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)**

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<thead>
<tr>
<th>Year</th>
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</thead>
<tbody>
<tr>
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**Direct Spending Estimates by Spending Category**

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<th>Year</th>
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<th>Lodging</th>
<th>Groceries</th>
<th>Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td></td>
<td></td>
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<td>2019</td>
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</tr>
<tr>
<td>2020</td>
<td></td>
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</tr>
</tbody>
</table>

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

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

**Total Travel & Tourism Jobs, 2020**

- 513 Jobs
- 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. 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

**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.

**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)**

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<th>Year</th>
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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**

- **2020**
  - Auto Transportation: $40.0
  - Groceries: $20.0
  - Retail: $10.0
  - Other: $40.0
- **2019**
  - Auto Transportation: $40.0
  - Groceries: $20.0
  - Retail: $10.0
  - Other: $40.0
- **2018**
  - Auto Transportation: $40.0
  - Groceries: $20.0
  - Retail: $10.0
  - Other: $40.0

**Direct Travel & Tourism Jobs**

- **2020**
  - Accommodations: 118
  - Auto Repair: 77
  - Foodservice: 362
  - Gas Stations: 189
  - Grocery Stores: 27
  - Other/Personal Services: 17
  - Performing Arts: 6
  - Recreation: 54
  - Retail: 199

**Box Elder Portion of Statewide Visitor Spending, 2020**

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

**Total Travel & Tourism Jobs, 2020**

- **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. Visitor spending generated approximately $5.3 million in additional indirect and induced state and local tax revenue, for a total of $26.7 million.

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.

Select Local Sales Tax Revenues

<table>
<thead>
<tr>
<th>Year</th>
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<th>County Transient Room Tax</th>
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<tr>
<td>2016</td>
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<td>$1.0</td>
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<tr>
<td>2020</td>
<td>$0.8</td>
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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.

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.

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, a -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.

Cache Portion of Statewide Visitor Spending, 2020

Total Travel & Tourism Jobs, 2020
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. Visitor spending generated approximately $5.8 million in additional indirect and induced state and local tax revenue, for a total of $33.5 million. 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.

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.

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).
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.

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Direct Spending Estimates (millions of dollars)

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<tr>
<th>Year</th>
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Direct Spending Estimates by Spending Category

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<th>Groceries</th>
<th>Lodging</th>
<th>Other</th>
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<tr>
<td>2020</td>
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<tr>
<td>2018</td>
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<td></td>
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</tr>
</tbody>
</table>

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

- 552 Jobs
- 453 Direct Jobs
- 99 Indirect/Induced 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. Visitor spending generated approximately $0.9 million in additional indirect and induced state and local tax revenue, for a total of $6.4 million.

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.

Select Local Sales Tax Revenues

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<tr>
<th>Year</th>
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<th>County Transient Room Tax</th>
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<tr>
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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.

Average Hotel Occupancy Rate

In 2020, Carbon County’s average daily room rate was $77.09 compared to $81.68 in 2019, a -5.6% 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).

Daggett County, 2020

**Spending**

In 2020, visitors directly spent an estimated $11.6 million in Daggett County, a -3.4% increase from 2019.¹ 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.²

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

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<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
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<th>Retail</th>
<th>Other</th>
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**Direct Travel & Tourism Jobs by Job Type, 2020**

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<th>2019</th>
<th>2020</th>
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<tbody>
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<td>Auto Repair</td>
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<tr>
<td>Gas Stations</td>
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<tr>
<td>Grocery Stores</td>
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<td>Recreation</td>
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<tr>
<td>Retail</td>
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**Daggett Portion of Statewide Visitor Spending, 2020**

- Daggett County Spending: $11.6 M
- Rest of State: $6,074.2 M

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**Total Travel & Tourism Jobs, 2020**

- 162 Direct Jobs
- 22 Indirect/Induced Jobs
- 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 2019.¹ 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.²
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.

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 Travel & Tourism Jobs by Job Type, 2020

- Accommodations: 106
- Auto Repair: 65
- Foodservice: 109
- Gas Stations: 101
- Grocery Stores: 42
- Museums & Parks: 1
- Other/Personal Services: 4
- Performing Arts: 1
- Recreation: 8
- Retail: 17

Direct Travel & Tourism Jobs, 2020

- Total Travel & Tourism Jobs: 531
- 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**

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<thead>
<tr>
<th>Year</th>
<th>Local Property Tax</th>
<th>County Transient Room Tax</th>
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<tr>
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<tr>
<td>2020</td>
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</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).
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.

**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 Spending Estimates (millions of dollars)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending (millions)</th>
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**Direct Travel & Tourism Jobs**

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<td>427</td>
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<tr>
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<td>420</td>
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**Direct Travel & Tourism Jobs by Job Type, 2020**

<table>
<thead>
<tr>
<th>Job Type</th>
<th>Jobs</th>
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<tbody>
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<td>Accommodations</td>
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<td>Gas Stations</td>
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<td>Grocery Stores</td>
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**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.4

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.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).

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.

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

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

**Direct Spending Estimates by Spending Category**

- **2019**
  - Auto Transportation: $20.0
  - Groceries: $10.0
  - Retail: $13.0
  - Lodging: $21.0
  - Foodservice: $21.0
  - Entertainment, Recreation: $8.0
  - Total: $84.1

- **2018**
  - Auto Transportation: $20.0
  - Groceries: $10.0
  - Retail: $13.0
  - Lodging: $21.0
  - Foodservice: $21.0
  - Entertainment, Recreation: $8.0
  - Total: $84.1

- **2017**
  - Auto Transportation: $20.0
  - Groceries: $10.0
  - Retail: $13.0
  - Lodging: $21.0
  - Foodservice: $21.0
  - Entertainment, Recreation: $8.0
  - Total: $83.6

**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 Travel & Tourism Jobs**

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>1,114</td>
</tr>
<tr>
<td>2019</td>
<td>1,125</td>
</tr>
<tr>
<td>2020</td>
<td>880</td>
</tr>
</tbody>
</table>

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

- **Accommodations**: 645
- **Foodservice**: 128
- **Gas Stations**: 40
- **Grocery Stores**: 14
- **Museums & Parks**: 2
- **Other/Personal Services**: 3
- **Performing Arts**: 2
- **Recreation**: 9
- **Retail**: 32

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

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

**Total Travel & Tourism Jobs, 2020**

- 1,014 Jobs
  - 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.

**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.

**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.

**Select Local Sales Tax Revenues**

![Graph showing local sales tax revenues]

**Direct Tax Revenue, 2020**

(Based on $54.1 million in direct spending)

- State Sales Tax $1.8
- State Income Tax, $0.3
- State Corporate Tax, $0.0
- Local Sales Tax $3.0

**Total Tax Revenue, 2020**

(Based on $58.4 million in total spending)

- State - Other Tax $1.0
- State Income Tax, $0.4
- State Corporate Tax, $0.1
- Local Sales Tax $3.5

**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).

**Travel & Tourism County Profile**

**February 2022**

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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)**

- 2018: $318.9
- 2019: $336.4
- 2020: $267.0

**Direct Travel & Tourism Jobs**

- 2018: 2,200
- 2019: 2,296
- 2020: 1,948

**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 Spending Estimates by Spending Category, 2018-2020**

- **2018**
  - Auto Transportation: $60.0 M
  - Foodservice: $40.0 M
  - Arts, Entertainment, Recreation: $40.0 M
  - Groceries: $80.0 M
  - Retail: $100.0 M

- **2019**
  - Auto Transportation: $60.0 M
  - Foodservice: $40.0 M
  - Arts, Entertainment, Recreation: $40.0 M
  - Groceries: $80.0 M
  - Retail: $100.0 M

- **2020**
  - Auto Transportation: $51.2 M
  - Foodservice: $41.5 M
  - Arts, Entertainment, Recreation: $75.5 M
  - Groceries: $113.0 M
  - Retail: $18.4 M

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

- Accommodations: 755
- Auto Repair: 10
- Car Rental: 18
- Foodservice: 720
- Gas Stations: 81
- Grocery Stores: 42
- Museums & Parks: 4
- Other/Personal Services: 7
- Performing Arts: 4
- Recreation: 194
- Retail: 113

**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**

- 608 Indirect/Induced Jobs
- 1,948 Direct Jobs

---

**Informed Decisions™**

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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.

Select Local Sales Tax Revenues

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.

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. 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.

**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.

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending (millions)</th>
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</thead>
<tbody>
<tr>
<td>2018</td>
<td>$176.4</td>
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<tr>
<td>2019</td>
<td>$190.0</td>
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<tr>
<td>2020</td>
<td>$176.0</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>1,849</td>
</tr>
<tr>
<td>2019</td>
<td>1,963</td>
</tr>
<tr>
<td>2020</td>
<td>1,804</td>
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</table>

**Direct Spending Estimates by Spending Category**

<table>
<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Groceries</th>
<th>Foodservice</th>
<th>Lodging</th>
<th>Other</th>
<th>Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td></td>
<td></td>
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<td></td>
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<tr>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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**

<table>
<thead>
<tr>
<th>Jobs</th>
<th>2,301</th>
</tr>
</thead>
<tbody>
<tr>
<td>497 Indirect/Induced Jobs</td>
<td>1,804 Direct Jobs</td>
</tr>
</tbody>
</table>
**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. Visitor spending generated approximately $4.0 million additional indirect and induced state and local tax revenue, for a total of $28.6 million.

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.

**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 tourists 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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Juab County, 2020

**Spending**

In 2020, visitors directly spent an estimated $32.0 million in Juab County, a 3.2% increase from 2019. The top three spending categories were auto transportation, lodging, and foodservice. Juab County visitor spending made up 0.5% of total statewide spending.

**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.
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. 

Select Local Sales Tax Revenues

Direct Tax Revenue, 2020
(Based on $32.0 million in direct spending)

Total Tax Revenue, 2020
(Based on $34.6 million in total spending)

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. 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.

---

**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>Value</td>
<td>$118.1</td>
<td>$127.3</td>
<td>$108.1</td>
</tr>
</tbody>
</table>

**Direct Spending Estimates by Spending Category**

<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>2018</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Direct Travel & Tourism Jobs**

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>1,124</td>
<td>1,176</td>
<td>879</td>
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</table>

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

<table>
<thead>
<tr>
<th>Job Type</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodations</td>
<td>568</td>
</tr>
<tr>
<td>Auto Repair</td>
<td>26</td>
</tr>
<tr>
<td>Foodservice</td>
<td>14</td>
</tr>
<tr>
<td>Gas Stations</td>
<td>62</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>47</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>109</td>
</tr>
<tr>
<td>Retail</td>
<td>42</td>
</tr>
</tbody>
</table>

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

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

**Total Travel & Tourism Jobs, 2020**

1,054 Total 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.

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).

Millard County, 2020

**Spending**

In 2020, visitors directly spent an estimated $71.0 million in Millard County, a -14.3% decrease from 2019.¹ 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.²
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.4 Visitor spending generated approximately $1.0 million in additional indirect and induced state and local tax revenue, for a total of $10.3 million.4

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.5

Select Local Sales Tax Revenues

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. 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>Retail</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$8.2</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
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<td>2019</td>
<td>$9.6</td>
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<td>2020</td>
<td>$10.0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$10.0</td>
</tr>
</tbody>
</table>

**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>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$2.0</td>
<td>$2.0</td>
<td>$2.0</td>
<td>$2.0</td>
<td>$8.2</td>
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<td>2019</td>
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<td>$4.0</td>
<td>$4.0</td>
<td>$4.0</td>
<td>$10.0</td>
</tr>
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</table>

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

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

**Total Travel & Tourism Jobs, 2020**

- 16 Indirect/Induced Jobs
- 86 Direct Jobs
Tax Revenue
Visitor spending generated $1.0 million in direct tax revenue, including $510,929 in state and $480,440 in local tax revenue.\(^4\)
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.

Direct Travel & Tourism Jobs

Piute Portion of Statewide Visitor Spending, 2020

Total Travel & Tourism Jobs, 2020
Tax Revenue

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

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).

Rich County, 2020

**Spending**

In 2020, visitors directly spent an estimated $38.4 million in Rich County, a 31.8% increase from 2019. The top three spending categories were auto transportation, lodging, and foodservice. Rich County visitor spending made up 0.7% of total statewide spending.

**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>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$24.6</td>
<td></td>
<td></td>
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<td>$29.1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>$38.4</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Direct Travel & Tourism Jobs**

<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>All Other</th>
<th>Arts, Entertainment, Recreation</th>
<th>Retail</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>202</td>
</tr>
<tr>
<td>2019</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
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<td>2020</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>234</td>
</tr>
</tbody>
</table>

**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.

**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**

- 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. Visitor spending generated approximately $799,083 in additional indirect and induced state and local tax revenue, for a total of $7.2 million.

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.

**Select Local Sales Tax Revenues**

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

**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**

![Graph showing average hotel occupancy rate](image)

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

**Average Hotel Daily Room Rate**

![Graph showing average 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).

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>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$2,211.1</td>
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<tr>
<td>2019</td>
<td>$3,022.4</td>
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<tr>
<td>2020</td>
<td>$1,682.6</td>
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</table>

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>Accommodations</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$610 million</td>
<td>$500 million</td>
<td>$780 million</td>
<td>$810 million</td>
<td>$1,420 million</td>
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<tr>
<td>2019</td>
<td>$660 million</td>
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<td>$810 million</td>
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<tr>
<td>2018</td>
<td>$780 million</td>
<td>$600 million</td>
<td>$870 million</td>
<td>$920 million</td>
<td>$1,680 million</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>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>26,826</td>
<td>11,090</td>
</tr>
<tr>
<td>2019</td>
<td>27,611</td>
<td>11,090</td>
</tr>
<tr>
<td>2020</td>
<td>23,265</td>
<td>8,693</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

- 31,958 Jobs
- 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.\(^6\)

### 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.

---

San Juan County, 2020

**Spending**
In 2020, visitors directly spent an estimated $40.8 million in San Juan County, a -24.3% decrease from 2019.1 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.2

---

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

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<th>Year</th>
<th>Estimate</th>
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<tbody>
<tr>
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<tr>
<td>2019</td>
<td>$53.9</td>
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<tr>
<td>2020</td>
<td>$32.8</td>
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**Direct Travel & Tourism Jobs**

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>695</td>
</tr>
<tr>
<td>2019</td>
<td>704</td>
</tr>
<tr>
<td>2020</td>
<td>469</td>
</tr>
</tbody>
</table>

---

**Direct Spending Estimates by Spending Category**

![Bar chart showing direct spending estimates by category for 2018, 2019, and 2020.]

---

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

- **Accommodations**: 262 jobs
- **Auto Repair**: 18 jobs
- **Foodservice**: 98 jobs
- **Gas Stations**: 52 jobs
- **Grocery Stores**: 8 jobs
- **Other/Personal Services**: 15 jobs
- **Performing Arts**: 5 jobs
- **Retail**: 11 jobs

---

**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**

- **469 Direct Jobs**
- **75 Indirect/Induced Jobs**
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

Direct Tax Revenue, 2020
(Based on $40.8 million in direct spending)

Total Tax Revenue, 2020
(Based on $44.1 million in total spending)

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

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

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 2019.1 The top three spending categories were auto transportation, foodservice, and retail. Sanpete County visitor spending made up 0.6% of total statewide spending.

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.2

Sanpete Portion of Statewide Visitor Spending, 2020

Total Travel & Tourism Jobs, 2020

Direct Travel & Tourism Jobs

Direct Spending Estimates (millions of dollars)

Direct Spending Estimates by Spending Category

Visitor Spending ($millions)

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

361

53 Indirect/Induced Jobs
308 Direct Jobs

[Diagram and chart data]

1. Visitor spending is calculated as the sum of expenditures in the travel and tourism industry, including accommodations, foodservice, transportation, and entertainment.
2. Indirect and induced jobs are calculated using economic multipliers to estimate the total job impact of tourism spending.
**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.\(^1\) Visitor spending generated approximately $0.5 million in additional indirect and induced state and local tax revenue, for a total of $4.6 million.\(^4\)

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.\(^5\)

---

**Select Local Sales Tax Revenues**

![Graph showing Select Local Sales Tax Revenues](image)

**Direct Tax Revenue, 2020**

(Based on $35.6 million in direct spending)

![Pie chart showing Direct Tax Revenue, 2020](image)

**Total Tax Revenue, 2020**

(Based on $38.5 million in total spending)

![Pie chart showing Total Tax Revenue, 2020](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).

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.

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>

Spending by Category

<table>
<thead>
<tr>
<th>Category</th>
<th>2020</th>
<th>2019</th>
<th>2018</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>Lodging</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foodservice</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Groceries</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 Travel & Tourism Jobs

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs (thousand)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>794</td>
</tr>
<tr>
<td>2019</td>
<td>810</td>
</tr>
<tr>
<td>2020</td>
<td>788</td>
</tr>
</tbody>
</table>

Jobs by Type

<table>
<thead>
<tr>
<th>Type</th>
<th>2020</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodations</td>
<td>210</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Auto Repair</td>
<td>47</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Foodservice</td>
<td>252</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gas Stations</td>
<td>167</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other/Personal</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Performing Arts</td>
<td>1</td>
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<tr>
<td>Recreation</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail</td>
<td>81</td>
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</tr>
</tbody>
</table>

Total Travel & Tourism Jobs

- 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.Visitor spending generated approximately $1.7 million in additional indirect and induced state and local tax revenue, for a total of $10.1 million.

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.

Select Local Sales Tax Revenues

Indirect & Induced $1.7 (17%)
Direct $8.4 (83%)

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).

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)**

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,036.1</td>
<td>$1,077.9</td>
<td>$821.8</td>
</tr>
</tbody>
</table>

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**Direct Spending Estimates by Spending Category**

<table>
<thead>
<tr>
<th></th>
<th>Visitor Spending (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>$0</td>
</tr>
<tr>
<td>2019</td>
<td>$0</td>
</tr>
<tr>
<td>2018</td>
<td>$0</td>
</tr>
</tbody>
</table>

---

**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 Graph](chart1.png)

### 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 Graph](chart2.png)

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 Graph](chart3.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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Tooele County, 2020

**Spending**
In 2020, visitors directly spent an estimated $127.8 million in Tooele County, a -15.3% decrease from 2019. The top three spending categories were auto transportation, foodservice, and lodging. Tooele County visitor spending made up 2.1% of total statewide spending.

**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.

**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>Accommodations</th>
<th>Total</th>
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<tbody>
<tr>
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<td>$127.8</td>
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<td></td>
<td>$127.8</td>
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</tbody>
</table>

**Direct Spending Estimates by Spending Category**

<table>
<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Foodservice</th>
<th>Groceries</th>
<th>Lodging</th>
<th>Retail</th>
<th>Other/Personal Services</th>
<th>Performing Arts</th>
<th>Museums &amp; Parks</th>
<th>Grocery Stores</th>
<th>Gas Stations</th>
<th>Car Rental</th>
<th>Auto Repair</th>
<th>Accommodations</th>
<th>Total</th>
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<tbody>
<tr>
<td>2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
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**Tooele Portion of Statewide Visitor Spending, 2020**

- Tooele County Spending, $127.8M
- Rest of State, $5,927.6 M

**Total Travel & Tourism Jobs, 2020**

- 197 Indirect/Induced Jobs
- 891 Direct 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

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

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

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

In 2020, Tooele County’s average daily room rate was $95.67 compared to $102.88 in 2019, a -7.0% 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).

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)**

- 2018: $121.0
- 2019: $124.9
- 2020: $93.8

**Direct Travel & Tourism Jobs**

- 2018: 845
- 2019: 839
- 2020: 786

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

- Accommodations: 128
- Auto Repair: 101
- Car Rental: 2
- Foodservice: 321
- Gas Stations: 116
- Grocery Stores: 10
- Museums & Parks: 1
- Other/Personal Services: 3
- Performing Arts: 3
- Recreation: 20
- Retail: 82

**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**

- 202 Indirect/Induced Jobs
- 786 Direct 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

![Select Local Sales Tax Revenues](image)

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.

Average Hotel Occupancy Rate

![Average Hotel Occupancy Rate](image)

In 2020, Uintah County’s average daily room rate was $96.56 compared to $107.03 in 2019, a -9.8% 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. 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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¹ Refers to the year 2019.
² Refers to the year 2020.
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. Visitor spending generated approximately $20.1 million in additional indirect and induced state and local tax revenue, for a total of $93.3 million. 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.

Select Local Sales Tax Revenues

[Graph showing local sales tax revenues from 2016 to 2020]

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

[Graph showing average hotel occupancy rate from January to December for 2019 and 2020]

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

[Graph showing average hotel daily room rate from January to December for 2019 and 2020]

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.

Direct Spending Estimates (millions of dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending (millions)</th>
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</thead>
<tbody>
<tr>
<td>2018</td>
<td>$109.5</td>
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<td>2019</td>
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Direct Spending Estimates by Spending Category

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<tr>
<th>Year</th>
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<th>Retail</th>
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<tr>
<td>2018</td>
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</tr>
</tbody>
</table>

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.

Direct Travel & Tourism Jobs

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs</th>
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<tbody>
<tr>
<td>2018</td>
<td>1,214</td>
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<tr>
<td>2019</td>
<td>1,298</td>
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<tr>
<td>2020</td>
<td>1,141</td>
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</tbody>
</table>

Direct Travel & Tourism Jobs by Job Type, 2020

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

Wasatch Portion of Statewide Visitor Spending, 2020

- Wasatch County Spending: $117.3 million
- Rest of State: $5,195.6 million

Total Travel & Tourism Jobs, 2020

- 288 Indirect/Induced Jobs
- 1,141 Direct Jobs
**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.4

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.5

**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. 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)

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<th>Year</th>
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Direct Spending Estimates by Spending Category

Visitor Spending ($millions)

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

Washington Portion of Statewide Visitor Spending, 2020

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

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

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<th>Year</th>
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<tr>
<td>2020</td>
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Direct Travel & Tourism Jobs by Job 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

Total Travel & Tourism Jobs, 2020

- 2,622 Indirect/Induced Jobs
- 7,029 Direct Jobs
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.\(^1\) 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 showing local sales tax revenues](image)

Direct Travel & Tourism Tax Revenue, 2020 (Based on $613.0 million in direct spending)

![Pie chart showing direct travel & tourism tax revenue](image)

Total Travel & Tourism Tax Revenue, 2020 (Based on $662.0 million in total spending)

![Pie chart showing total travel & tourism tax revenue](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 showing hotel occupancy rates](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 showing hotel daily room rates](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).

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.

**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.

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

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<th>Year</th>
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**Direct Travel & Tourism Jobs**

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<td>2019</td>
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<td>2020</td>
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**Direct Spending Estimates by Spending Category**

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<td>$5.0</td>
<td></td>
<td>$5.0</td>
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**Visitor Spending (in millions)**

- Auto Transportation: $10.0
- Foodservice: $10.0
- Groceries: $15.0
- Lodging: $5.0
- Other: $5.0
- Transportation: $5.0

**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**

- 289 Direct Jobs
- 47 Indirect/Induced Jobs

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*I: Data contains a typographical error.

**Wayne County Spending, $22.6 M**

*Wayne County, 2020*
**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.

**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.

**Select Local Sales Tax Revenues**

**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.
**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 by year, with bars for restaurant tax, county transient room tax, and motor vehicle leasing tax.]

**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 by month, with a comparison between 2019 and 2020.]

**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."