>
<td>$3.0</td>
<td>$3.0</td>
<td>$4.0</td>
<td>$0.0</td>
</tr>
</tbody>
</table>

**Rich Portion of Statewide Visitor Spending, 2020**

- Rich County Spending, $38.4 M
- Rest of State, $6,047.0 M

**Total Travel & Tourism Jobs, 2020**

- 286 Jobs in Total
- 52 Indirect/Induced Jobs
- 234 Direct Jobs
**Tax Revenue**

Visitor spending generated $6.4 million in direct tax revenue, including $2.5 million in state and $3.9 million in local tax revenue.\(^1\) Visitor spending generated approximately $799,083 in additional indirect and induced state and local tax revenue, for a total of $7.2 million.\(^4\)

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In 2020, Rich County collected a total of $683,777 in these two sales taxes combined, up 29.9% from 2019 and up 93.7% over the past five years.\(^5\)

**Select Local Sales Tax Revenues**

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>County Transient Room Tax</td>
<td>$683,777</td>
<td>$683,777</td>
<td>$683,777</td>
<td>$683,777</td>
<td>$683,777</td>
</tr>
</tbody>
</table>

**Hotel Data**

Rich County hotel occupancy rates averaged 50.3% in 2020 compared to 58.6% in 2019. August, September, July, and October (in that order) had the highest average occupancy rates.

**Average Hotel Occupancy Rate**

<table>
<thead>
<tr>
<th>Month</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>40.0</td>
<td>45.0</td>
</tr>
<tr>
<td>Feb</td>
<td>40.0</td>
<td>45.0</td>
</tr>
<tr>
<td>Mar</td>
<td>40.0</td>
<td>45.0</td>
</tr>
<tr>
<td>Apr</td>
<td>40.0</td>
<td>45.0</td>
</tr>
<tr>
<td>May</td>
<td>40.0</td>
<td>45.0</td>
</tr>
<tr>
<td>Jun</td>
<td>40.0</td>
<td>45.0</td>
</tr>
<tr>
<td>Jul</td>
<td>40.0</td>
<td>45.0</td>
</tr>
<tr>
<td>Aug</td>
<td>40.0</td>
<td>45.0</td>
</tr>
<tr>
<td>Sep</td>
<td>40.0</td>
<td>45.0</td>
</tr>
<tr>
<td>Oct</td>
<td>40.0</td>
<td>45.0</td>
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<tr>
<td>Nov</td>
<td>40.0</td>
<td>45.0</td>
</tr>
<tr>
<td>Dec</td>
<td>40.0</td>
<td>45.0</td>
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</table>

**Average Hotel Daily Room Rate**

<table>
<thead>
<tr>
<th>Month</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
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<td>$125.0</td>
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<tr>
<td>Feb</td>
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<td>Apr</td>
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<td>$125.0</td>
</tr>
<tr>
<td>Dec</td>
<td>$125.0</td>
<td>$125.0</td>
</tr>
</tbody>
</table>

**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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Salt Lake County, 2020

**Spending**

In 2020, visitors directly spent an estimated $1.7 million in Salt Lake County, a -44.0% decrease from 2019. The top three spending categories were auto transportation, foodservice, and lodging. Salt Lake County visitor spending made up 27.8% of total statewide spending (note: public transportation spending is not included in this analysis)

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Groceries</th>
<th>Retail</th>
<th>Foodservice</th>
<th>Other/Personal Services</th>
<th>Museums &amp; Parks</th>
<th>Accommodations</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$2,921.1</td>
<td>$120.00</td>
<td>$10.0</td>
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<td>$0</td>
<td>$0</td>
<td>$3,002.4</td>
</tr>
<tr>
<td>2019</td>
<td>$3,002.4</td>
<td>$130.00</td>
<td>$20.0</td>
<td>$10.0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$3,152.4</td>
</tr>
<tr>
<td>2020</td>
<td>$1,682.6</td>
<td>$80.00</td>
<td>$10.0</td>
<td>$10.0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$2,921.1</td>
</tr>
</tbody>
</table>

**Jobs**

Visitor spending supported 23,265 direct Salt Lake County travel and tourism jobs, a -15.7% decrease from 2019. Foodservice, accommodations, and auto transportation were the top three job sectors. These 23,265 direct travel and tourism jobs supported an additional 8,693 indirect and induced jobs in the county for a total 31,957 jobs.

**Direct Travel & Tourism Jobs**

<table>
<thead>
<tr>
<th>Year</th>
<th>Direct</th>
<th>Indirect/Induced</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>26,826</td>
<td>5,881</td>
<td>32,707</td>
</tr>
<tr>
<td>2019</td>
<td>27,611</td>
<td>8,693</td>
<td>36,304</td>
</tr>
<tr>
<td>2020</td>
<td>23,265</td>
<td>8,693</td>
<td>31,958</td>
</tr>
</tbody>
</table>

**Salt Lake Portion of Statewide Direct Visitor Spending, 2020**

- Salt Lake County Spending, $1,682.6 M
- Rest of State, $4,402.8 M

**Total Travel & Tourism Jobs, 2020**

- 8,693 Indirect/Induced Jobs
- 23,265 Direct Jobs
**Tax Revenue**

Visitor spending generated $244.8 million in direct tax revenue, including $123.4 million in state and $121.4 million in local tax revenue. \(^4\) Visitor spending generated approximately $78.6 million in additional indirect and induced state and local tax revenue, for a total of $323.4 million. \(^5\)

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In 2020, Salt Lake County collected a total of $33.2 million in these two sales taxes combined, down -40.7% from 2019 and down -32.4% over the past five years. \(^6\)

**Select Local Sales Tax Revenues**

![Graph showing local sales tax revenues across different years and categories.]

**Hotel Data**

Salt Lake County hotel occupancy rates averaged 45.9% in 2020 compared to 69.6% in 2019. February, January, September, and August (in that order) had the highest average occupancy rates.

**Average Hotel Occupancy Rate**

![Graph showing hotel occupancy rates by month and year.]

**Direct Tax Revenue, 2020**

(Based on $1.7 billion in direct spending)

- State Sales Tax $65.0
- Local Property Tax $36.9
- Local Sales Tax $84.5

**Total Tax Revenue, 2020**

(Based on $1.8 billion in total spending)

- State Sales Tax $84.3
- Local Property Tax $48.0
- Local Sales Tax $109.7

**Endnotes**

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.

2. If transportation spending were to be included in the county profiles, the total Salt Lake County visitor spending share would have been closer to 36% of total statewide visitor spending in 2020.

3. 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.

4. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.

5. See note #3 regarding “indirect and induced.”

6. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #3).

---

San Juan County, 2020

**Spending**
In 2020, visitors directly spent an estimated $40.8 million in San Juan County, a -24.3% decrease from 2019. The top three spending categories were lodging, auto transportation, and foodservice. San Juan County visitor spending made up 0.7% of total statewide spending.

**Jobs**
Visitor spending supported 469 direct San Juan County travel and tourism jobs, a -33.3% decrease from 2019. Accommodations, foodservice, and gas stations were the top three job sectors. These 469 direct travel and tourism jobs supported an additional 75 indirect and induced jobs in the county for a total 544 jobs.

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>51.1</td>
</tr>
<tr>
<td>2019</td>
<td>53.9</td>
</tr>
<tr>
<td>2020</td>
<td>32.8</td>
</tr>
</tbody>
</table>

**Direct Spending Estimates by Spending Category**

- **Auto Transportation**
- **Arts, Entertainment, Recreation**
- **Groceries**
- **Lodging**
- **Other**
- **Retail**
- **Foodservice**

![Chart showing spending categories]

**San Juan Portion of Statewide Visitor Spending, 2020**

- San Juan County Spending, $32.8 M
- Rest of State, $6,052.6 M

**Total Travel & Tourism Jobs, 2020**

- 544 Total Jobs
- 75 Indirect/Induced Jobs
- 469 Direct Jobs

![Chart showing job distribution by type]
**Tax Revenue**

Visitor spending generated $4.6 million in direct tax revenue, including $2.0 million in state and $2.6 million in local tax revenue. Visitor spending generated approximately $0.5 million in additional indirect and induced state and local tax revenue, for a total of $5.1 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In 2020, San Juan County collected a total of $669,028 in these two sales taxes combined, down -53.4% from 2019 and down -37.4% over the past five years.

**Select Local Sales Tax Revenues**

![Graph showing local sales tax revenues over the past five years.]

**Hotel Data**

San Juan County hotel occupancy rates averaged 42.2% in 2020 compared to 56.7% in 2019. September, October, July, and August (in that order) had the highest average occupancy rates.

**Average Hotel Occupancy Rate**

![Graph showing average hotel occupancy rate.]

In 2020, San Juan County’s average daily room rate was $107.53 compared to $124.72 in 2019, a -13.8% year-over-year decrease.

**Average Hotel Daily Room Rate**

![Graph showing average hotel daily room rate.]

---

**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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Sanpete County, 2020

**Spending**

In 2020, visitors directly spent an estimated $35.6 million in Sanpete County, a -9.8% decrease from 2019. The top three spending categories were auto transportation, foodservice, and retail. Sanpete County visitor spending made up 0.6% of total statewide spending.

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$33.8</td>
</tr>
<tr>
<td>2019</td>
<td>$39.5</td>
</tr>
<tr>
<td>2020</td>
<td>$35.6</td>
</tr>
</tbody>
</table>

**Direct Spending Estimates by Spending Category**

Visitor Spending ($millions)

- **Auto Transportation**
- **Arts, Entertainment, Recreation**
- **Groceries**
- **Lodging**
- **Other**
- **Retail**

- **2018**
  - Auto Transportation: $2.2
  - Arts, Entertainment, Recreation: $110
  - Groceries: $4.1
  - Lodging: $4.1
  - Other: $41
  - Retail: $13

- **2019**
  - Auto Transportation: $1.8
  - Arts, Entertainment, Recreation: $110
  - Groceries: $4.1
  - Lodging: $4.1
  - Other: $41
  - Retail: $13

- **2020**
  - Auto Transportation: $1.8
  - Arts, Entertainment, Recreation: $110
  - Groceries: $4.1
  - Lodging: $4.1
  - Other: $41
  - Retail: $13

**Jobs**

Visitor spending supported 308 direct Sanpete County travel and tourism jobs, a -4.3% decrease from 2019. Foodservice, auto transportation, and retail were the top three job sectors. These 308 direct travel and tourism jobs supported an additional 53 indirect and induced jobs in the county for a total 361 jobs.

**Direct Travel & Tourism Jobs**

- **2018**: 347 jobs
- **2019**: 322 jobs
- **2020**: 308 jobs

**Direct Travel & Tourism Jobs by Job Type, 2020**

- Accommodations: 41 jobs
- Auto Repair: 26 jobs
- Foodservice: 110 jobs
- Gas Stations: 41 jobs
- Grocery Stores: 30 jobs
- Other/Personal Services: 2 jobs
- Performing Arts: 2 jobs
- Recreation: 13 jobs
- Retail: 42 jobs

**Sanpete Portion of Statewide Visitor Spending, 2020**

- Sanpete County Spending: $35.6 M
- Rest of State: $6,049.8 M

**Total Travel & Tourism Jobs, 2020**

- 308 Direct Jobs
- 53 Indirect/Induced Jobs
**Tax Revenue**

Visitor spending generated 4.1 million in direct tax revenue, including $2.2 million in state and $1.8 million in local tax revenue. Visitor spending generated approximately $0.5 million in additional indirect and induced state and local tax revenue, for a total of $4.6 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In 2020, Sanpete County collected a total of $310,525 in these two sales taxes combined, down -1.2% from 2019 and up 9.6% over the past five years.

**Select Local Sales Tax Revenues**

<table>
<thead>
<tr>
<th>Year</th>
<th>Restaurant Tax</th>
<th>County Transient Room Tax</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td></td>
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<tr>
<td>2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Direct Tax Revenue, 2020**

(Based on $35.6 million in direct spending)

- State Sales Tax: $1.0
- State Income Tax: $0.2
- State Corporate Tax: $0.0
- Local Sales Tax: $0.7

**Total Tax Revenue, 2020**

(Based on $38.5 million in total spending)

- State Sales Tax: $1.1
- State Income Tax: $0.2
- State Corporate Tax: $0.0
- Local Sales Tax: $0.8

**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." Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Sevier County, 2020

Spending
In 2020, visitors directly spent an estimated $91.8 million in Sevier County, a -9.8% decrease from 2019. The top three spending categories were auto transportation, lodging, and foodservice. Sevier County visitor spending made up 1.5% of total statewide spending.

Jobs
Visitor spending supported 788 direct Sevier County travel and tourism jobs, a -2.7% decrease from 2019. Foodservice, accommodations, and gas stations were the top three job sectors. These 788 direct travel and tourism jobs supported an additional 182 indirect and induced jobs in the county for a total 970 jobs.

Direct Spending Estimates (millions of dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$97.4</td>
</tr>
<tr>
<td>2019</td>
<td>$101.7</td>
</tr>
<tr>
<td>2020</td>
<td>$91.8</td>
</tr>
</tbody>
</table>

Direct Spending Estimates by Spending Category

Visitor Spending ($millions)

- Auto Transportation
- Groceries
- Retail
- Arts, Entertainment, Recreation
- Lodging
- Other
- Foodservice

<table>
<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Groceries</th>
<th>Retail</th>
<th>Arts, Entertainment, Recreation</th>
<th>Lodging</th>
<th>Other</th>
<th>Foodservice</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$40.0</td>
<td>$30.0</td>
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<td>$70.0</td>
<td>$100.0</td>
<td>$110.0</td>
<td>$120.0</td>
<td>$90.0</td>
</tr>
</tbody>
</table>

Sevier Portion of Statewide Visitor Spending, 2020

- Sevier County Spending, $91.8 M
- Rest of State, $5,993.6 M

Total Travel & Tourism Jobs, 2020

- 182 Indirect/Induced Jobs
- 788 Direct Jobs
**Tax Revenue**

Visitor spending generated $8.4 million in direct tax revenue, including $4.3 million in state and $4.2 million in local tax revenue.\(^1\) Visitor spending generated approximately $1.7 million in additional indirect and induced state and local tax revenue, for a total of $10.1 million.\(^4\)

Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In 2020, Sevier County collected a total of $837,404 in these three sales taxes combined, down -8.7% from 2019 and down -6.6% over the past five years.\(^5\)

**Select Local Sales Tax Revenues**

![Select Local Sales Tax Revenues Chart](chart.png)

**Hotel Data**

Sevier County hotel occupancy rates averaged 47.2% in 2020 compared to 50.0% in 2019. July, September, October, and August (in that order) had the highest average occupancy rates.

**Average Hotel Occupancy Rate**

![Average Hotel Occupancy Rate Chart](chart.png)

In 2020, Sevier County’s average daily room rate was $80.79 compared to $67.14 in 2019, a -0.9% year-over-year decrease.

**Average Hotel Daily Room Rate**

![Average Hotel Daily Room Rate Chart](chart.png)

**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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

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**Summit County, 2020**

**Spending**
In 2020, visitors directly spent an estimated $821.8 million in Summit County, a 23.8% decrease from 2019. The top three spending categories were accommodations, foodservice, and retail. Summit County visitor spending made up 13.5% of total statewide spending.

**Jobs**
Visitor spending supported 9,463 direct Summit County travel and tourism jobs, a 15.5% decrease from 2019. Foodservice, recreation, and accommodations were the top three job sectors. These 9,462 direct travel and tourism jobs supported an additional 2,034 indirect and induced jobs in the county for a total of 11,497 jobs.

**Direct Spending Estimates (millions of dollars)**
- 2018: $1,036.1
- 2019: $1,077.9
- 2020: $821.8

**Direct Travel & Tourism Jobs**
- 2018: 11,948
- 2019: 11,196
- 2020: 9,463

**Direct Travel & Tourism Jobs by Job Type, 2020**
- Accommodations: 2,213
- Foodservice: 2,886
- Recreation: 2,527
- Retail: 631

**Summit Portion of Statewide Visitor Spending, 2020**
- Summit County Spending: $821.8 M
- Rest of State: $5,263.6 M

**Total Travel & Tourism Jobs, 2020**
- 2,034 Indirect/Induced Jobs
- 9,463 Direct Jobs
**Tax Revenue**
Visitor spending generated $140.1 million in direct tax revenue, including $61.3 million in state and $78.8 million in local tax revenue.3 Visitor spending generated approximately $26.1 million in additional indirect and induced state and local tax revenue, for a total of $166.2 million.4

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In 2020, Summit County collected a total of $12.0 million in these two sales taxes combined, down -20.1% from 2019 and down -6.3% over the past five years.5

**Select Local Sales Tax Revenues**

![Select Local Sales Tax Revenues](chart)

**Hotel Data**
Summit County hotel occupancy rates averaged 42.4% in 2020 compared to 57.2% in 2019. February, January, September, and August (in that order) had the highest average occupancy rates.

**Average Hotel Occupancy Rate**

![Average Hotel Occupancy Rate](chart)

In 2020, Summit County’s average daily room rate was $249.54 compared to $269.73 in 2019, a -7.5% year-over-year increase.

**Average Hotel Daily Room Rate**

![Average Hotel Daily Room Rate](chart)

**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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Tooele County, 2020

Spending

In 2020, visitors directly spent an estimated $127.8 million in Tooele County, a -15.3% decrease from 2019.¹ The top three spending categories were auto transportation, foodservice, and lodging. Tooele County visitor spending made up 2.1% of total statewide spending.

Direct Spending Estimates (millions of dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Groceries</th>
<th>Retail</th>
<th>Foodservice</th>
<th>Lodging</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
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<td>2019</td>
<td>$150.9</td>
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<td>$40.0</td>
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<td>$310.9</td>
</tr>
<tr>
<td>2020</td>
<td>$127.8</td>
<td>$80.0</td>
<td>$40.0</td>
<td>$20.0</td>
<td>$307.8</td>
</tr>
</tbody>
</table>

Jobs

Visitor spending supported 891 direct Tooele County travel and tourism jobs, a -0.7% decrease from 2019. Foodservice, gas stations, and accommodations were the top three job sectors. These 891 direct travel and tourism jobs supported an additional 197 indirect and induced jobs in the county for a total of 1,088 jobs.²

Tooele Portion of Statewide Visitor Spending, 2020

Total Travel & Tourism Jobs, 2020

891 Direct Jobs

197 Indirect/Induced Jobs
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.\(^1\) Visitor spending generated approximately $1.4 million in additional indirect and induced state and local tax revenue, for a total of $13.1 million.\(^4\)

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In 2020, Tooele County collected a total of $1.1 million in these two sales taxes combined, down -12.3% from 2019 and down -0.8% over the past five years.\(^5\)

Select Local Sales Tax Revenues

Select Local Sales Tax Revenues

$$\begin{array}{c|c|c|c|c|c|c|c}
\text{Years} & 2016 & 2017 & 2018 & 2019 & 2020 \\
\hline
\text{Millions of 2020 Dollars} & 0.8 & 1.0 & 1.2 & 1.4 & 0.4 \\
\end{array}$$

Hotel Data
Tooele County hotel occupancy rates averaged 43.6% in 2020 compared to 54.0% in 2020, September, August, July, and October (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate

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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Uintah County, 2020

**Spending**

In 2020, visitors directly spent an estimated $93.8 million in Uintah County, a -24.9% decrease from 2019. The top three spending categories were recreation, auto transportation, and retail. Uintah County visitor spending made up 1.5% of total statewide spending.

**Jobs**

Visitor spending supported 786 direct Uintah County travel and tourism jobs, a -6.3% decrease from 2019. Foodservice, accommodations, and gas stations were the top three job sectors. These 786 direct travel and tourism jobs supported an additional 202 indirect and induced jobs in the county for a total of 988 jobs.

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Groceries</th>
<th>Retail</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
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<td>$120.00</td>
<td>$341.00</td>
</tr>
<tr>
<td>2019</td>
<td>$124.9</td>
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<td>$140.00</td>
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<tr>
<td>2020</td>
<td>$93.8</td>
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<td>$100.00</td>
<td>$273.80</td>
</tr>
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</table>

**Direct Spending Estimates by Spending Category**

<table>
<thead>
<tr>
<th>Year</th>
<th>Accommodations</th>
<th>Auto Repair</th>
<th>Car Rental</th>
<th>Foodservice</th>
<th>Gas Stations</th>
<th>Grocery Stores</th>
<th>Museums &amp; Parks</th>
<th>Other/Personal Services</th>
<th>Performing Arts</th>
<th>Recreation</th>
<th>Retail</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>2018</td>
<td>321</td>
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<td>101</td>
<td>2</td>
<td>128</td>
<td>116</td>
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<td>1</td>
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<td>2020</td>
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<td>1</td>
<td>3</td>
<td>3</td>
<td>20</td>
<td>82</td>
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</tr>
</tbody>
</table>

**Uintah Portion of Statewide Visitor Spending, 2020**

- Uintah County Spending, $93.8 M
- Rest of State, $5,991.6 M

**Total Travel & Tourism Jobs, 2020**

- 988 Jobs
  - 786 Direct Jobs
  - 202 Indirect/Induced Jobs
Tax Revenue
Visitor spending generated $9.4 million in direct tax revenue, including $4.8 million in state and $4.6 million in local tax revenue. Visitor spending generated approximately $2.4 million in additional indirect and induced state and local tax revenue, for a total of $11.8 million.

Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In 2020, Uintah County collected a total of $880,612 in these three sales taxes combined, down -26.5% from 2019 and down -10.0% over the past five years.

Select Local Sales Tax Revenues

Hotel Data
Uintah County hotel occupancy rates averaged 34.4% in 2020 compared to 44.5% in 2019. September, July, August, and October (in that order) had the highest average occupancy rates.

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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
Utah County, 2020

**Spending**
In 2020, visitors directly spent an estimated $537.1 million in Utah County, a -30.6% decrease from 2019.¹ The top three spending categories were auto transportation, foodservice, and lodging. Utah County visitor spending made up 8.8% of total statewide spending.

**Jobs**
Visitor spending supported 9,000 direct Utah County travel and tourism jobs, a -5.7% decrease from 2019. Foodservice, retail, and accommodations were the top three job sectors. These 9,000 direct travel and tourism jobs supported an additional 2,645 indirect and induced jobs in the county for a total of 11,645 jobs.²

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

- **2018:** $741.9
- **2019:** $773.6
- **2020:** $537.1

**Direct Spending Estimates by Spending Category**

<table>
<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Arts, Entertainment, Recreation</th>
<th>Groceries</th>
<th>Retail</th>
<th>Lodging</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**Visitor Spending (Smillions)**

- **$0**
- **$100**
- **$200**
- **$300**
- **$400**
- **$500**
- **$600**
- **$700**
- **$800**

**Direct Travel & Tourism Jobs**

- **2018:** 9,236
- **2019:** 9,539
- **2020:** 9,000

**Direct Travel & Tourism Jobs by Job Type, 2020**

- **Accommodations:** 1,263
- **Auto Repair:** 575
- **Car Rental:** 21
- **Foodservice:** 4,281
- **Gas Stations:** 403
- **Grocery Stores:** 163
- **Museums & Parks:** 109
- **Other/Personal Services:** 283
- **Performing Arts:** 103
- **Recreation:** 485
- **Retail:** 1,315

**Utah Portion of Statewide Visitor Spending, 2020**

- **Utah County Spending, $537.1 M**
- **Rest of State, $5,548.3 M**

**Total Travel & Tourism Jobs, 2020**

- **11,645 Jobs**
- **2,645 Indirect/Induced Jobs**
- **9,000 Direct Jobs**
Tax Revenue
Visitor spending generated $73.2 million in direct tax revenue, including $39.8 million in state and $33.4 million in local tax revenue.1 Visitor spending generated approximately $20.1 million in additional indirect and induced state and local tax revenue, for a total of $93.3 million.2

Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In 2020, Utah County collected a total of $10.8 million in these three sales taxes combined, down -24.3% from 2019 and down -12.0% over the past five years.3

Select Local Sales Tax Revenues

Hotel Data
Utah County hotel occupancy rates averaged 46.9% in 2020 compared to 65.3% in 2019. August, July, February, and September (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate

In 2020, Utah County’s average daily room rate was $82.44 compared to $95.09 in 2019, a -13.3% year-over-year decrease.

Average Hotel Daily Room Rate

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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Wasatch County, 2020

**Spending**

In 2020, visitors directly spent an estimated $103.2 million in Wasatch County, a 6.9% increase from 2019. The top three spending categories were lodging, foodservice, and auto transportation. Wasatch County visitor spending made up 1.9% of total statewide spending.

**Jobs**

Visitor spending supported 1,141 direct Wasatch County travel and tourism jobs, a -12.1% decrease from 2019. Foodservice, accommodations, and retail were the top three job sectors. These 1,141 direct travel and tourism jobs supported an additional 288 indirect and induced jobs in the county for a total of 1,429 jobs.

**Wasatch County Spending, 2020**

- **Visitors** spent a total of $17.1 million in Wasatch County, which is 0.0% of total statewide spending.
- **Rest of State** spent $5,195.6 million, which is 87% of total statewide spending.

**Direct Travel & Tourism Jobs by Job Type, 2020**

- **Accommodations**: 302 jobs
- **Auto Repair**: 36 jobs
- **Foodservice**: 415 jobs
- **Gas Stations**: 38 jobs
- **Grocery Stores**: 72 jobs
- **Museums & Parks**: 5 jobs
- **Other/Personal Services**: 44 jobs
- **Performing Arts**: 15 jobs
- **Recreation**: 105 jobs
- **Retail**: 109 jobs

**Total Travel & Tourism Jobs, 2020**

- **Indirect/Induced Jobs**: 288
- **Direct Jobs**: 1,141

**Visitor Spending ($millions)**

- **2018**: $109.5 million
- **2019**: $117.1 million
- **2020**: $103.2 million

**Direct Spending Estimates by Spending Category**

- **2020**: $109.5 million
- **2019**: $117.1 million
- **2018**: $103.2 million

**Visitor Spending ($millions)**

- **Auto Transportation**: $18.0 million
- **Arts, Entertainment, Recreation**: $22.0 million
- **Groceries**: $20.0 million
- **Lodging**: $32.0 million
- **Other**: $25.0 million
- **Foodservice**: $10.0 million

**Visitor Spending ($millions)**

- **Auto Transportation**: $18.0 million
- **Arts, Entertainment, Recreation**: $22.0 million
- **Groceries**: $20.0 million
- **Lodging**: $32.0 million
- **Other**: $25.0 million
- **Foodservice**: $10.0 million

**Visitor Spending ($millions)**

- **Auto Transportation**: $18.0 million
- **Arts, Entertainment, Recreation**: $22.0 million
- **Groceries**: $20.0 million
- **Lodging**: $32.0 million
- **Other**: $25.0 million
- **Foodservice**: $10.0 million
**Tax Revenue**
Visitor spending generated $17.1 million in direct tax revenue, including $6.9 million in state and $10.2 million in local tax revenue. Visitor spending generated approximately $2.6 million in additional indirect and induced state and local tax revenue, for a total of $19.7 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In 2020, Wasatch County collected a total of $2.8 million in these two sales taxes combined, down -12.7% from 2019 and up 6.2% over the past five years.

**Hotel Data**
Wasatch County hotel occupancy rates averaged 40.3% in 2020 compared to 55.6% in 2019. February, January, September, and October (in that order) had the highest average occupancy rates.

In 2020, Wasatch County’s average daily room rate was $229.1 compared to $241.31 in 2019, a -5.1% year-over-year decrease.

**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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Washington County, 2020

Spending
In 2020, visitors directly spent an estimated $613.0 million in Washington County, a -11.0% decrease from 2019.\(^1\) The top three spending categories were lodging, foodservice, and auto transportation. Washington County visitor spending made up 11.5% of total statewide spending.

Direct Spending Estimates (millions of dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$656.7</td>
</tr>
<tr>
<td>2019</td>
<td>$688.5</td>
</tr>
<tr>
<td>2020</td>
<td>$613.0</td>
</tr>
</tbody>
</table>

Spending by Category

<table>
<thead>
<tr>
<th>Category</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto Transportation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arts, Entertainment, Recreation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Groceries</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lodging</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foodservice</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Jobs
Visitor spending supported 7,029 direct Washington County travel and tourism jobs, a -7.3% decrease from 2019. Foodservice, accommodations, and retail were the top three job sectors. These 7,029 direct travel and tourism jobs supported an additional 2,622 indirect and induced jobs in the county for a total 9,651 jobs.\(^2\)

Direct Travel & Tourism Jobs

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>7,181</td>
</tr>
<tr>
<td>2019</td>
<td>7,582</td>
</tr>
<tr>
<td>2020</td>
<td>7,029</td>
</tr>
</tbody>
</table>

Jobs by Type, 2020

- Accommodations: 1,766
- Auto Repair: 131
- Car Rental: 20
- Foodservice: 3,117
- Gas Stations: 265
- Grocery Stores: 196
- Museums & Parks: 16
- Other/Personal Services: 204
- Performing Arts: 8
- Recreation: 425
- Retail: 882

Washington Portion of Statewide Visitor Spending, 2020

- Washington County Spending: $698.4 million
- Rest of State: $5,387.0 million

Total Travel & Tourism Jobs, 2020

- 2,622 Indirect/Induced Jobs
- 7,029 Direct Jobs

\(^1\) Data from the American Express Global Travel & Tourism Economic Impact Study.
\(^2\) Calculated using a direct-indirect model.
**Tax Revenue**

Visitor spending generated $84.7 million in direct tax revenue, including $44.0 million in state and $40.7 million in local tax revenue.² Visitor spending generated approximately $24.7 million in additional indirect and induced state and local tax revenue, for a total of $109.3 million.⁴

Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In 2020, Washington County collected a total of $11.8 million in these three sales taxes combined, down -8.6% from 2019 and up 9.4% over the past five years.⁵

---

**Select Local Sales Tax Revenues**

![Graph of Local Sales Tax Revenues](image)

**Hotel Data**

Washington County hotel occupancy rates averaged 52.2% in 2020 compared to 62.0% in 2019. October, September, July, and August (in that order) had the highest average occupancy rates.

**Average Hotel Occupancy Rate**

![Graph of Hotel Occupancy Rate](image)

In 2020, Washington County’s average daily room rate was $94.32 compared to $102.96 in 2019, a -8.4% year-over-year decrease.

**Average Hotel Daily Room Rate**

![Graph of Hotel Daily Room Rate](image)

---

**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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

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Wayne County, 2020

Spending
In 2020, visitors directly spent an estimated $22.6 million in Wayne County, a -20.6% decrease from 2019. The top three spending categories were lodging, foodservice, and auto transportation. Wayne County visitor spending made up 0.4% of total statewide spending.

Direct Spending Estimates (millions of dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$26.9</td>
</tr>
<tr>
<td>2019</td>
<td>$28.5</td>
</tr>
<tr>
<td>2020</td>
<td>$22.6</td>
</tr>
</tbody>
</table>

Jobs
Visitor spending supported 289 direct Wayne County travel and tourism jobs, a -11.6% decrease from 2019. Accommodations, foodservice, and gas stations were the top three job sectors. These 289 direct travel and tourism jobs supported an additional 47 indirect and induced jobs in the county for a total of 336 jobs.

Direct Travel & Tourism Jobs

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>336</td>
</tr>
<tr>
<td>2019</td>
<td>327</td>
</tr>
<tr>
<td>2020</td>
<td>289</td>
</tr>
</tbody>
</table>

Wayne Portion of Statewide Visitor Spending, 2020

- Wayne County Spending, $22.6 M
- Rest of State, $6,062.8 M

Total Travel & Tourism Jobs, 2020

- 47 Indirect/Induced Jobs
- 289 Direct Jobs
**Tax Revenue**

Visitor spending generated $3.0 million in direct tax revenue, including $1.6 million in state and $1.4 million in local tax revenue. Visitor spending generated approximately $478,209 in additional indirect and induced state and local tax revenue, for a total of $3.5 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In 2020, Wayne County collected a total of $544,094 in these two sales taxes combined, down -21.2% from 2019 and up 0.3% over the past five years.

**Select Local Sales Tax Revenues**

**Hotel Data**

Wayne County hotel occupancy rates averaged 42.2% in 2020 compared to 63.2% in 2019. September, October, July, and August (in that order) had the highest average occupancy rates.

In 2020, Wayne County’s average daily room rate was $107.53 compared to $146.42 in 2019, a -26.6% year-over-year decrease.

**Average Hotel Occupancy Rate**

**Average Hotel Daily Room Rate**

**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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Weber County, 2020

**Spending**

In 2020, visitors directly spent an estimated $285.5 million in Weber County, a -24.6% decrease from 2019. The top three spending categories were auto transportation, foodservice, and lodging. Weber County visitor spending made up 4.7% of total statewide spending.

**Jobs**

Visitor spending supported 4,450 direct Weber County travel and tourism jobs, a -10.4% decrease from 2019. Foodservice, retail, and recreation were the top three job sectors. These 4,450 direct travel and tourism jobs supported an additional 1,017 indirect and induced jobs in the county for a total of 5,468 jobs.

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$363.4</td>
</tr>
<tr>
<td>2019</td>
<td>$378.7</td>
</tr>
<tr>
<td>2020</td>
<td>$285.5</td>
</tr>
</tbody>
</table>

**Direct Spending Estimates by Spending Category**

- Auto Transportation
- Arts, Entertainment, Recreation
- Foodservice
- Groceries
- Lodging
- Retail
- Other

**Direct Travel & Tourism Jobs**

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>4,876</td>
</tr>
<tr>
<td>2019</td>
<td>4,964</td>
</tr>
<tr>
<td>2020</td>
<td>4,450</td>
</tr>
</tbody>
</table>

**Weber Portion of Statewide Visitor Spending, 2020**

- Weber County Spending, $285.5 M
- Rest of State, $5,799.9 M

**Total Travel & Tourism Jobs, 2020**

- 1,017 Indirect/Induced Jobs
- 4,450 Direct Jobs
**Tax Revenue**

Visitor spending generated $40.6 million in direct tax revenue, including $21.2 million in state and $19.4 million in local tax revenue. Visitor spending generated approximately $7.7 million in additional indirect and induced state and local tax revenue, for a total of $48.3 million.

Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In 2020, Weber County collected a total of $4.8 million in these three sales taxes combined, down -20.8% from 2019 and down -11.7% over the past five years.

Select Local Sales Tax Revenues

![Graph showing local sales tax revenues from 2016 to 2020](image)

**Hotel Data**

Weber County hotel occupancy rates averaged 56.3% in 2020 compared to 66.8% in 2019. September, October, August, and February (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate

![Graph showing hotel occupancy rate from January to December](image)

In 2020, Weber County’s average daily room rate was $74.01 compared to $85.45 in 2019, a -13.4% year-over-year decrease.

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. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
5. See note #2 regarding “indirect and induced.”
Utah’s Public Transportation Sector, 2020

In 2020, domestic and international travelers and tourists spent money on public transportation, including air, shuttle, taxi, rideshare, train, bus, and mass transit fares. Tourism Economics reported Utah’s share of this total public transportation spending—or the amount that stayed in Utah—at $1.09 billion. The Gardner Institute estimates that the majority (84.8%) of public transportation spending takes place along the Wasatch Front—specifically in Salt Lake County—based on the number of private transportation jobs in each county. As the home of the Salt Lake City International Airport, Salt Lake County is the state’s largest transportation hub. Here is a look at 2020 public transportation-related employment for the state, all four Wasatch Front counties, and the rest of the state:

<table>
<thead>
<tr>
<th>Public Transportation Sector</th>
<th>Statewide</th>
<th>Salt Lake</th>
<th>Utah</th>
<th>Weber</th>
<th>Davis</th>
<th>Wasatch Front</th>
<th>Rest of State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scheduled Air Transportation</td>
<td>6,440</td>
<td>5,620</td>
<td>94</td>
<td>*</td>
<td>33</td>
<td>5,747</td>
<td>693</td>
</tr>
<tr>
<td>Support Activities for Air Transportation</td>
<td>1,392</td>
<td>917</td>
<td>304</td>
<td>18</td>
<td>*</td>
<td>1,239</td>
<td>153</td>
</tr>
<tr>
<td>Transit and Ground Transportation¹</td>
<td>1,537</td>
<td>620</td>
<td>213</td>
<td>108</td>
<td>16</td>
<td>957</td>
<td>580</td>
</tr>
<tr>
<td><strong>Total Private Jobs</strong></td>
<td><strong>9,369</strong></td>
<td><strong>7,157</strong></td>
<td><strong>611</strong></td>
<td><strong>126</strong></td>
<td><strong>49</strong></td>
<td><strong>7,943</strong></td>
<td><strong>1,426</strong></td>
</tr>
<tr>
<td><strong>Share</strong></td>
<td>100.0%</td>
<td>76.4%</td>
<td>6.5%</td>
<td>1.3%</td>
<td>0.1%</td>
<td>84.8%</td>
<td>15.2%</td>
</tr>
</tbody>
</table>

Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labor Statistics and Utah Department of Workforce Services data

*not disclosed due to small numbers

¹. Includes urban, interurban, and rural transit systems, taxi/limousine services, charter bus industry, and all other ground passenger transportation.