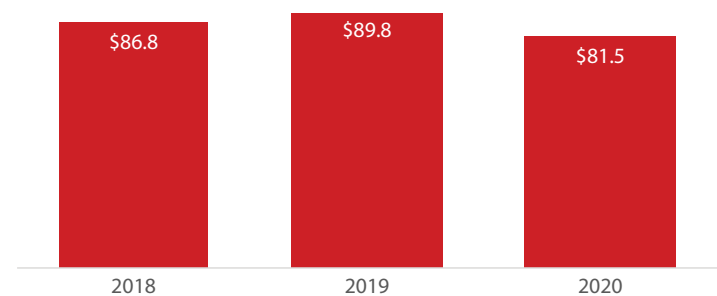


Beaver County, 2020

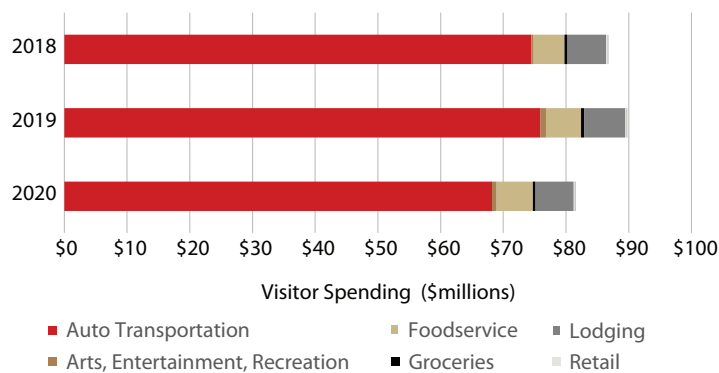
Spending

In 2020, visitors directly spent an estimated \$81.5 million in Beaver County, a 9.2% decrease from 2019.¹ The top three spending categories were auto transportation, lodging, and foodservice. Beaver County visitor spending made up 1.3% of total statewide spending.

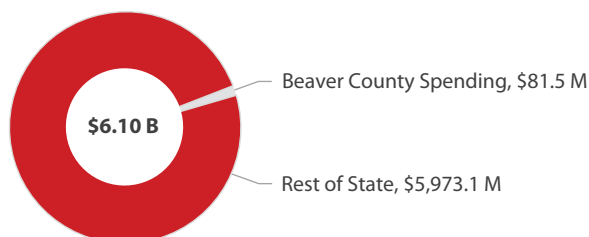
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



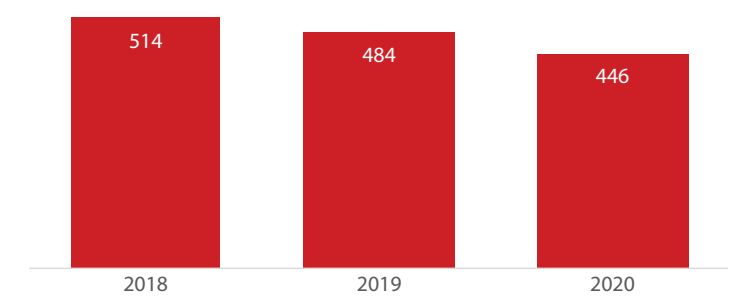
Beaver Portion of Statewide Visitor Spending, 2020



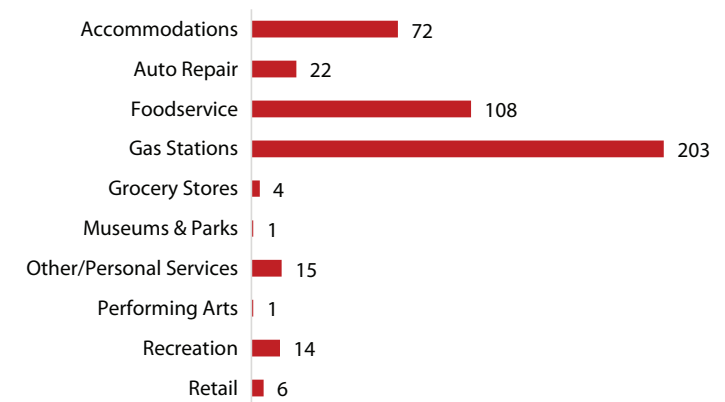
Jobs

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.²

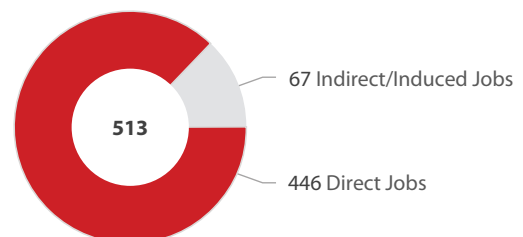
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

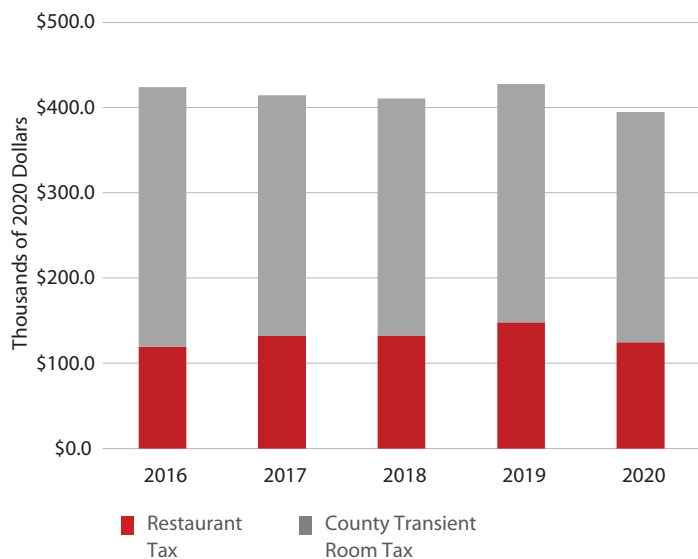


Tax Revenue

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

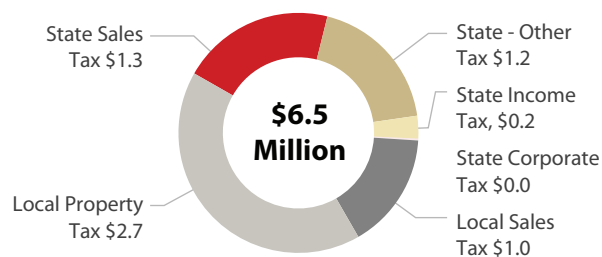
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Beaver County collected a total of \$394.8 million in these two sales taxes combined, down -7.8% from 2019 and down -6.9% over the past five years.⁵

Select Local Sales Tax Revenues



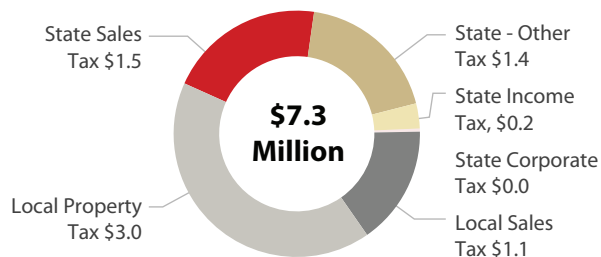
Direct Tax Revenue, 2020

(Based on \$81.5 million in direct spending)

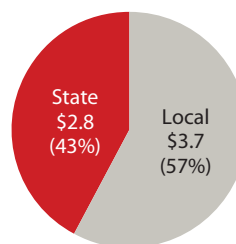


Total Tax Revenue, 2020

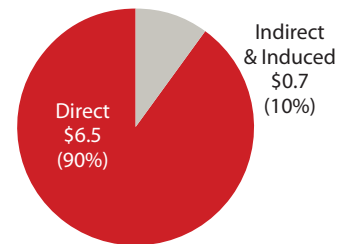
(Based on \$88.5 million in total visitor-related spending)



Direct Tax Revenue, 2020



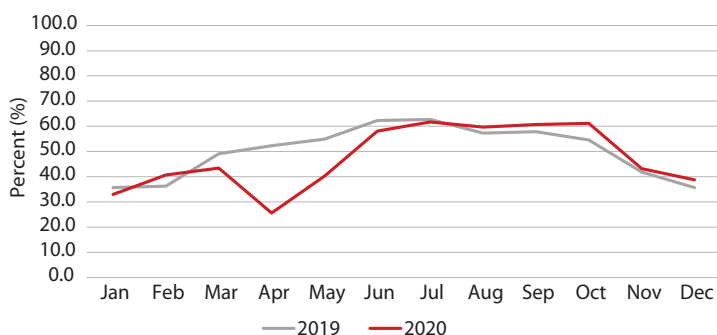
Total Tax Revenue, 2020



Hotel Data

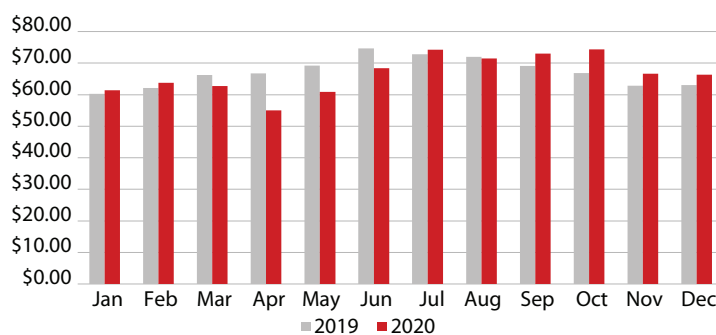
Beaver County hotel occupancy rates averaged 47.2% in 2020 compared to 50.0% in 2019. July, October, September, and August (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



In 2020, Beaver County's average daily room rate was \$66.52 compared to \$67.14 in 2019, a -0.9% 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.

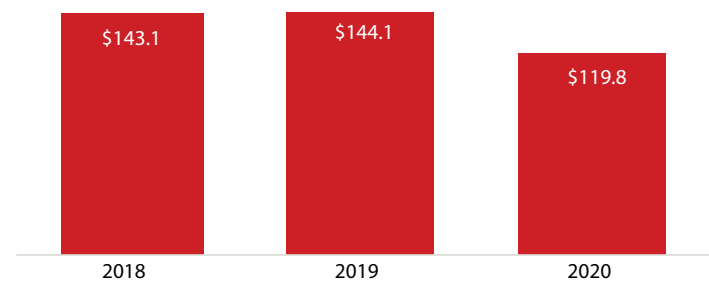
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Box Elder County, 2020

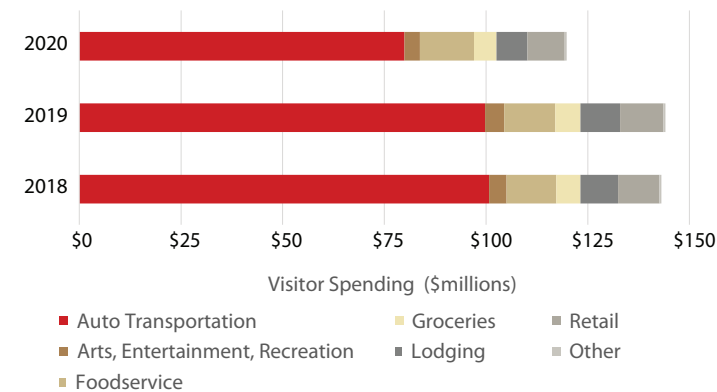
Spending

In 2020, visitors directly spent an estimated \$119.8 million in Box Elder County, -16.8% decrease from 2019.¹ The top three spending categories were auto transportation, foodservice, and retail. Box Elder County visitor spending made up 2.2% of total statewide spending.

Direct Spending Estimates (millions of dollars)



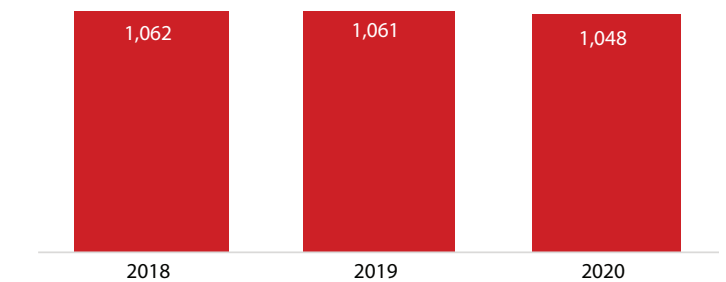
Direct Spending Estimates by Spending Category



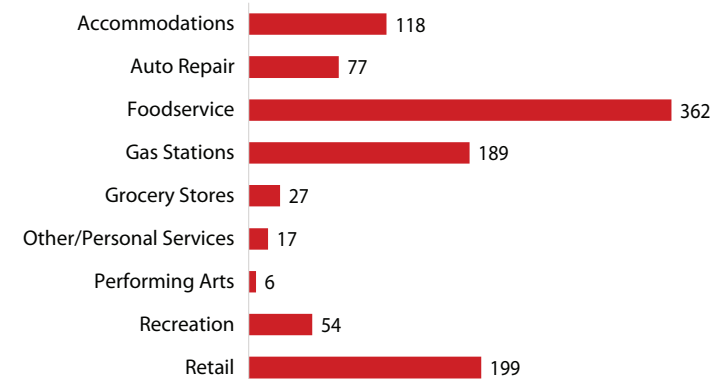
Jobs

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.²

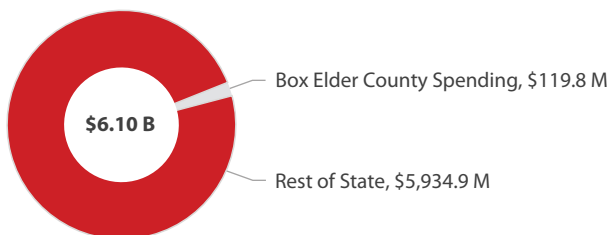
Direct Travel & Tourism Jobs



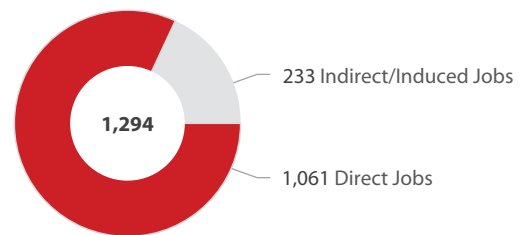
Direct Travel & Tourism Jobs by Job Type, 2020



Box Elder Portion of Statewide Visitor Spending, 2020



Total Travel & Tourism Jobs, 2020

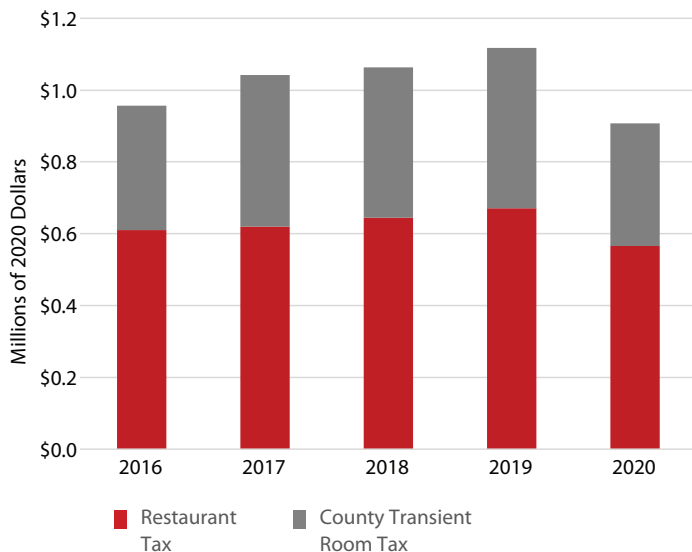


Tax Revenue

Visitor spending generated \$21.4 million in direct tax revenue, including \$13.9 million in state and \$7.5 million in local tax revenue.³ Visitor spending generated approximately \$5.3 million in additional indirect and induced state and local tax revenue, for a total of \$26.7 million.⁴

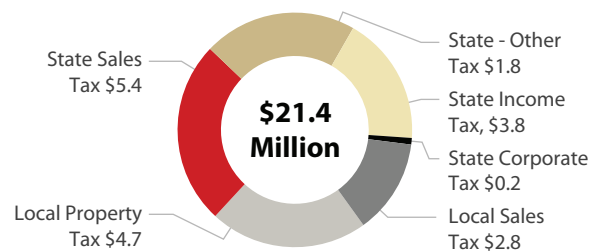
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Box Elder County collected a total of \$906,840 in these two sales taxes combined, down -18.9% from 2019 and up down -5.1% from five years ago.⁵

Select Local Sales Tax Revenues



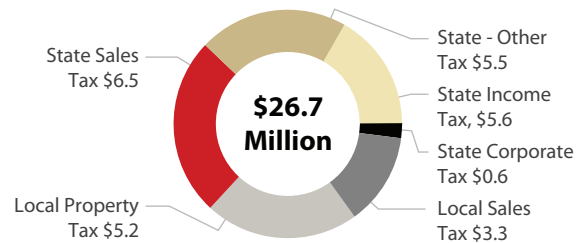
Direct Tax Revenue, 2020

(Based on \$119.8 million in direct spending)

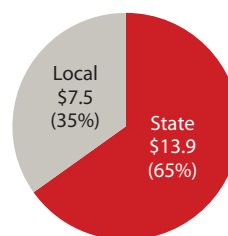


Total Tax Revenue, 2020

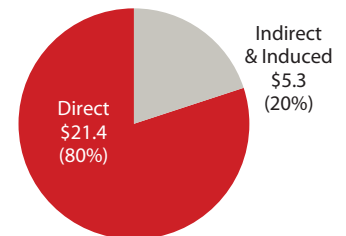
(Based on \$130.1 million in total visitor-related spending)



Direct Tax Revenue, 2020



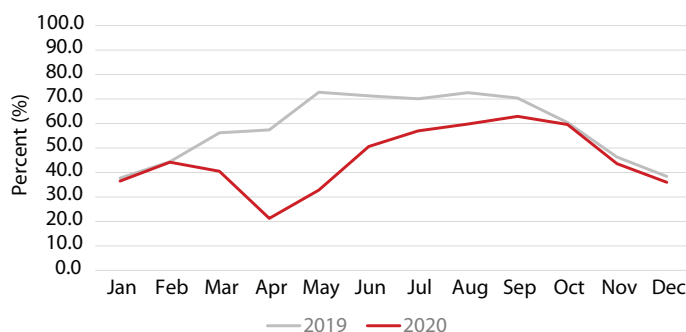
Total Tax Revenue, 2020



Hotel Data

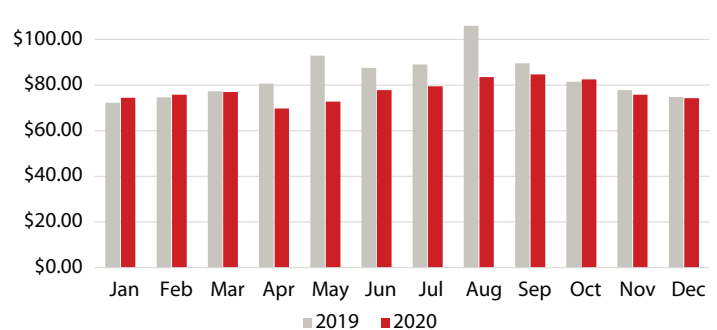
Box Elder County hotel occupancy rates averaged 45.4% in 2020 compared to 58.1% in 2019. September, August, October, and July (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



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

Average Hotel Daily Room Rate



Endnotes

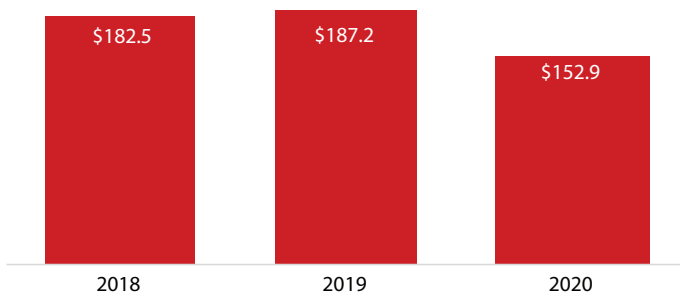
1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Cache County, 2020

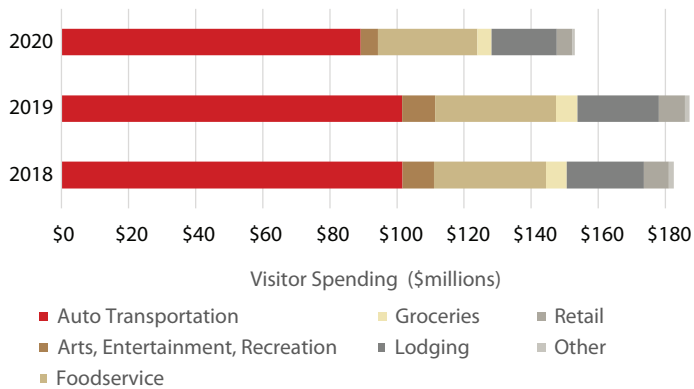
Spending

In 2020, visitors directly spent an estimated \$152.9 million in Beaver County, an -18.3% decrease from 2019.¹ The top three spending categories were auto transportation, lodging, and foodservice. Cache County visitor spending made up 2.5% of total statewide spending.

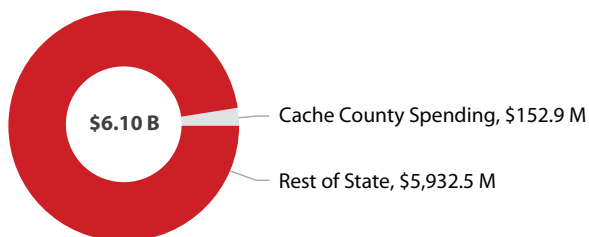
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



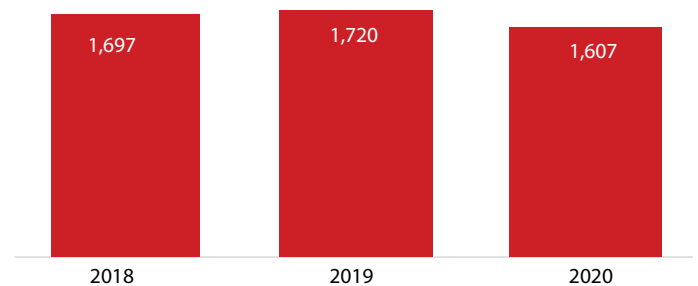
Cache Portion of Statewide Visitor Spending, 2020



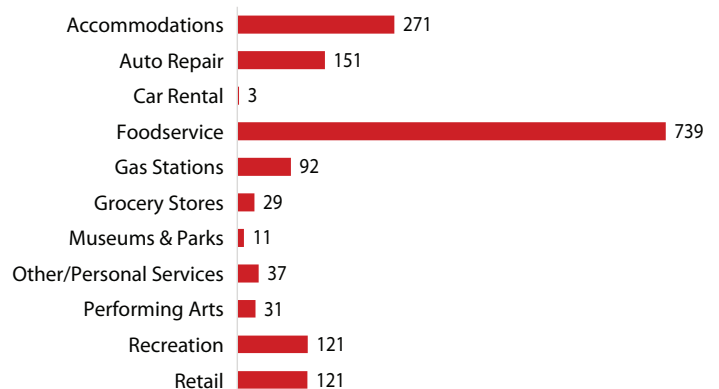
Jobs

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.²

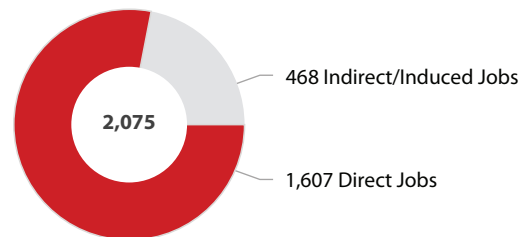
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

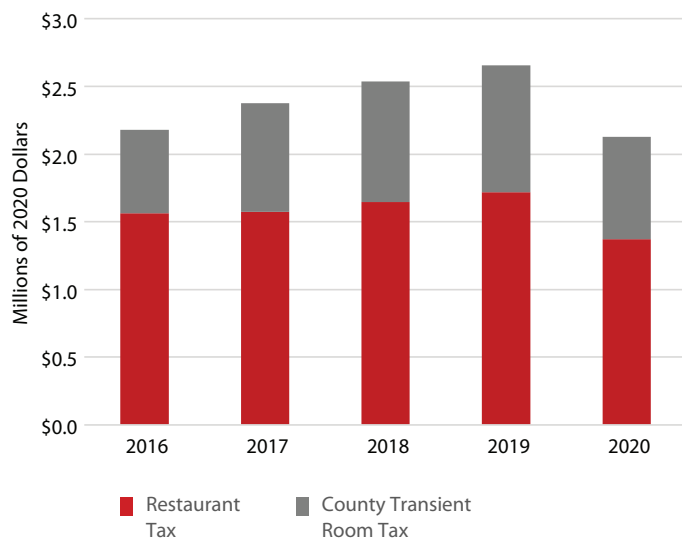


Tax Revenue

Visitor spending generated \$27.6 million in direct tax revenue, including \$12.3 million in state and \$15.4 million in local tax revenue.³ Visitor spending generated approximately \$5.8 million in additional indirect and induced state and local tax revenue, for a total of \$33.5 million.⁴

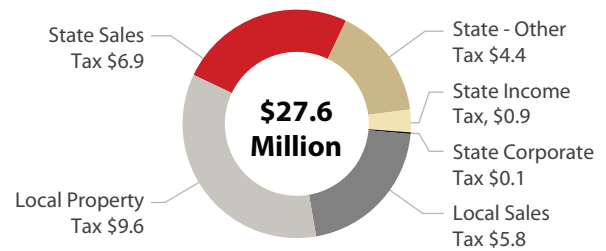
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Cache County collected a total of \$2.1 million in these two sales taxes combined, down -19.8% from 2019 and down -2.3% over the past five years.⁵

Select Local Sales Tax Revenues



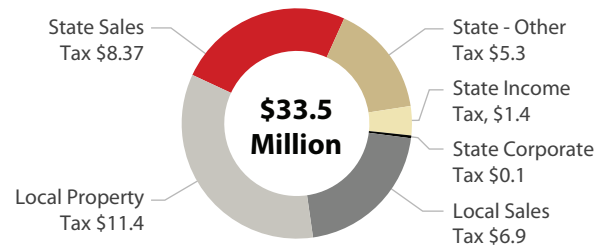
Direct Tax Revenue, 2020

(Based on \$152.9 million in direct spending)

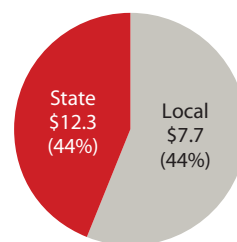


Total Tax Revenue, 2020

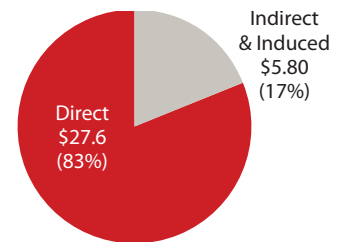
(Based on \$166.1 million in total spending)



Direct Tax Revenue, 2020



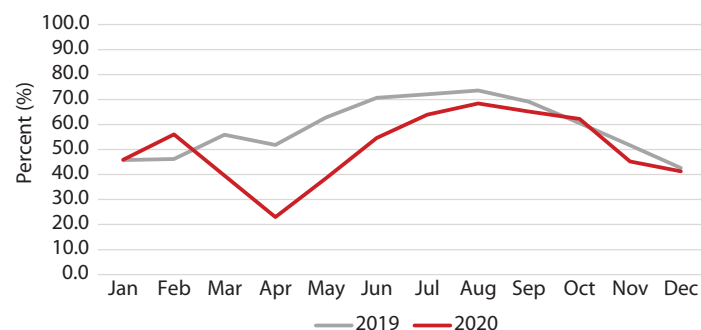
Total Tax Revenue, 2020



Hotel Data

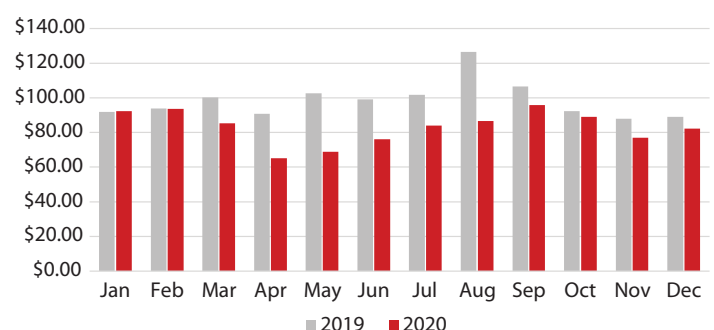
Cache County hotel occupancy rates averaged 50.3% in 2020 compared to 58.6% in 2019. August, September, July, and October (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



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 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.

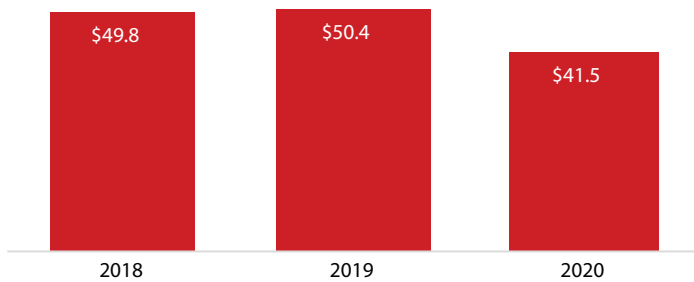
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Carbon County, 2020

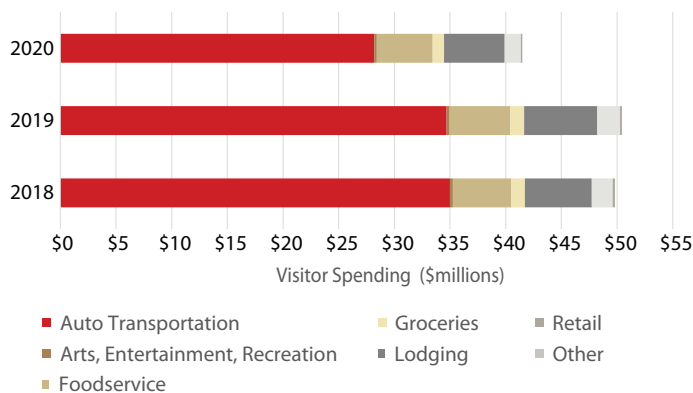
Spending

In 2020, visitors directly spent an estimated \$41.5 million in Carbon County, a -17.7% decrease from 2019.¹ The top three spending categories were auto transportation, lodging, and foodservice. Carbon County visitor spending made up 0.7% of total statewide spending.

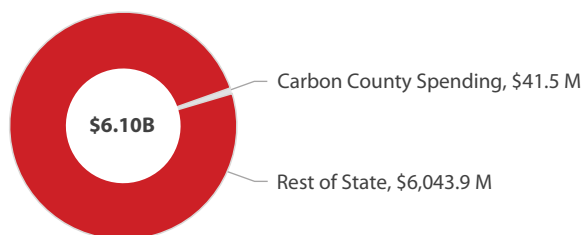
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



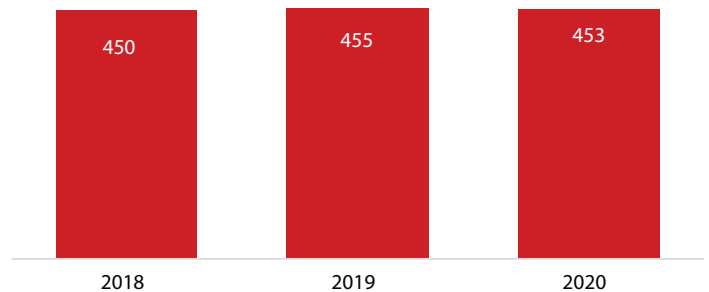
Carbon Portion of Statewide Visitor Spending, 2020



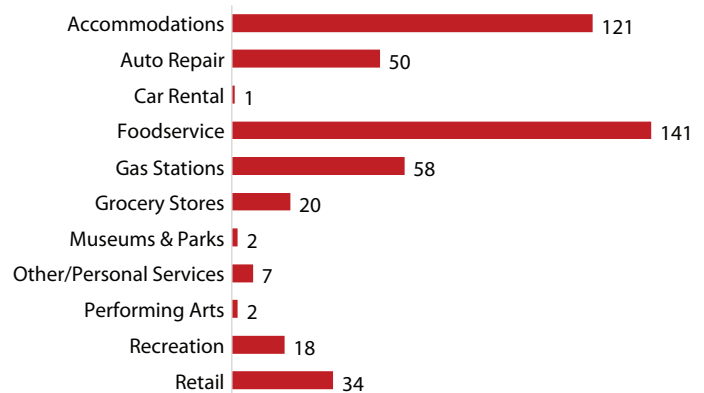
Jobs

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.²

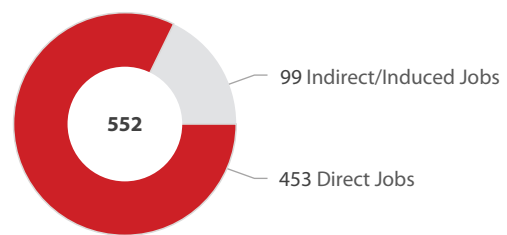
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

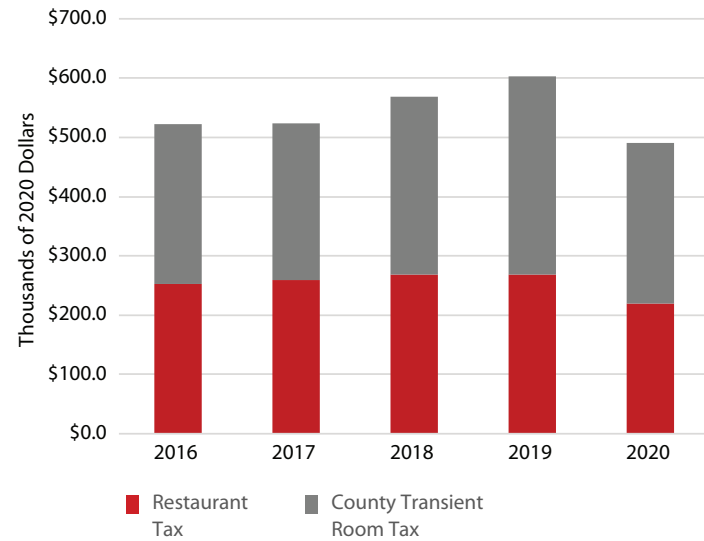


Tax Revenue

Visitor spending generated \$5.5 million in direct tax revenue, including \$3.5 million in state and \$2.0 million in local tax revenue.³ Visitor spending generated approximately \$0.9 million in additional indirect and induced state and local tax revenue, for a total of \$6.4 million.⁴

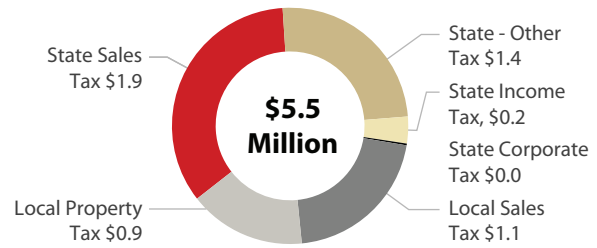
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Carbon County collected a total of \$491,019 in these two sales taxes combined, down -18.6% from 2019 and down -6.0% over the past five years.⁵

Select Local Sales Tax Revenues



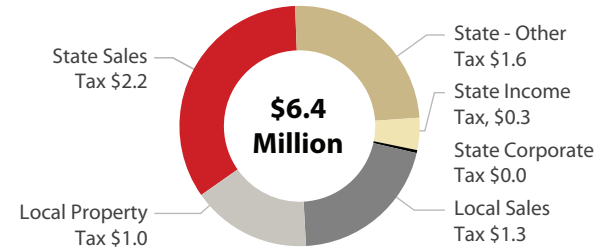
Direct Tax Revenue, 2020

(Based on \$41.5 million in direct spending)

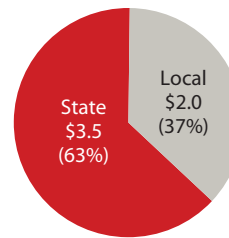


Total Tax Revenue, 2020

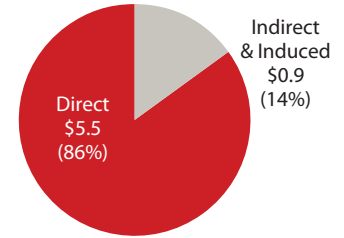
(Based on 44.8 million in total visitor-related spending)



Direct Tax Revenue, 2020



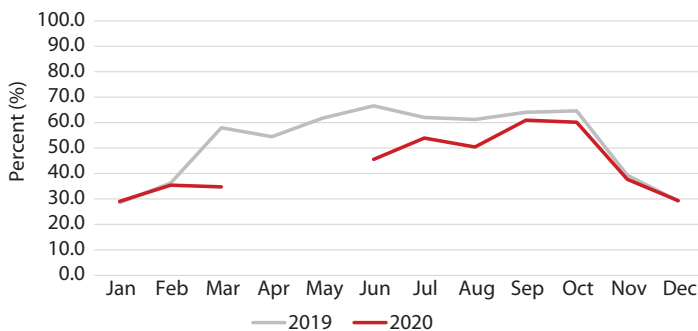
Total Tax Revenue, 2020



Hotel Data

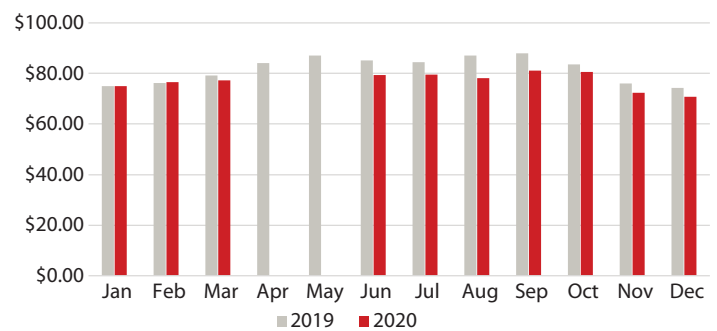
Carbon County hotel occupancy rates averaged 43.8% in 2020 compared to 52.2% in 2019. September, October, July, and August (in that order) had the highest average occupancy rates.

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



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

Endnotes

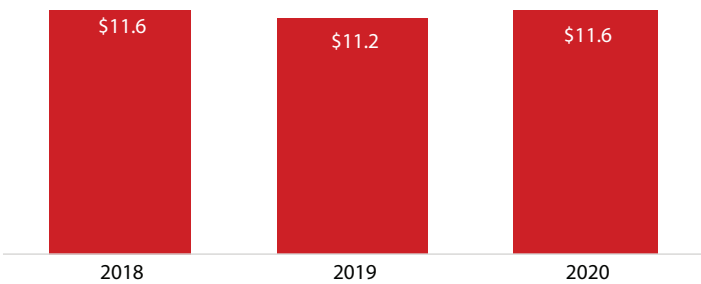
1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees 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

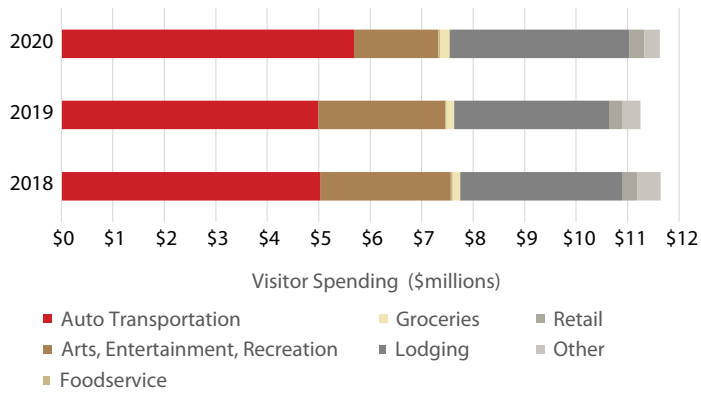
Spending

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.

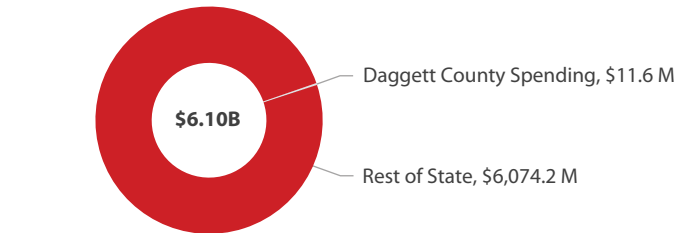
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



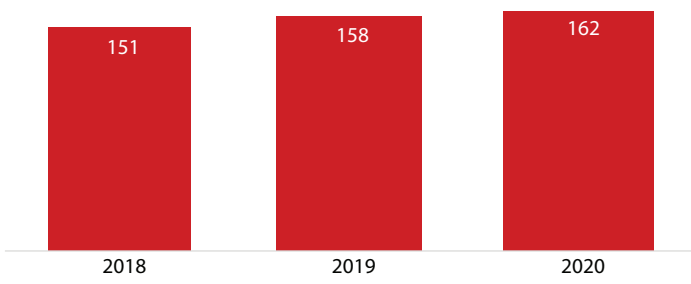
Daggett Portion of Statewide Visitor Spending, 2020



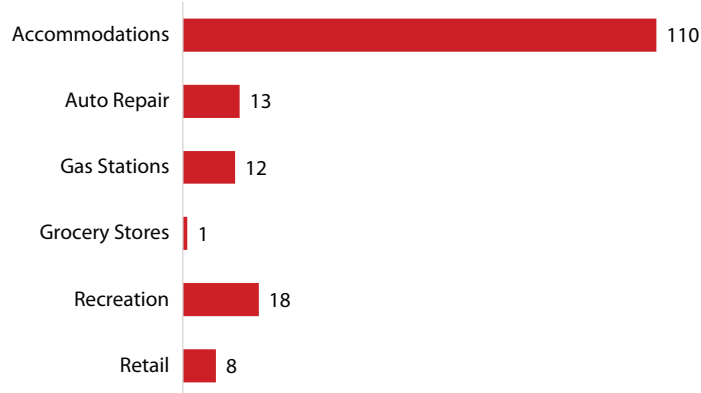
Jobs

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

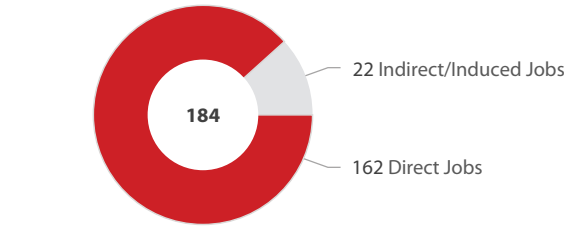
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

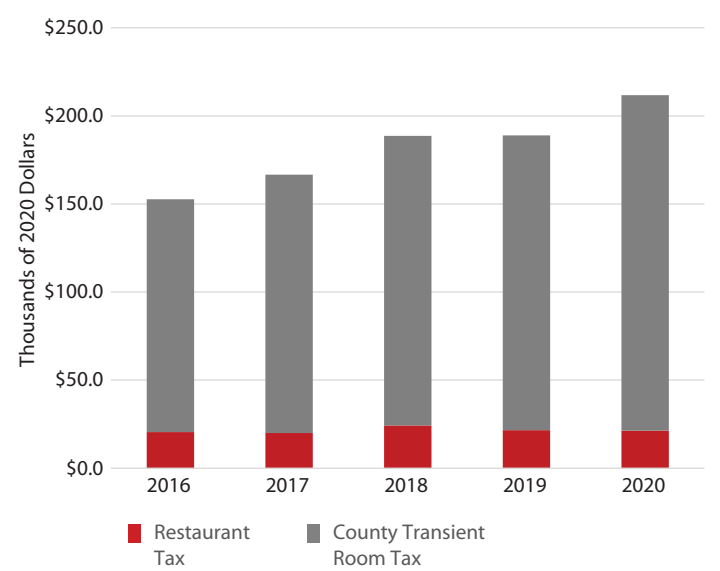


Tax Revenue

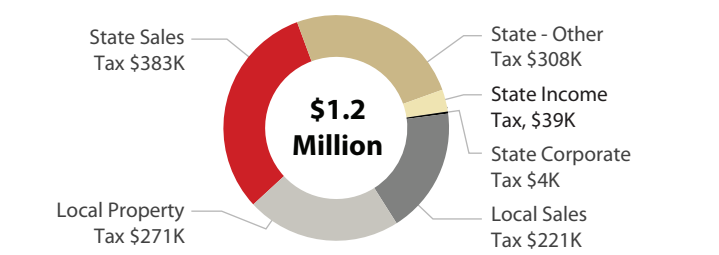
Visitor spending generated \$1.2 million in direct tax revenue, including \$733,179 in state and \$492,460 million in local tax revenue.³ Visitor spending generated approximately \$121,586 in additional indirect and induced state and local tax revenue, for a total of \$1.3 million.⁴

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.⁵

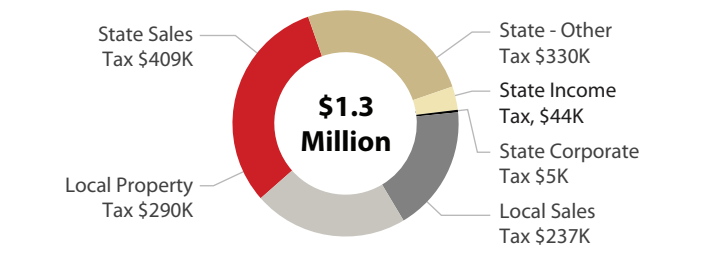
Select Local Sales Tax Revenues



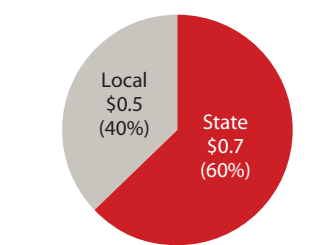
Direct Tax Revenue, 2020
(Based on \$11.6 million in direct spending)



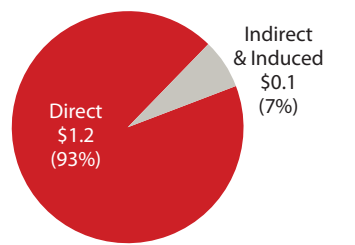
Total Tax Revenue, 2020
(Based on \$12.6 million in total spending)



Direct Tax Revenue, 2020



Total Tax Revenue, 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.”

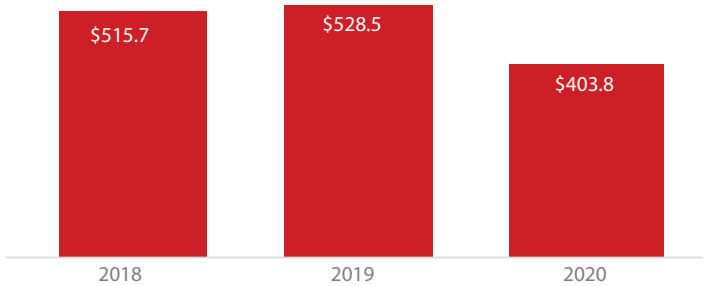
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Davis County, 2020

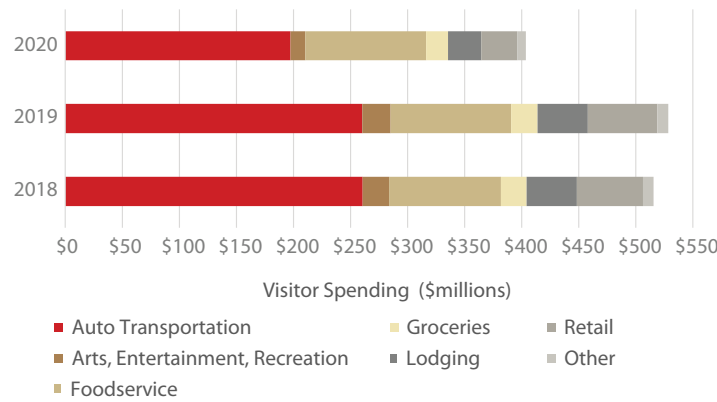
Spending

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.

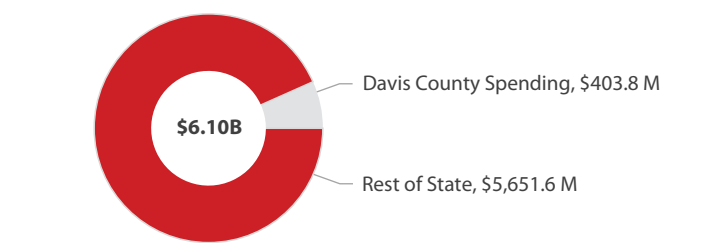
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



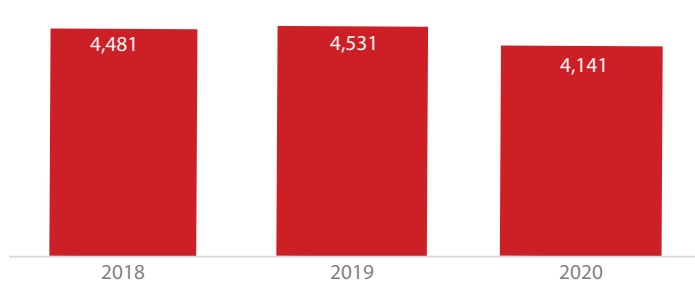
Davis Portion of Statewide Visitor Spending, 2020



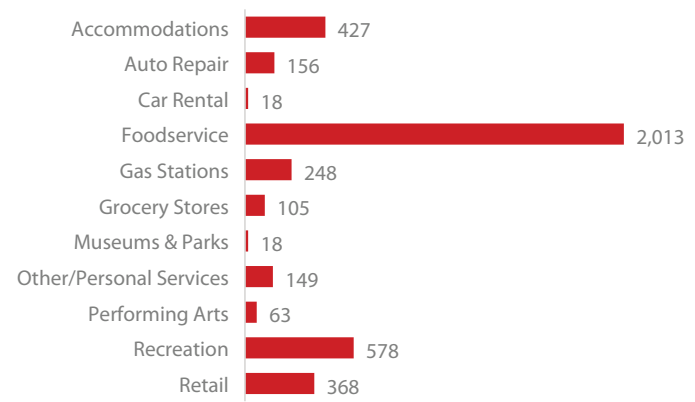
Jobs

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

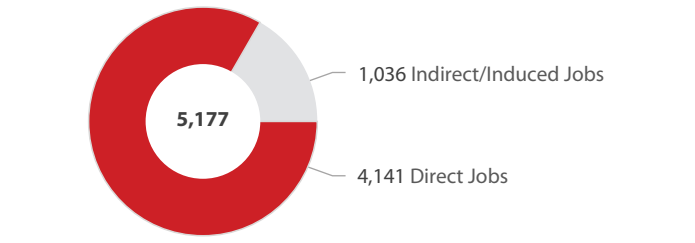
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

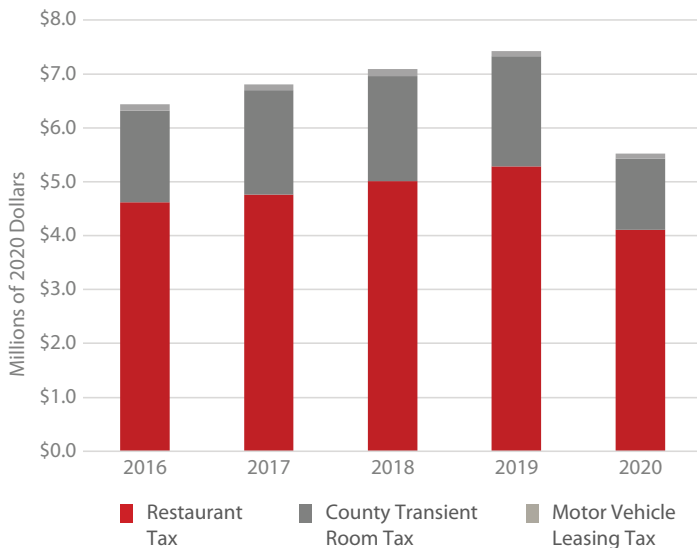


Tax Revenue

Visitor spending generated \$59.2 million in direct tax revenue, including \$33.5 million in state and \$25.8 million in local tax revenue.³ Visitor spending generated approximately \$10.3 million in additional indirect and induced state and local tax revenue, for a total of \$69.5 million.⁴

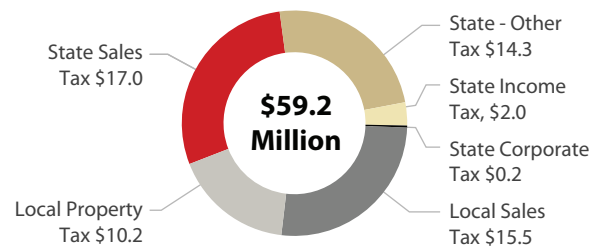
Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle rental tax, and restaurant tax. In fiscal year 2020, Davis County collected a total of \$5.5 million in these three sales taxes combined, down -25.7% from 2019 and down -14.3% over the past five years.⁵

Select Local Sales Tax Revenues



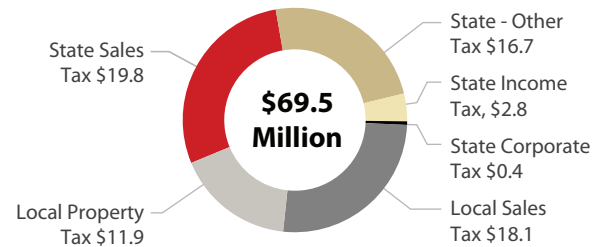
Taxes/Direct Travel & Tourism Tax Revenue, 2020

(Based on \$403.8 million in direct spending)

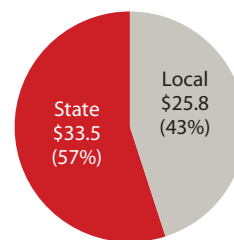


Total Travel & Tourism Tax Revenue, 2020

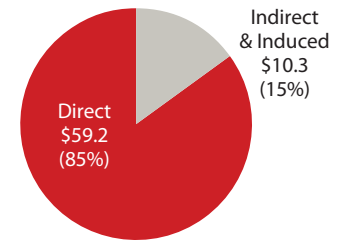
(Based on \$436.1 million in total spending)



Direct Tax Revenue, 2020



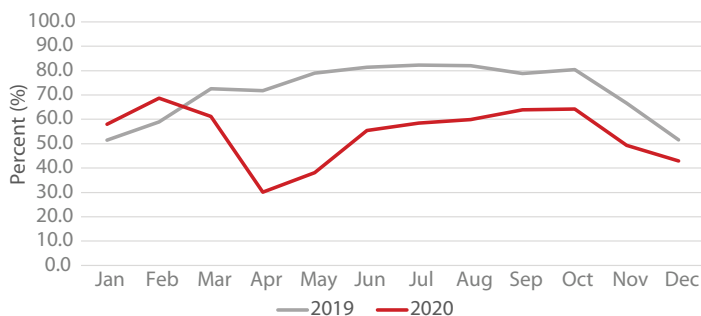
Total Tax Revenue, 2020



Hotel Data

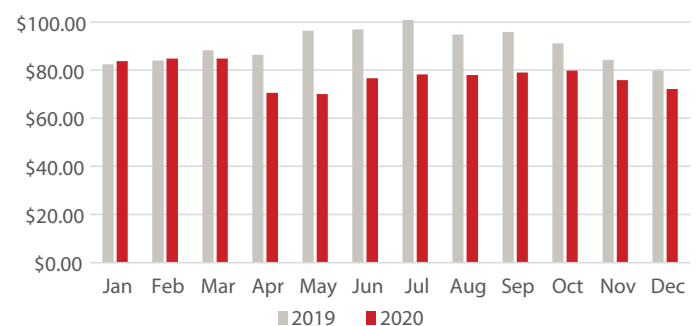
Davis County hotel occupancy rates averaged 54.2% in 2020 compared to 71.4% in 2019. October, September, August, and July (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



In 2020, Davis County's average daily room rate was \$77.87 compared to \$90.11 in 2019, a -13.6% 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.

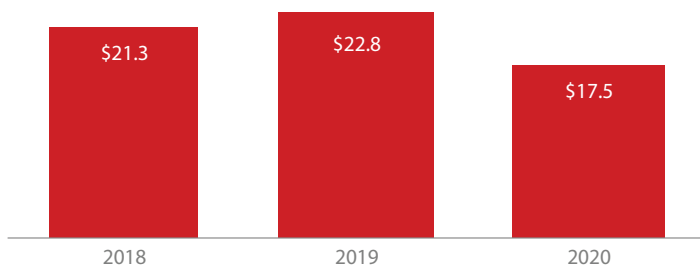
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Duchesne County, 2020

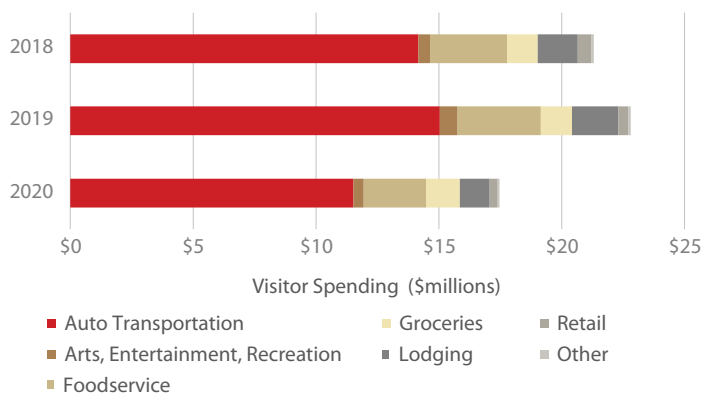
Spending

In 2020, visitors directly spent an estimated \$17.5 million in Duchesne County, a -23.4% decrease from 2019.¹ The top three spending categories were auto transportation, foodservice, and accommodations. Duchesne County visitor spending made up 0.3% of total statewide spending.

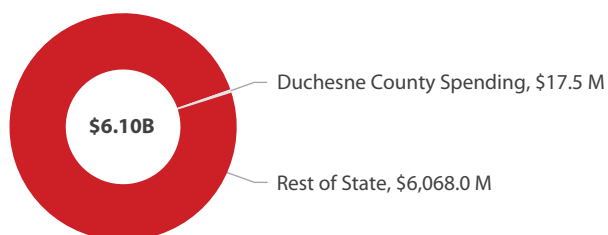
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



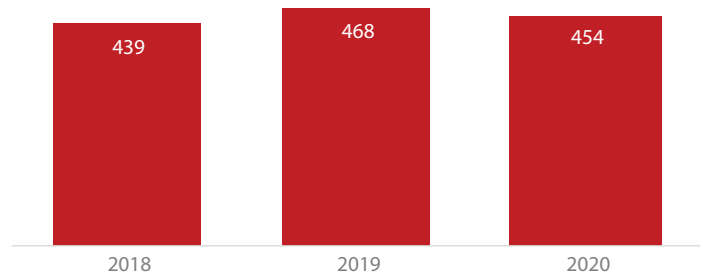
Duchesne Portion of Statewide Visitor Spending, 2020



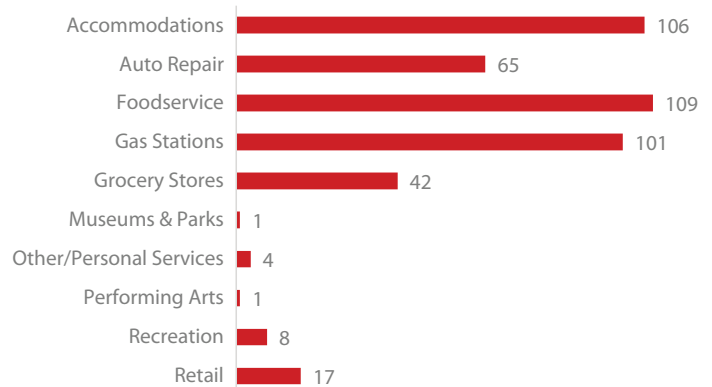
Jobs

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.²

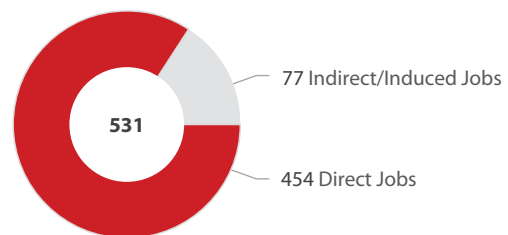
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

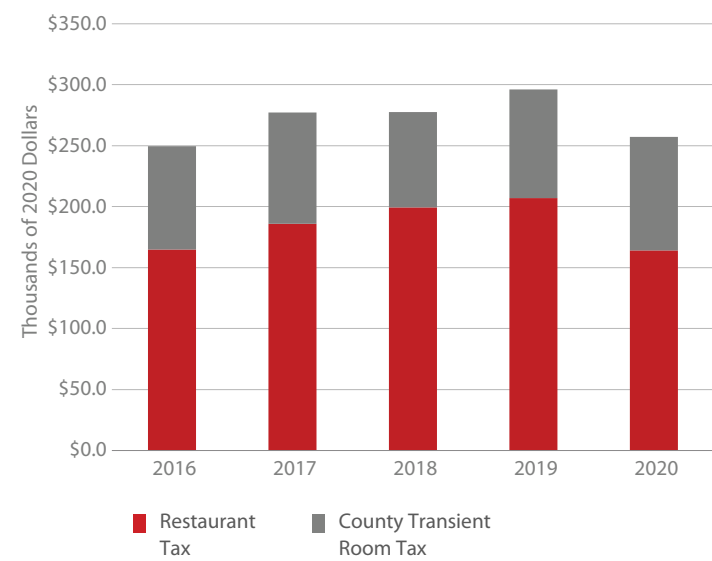


Tax Revenue

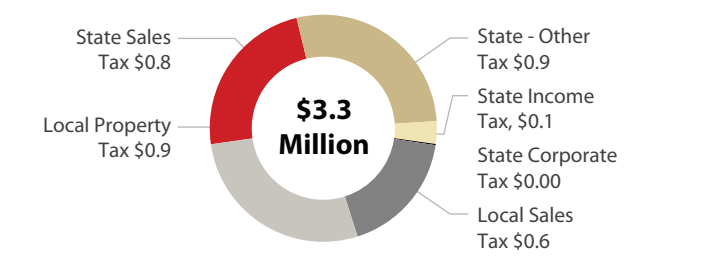
Visitor spending generated \$3.3 million in direct tax revenue, including \$1.9 million in state and \$1.5 million in local tax revenue.³ Visitor spending generated approximately \$550,522 in additional indirect and induced state and local tax revenue, for a total of \$4.0 million.⁴

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.⁵

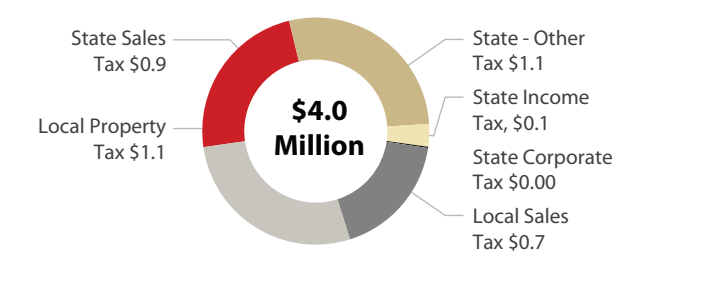
Select Local Sales Tax Revenues



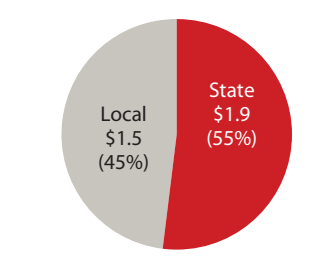
Direct Tax Revenue, 2020
(Based on \$17.5 million in direct spending)



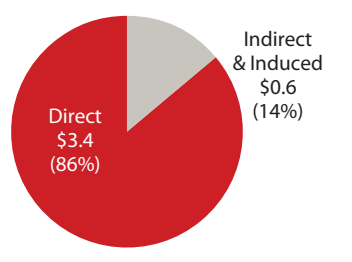
Total Tax Revenue, 2020
(Based on \$18.9 million in total visitor-related spending)



Direct Tax Revenue, 2020



Total Tax Revenue, 2020



Endnotes

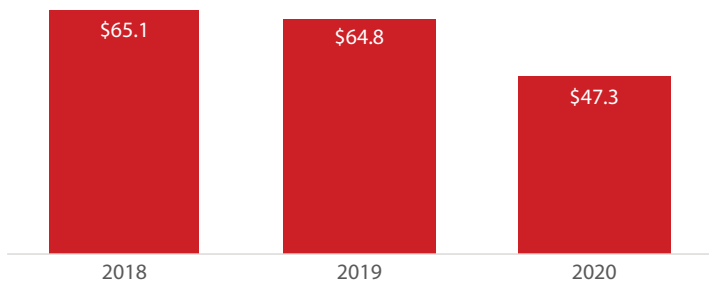
- 1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees 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).

Emery County, 2020

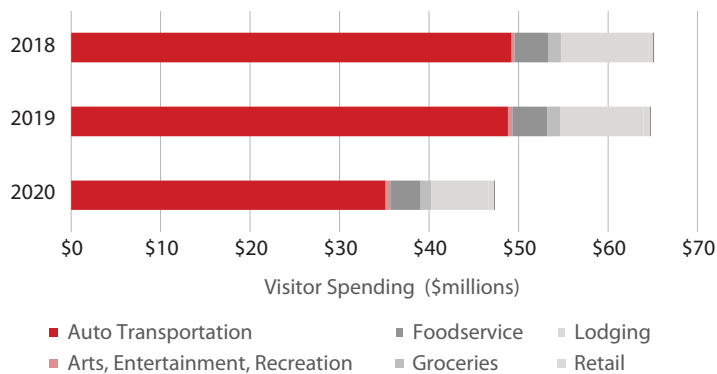
Spending

In 2020, visitors directly spent an estimated \$47.3 million in Emery County, a -26.9% decrease from 2019.¹ The top three spending categories were auto transportation, lodging, and foodservice. Emery County visitor spending made up 0.8% of total statewide spending.

Direct Spending Estimates (millions of dollars)



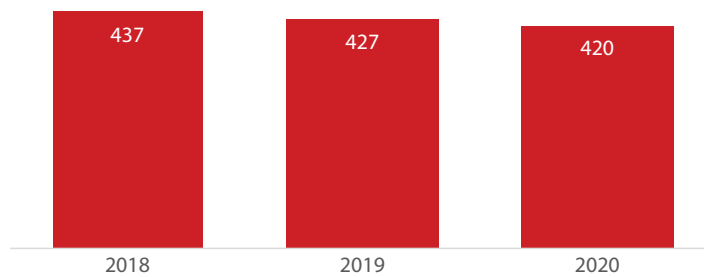
Direct Spending Estimates by Spending Category



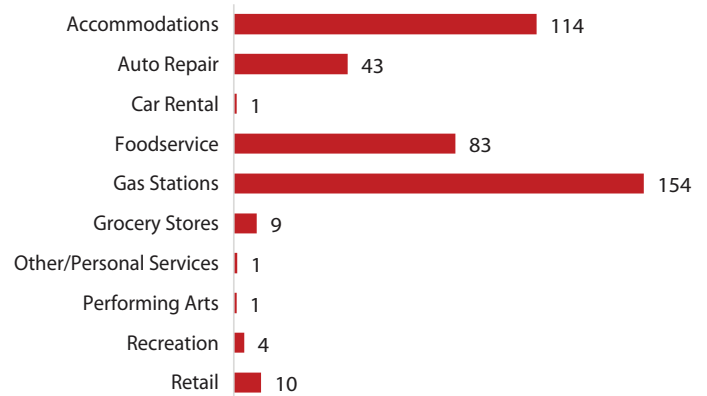
Jobs

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.²

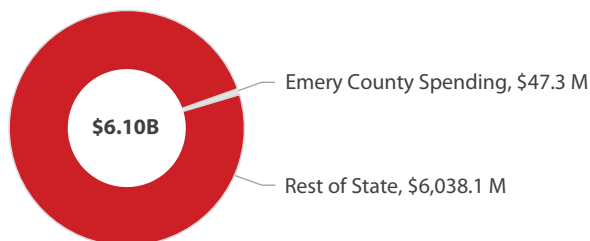
Direct Travel & Tourism Jobs



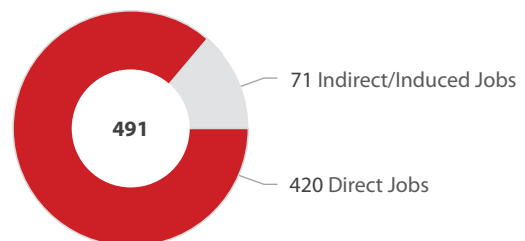
Direct Travel & Tourism Jobs by Job Type, 2020



Emery Portion of Statewide Visitor Spending, 2020



Total Travel & Tourism Jobs, 2020

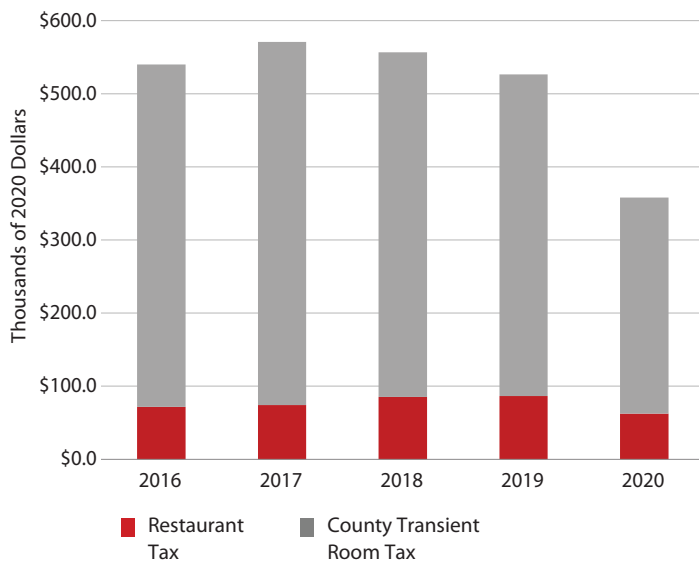


Tax Revenue

Visitor spending generated \$6.8 million in direct tax revenue, including \$3.8 million in state and \$3.1 million in local tax revenue.³ 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

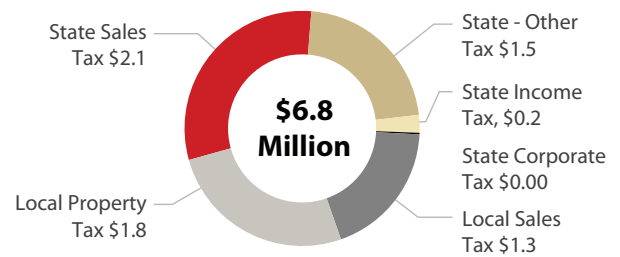
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Emery County collected a total of \$358,097 in these two sales taxes combined, down -32.0% from 2019 and down 33.7% over the past five years.⁵

Select Local Sales Tax Revenues



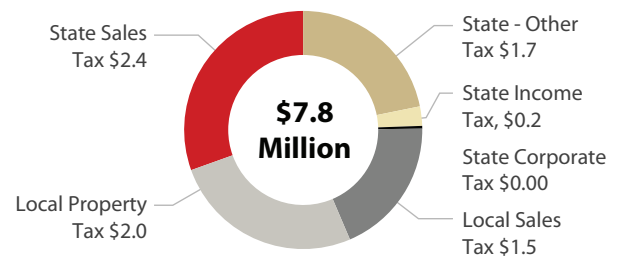
Direct Tax Revenue, 2020

(Based on \$47.3 million in direct spending)

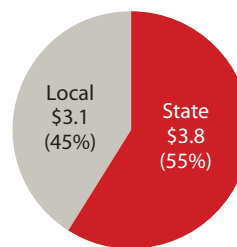


Total Tax Revenue, 2020

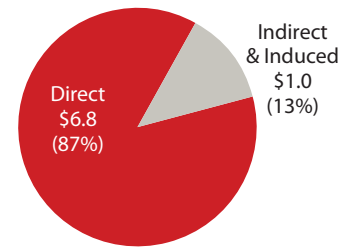
(Based on \$51.1 million in total spending)



Direct Tax Revenue, 2020



Total Tax Revenue, 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.

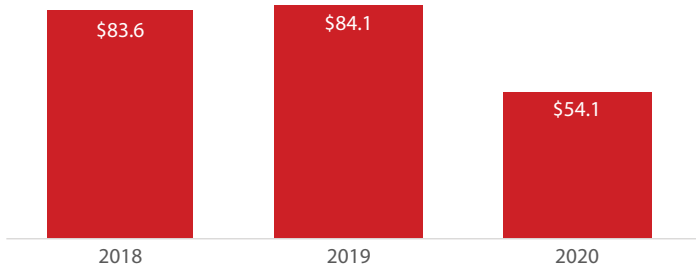
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Garfield County, 2020

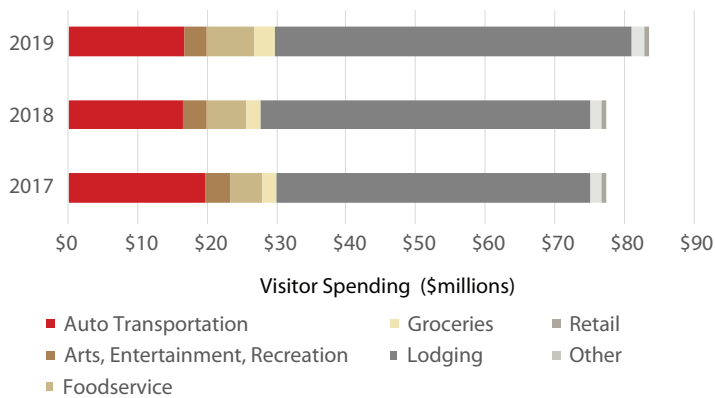
Spending

In 2020, visitors directly spent an estimated \$54.1 million in Garfield County, a -35.7% decrease from 2019.¹ The top three spending categories were accommodations, auto transportation, and groceries. Garfield County visitor spending made up 0.9% of total statewide spending.

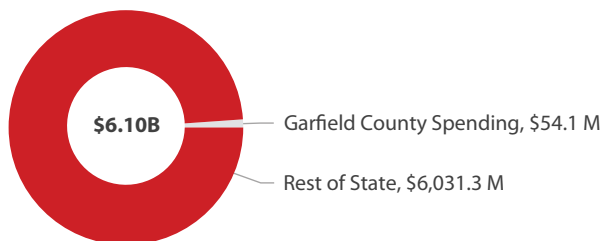
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



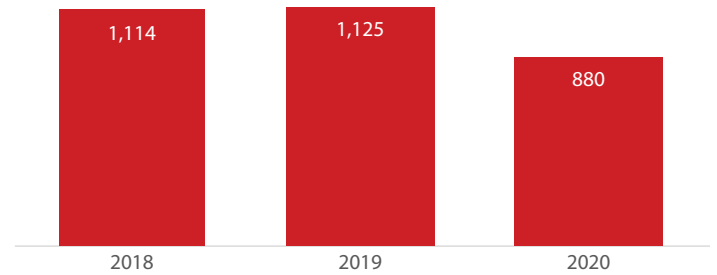
Garfield Portion of Statewide Visitor Spending, 2020



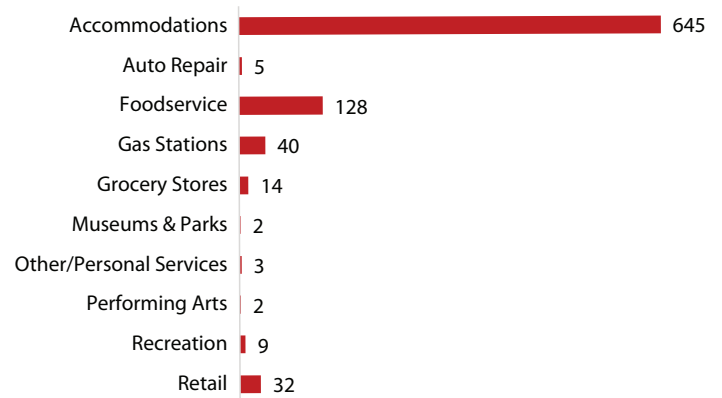
Jobs

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.²

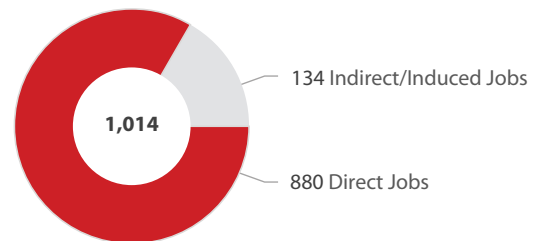
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

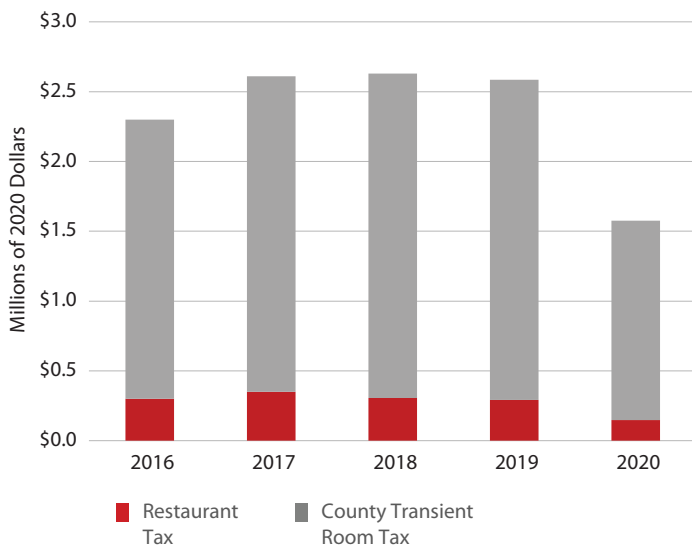


Tax Revenue

Visitor spending generated \$8.3 million in direct tax revenue, including \$3.2 million in state and \$5.0 million in local tax revenue.³ Visitor spending generated approximately \$1.2 million in additional indirect and induced state and local tax revenue, for a total of \$9.5 million.⁴

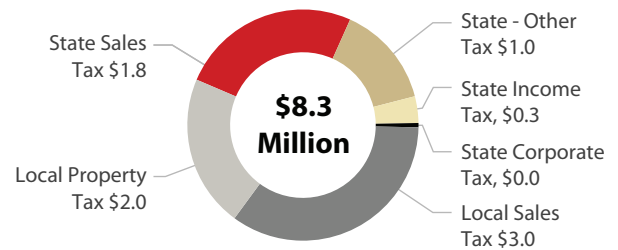
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Garfield County collected a total of \$1.6 million in these two sales taxes combined, down -39.1% from 2019 and down -31.4% over the past five years.⁵

Select Local Sales Tax Revenues



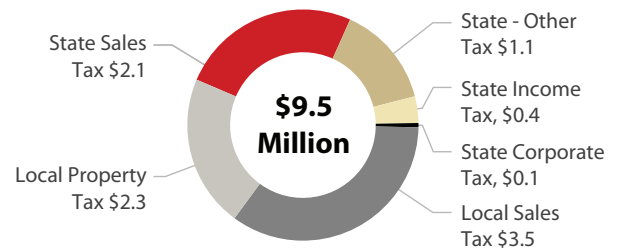
Direct Tax Revenue, 2020

(Based on \$54.1 million in direct spending)

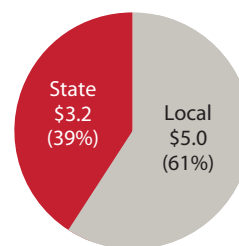


Total Tax Revenue, 2020

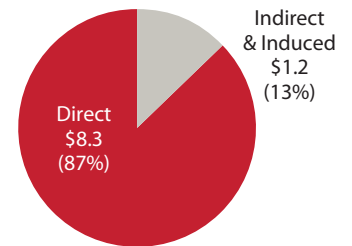
(Based on \$58.4 million in total spending)



Direct Tax Revenue, 2020



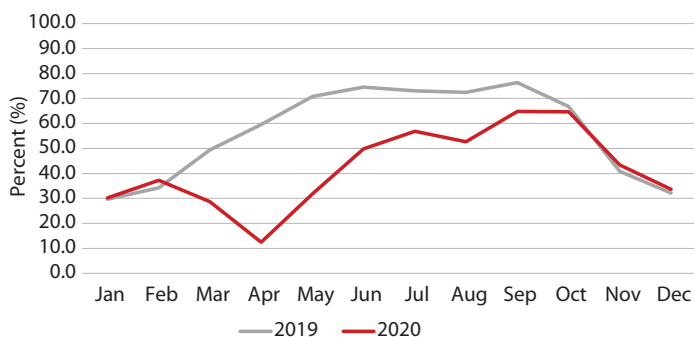
Total Tax Revenue, 2020



Hotel Data

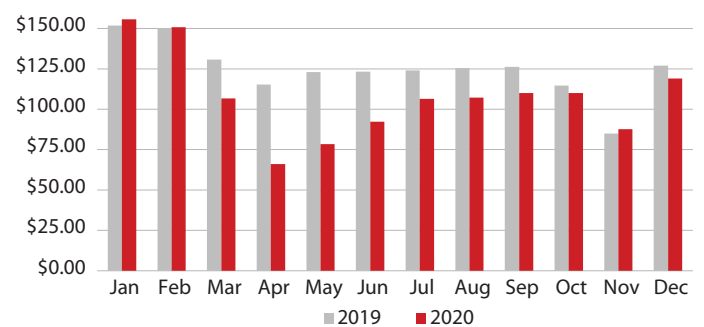
Garfield County hotel occupancy rates averaged 42.2% in 2020 compared to 56.7% in 2019. September, October, July, and August (in that order) had the highest average occupancy rates.

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.

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.

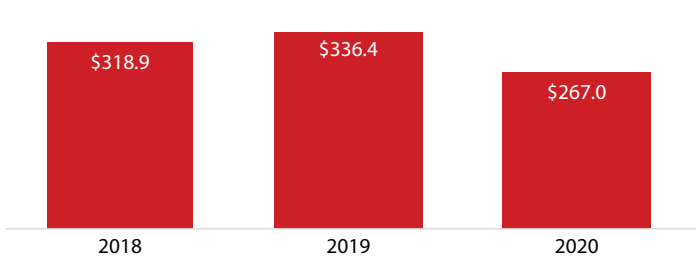
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Grand County, 2020

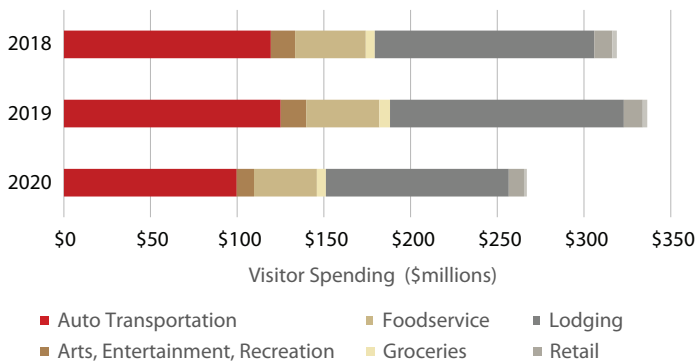
Spending

In 2020, visitors directly spent an estimated \$267.0 million in Grand County, a -20.6% decrease from 2019.¹ The top three spending categories were auto transportation, lodging, and foodservice. Grand County visitor spending made up 4.4% of total statewide spending.

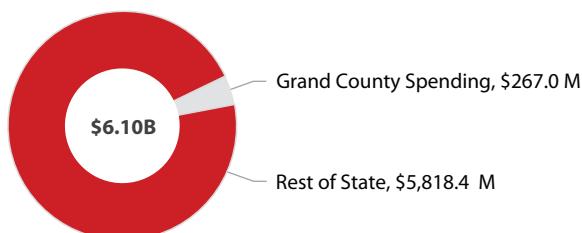
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



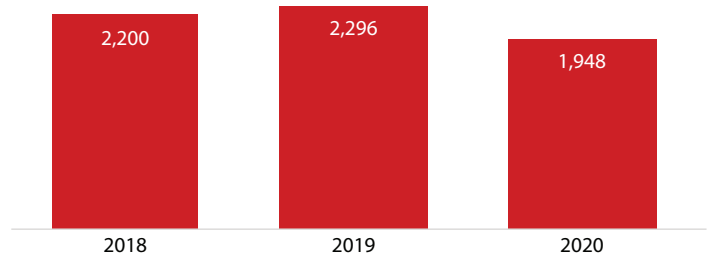
Grand Portion of Statewide Visitor Spending, 2020



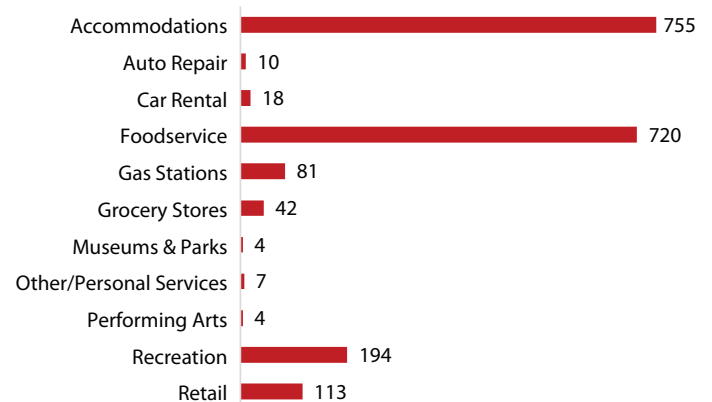
Jobs

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.²

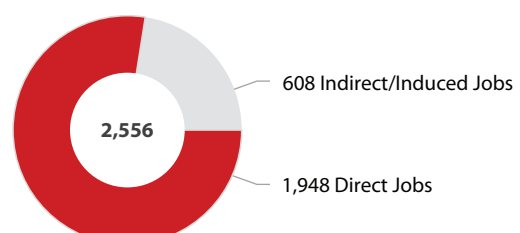
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

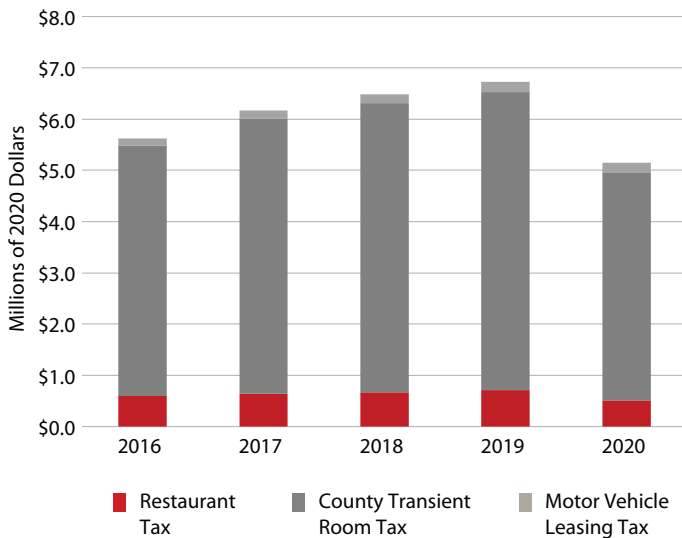


Tax Revenue

Visitor spending generated \$41.5 million in direct tax revenue, including \$17.1 million in state and \$24.3 million in local tax revenue.³ Visitor spending generated approximately \$9.7 million in additional indirect and induced state and local tax revenue, for a total of \$51.2 million.⁴

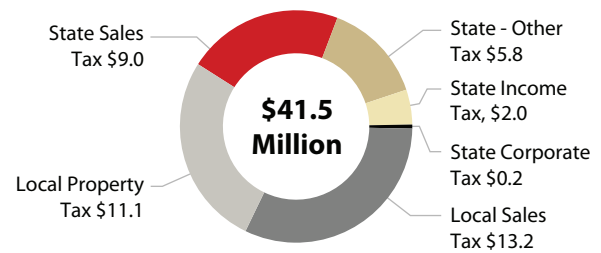
Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle leasing tax, and restaurant tax. In fiscal year 2020, Grand County collected a total of \$6.6 million in these three sales taxes combined, down -23.5% from 2019 and down -8.4% over the past five years.⁵

Select Local Sales Tax Revenues



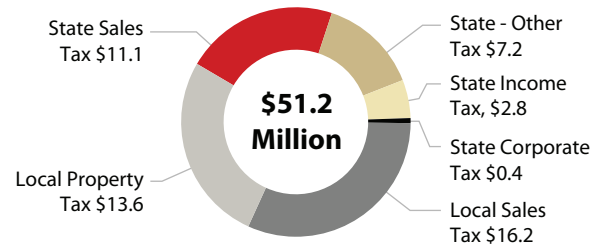
Direct Tax Revenue, 2020

(Based on \$267.0 million in direct spending)

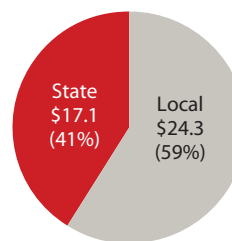


Total Tax Revenue, 2020

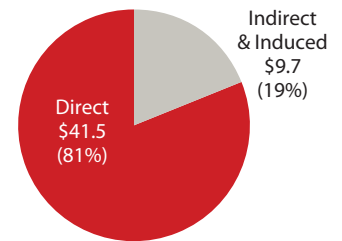
(Based on \$288.4 million in total spending)



Direct Tax Revenue, 2020



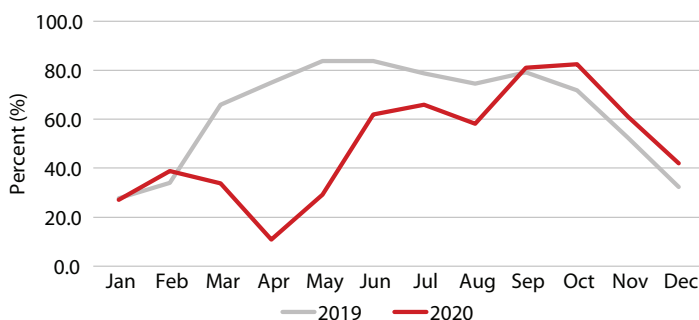
Total Tax Revenue, 2020



Hotel Data

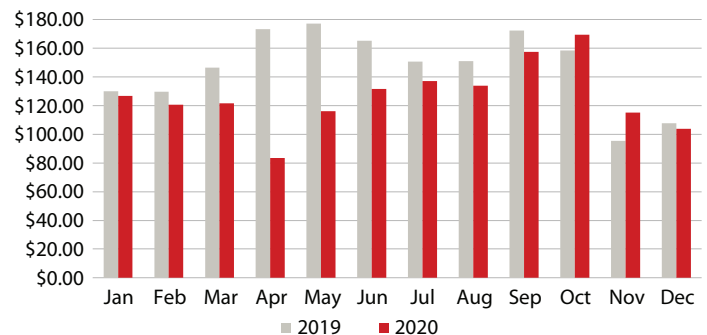
Grand County hotel occupancy rates averaged 49.4% in 2020 compared to 63.2% in 2020. In 2020, October, September, July, and June (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



In 2020, Grand County's average daily room rate was \$126.38 compared to \$146.42 in 2019, a -13.7% 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.

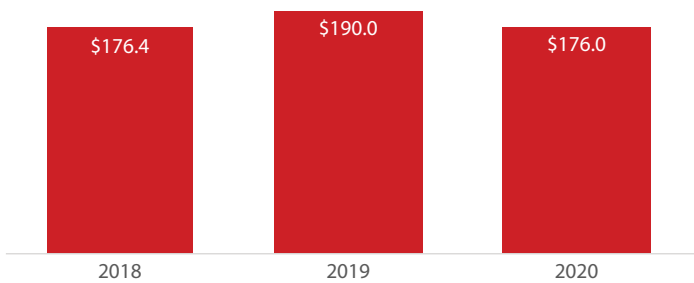
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Iron County, 2020

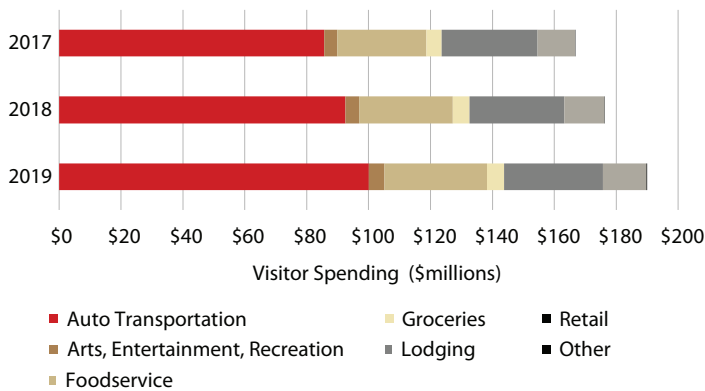
Spending

In 2020, visitors directly spent an estimated \$176.0 million in Iron County, a -7.4% decrease from 2019.¹ The top three spending categories were auto transportation, lodging, and foodservice. Iron County visitor spending made up 2.9% of total statewide spending.

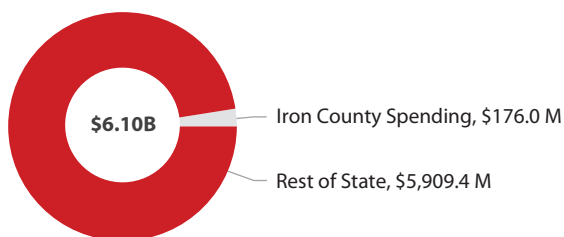
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



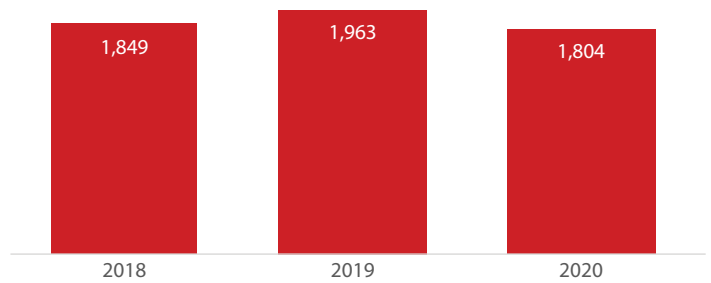
Iron Portion of Statewide Visitor Spending, 2020



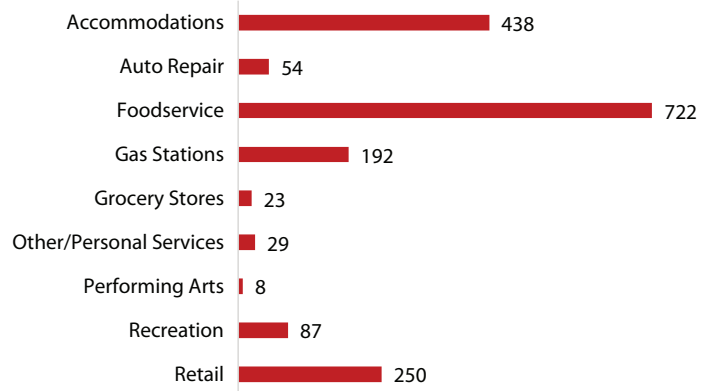
Jobs

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.²

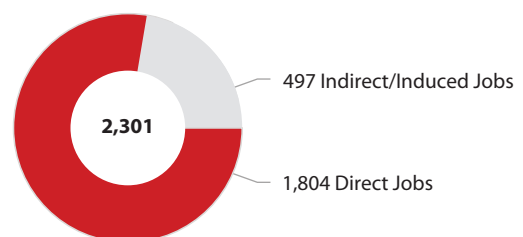
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

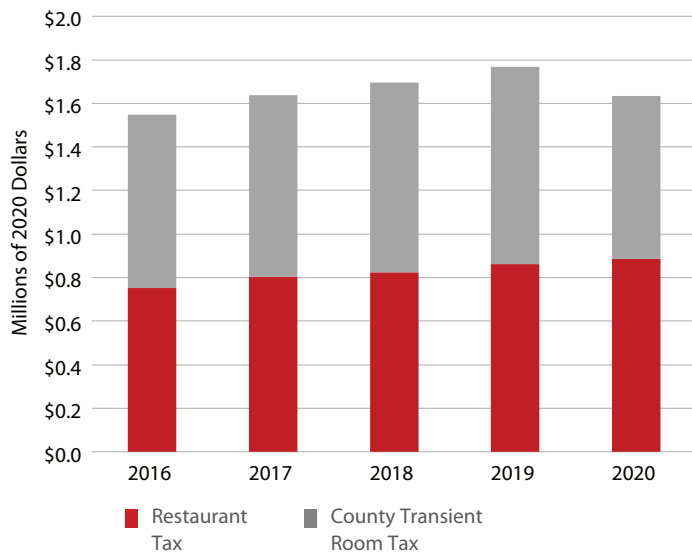


Tax Revenue

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

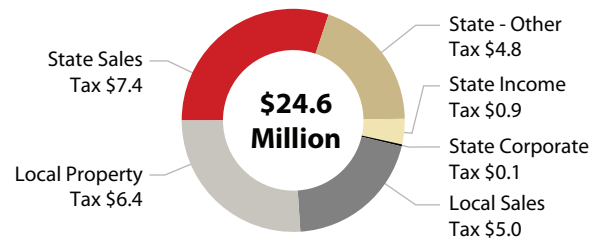
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Iron County collected a total of \$1.6 million in these two sales taxes combined, down -7.5% from 2019 and up 5.7% over the past five years.⁵

Select Local Sales Tax Revenues



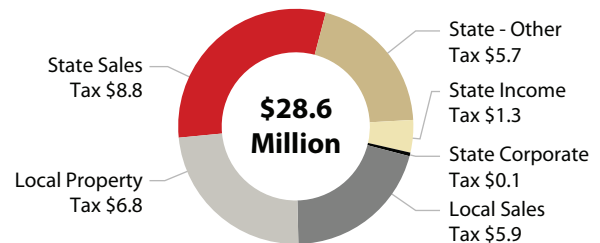
Direct Tax Revenue, 2020

(Based on \$176.0 million in direct spending)

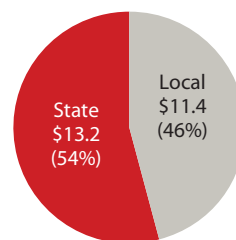


Total Tax Revenue, 2020

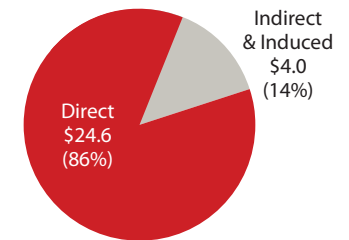
(Based on \$190.0 million in total spending)



Direct Tax Revenue, 2020



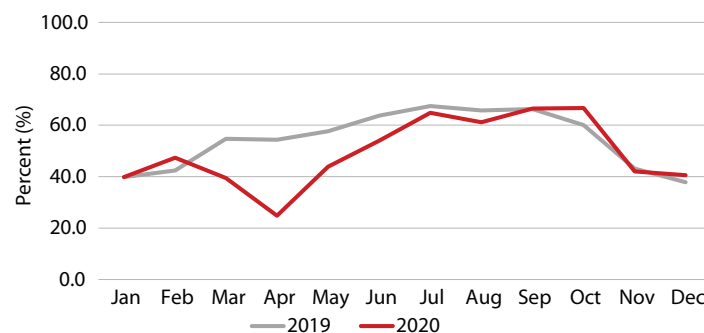
Total Tax Revenue, 2020



Hotel Data

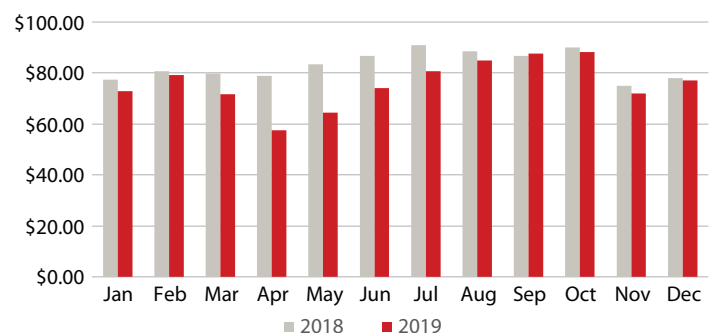
Iron County hotel occupancy rates averaged 49.3% in 2020 compared to 54.4% in 2019. October, September, July, and August (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



In 2020, Iron County's average daily room rate was \$75.82 compared to \$82.99 in 2019, an -8.6% 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).

Juab County, 2020

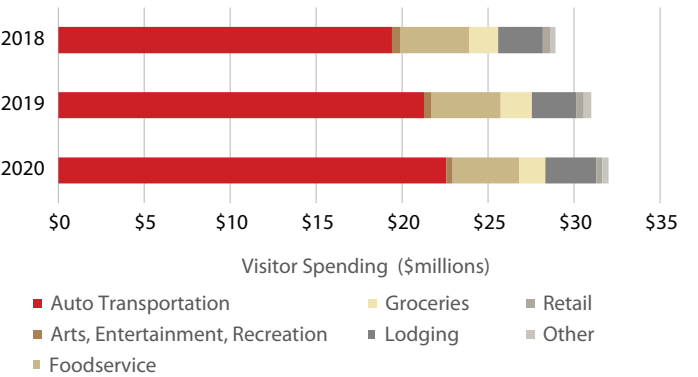
Spending

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

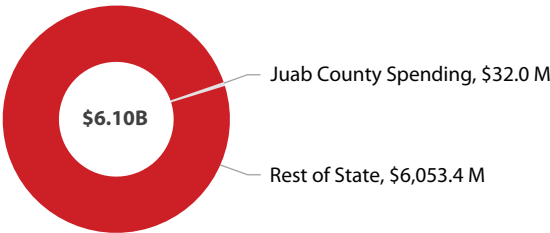
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



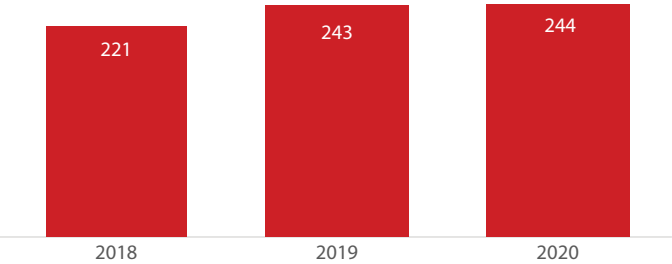
Juab Portion of Statewide Visitor Spending, 2020



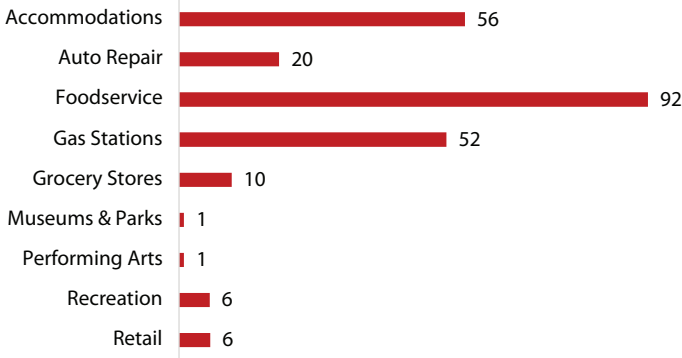
Jobs

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

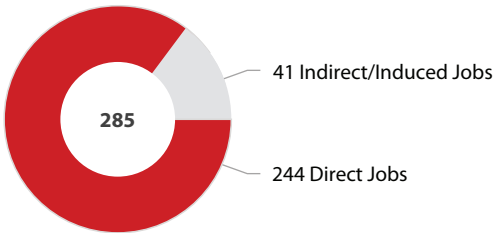
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

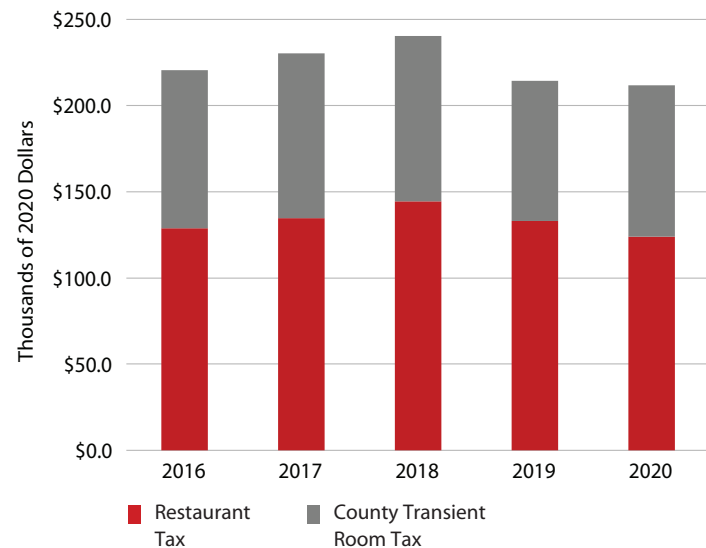


Tax Revenue

Visitor spending generated \$3.4 million in direct tax revenue, including \$1.7 million in state and \$1.7 million in local tax revenue.³ Visitor spending generated approximately \$344,566 in additional indirect and induced state and local tax revenue, for a total of \$3.7 million.⁴

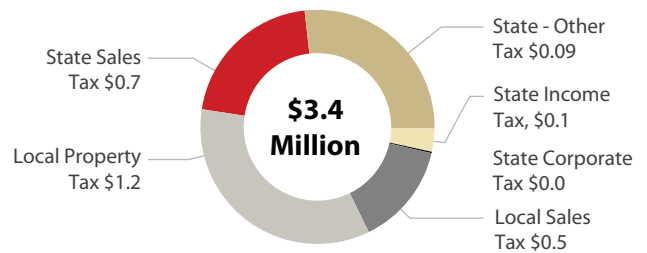
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Juab County collected a total of \$211,757 in these two sales taxes combined, down -1.2% from 2019 and down -4.0% over the past five years.⁵

Select Local Sales Tax Revenues



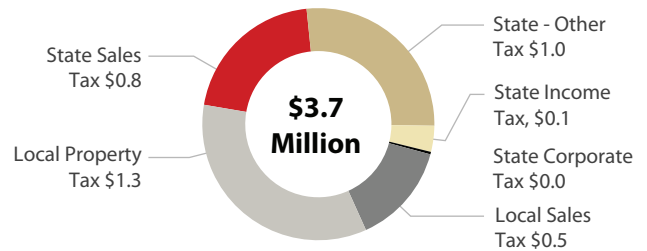
Direct Tax Revenue, 2020

(Based on \$32.0 million in direct spending)

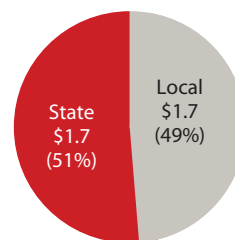


Total Tax Revenue, 2020

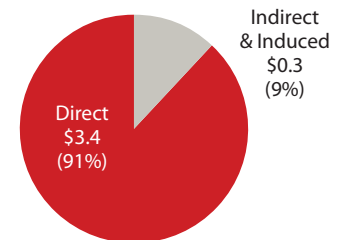
(Based on \$34.6 million in total spending)



Direct Tax Revenue, 2020



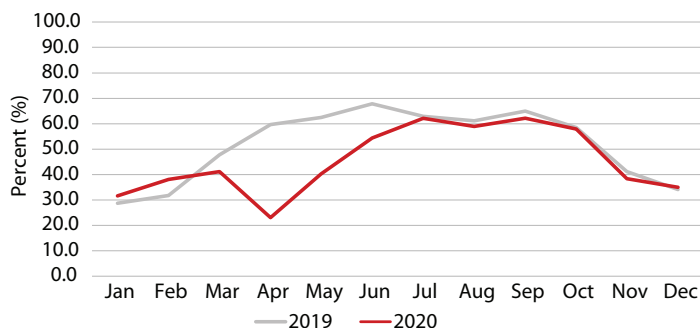
Total Tax Revenue, 2020



Hotel Data

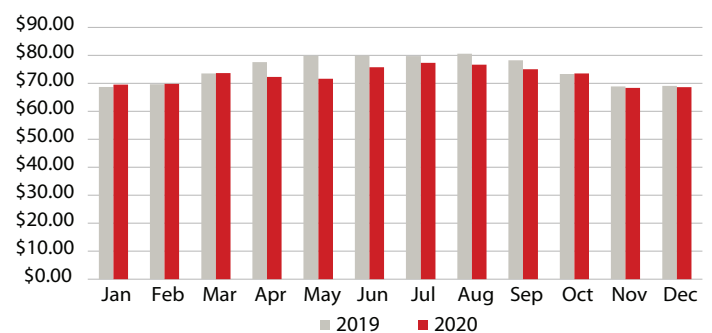
Juab County hotel occupancy rates averaged 45.2% in 2020 compared to 51.7% in 2019. July, September, August, and October (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



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.

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.

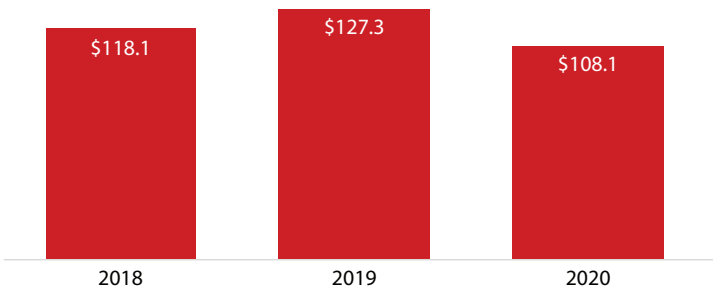
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Kane County, 2020

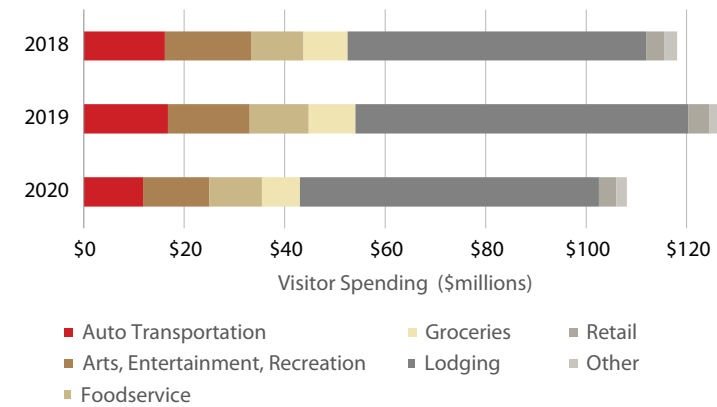
Spending

In 2020, visitors directly spent an estimated \$108.2 million in Kane County, a -15.0% decrease from 2019.¹ The top three spending categories were auto transportation, lodging, and foodservice. Kane County visitor spending made up 1.8% of total statewide spending.

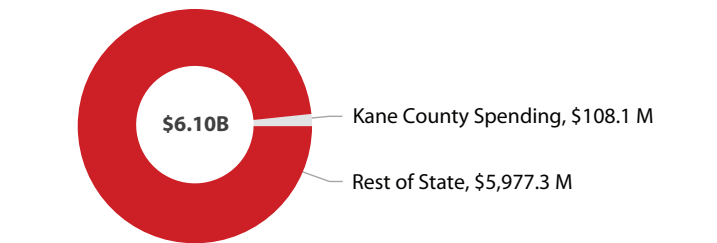
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



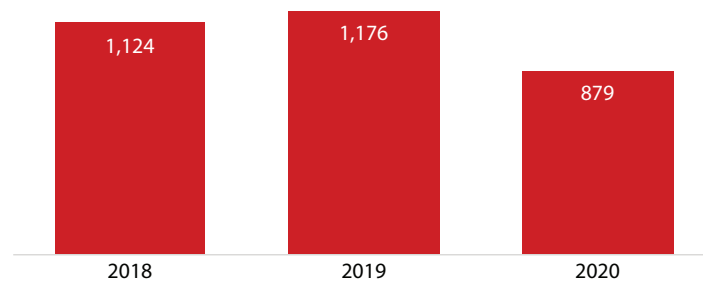
Kane Portion of Statewide Visitor Spending, 2020



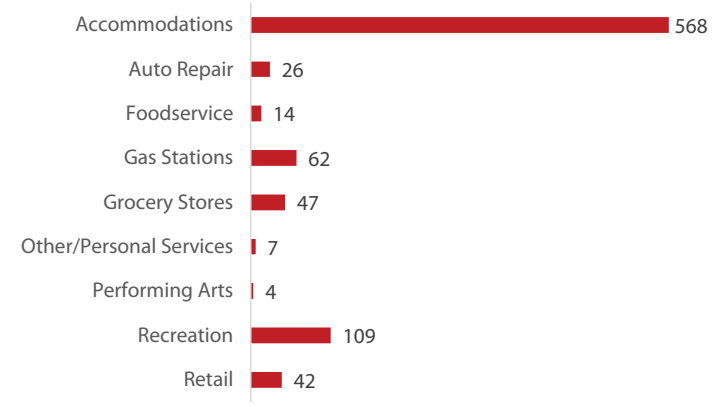
Jobs

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.²

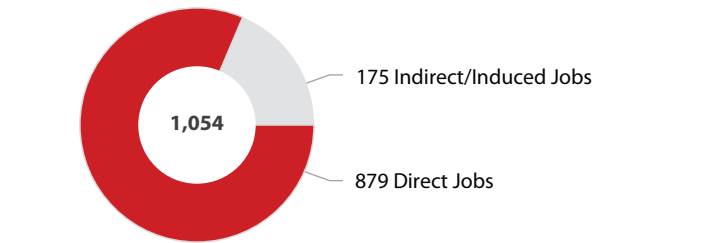
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

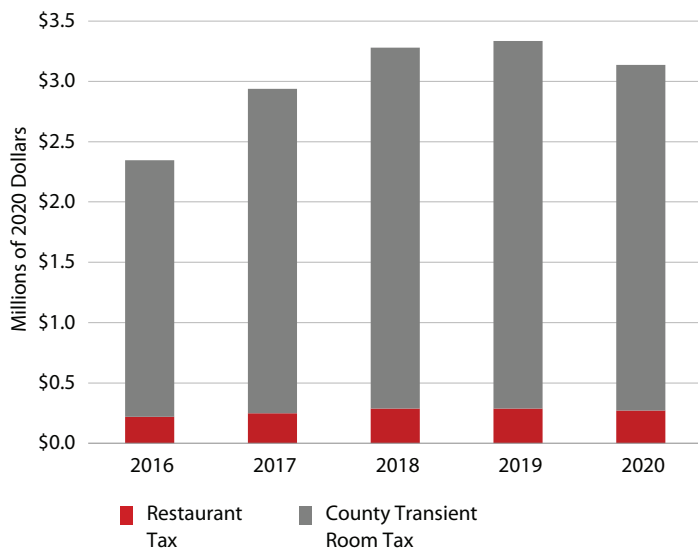


Tax Revenue

Visitor spending generated \$18.2 million in direct tax revenue, including \$7.5 million in state and \$10.7 million in local tax revenue.³ Visitor spending generated approximately \$2.7 million in additional indirect and induced state and local tax revenue, for a total of \$20.9 million.⁴

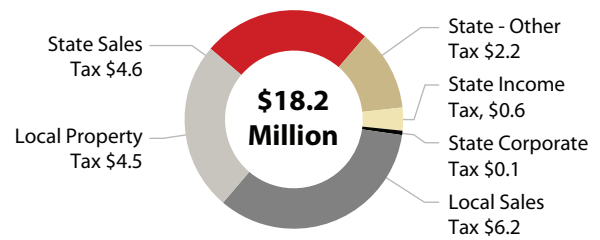
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Kane County collected a total of \$3.1 million in these two sales taxes combined, down -6.0% from 2019 and up 33.7% over the past five years.⁵

Select Local Sales Tax Revenues



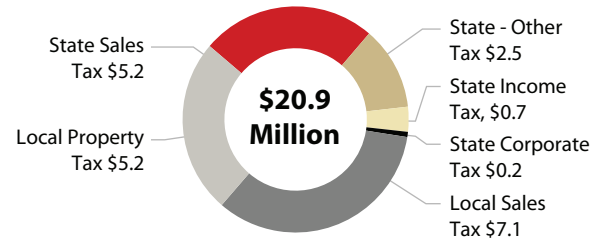
Direct Tax Revenue, 2020

(Based on \$108.2 million in direct spending)

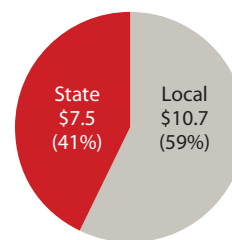


Total Travel & Tourism Tax Revenue, 2020

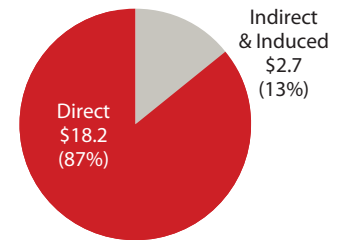
(Based on \$116.9 million in total spending)



Direct Tax Revenue, 2020



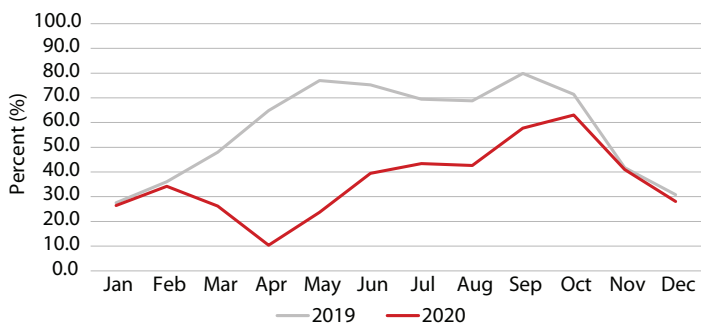
Total Tax Revenue, 2020



Hotel Data

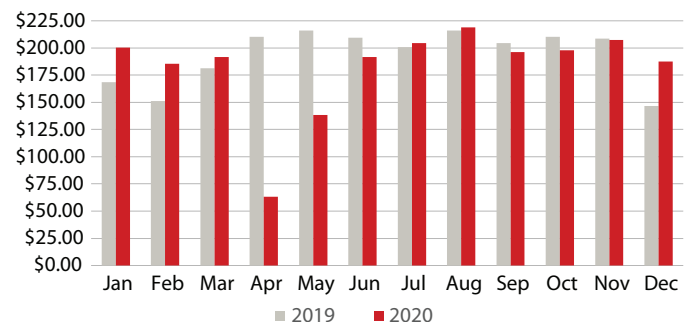
Kane County hotel occupancy rates averaged 36.4% in 2020 compared to 57.6% in 2019. October, September, July, and August (in that order) had the highest average occupancy rates.

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.

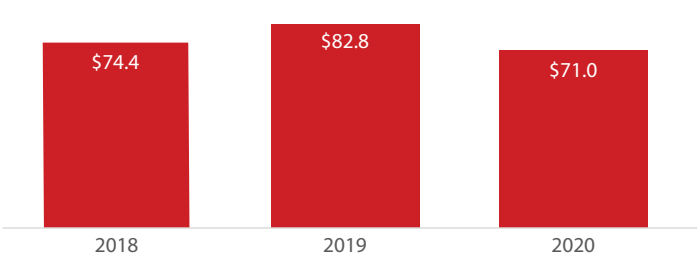
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Millard County, 2020

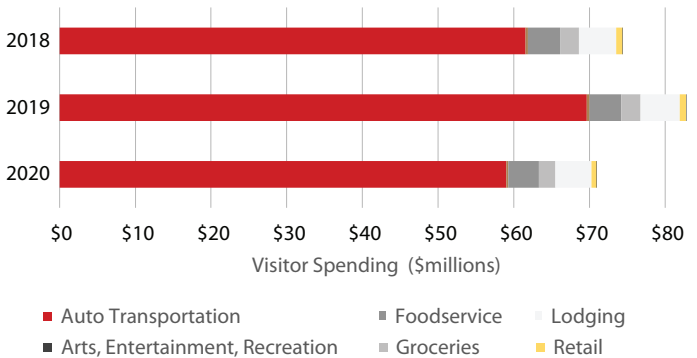
Spending

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.

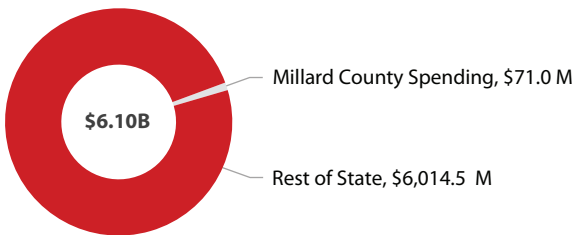
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



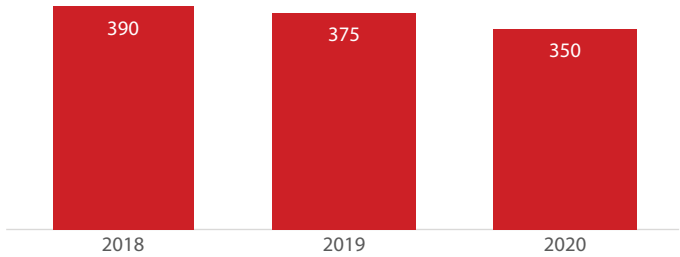
Millard Portion of Statewide Visitor Spending, 2020



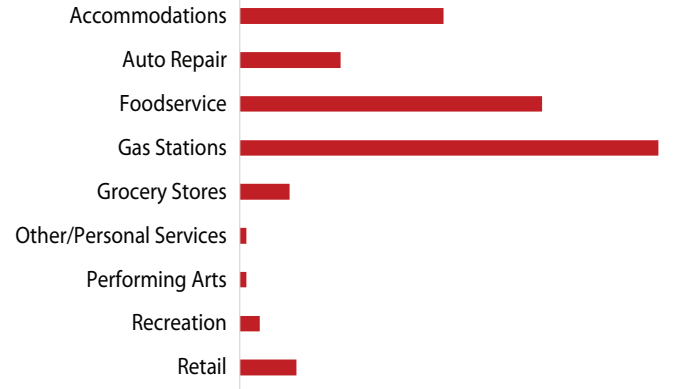
Jobs

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

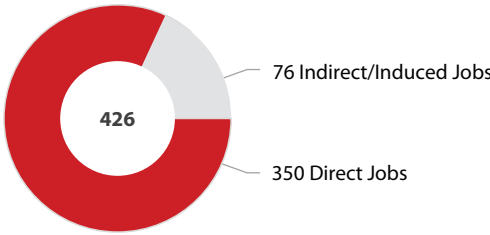
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

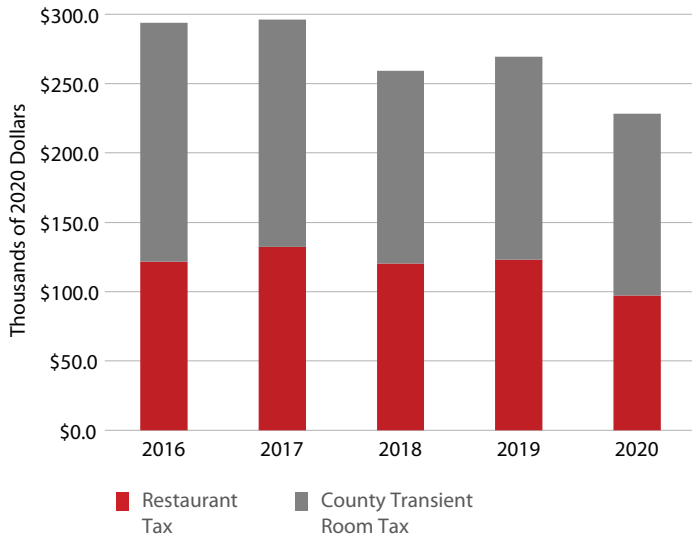


Tax Revenue

Visitor spending generated \$9.3 million in direct tax revenue, including \$5.7 million in state and \$3.6 million in local tax revenue.³ 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

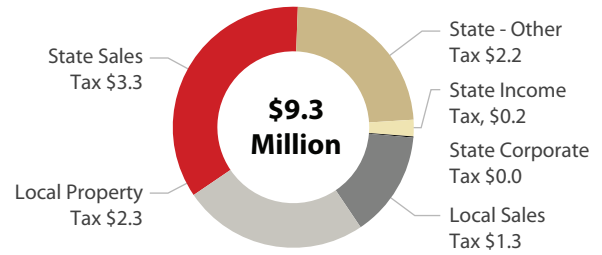
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2020, Millard County collected a total of \$228,477 in these two sales taxes combined, down -15.2% from 2019 and down -22.2% over the past five years.⁵

Select Local Sales Tax Revenues



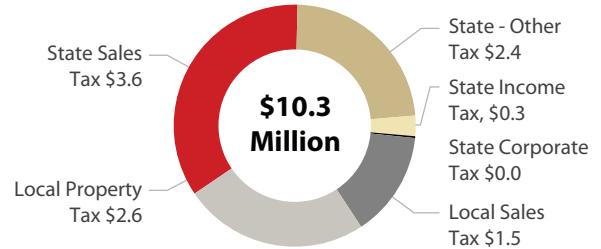
Direct Tax Revenue, 2020

(Based on \$71.0 million in direct spending)

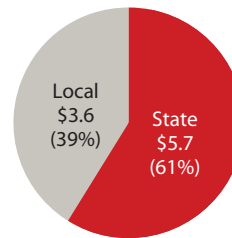


Total Tax Revenue, 2020

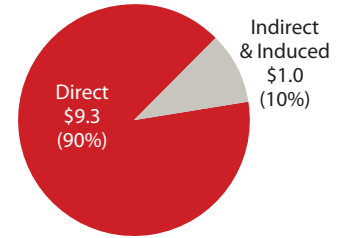
(Based on \$76.7 million in total spending)



Direct Tax Revenue, 2020



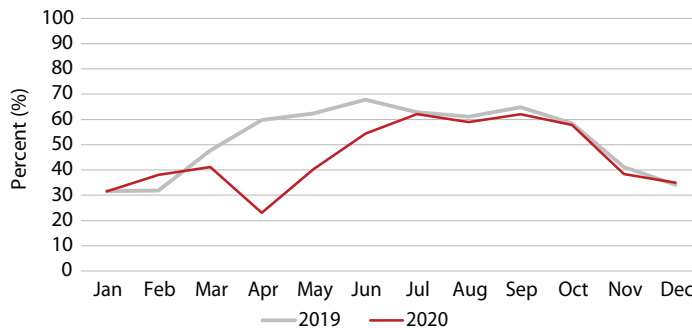
Total Tax Revenue, 2020



Hotel Data

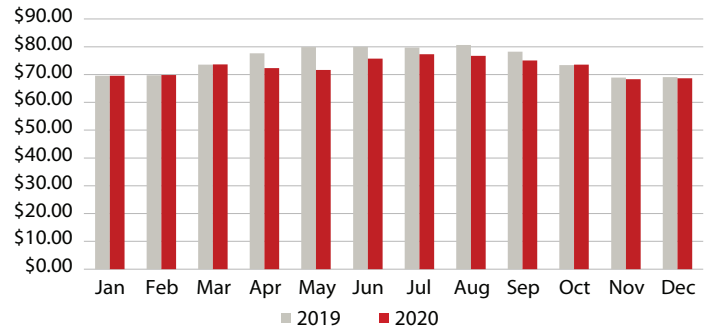
Millard County hotel occupancy rates averaged 45.2% in 2020 compared to 52.0% in 2019. September, July, August, and October (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



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.

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.

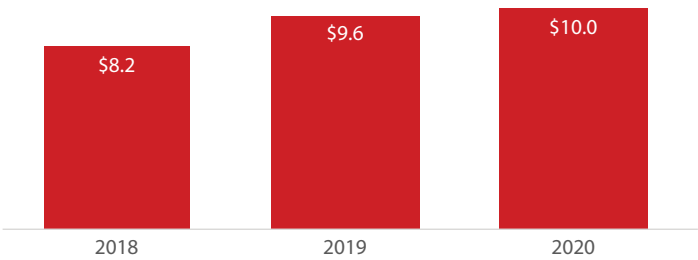
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Morgan County, 2020

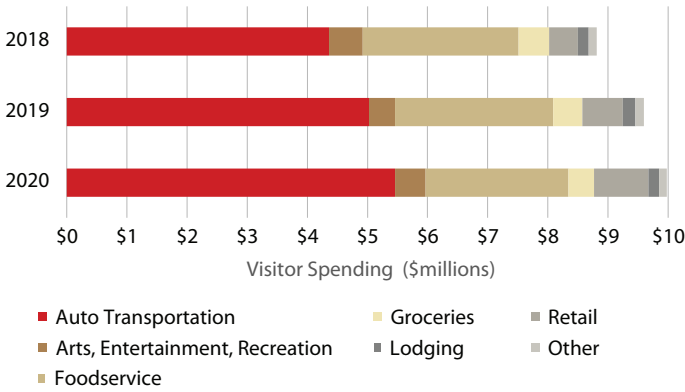
Spending

In 2020, visitors directly spent an estimated \$10.0 million in Morgan County, a 3.9% increase from 2019.¹ The top three spending categories were auto transportation, foodservice, and recreation. Morgan County visitor spending made up 0.2% of total statewide spending.

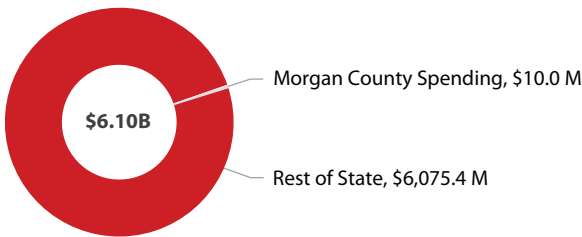
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



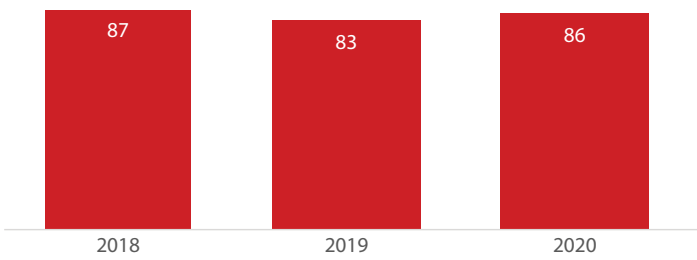
Morgan Portion of Statewide Visitor Spending, 2020



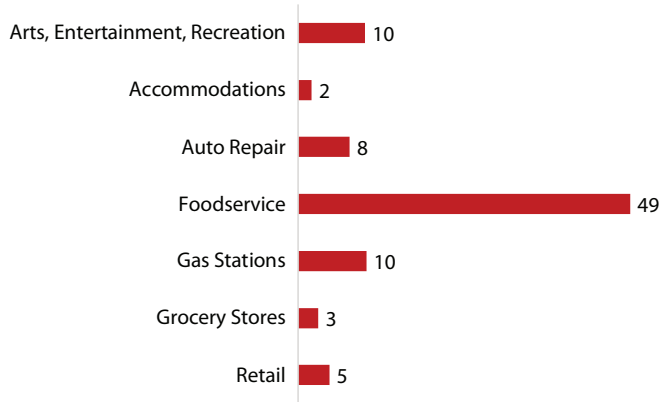
Jobs

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.²

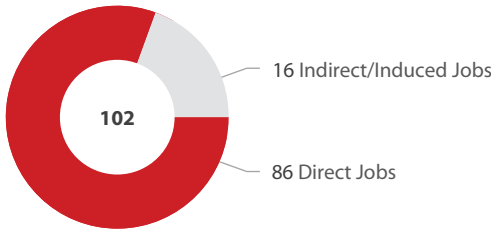
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

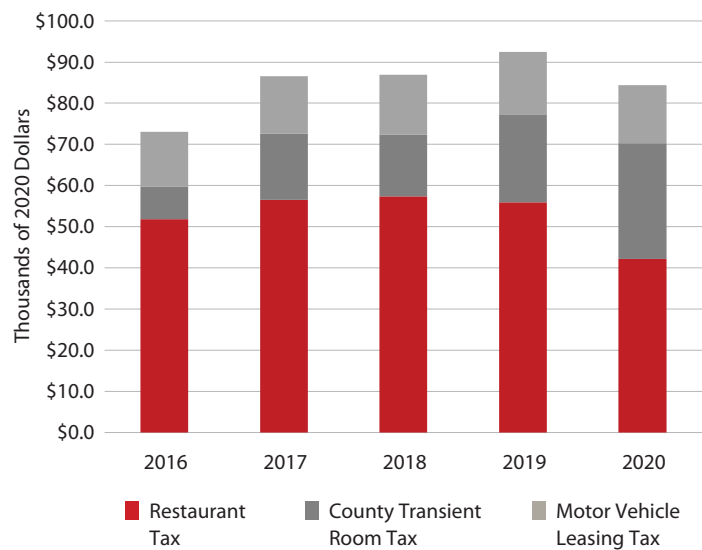


Tax Revenue

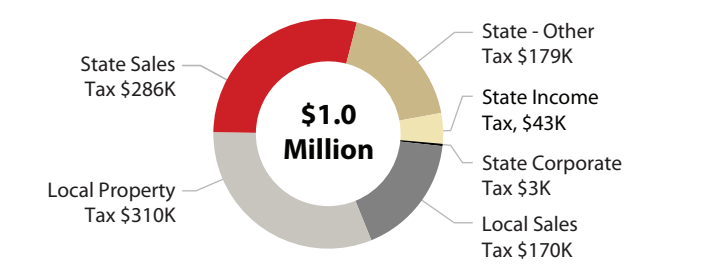
Visitor spending generated \$1.0 million in direct tax revenue, including \$510,929 in state and \$480,440 in local tax revenue.³ Visitor spending generated approximately \$104,907 in additional indirect and induced state and local tax revenue, for a total of \$1.1 million.⁴

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

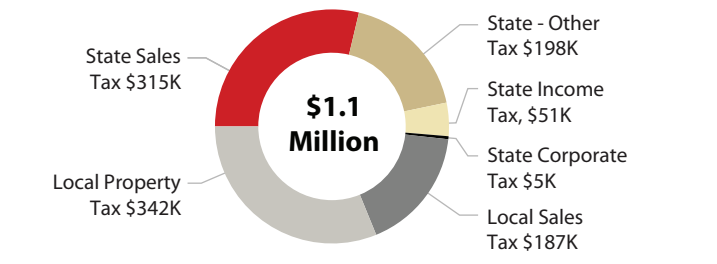
Select Local Sales Tax Revenues



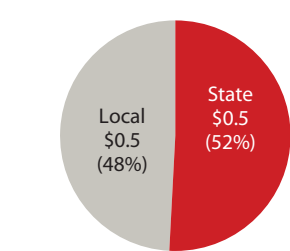
Direct Tax Revenue, 2020
(Based on \$10.0 million in direct spending)



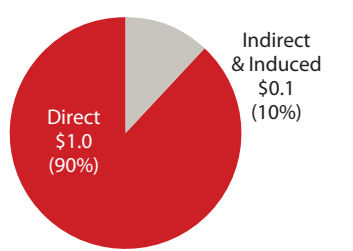
Total Tax Revenue, 2020
(Based on \$10.1 million in total spending)



Direct Tax Revenue, 2020



Total Tax Revenue, 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.”

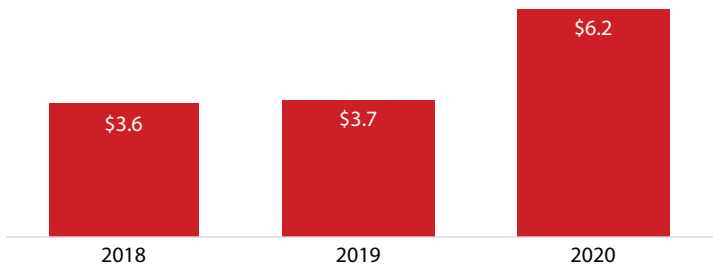
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Piute County, 2020

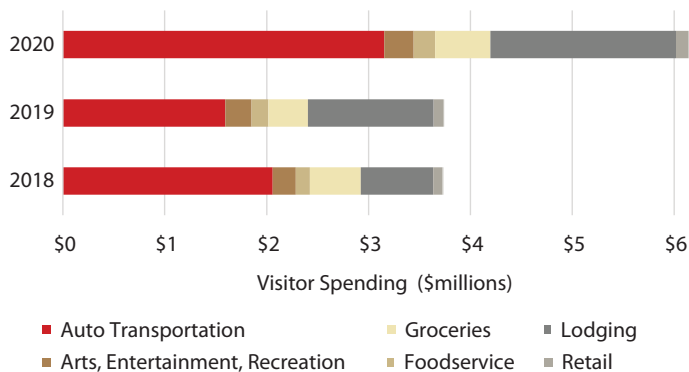
Spending

In 2020, visitors directly spent an estimated \$6.2 million in Piute County, a 64.4% increase from 2019.¹ The top three spending categories were auto transportation, lodging, and groceries. Piute County visitor spending made up 0.1% of total statewide spending.

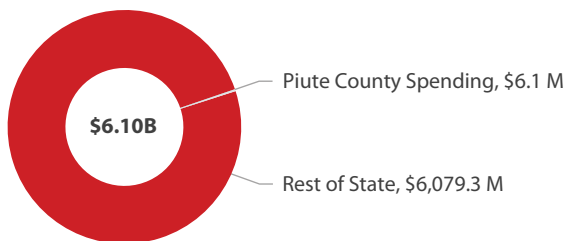
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



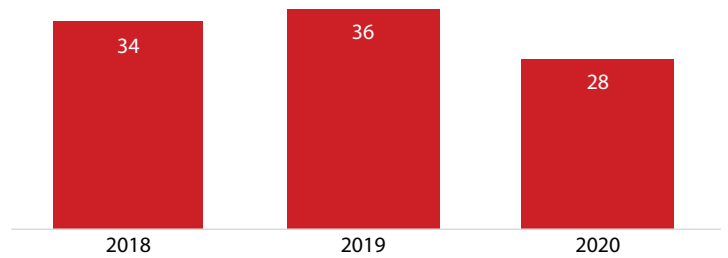
Piute Portion of Statewide Visitor Spending, 2020



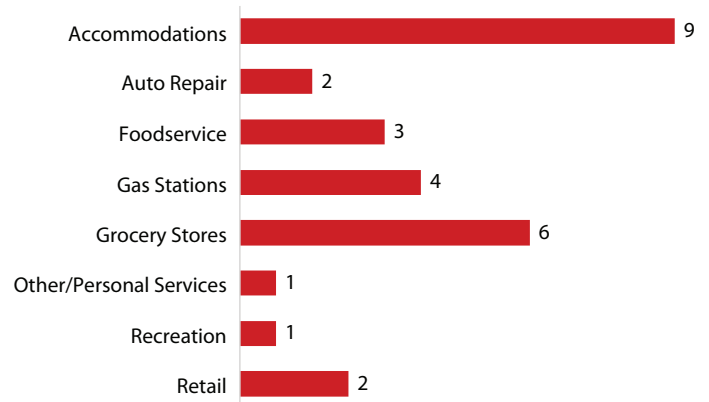
Jobs

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.²

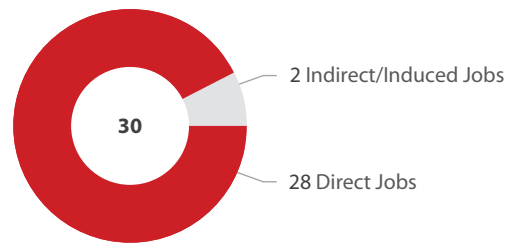
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

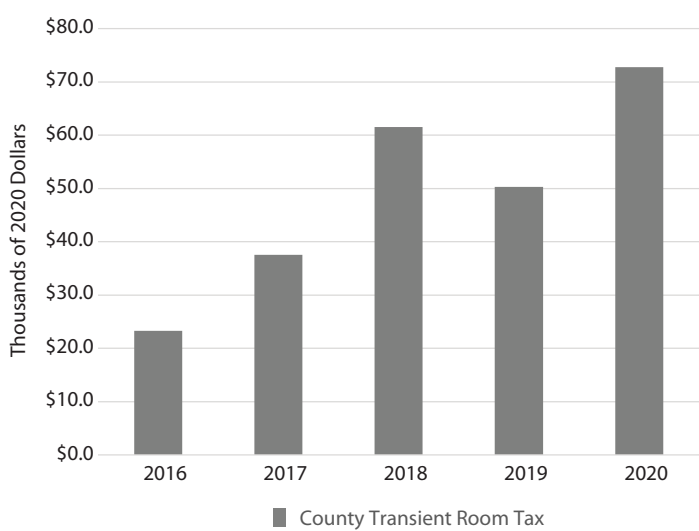


Tax Revenue

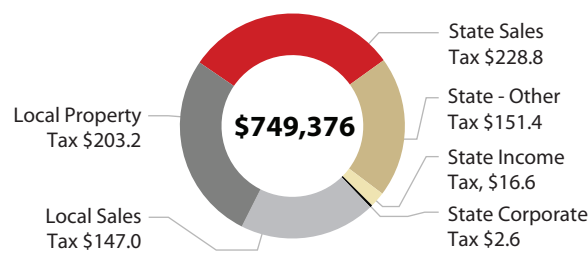
Visitor spending generated \$749,376 in direct tax revenue, including \$399,231 in state and \$350,145 in local tax revenue.³ Visitor spending generated approximately \$47,992 in additional indirect and induced state and local tax revenue, for a total of \$797,369.⁴

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

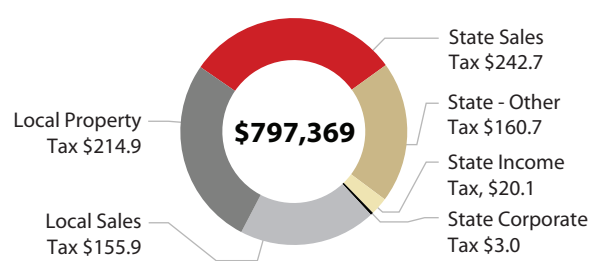
Select Local Sales Tax Revenues



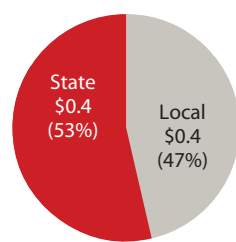
Direct Tax Revenue, 2020
(Based on \$6.2 million in direct spending)



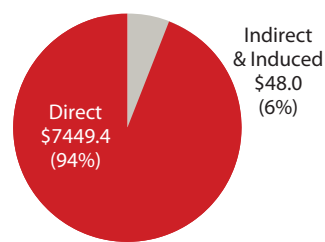
Total Tax Revenue, 2020
(Based on \$6.7 million in total spending)



Direct Tax Revenue, 2020



Total Tax Revenue, 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).

Rich County, 2020

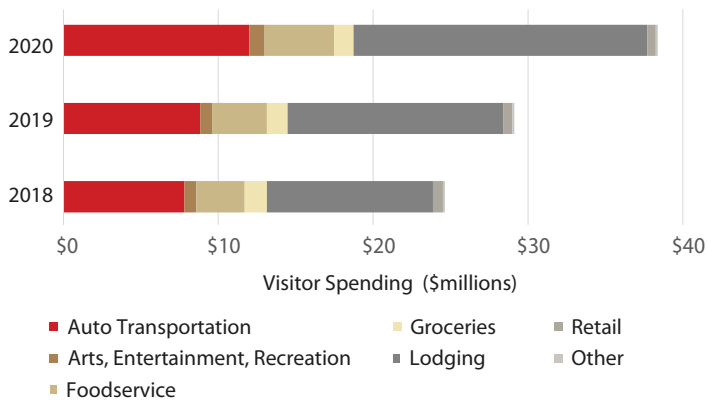
Spending

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

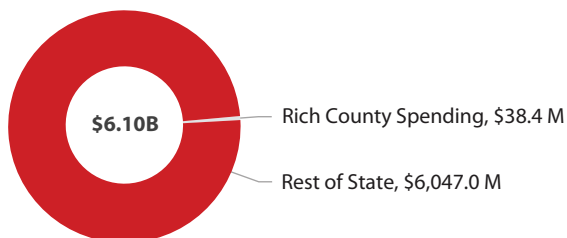
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



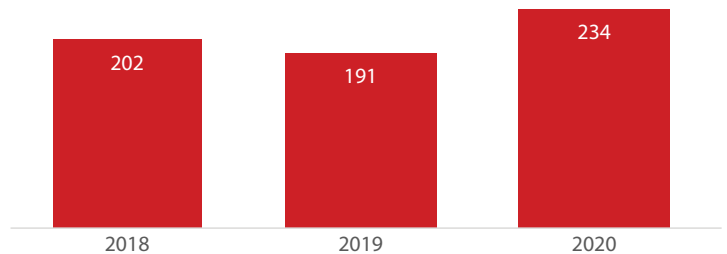
Rich Portion of Statewide Visitor Spending, 2020



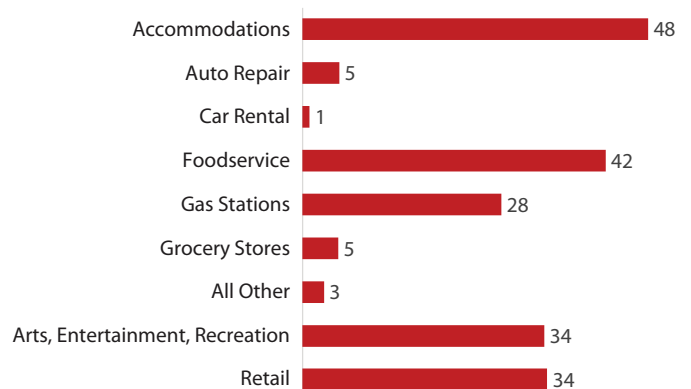
Jobs

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

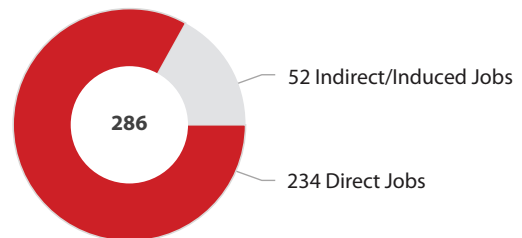
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

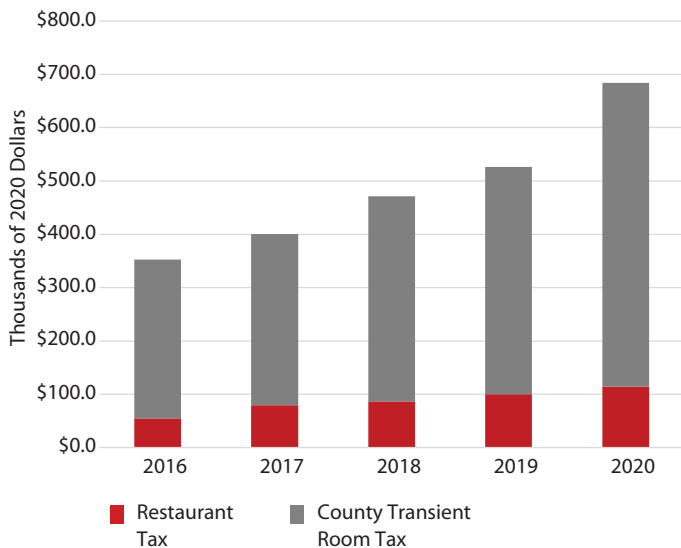


Tax Revenue

Visitor spending generated \$6.4 million in direct tax revenue, including \$2.5 million in state and \$3.9 million in local tax revenue.³ Visitor spending generated approximately \$799,083 in additional indirect and induced state and local tax revenue, for a total of \$7.2 million.⁴

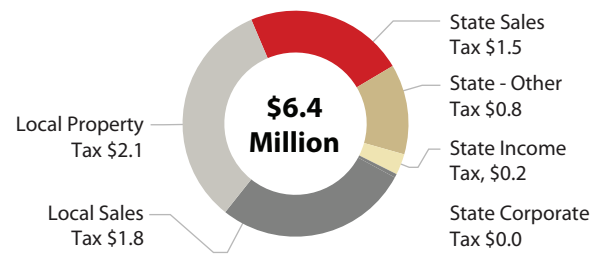
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In 2020, Rich County collected a total of \$683,777 in these two sales taxes combined, up 29.9% from 2019 and up 93.7% over the past five years.⁵

Select Local Sales Tax Revenues



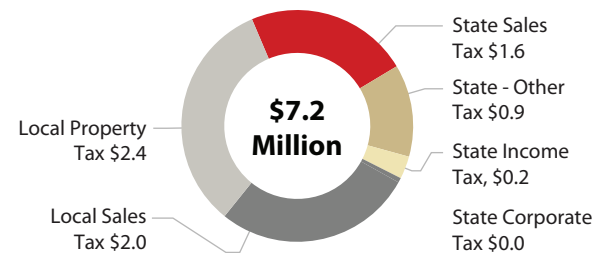
Direct Tax Revenue, 2020

(Based on \$38.5 million in direct spending)

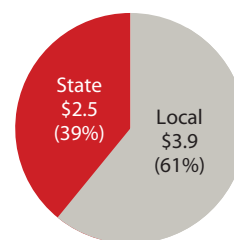


Total Travel & Tourism Tax Revenue, 2020

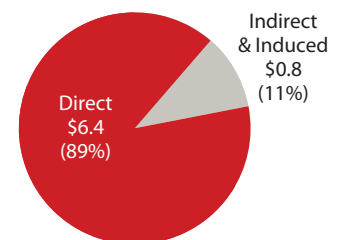
(Based on \$41.6 million in total spending)



Direct Tax Revenue, 2020



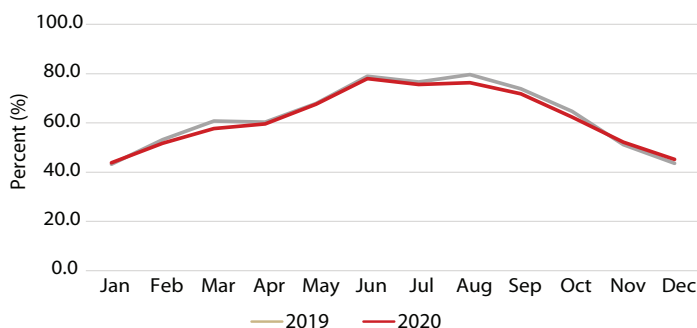
Total Tax Revenue, 2020



Hotel Data

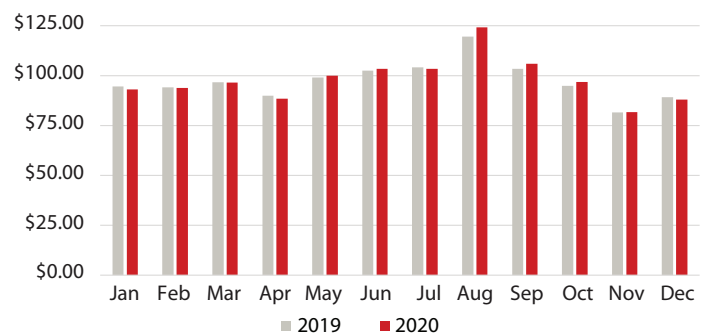
Rich County hotel occupancy rates averaged 50.3% in 2020 compared to 58.6% in 2019. August, September, July, and October (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



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



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.

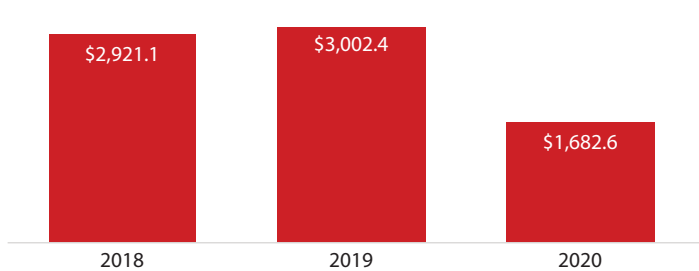
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Salt Lake County, 2020

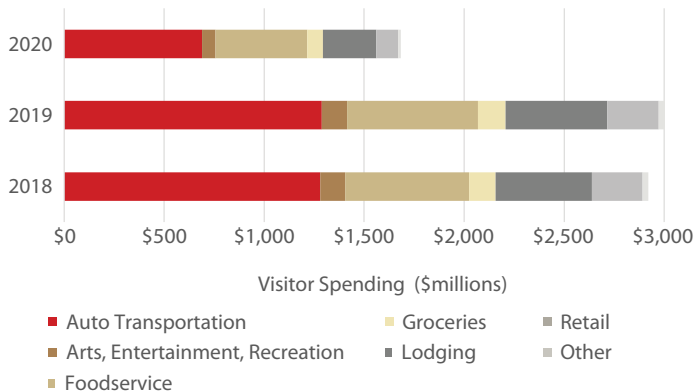
Spending

In 2020, visitors directly spent an estimated \$1.7 million in Salt Lake County, a -44.0% decrease from 2019.¹ 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 analysis²).

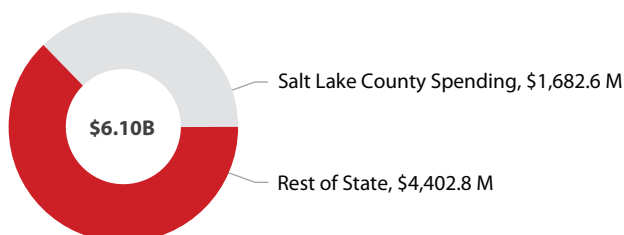
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



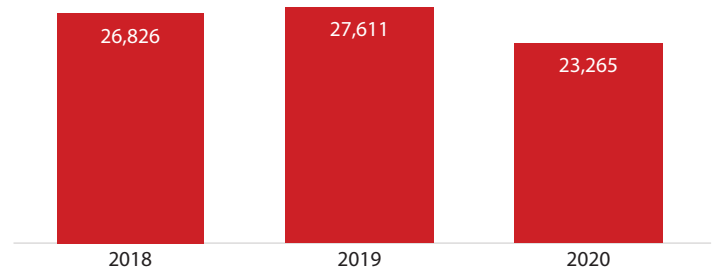
Salt Lake Portion of Statewide Direct Visitor Spending, 2020



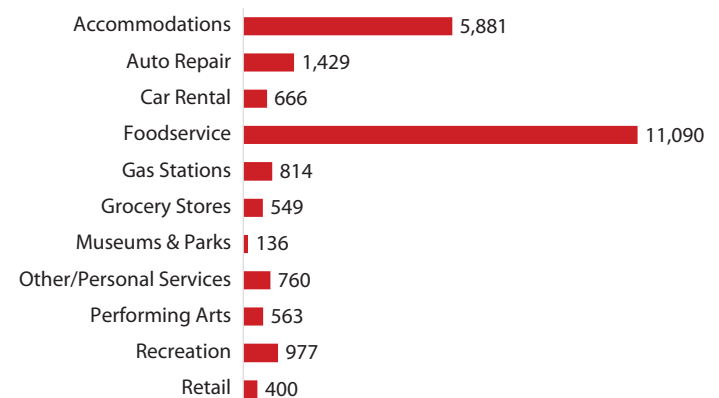
Jobs

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.³

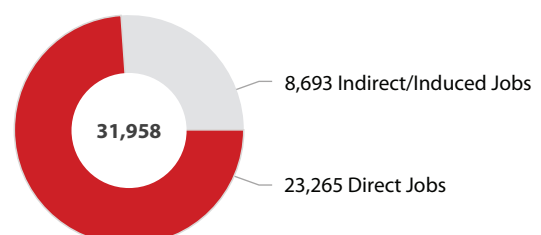
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

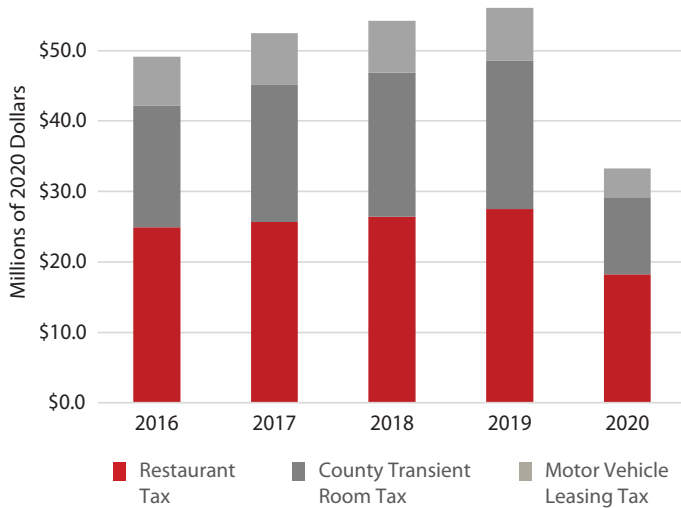


Tax Revenue

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

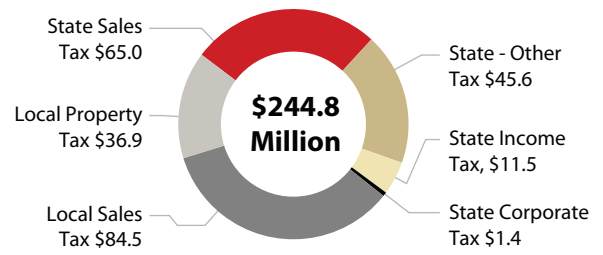
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In 2020, Salt Lake County collected a total of \$33.2 million in these two sales taxes combined, down -40.7% from 2019 and down -32.4% over the past five years.⁶

Select Local Sales Tax Revenues



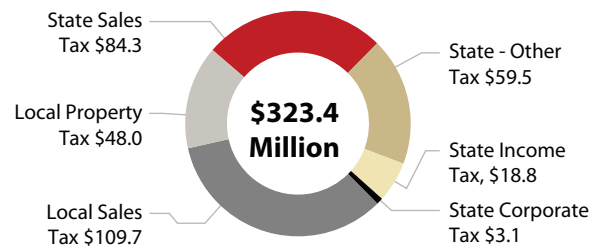
Direct Tax Revenue, 2020

(Based on \$1.7 billion in direct spending)

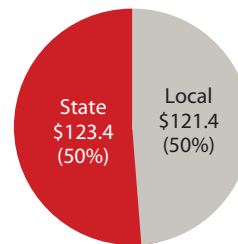


Total Tax Revenue, 2020

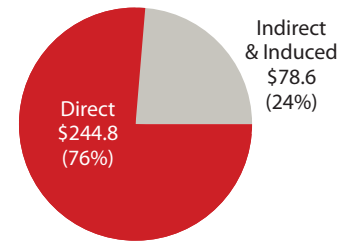
(Based on \$1.8 billion in total spending)



Direct Tax Revenue, 2020



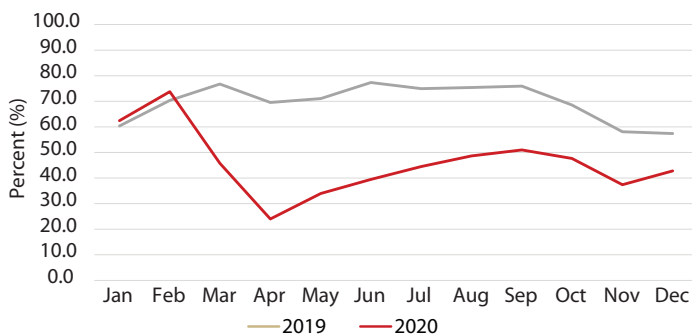
Total Tax Revenue, 2020



Hotel Data

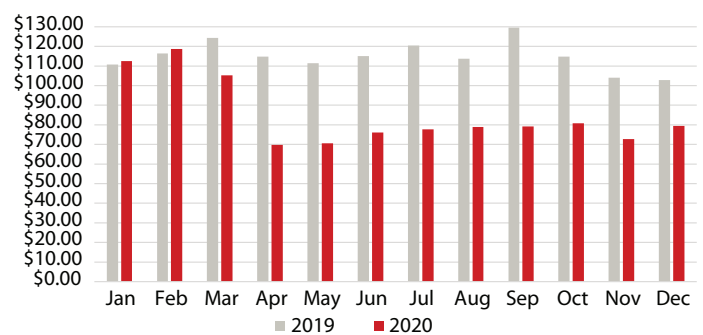
Salt Lake County hotel occupancy rates averaged 45.9% in 2020 compared to 69.6% in 2019. February, January, September, and August (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



In 2020, Salt Lake County's average daily room rate was \$85.15 compared to \$114.85 in 2019, a -25.9% 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. 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.

Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

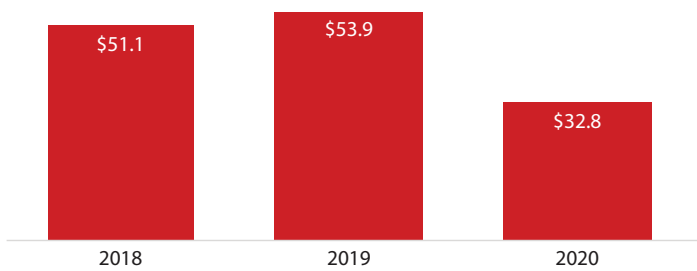
4. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
5. See note #3 regarding "indirect and induced."
6. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #3).

San Juan County, 2020

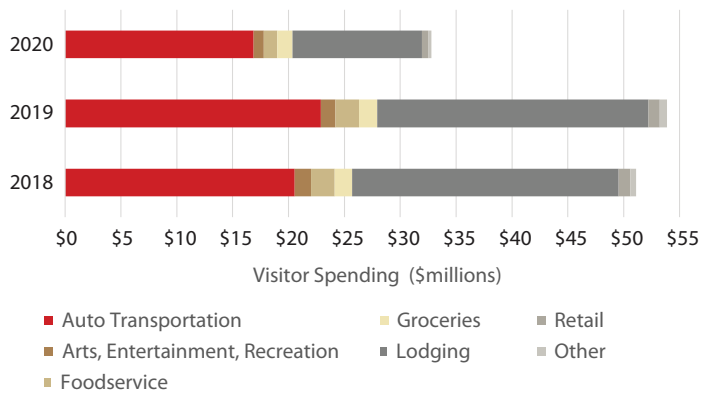
Spending

In 2020, visitors directly spent an estimated \$40.8 million in San Juan County, a -24.3% decrease from 2019.¹ The top three spending categories were lodging, auto transportation, and foodservice. San Juan County visitor spending made up 0.7% of total statewide spending.

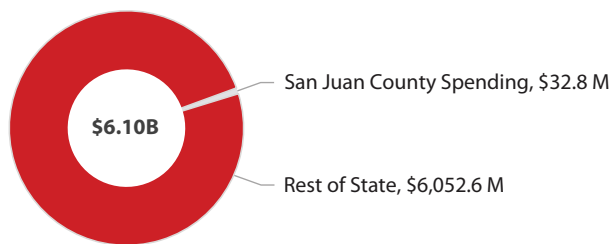
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



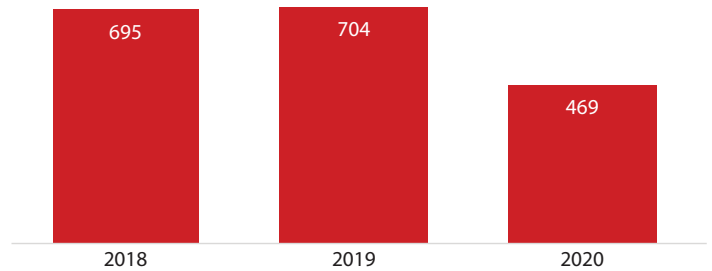
San Juan Portion of Statewide Visitor Spending, 2020



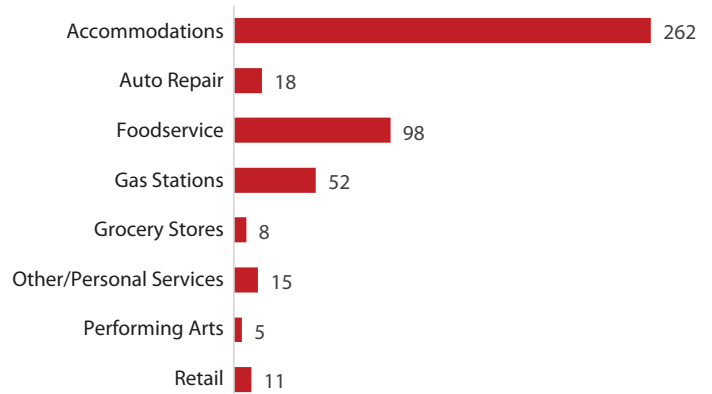
Jobs

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

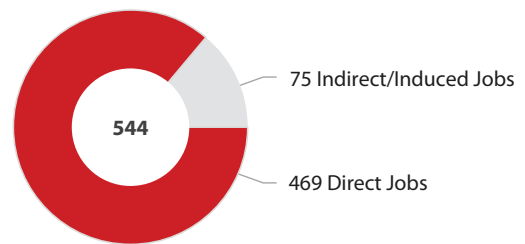
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

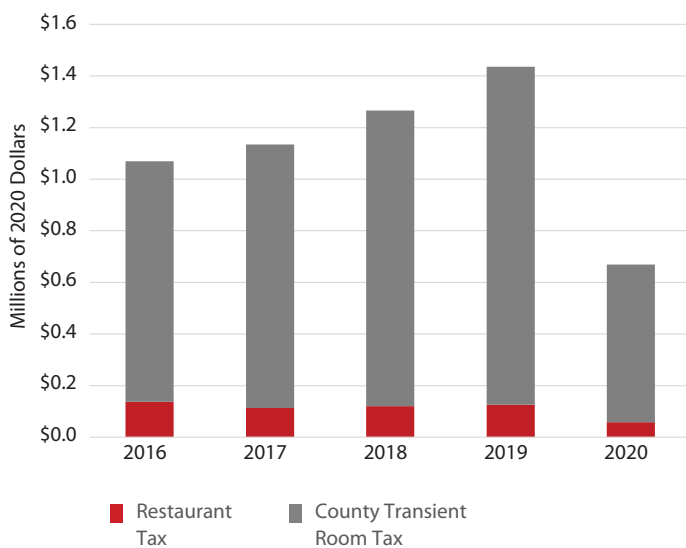


Tax Revenue

Visitor spending generated \$4.6 million in direct tax revenue, including \$2.0 million in state and \$2.6 million in local tax revenue.³ Visitor spending generated approximately \$0.5 million in additional indirect and induced state and local tax revenue, for a total of \$5.1 million.⁴

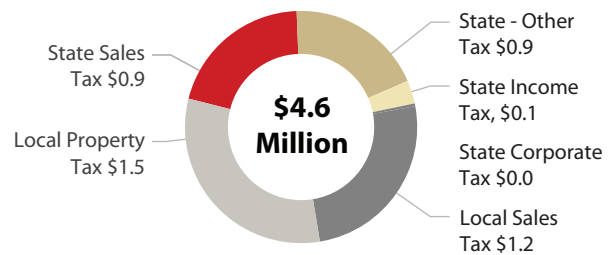
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In 2020, San Juan County collected a total of \$669,028 in these two sales taxes combined, down -53.4% from 2019 and down -37.4% over the past five years.⁵

Select Local Sales Tax Revenues



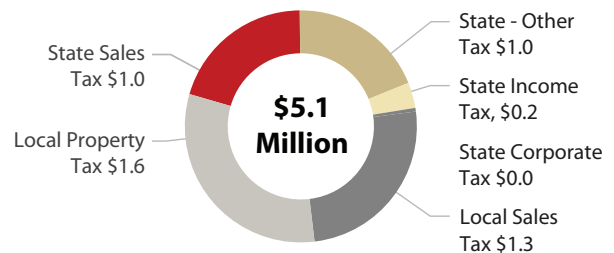
Direct Tax Revenue, 2020

(Based on \$40.8 million in direct spending)

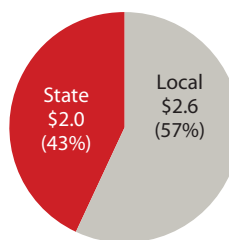


Total Tax Revenue, 2020

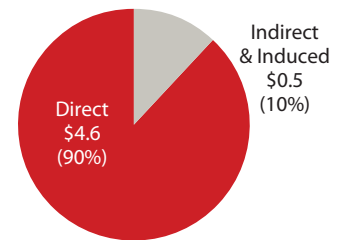
(Based on \$44.1 million in total spending)



Direct Tax Revenue, 2020



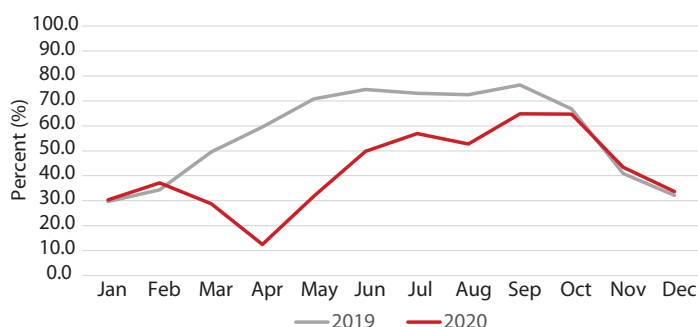
Total Tax Revenue, 2020



Hotel Data

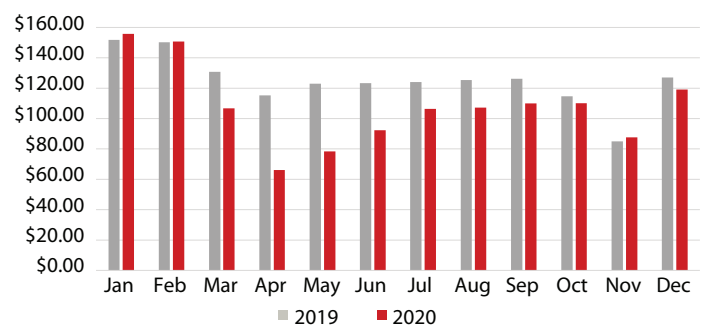
San Juan County hotel occupancy rates averaged 42.2% in 2020 compared to 56.7% in 2019. September, October, July, and August (in that order) had the highest average occupancy rates.

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.

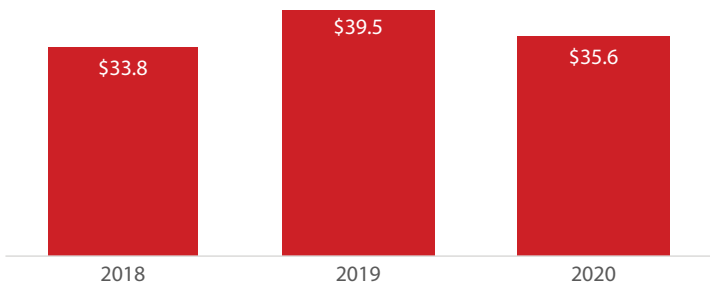
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Sanpete County, 2020

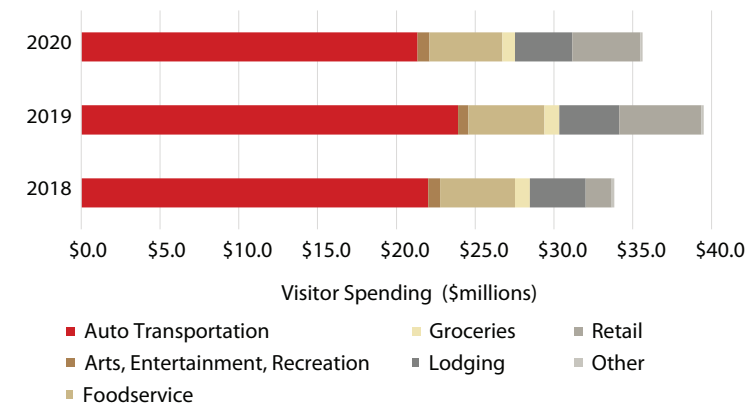
Spending

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.

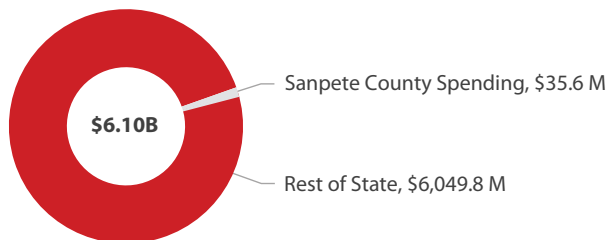
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



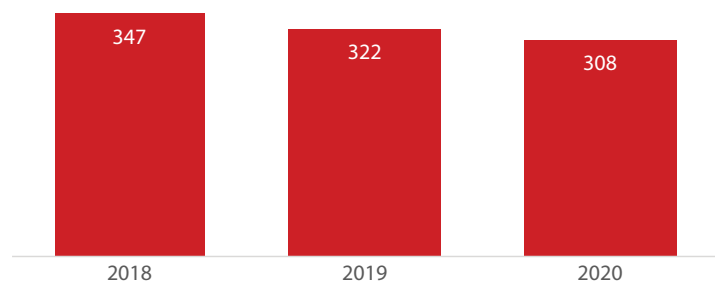
Sanpete Portion of Statewide Visitor Spending, 2020



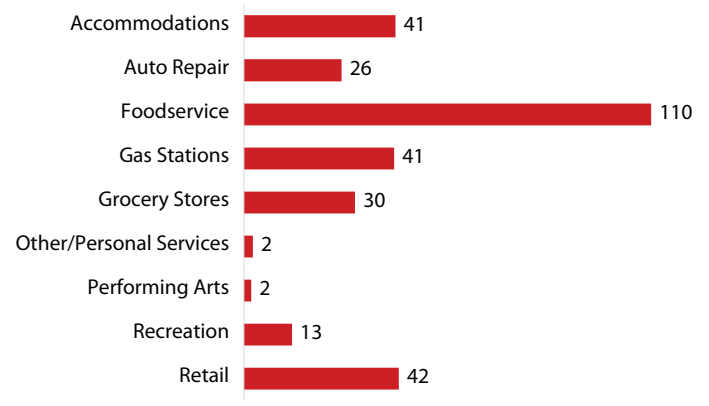
Jobs

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

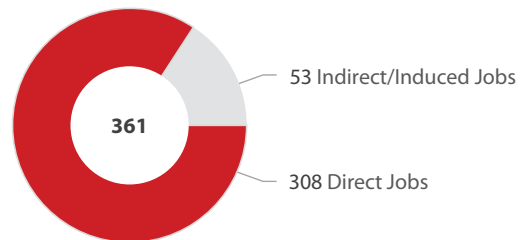
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

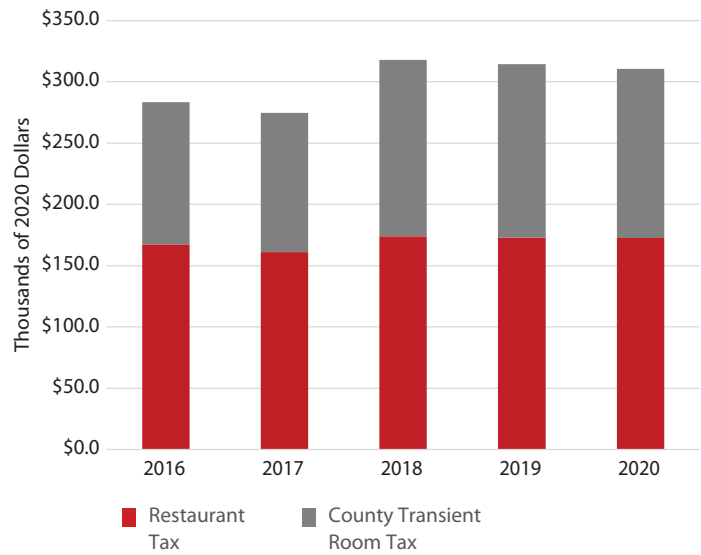


Tax Revenue

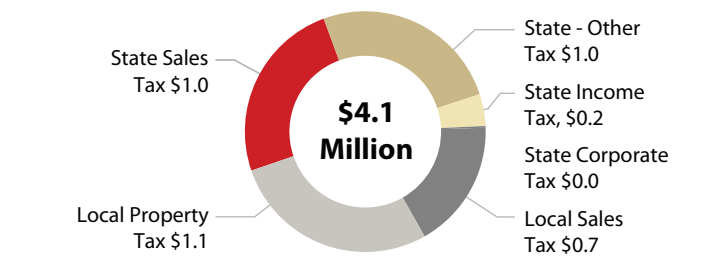
Visitor spending generated 4.1 million in direct tax revenue, including \$2.2 million in state and \$1.8 million in local tax revenue.³ Visitor spending generated approximately \$0.5 million in additional indirect and induced state and local tax revenue, for a total of \$4.6 million.⁴

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

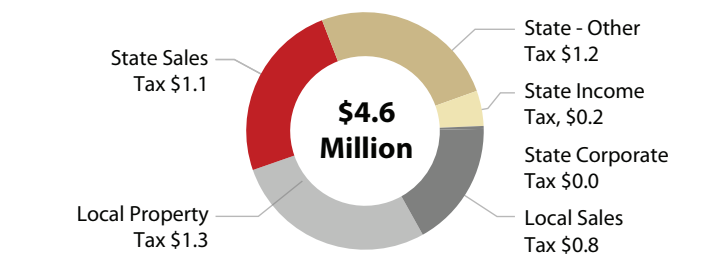
Select Local Sales Tax Revenues



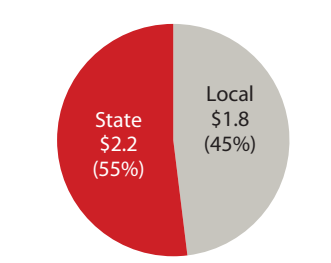
Direct Tax Revenue, 2020
(Based on \$35.6 million in direct spending)



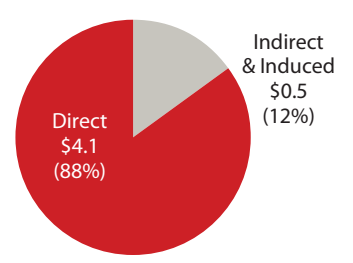
Total Tax Revenue, 2020
(Based on \$38.5 million in total spending)



Direct Tax Revenue, 2020



Total Tax Revenue, 2020



Endnotes

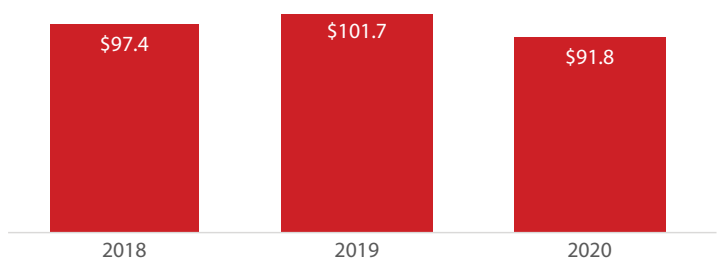
1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees 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).

Sevier County, 2020

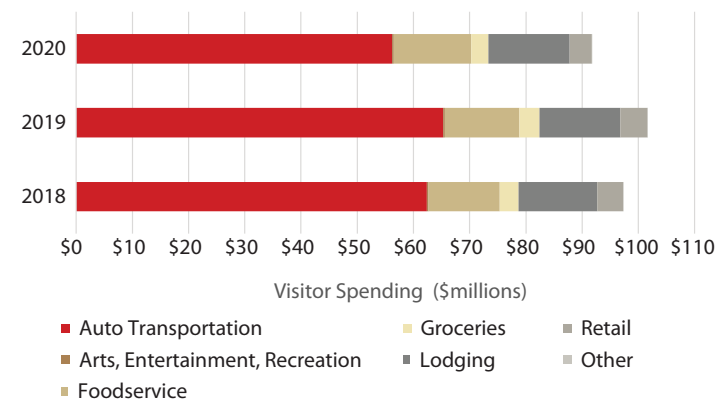
Spending

In 2020, visitors directly spent an estimated \$91.8 million in Sevier County, a -9.8% decrease from 2019.¹ The top three spending categories were auto transportation, lodging, and foodservice. Sevier County visitor spending made up 1.5% of total statewide spending.

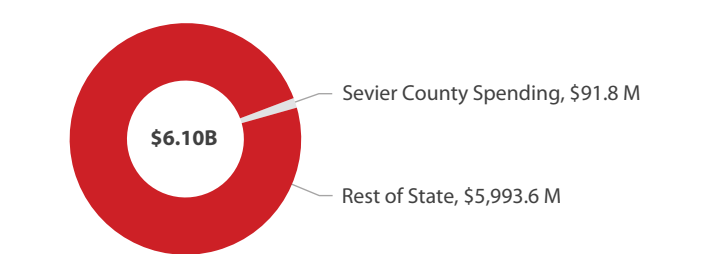
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



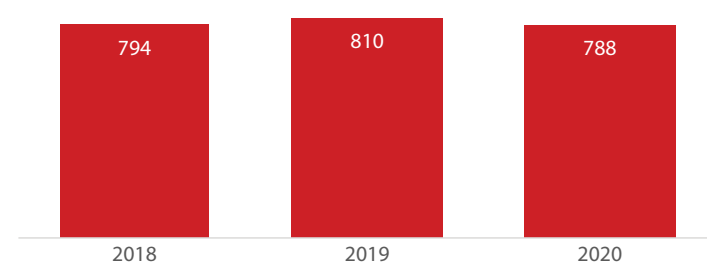
Sevier Portion of Statewide Visitor Spending, 2020



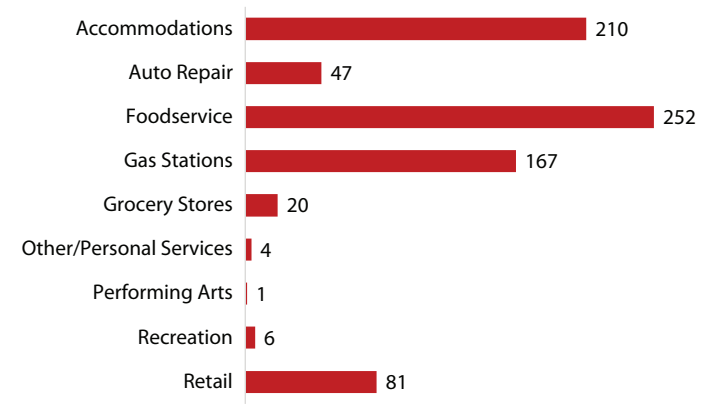
Jobs

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.²

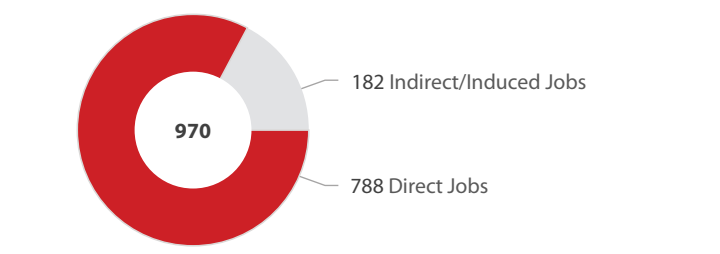
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

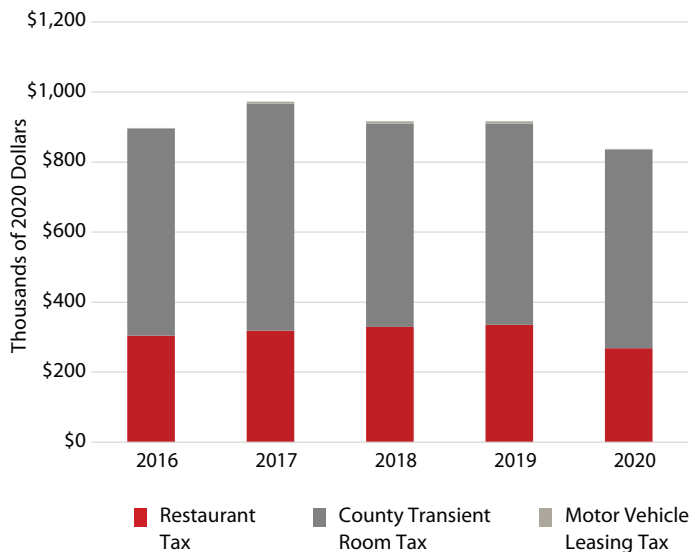


Tax Revenue

Visitor spending generated \$8.4 million in direct tax revenue, including \$4.3 million in state and \$4.2 million in local tax revenue.³ Visitor spending generated approximately \$1.7 million in additional indirect and induced state and local tax revenue, for a total of \$10.1 million.⁴

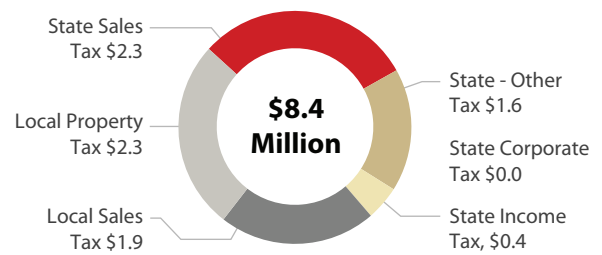
Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In 2020, Sevier County collected a total of \$837,404 in these three sales taxes combined, down -8.7% from 2019 and down -6.6% over the past five years.⁵

Select Local Sales Tax Revenues



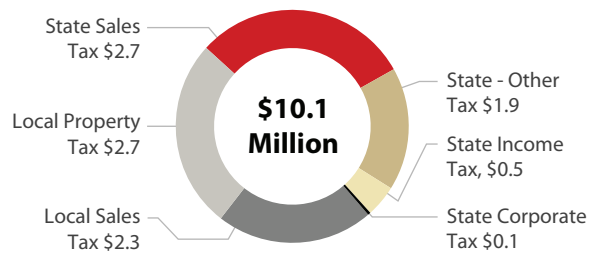
Direct Tax Revenue, 2020

(Based on \$91.8 million in direct spending)

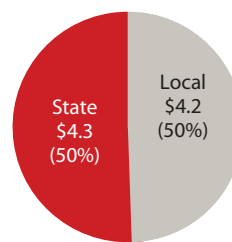


Total Tax Revenue, 2020

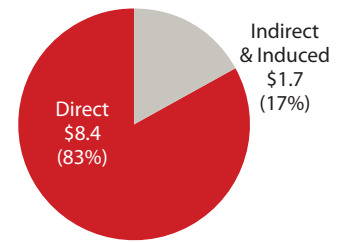
(Based on \$99.1 million in total visitor-related spending)



Direct Tax Revenue, 2020



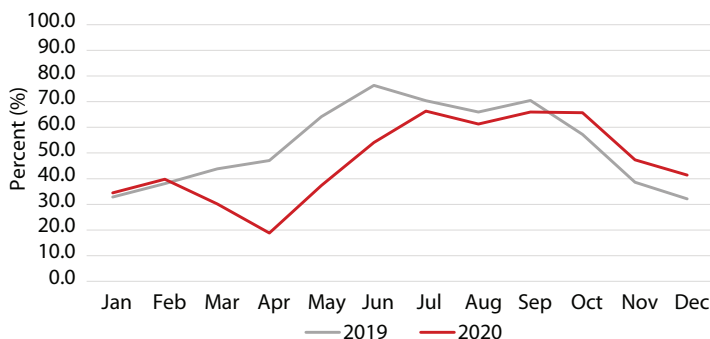
Total Tax Revenue, 2020



Hotel Data

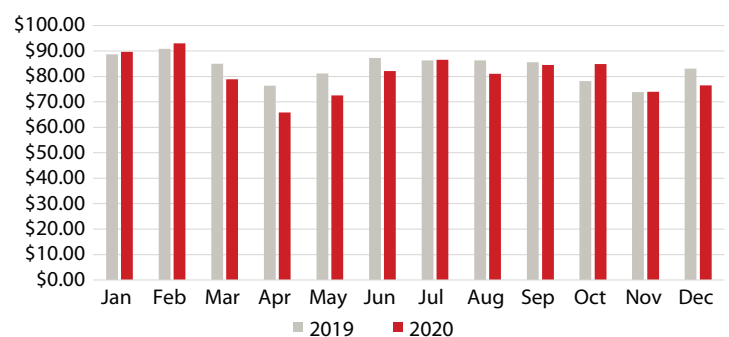
Sevier County hotel occupancy rates averaged 47.2% in 2020 compared to 50.0% in 2019. July, September, October, and August (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



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

Average Hotel Daily Room Rate



Endnotes

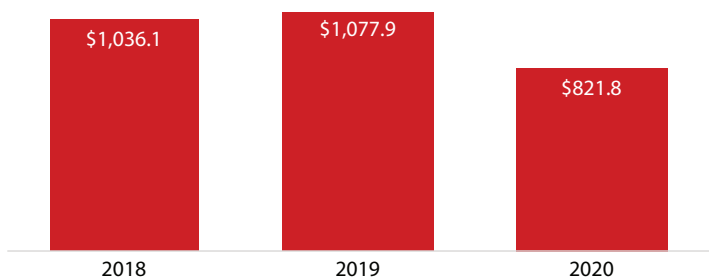
1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees 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

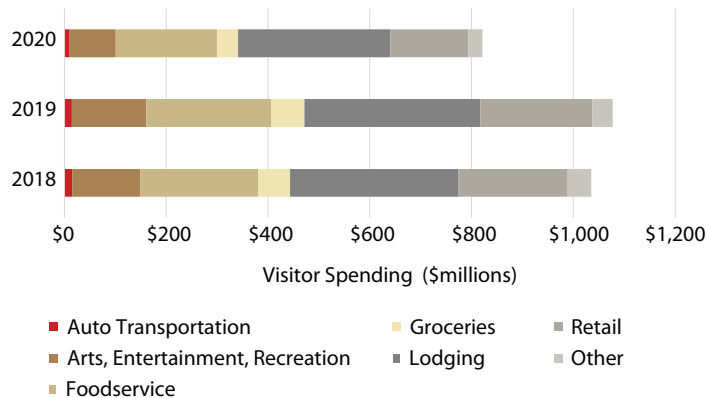
Spending

In 2020, visitors directly spent an estimated \$821.8 million in Summit County, a -23.8% decrease from 2019.¹ The top three spending categories were accommodations, foodservice, and retail. Summit County visitor spending made up 13.5% of total statewide spending.

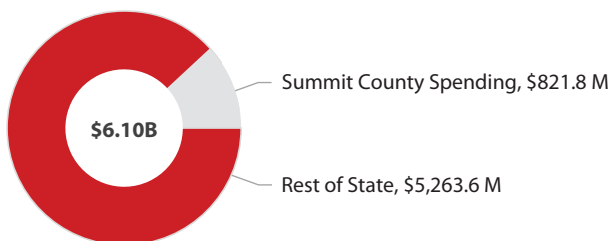
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



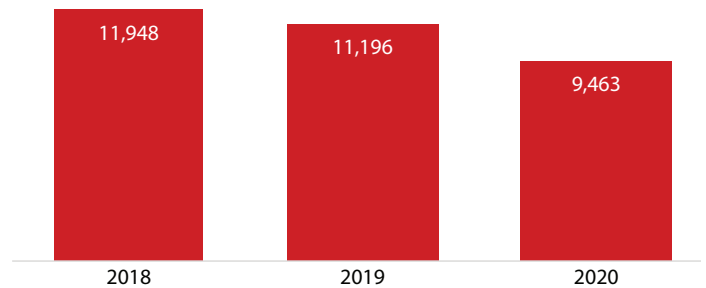
Summit Portion of Statewide Visitor Spending, 2020



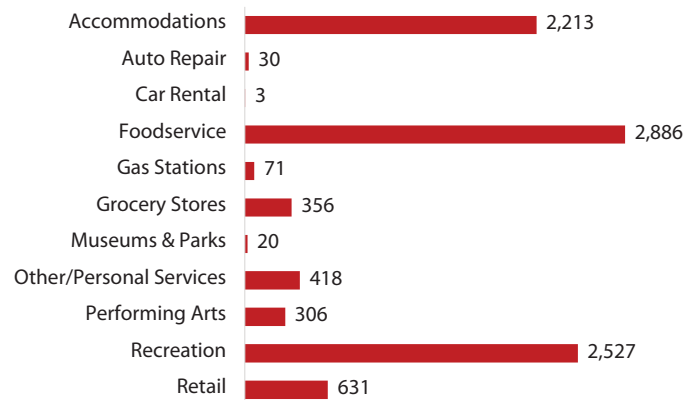
Jobs

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.²

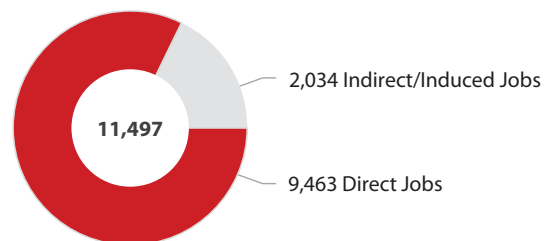
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

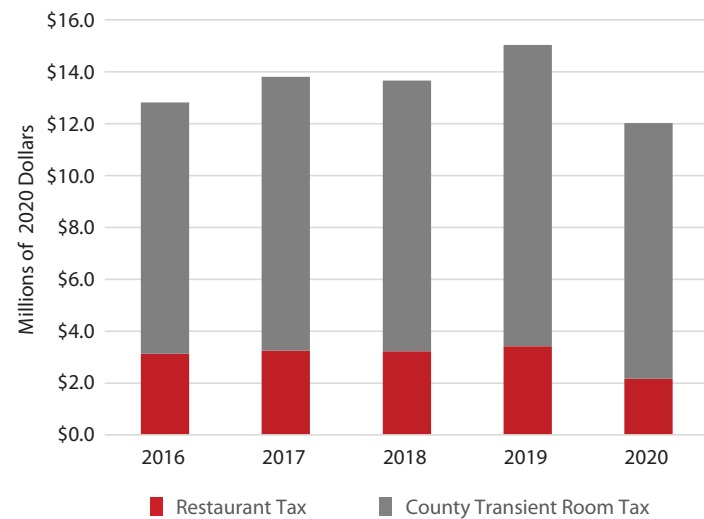


Tax Revenue

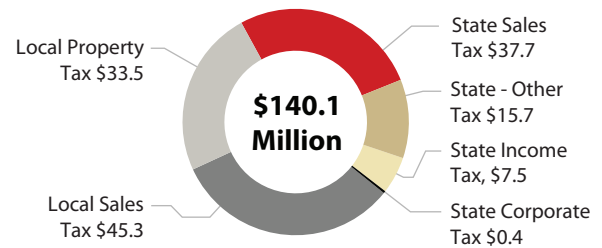
Visitor spending generated \$140.1 million in direct tax revenue, including \$61.3 million in state and \$78.8 million in local tax revenue.³ Visitor spending generated approximately \$26.1 million in additional indirect and induced state and local tax revenue, for a total of \$166.2 million.⁴

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

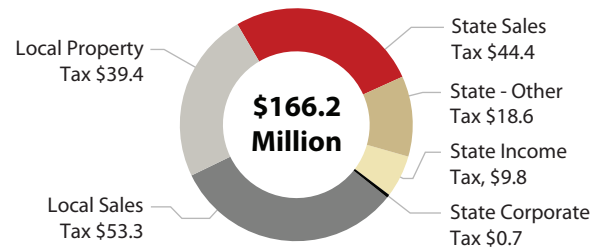
Select Local Sales Tax Revenues



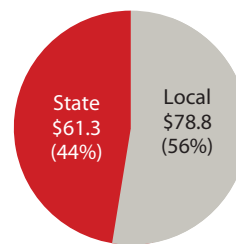
Taxes/Direct Travel & Tourism Tax Revenue, 2020 (Based on \$821.8 million in direct spending)



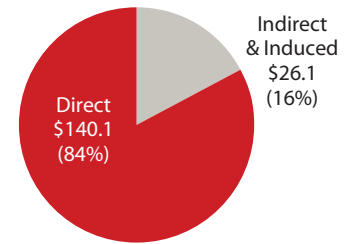
Taxes/Direct Tax Revenue, 2020 (Based on \$887.5 million in total spending)



Direct Tax Revenue, 2020



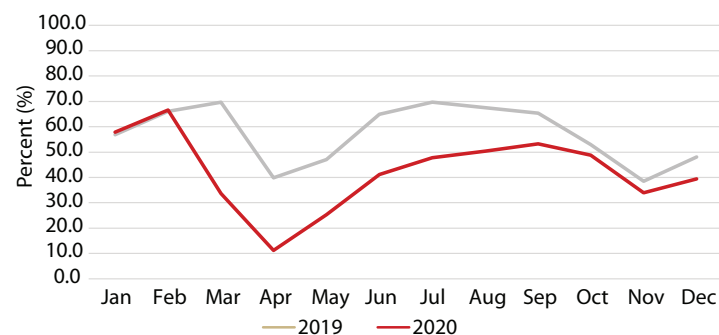
Total Tax Revenue, 2020



Hotel Data

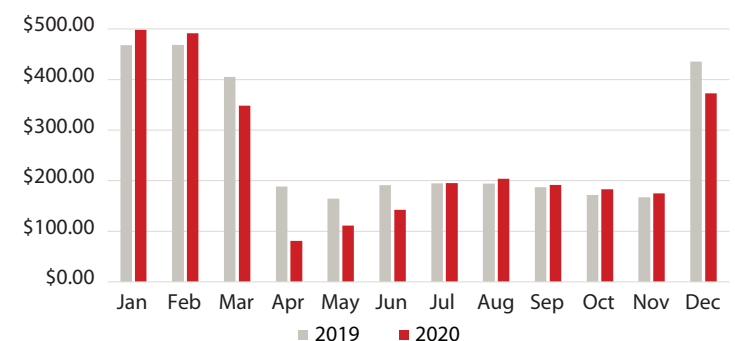
Summit County hotel occupancy rates averaged 42.4% in 2020 compared to 57.2% in 2019. February, January, September, and August (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



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



Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

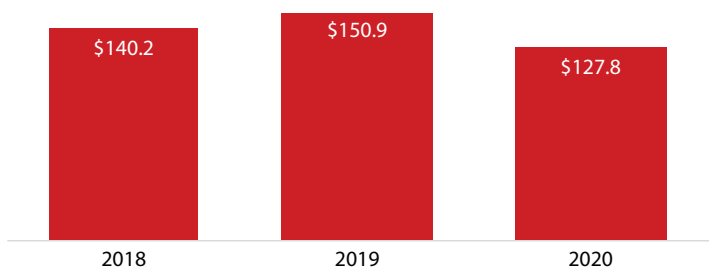
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Tooele County, 2020

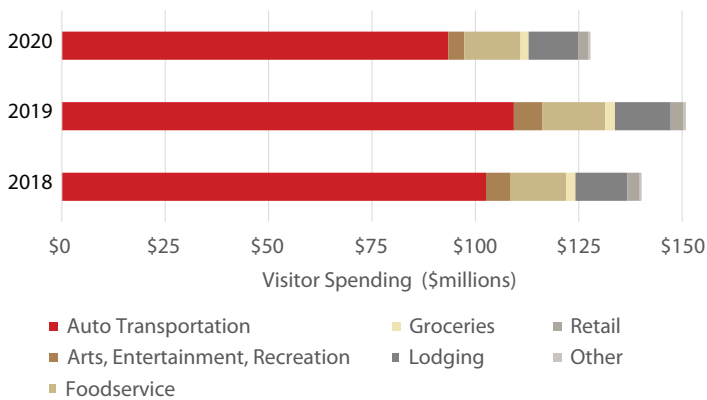
Spending

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

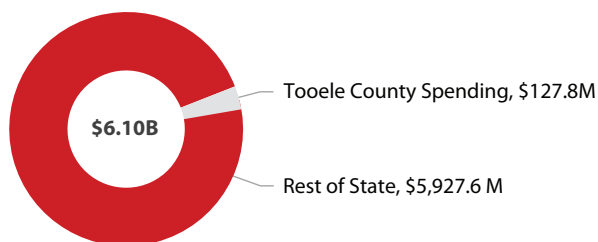
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



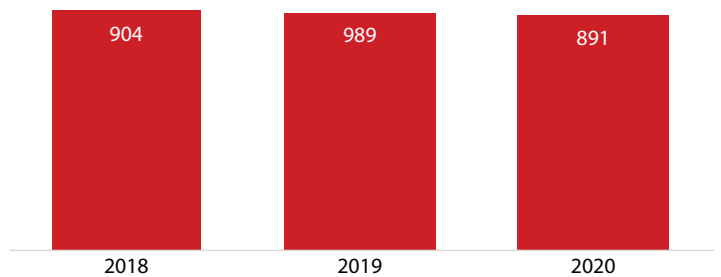
Tooele Portion of Statewide Visitor Spending, 2020



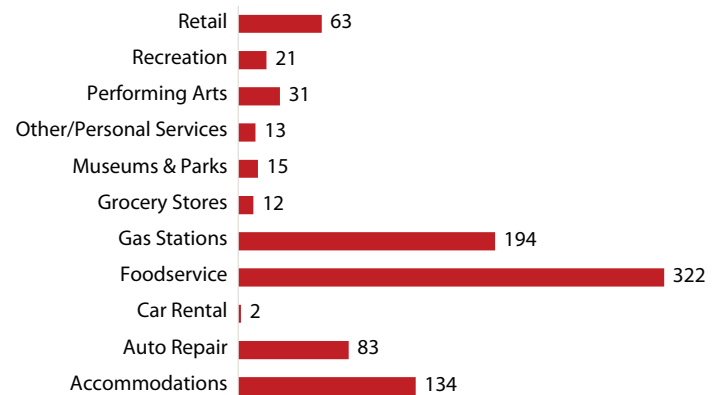
Jobs

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

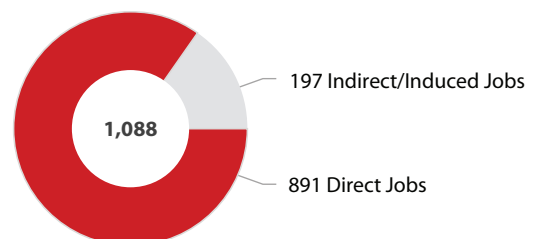
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

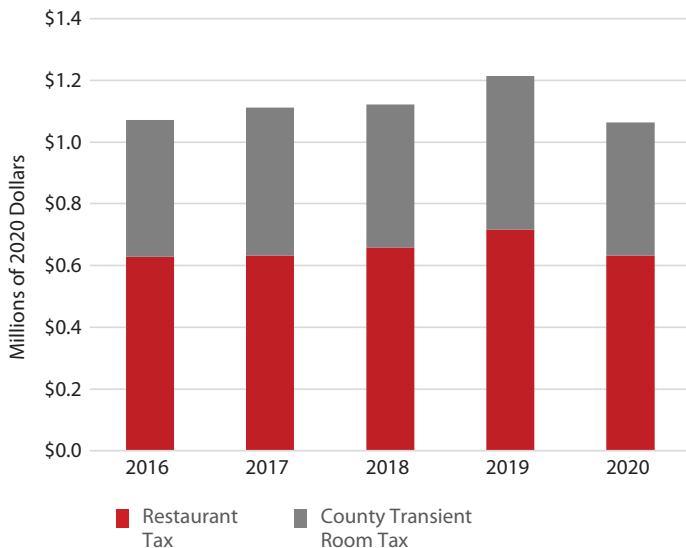


Tax Revenue

Visitor spending generated \$11.7 million in direct tax revenue, including \$5.3 million in state and \$6.4 million in local tax revenue.³ 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

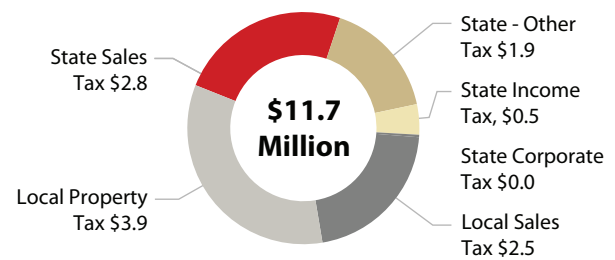
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In 2020, Tooele County collected a total of \$1.1 million in these two sales taxes combined, down -12.3% from 2019 and down -0.8% over the past five years.⁵

Select Local Sales Tax Revenues



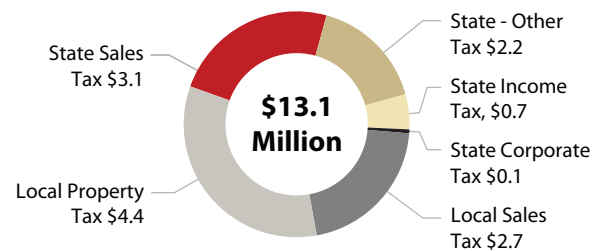
Direct Tax Revenue, 2020

(Based on \$127.8 million in direct spending)

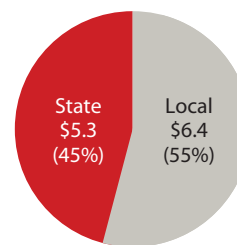


Total Tax Revenue, 2020

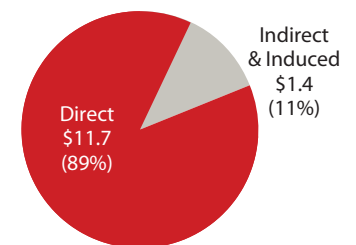
(Based on \$138.0 million in total visitor-related spending)



Direct Tax Revenue, 2020



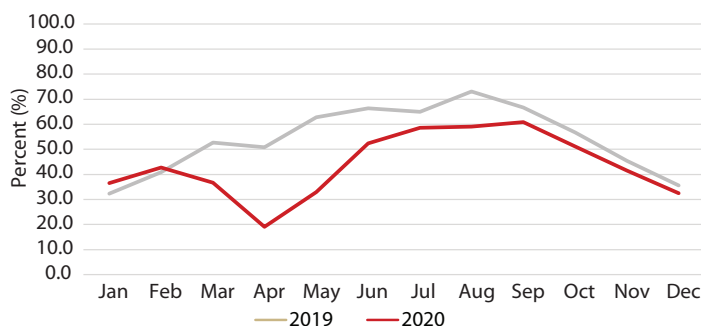
Total Tax Revenue, 2020



Hotel Data

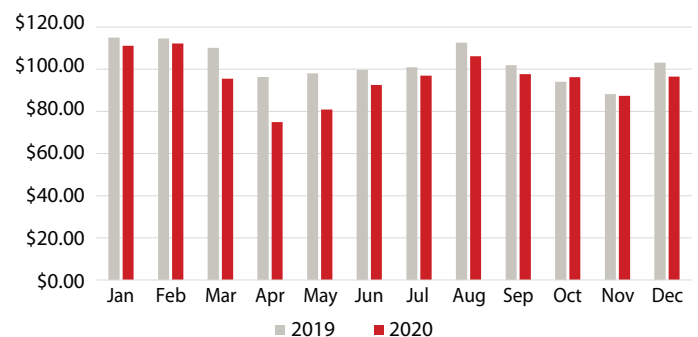
Tooele County hotel occupancy rates averaged 43.6% in 2020 compared to 54.0% in 2019. September, August, July, and October (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



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.

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.

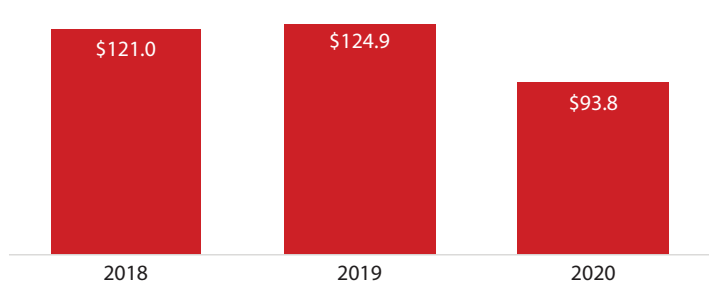
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Uintah County, 2020

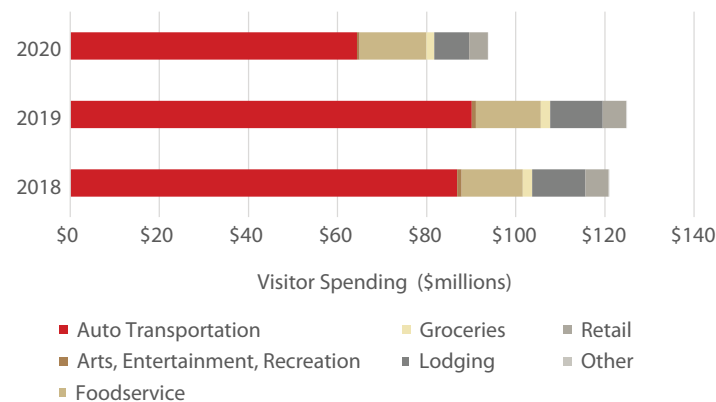
Spending

In 2020, visitors directly spent an estimated \$93.8 million in Uintah County, a -24.9% decrease from 2019.¹ The top three spending categories were recreation, auto transportation, and retail. Uintah County visitor spending made up 1.5% of total statewide spending.

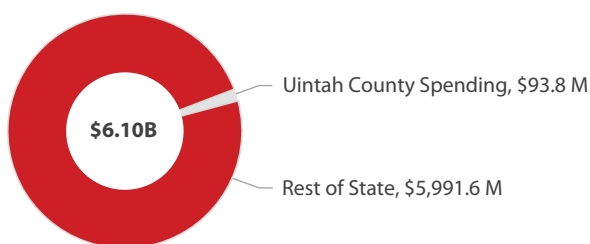
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



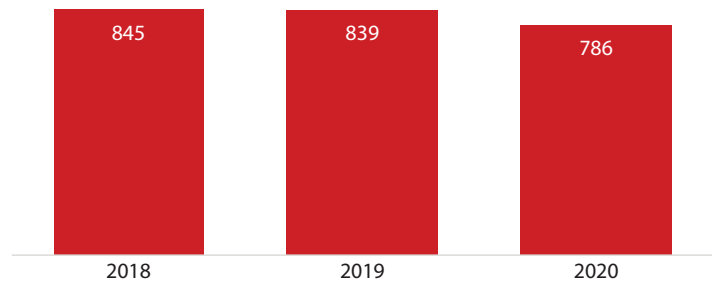
Uintah Portion of Statewide Visitor Spending, 2020



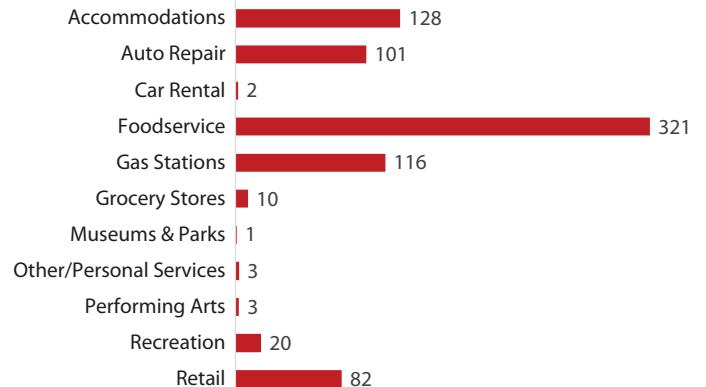
Jobs

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.²

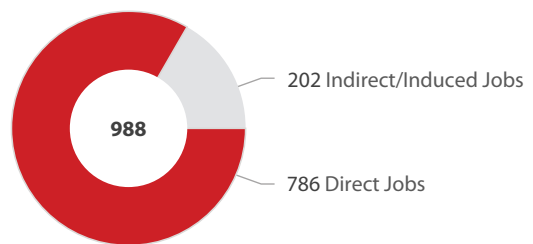
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

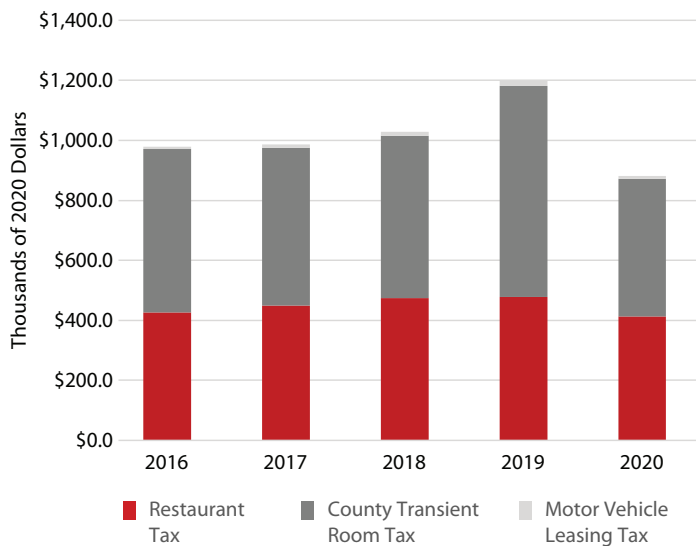


Tax Revenue

Visitor spending generated \$9.4 million in direct tax revenue, including \$4.8 million in state and \$4.6 million in local tax revenue.³ Visitor spending generated approximately \$2.4 million in additional indirect and induced state and local tax revenue, for a total of \$11.8 million.⁴

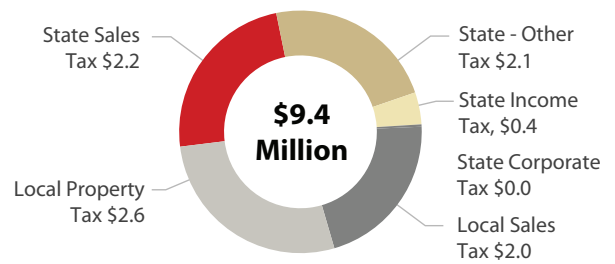
Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In 2020, Uintah County collected a total of \$880,612 in these three sales taxes combined, down -26.5% from 2019 and down -10.0% over the past five years.⁵

Select Local Sales Tax Revenues



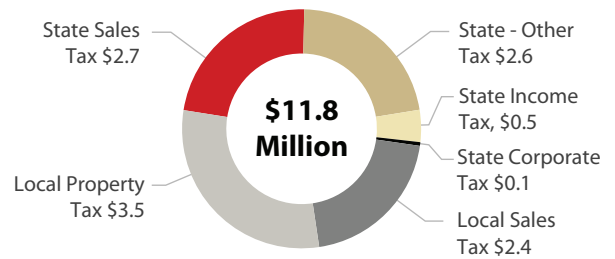
Direct Tax Revenue, 2020

(Based on \$93.8 million in direct spending)

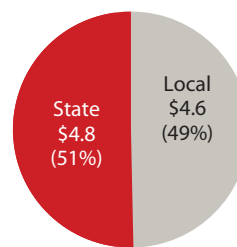


Total Tax Revenue, 2020

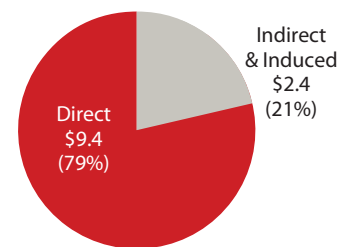
(Based on \$101.3 million in total spending)



Direct Tax Revenue, 2020



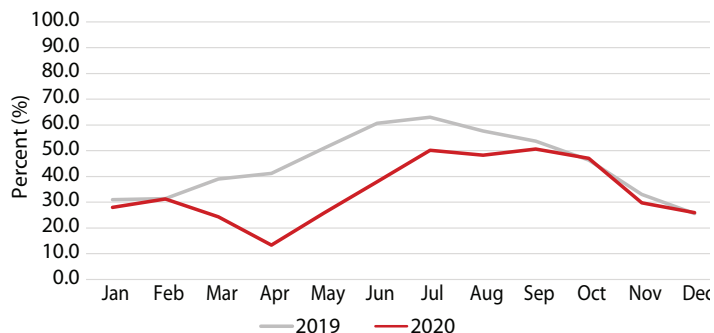
Total Tax Revenue, 2020



Hotel Data

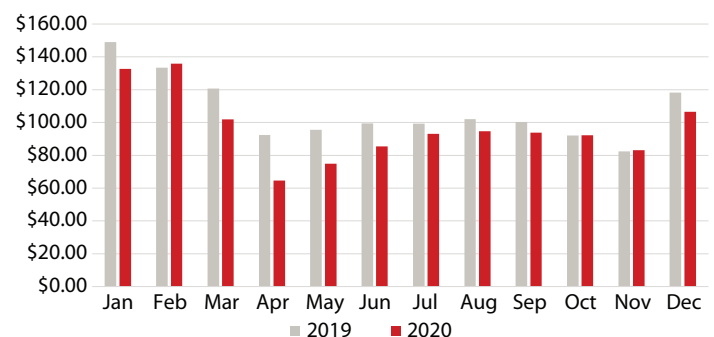
Uintah County hotel occupancy rates averaged 34.4% in 2020 compared to 44.5% in 2019. September, July, August, and October (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



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.

Average Hotel Daily Room Rate



Endnotes

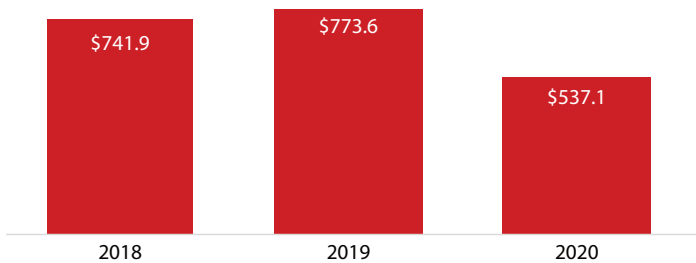
1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees 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).

Utah County, 2020

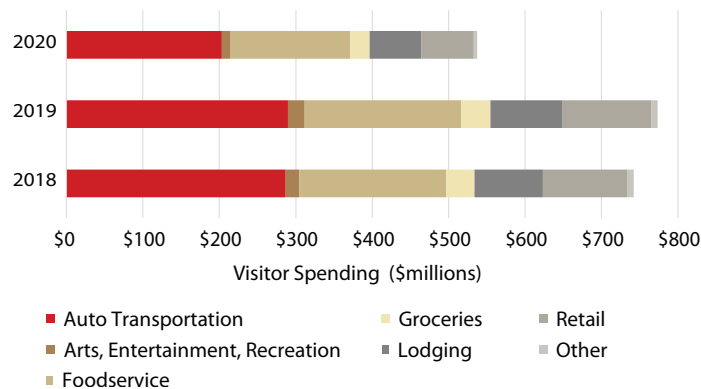
Spending

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.

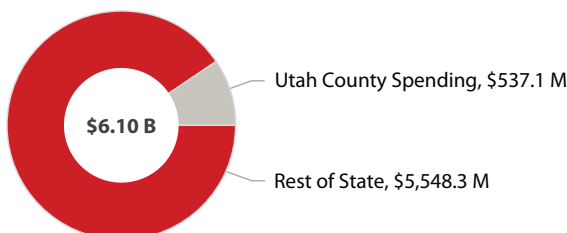
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



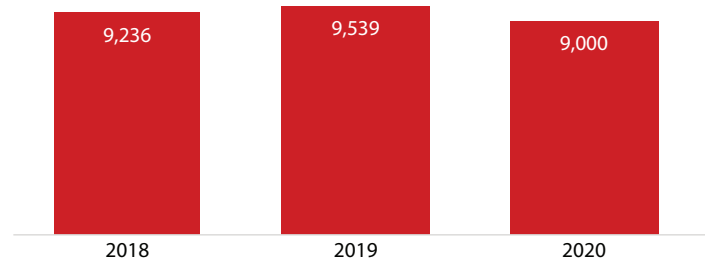
Utah Portion of Statewide Visitor Spending, 2020



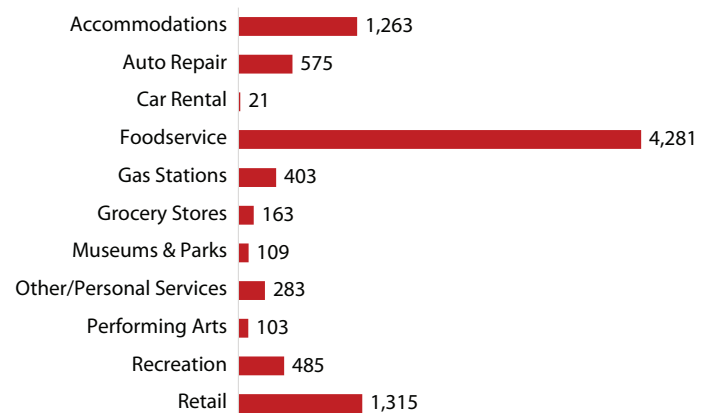
Jobs

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

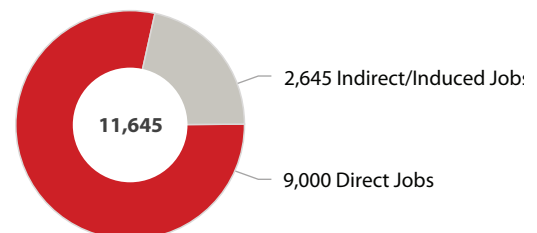
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

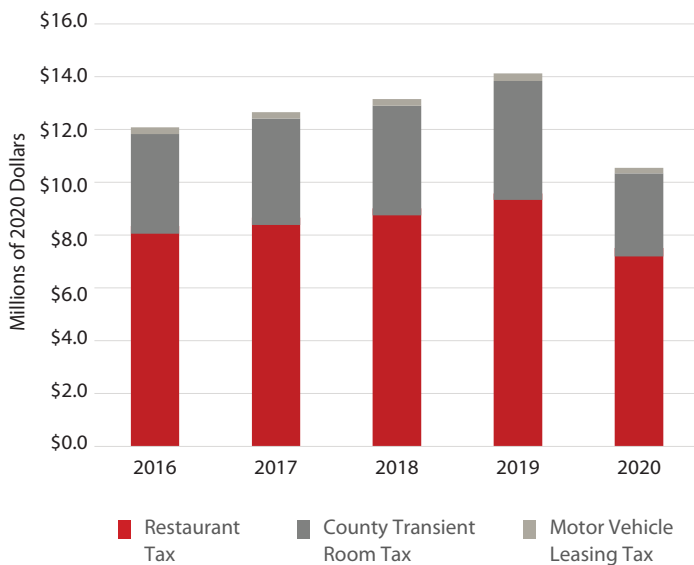


Tax Revenue

Visitor spending generated \$73.2 million in direct tax revenue, including \$39.8 million in state and \$33.4 million in local tax revenue.³ Visitor spending generated approximately \$20.1 million in additional indirect and induced state and local tax revenue, for a total of \$93.3 million.⁴

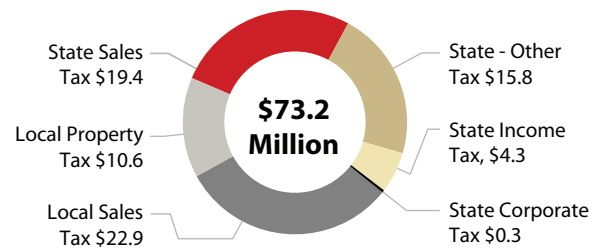
Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In 2020, Utah County collected a total of \$10.8 million in these three sales taxes combined, down -24.3% from 2019 and down -12.0% over the past five years.⁵

Select Local Sales Tax Revenues



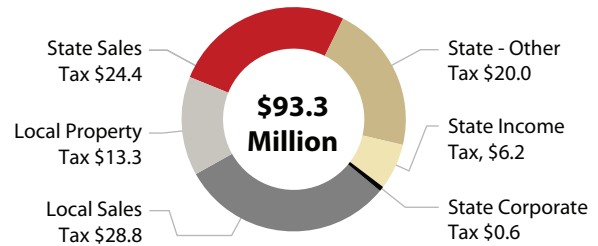
Taxes/Direct Travel & Tourism Tax Revenue, 2020

(Based on \$537.1 million in direct spending)

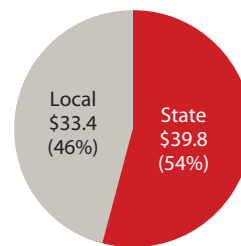


Taxes/Direct Tax Revenue, 2020

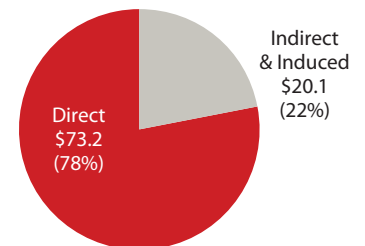
(Based on \$580.0 million in total spending)



Direct Tax Revenue, 2020



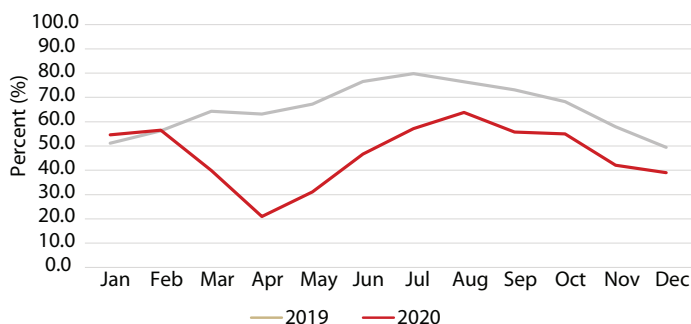
Total Tax Revenue, 2020



Hotel Data

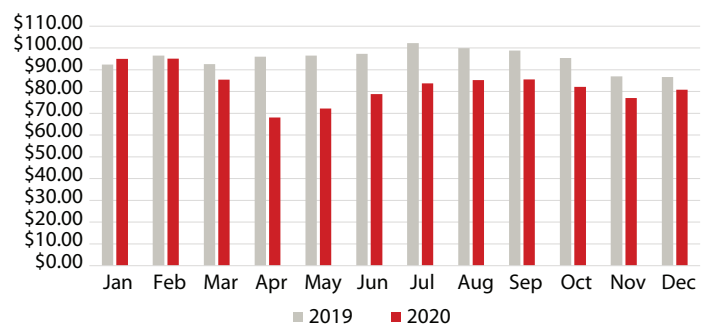
Utah County hotel occupancy rates averaged 46.9% in 2020 compared to 65.3% in 2019. August, July, February, and September (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



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

Average Hotel Daily Room Rate



Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

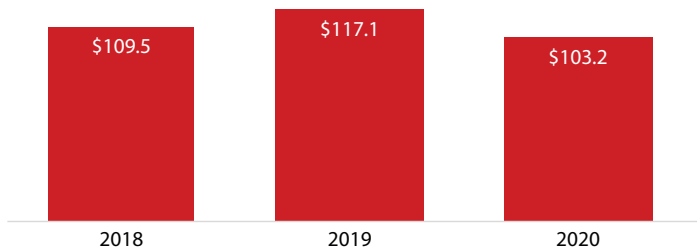
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Wasatch County, 2020

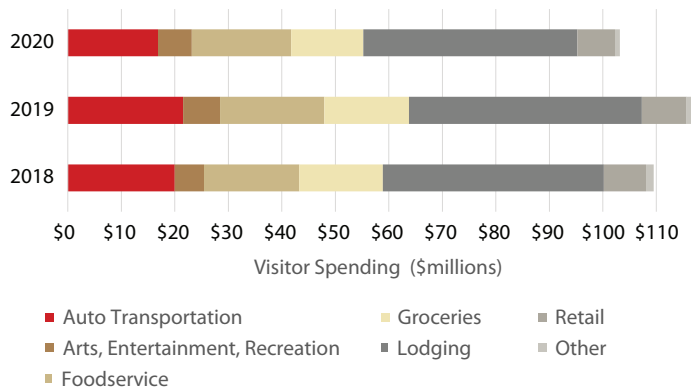
Spending

In 2020, visitors directly spent an estimated \$103.2 million in Wasatch County, a 6.9% increase from 2019.¹ The top three spending categories were lodging, foodservice, and auto transportation. Wasatch County visitor spending made up 1.9% of total statewide spending.

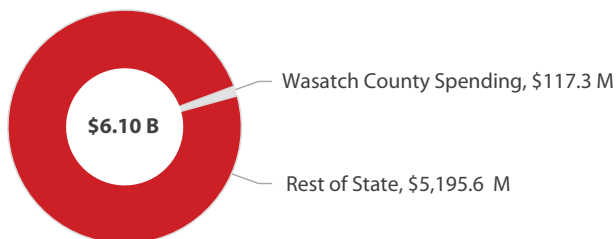
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



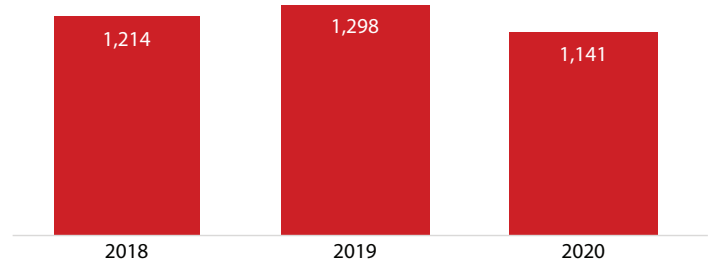
Wasatch Portion of Statewide Visitor Spending, 2020



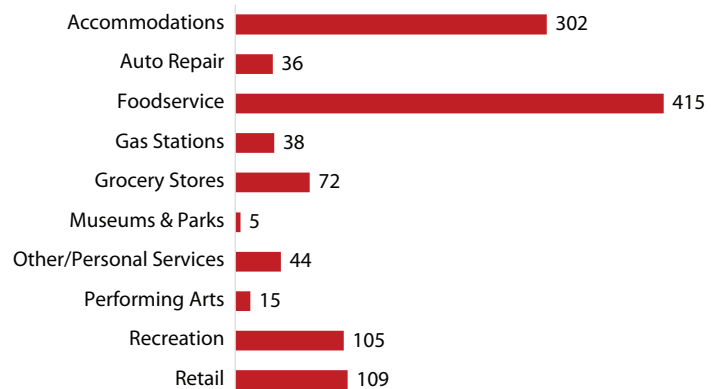
Jobs

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.²

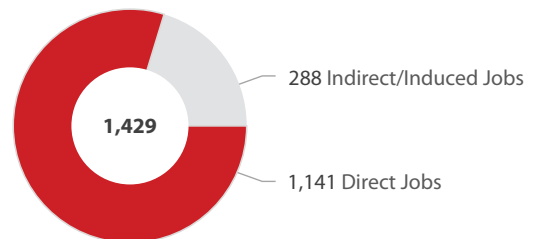
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

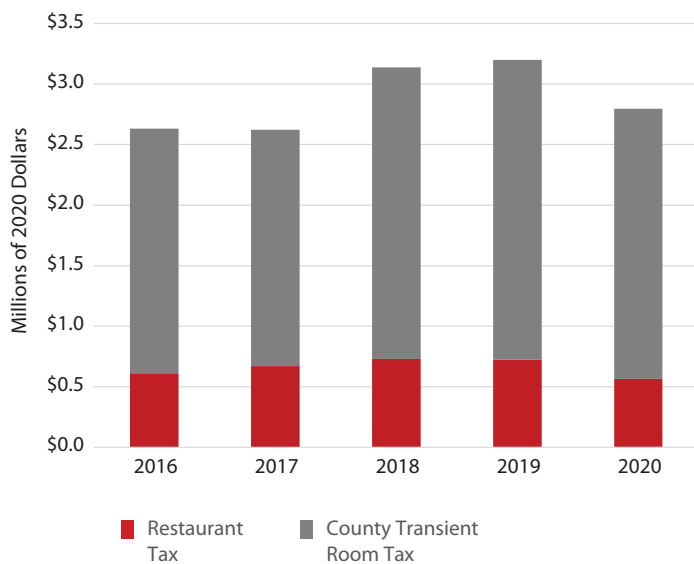


Tax Revenue

Visitor spending generated \$17.1 million in direct tax revenue, including \$6.9 million in state and \$10.2 million in local tax revenue.³ 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

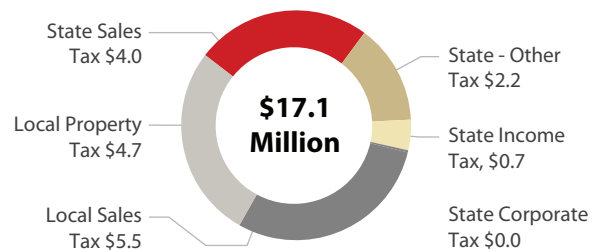
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In 2020, Wasatch County collected a total of \$2.8 million in these two sales taxes combined, down -12.7% from 2019 and up 6.2% over the past five years.⁵

Select Local Sales Tax Revenues



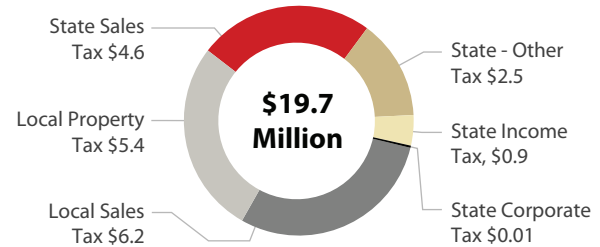
Direct Tax Revenue, 2020

(Based on \$103.2 million in direct spending)

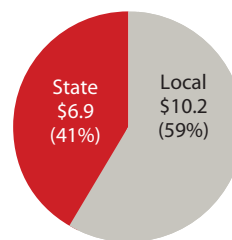


Total Tax Revenue, 2020

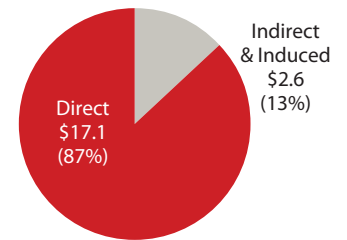
(Based on \$111.5 million in total spending)



Direct Tax Revenue, 2020



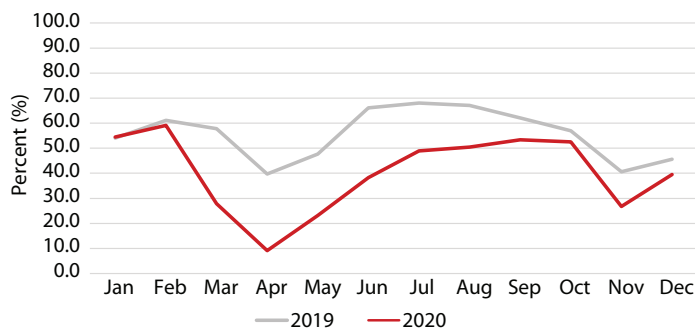
Total Tax Revenue, 2020



Hotel Data

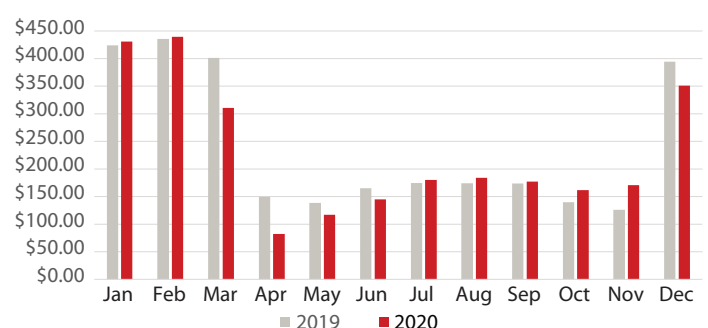
Wasatch County hotel occupancy rates averaged 40.3% in 2020 compared to 55.6% in 2019. February, January, September, and October (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



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.

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.

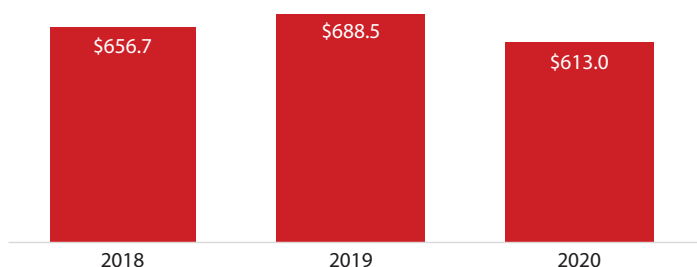
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Washington County, 2020

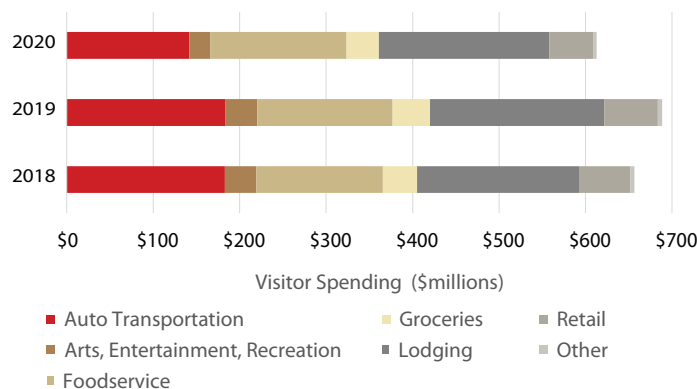
Spending

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.

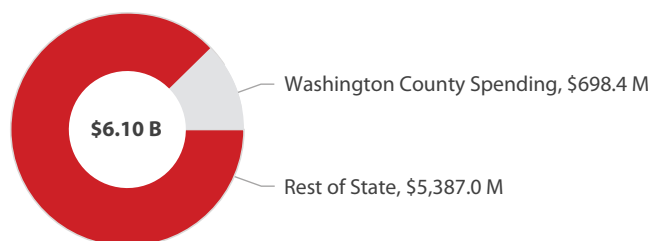
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



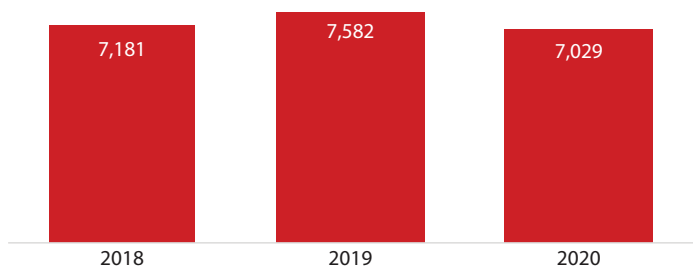
Washington Portion of Statewide Visitor Spending, 2020



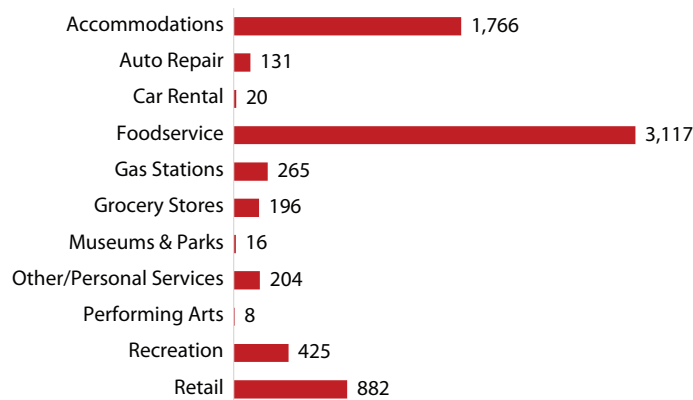
Jobs

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

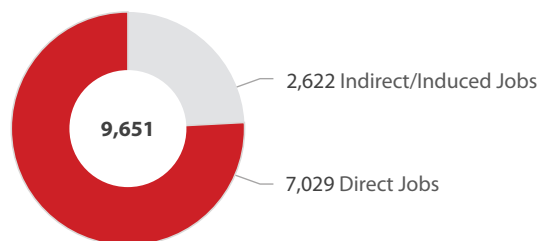
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

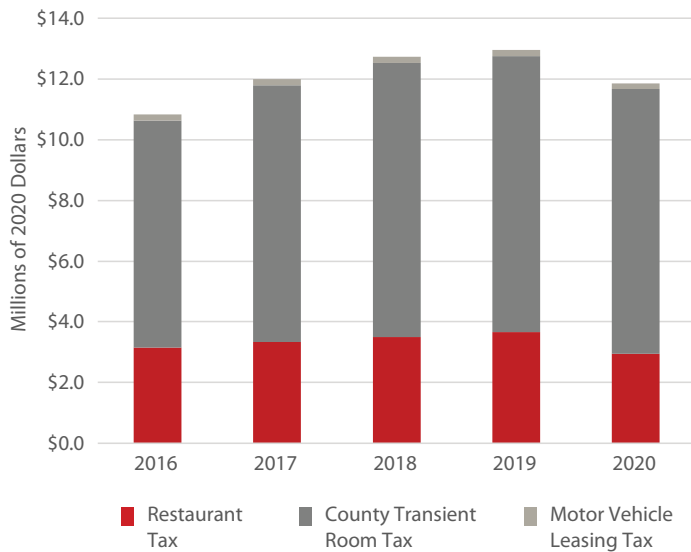


Tax Revenue

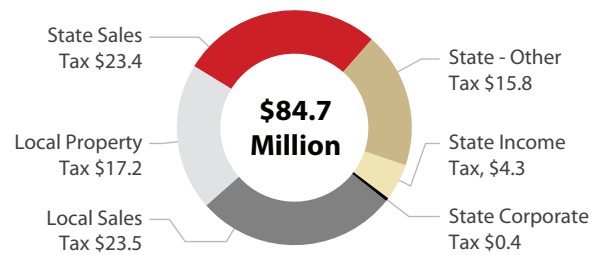
Visitor spending generated \$84.7 million in direct tax revenue, including \$44.0 million in state and \$40.7 million in local tax revenue.³ Visitor spending generated approximately \$24.7 million in additional indirect and induced state and local tax revenue, for a total of \$109.3 million.⁴

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

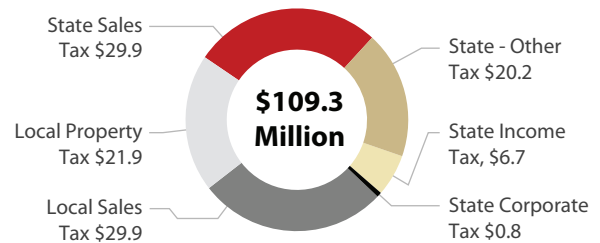
Select Local Sales Tax Revenues



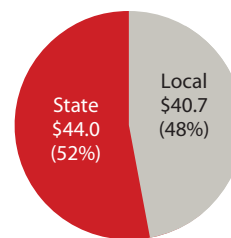
Direct Travel & Tourism Tax Revenue, 2020 (Based on \$613.0 million in direct spending)



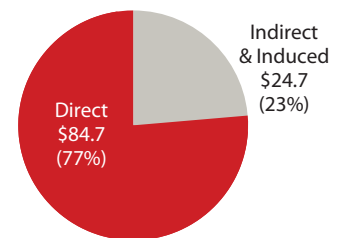
Total Travel & Tourism Tax Revenue, 2020 (Based on \$662.0 million in total spending)



Direct Tax Revenue, 2020



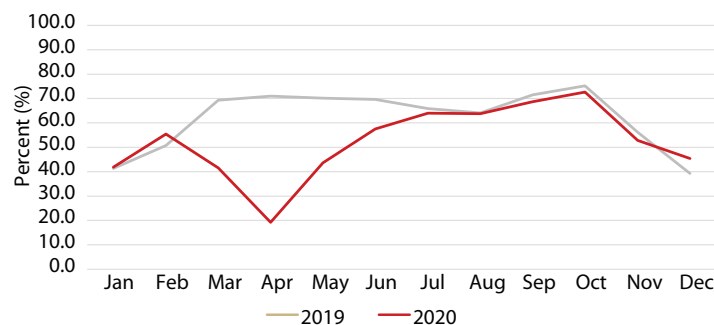
Total Tax Revenue, 2020



Hotel Data

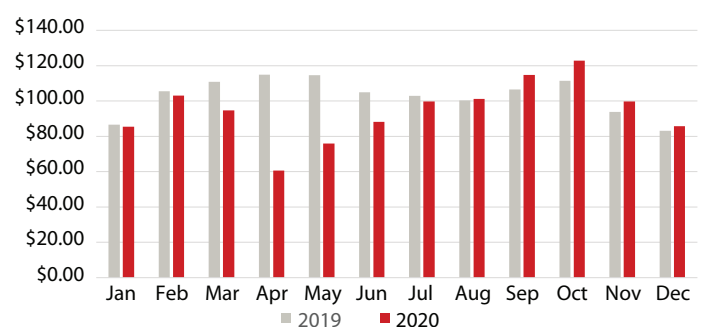
Washington County hotel occupancy rates averaged 52.2% in 2020 compared to 62.0% in 2019. October, September, July, and August (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



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



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.

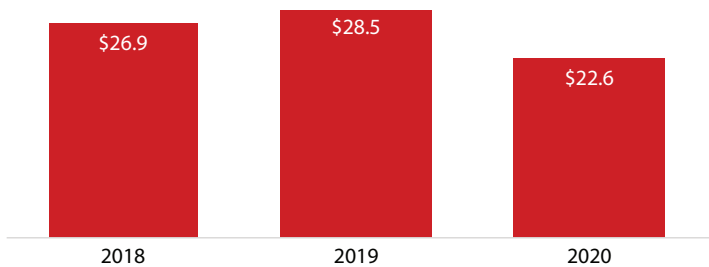
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Wayne County, 2020

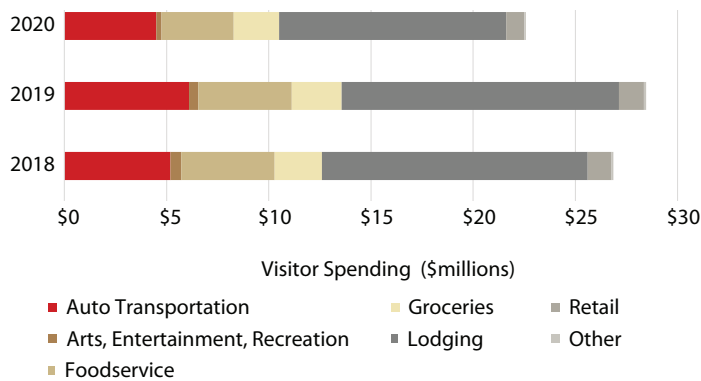
Spending

In 2020, visitors directly spent an estimated \$22.6 million in Wayne County, a -20.6% decrease from 2019.¹ The top three spending categories were lodging, foodservice, and auto transportation. Wayne County visitor spending made up 0.4% of total statewide spending.

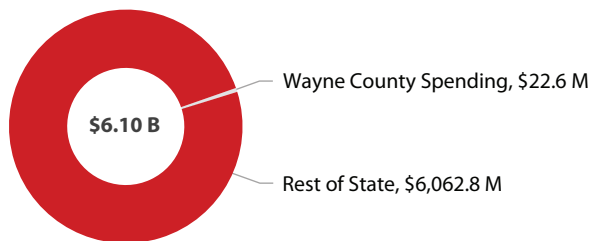
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



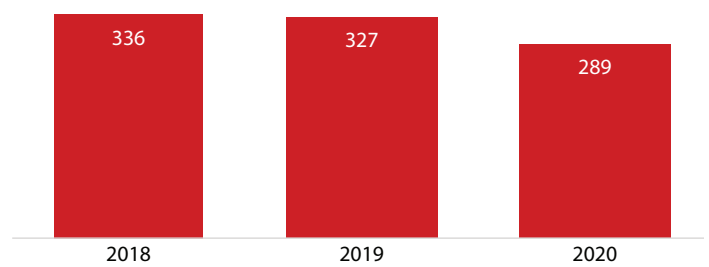
Wayne Portion of Statewide Visitor Spending, 2020



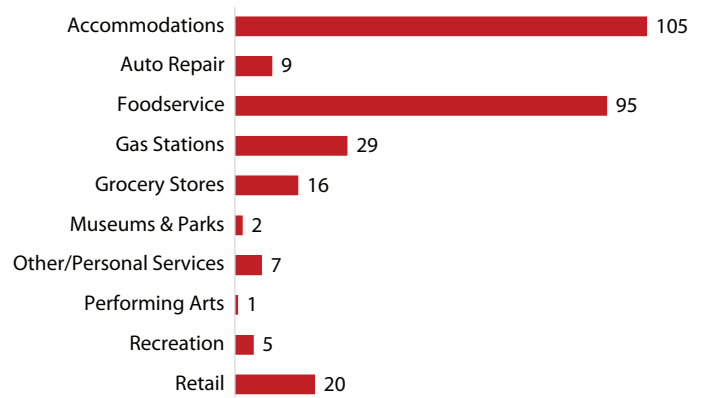
Jobs

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.²

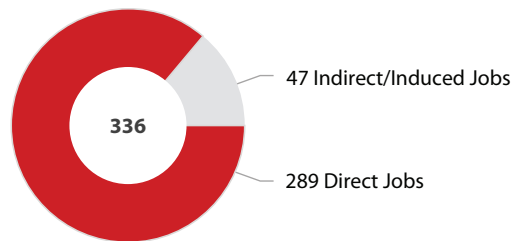
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

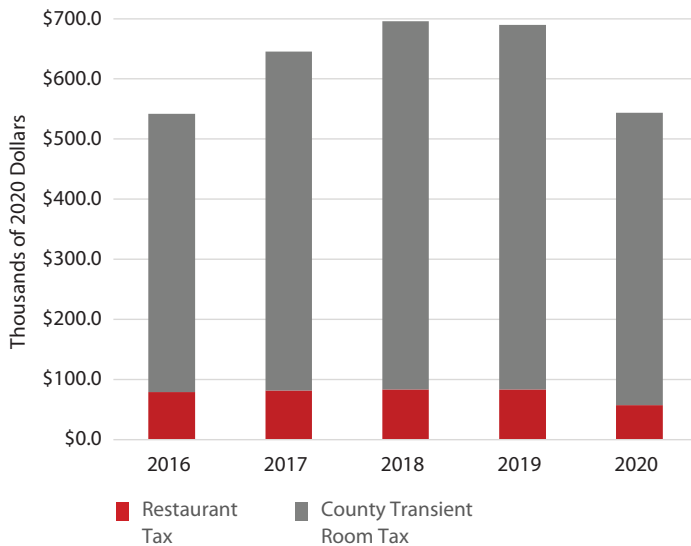


Tax Revenue

Visitor spending generated \$3.0 million in direct tax revenue, including \$1.6 million in state and \$1.4 million in local tax revenue.³ Visitor spending generated approximately \$478,209 in additional indirect and induced state and local tax revenue, for a total of \$3.5 million.⁴

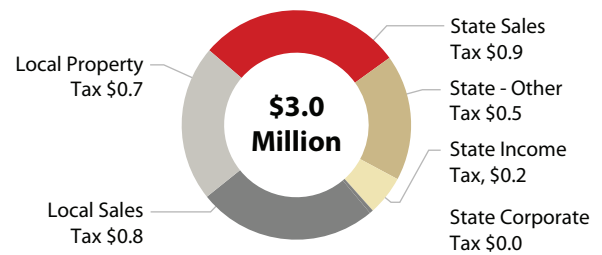
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In 2020, Wayne County collected a total of \$544,094 in these two sales taxes combined, down -21.2% from 2019 and up 0.3% over the past five years.⁵

Select Local Sales Tax Revenues



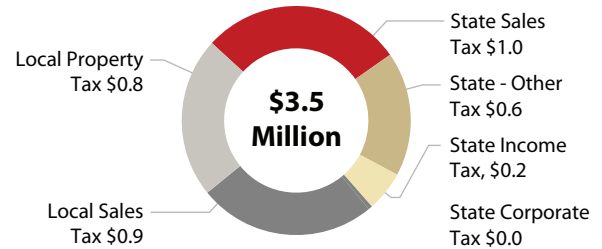
Direct Tax Revenue, 2020

(Based on \$22.6 million in direct spending)

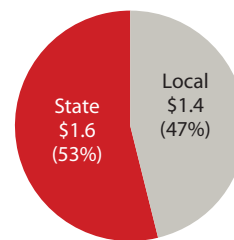


Total Tax Revenue, 2020

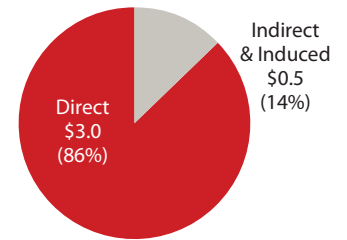
(Based on \$27.1 million in total spending)



Direct Tax Revenue, 2020



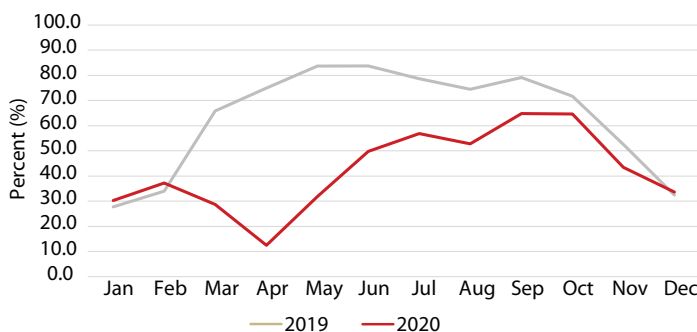
Total Tax Revenue, 2020



Hotel Data

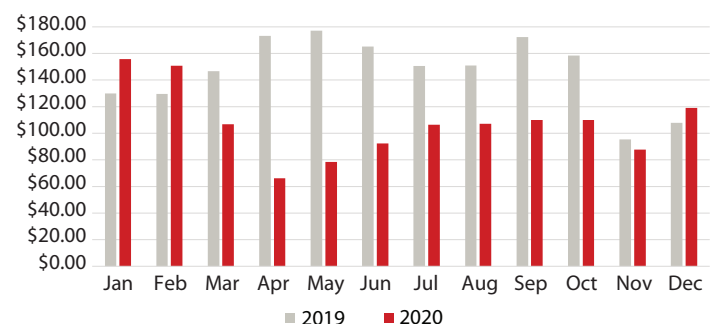
Wayne County hotel occupancy rates averaged 42.2% in 2020 compared to 63.2% in 2019. September, October, July, and August (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



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

Average Hotel Daily Room Rate



Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

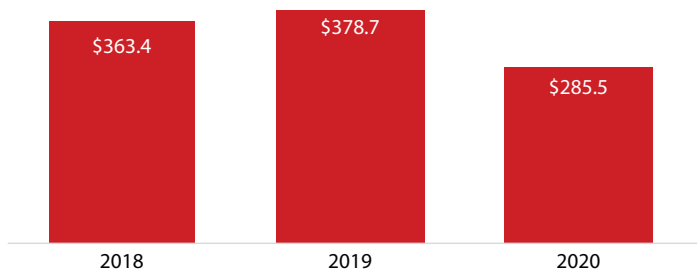
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

Weber County, 2020

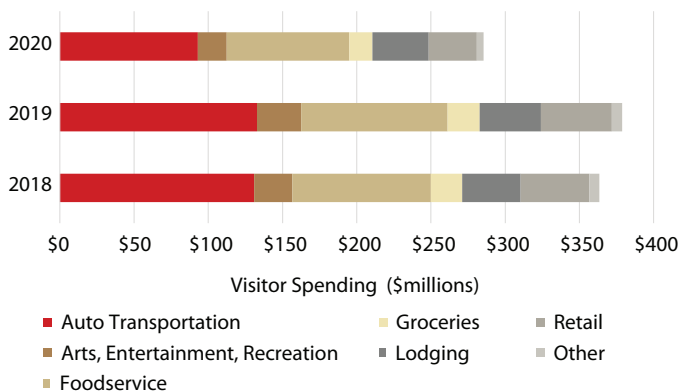
Spending

In 2020, visitors directly spent an estimated \$285.5 million in Weber County, a -24.6% decrease from 2019.¹ The top three spending categories were auto transportation, foodservice, and lodging. Weber County visitor spending made up 4.7% of total statewide spending.

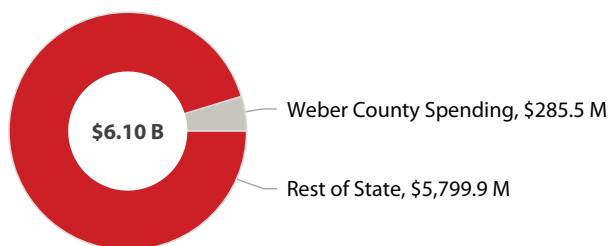
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



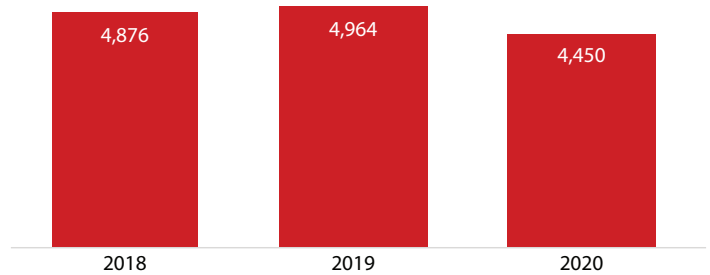
Weber Portion of Statewide Visitor Spending, 2020



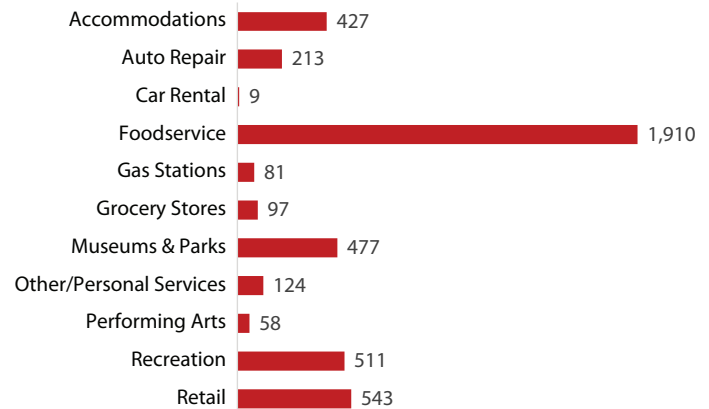
Jobs

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.²

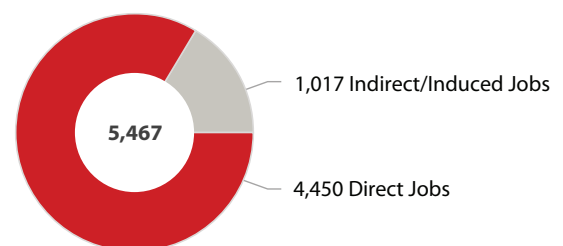
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2020



Total Travel & Tourism Jobs, 2020

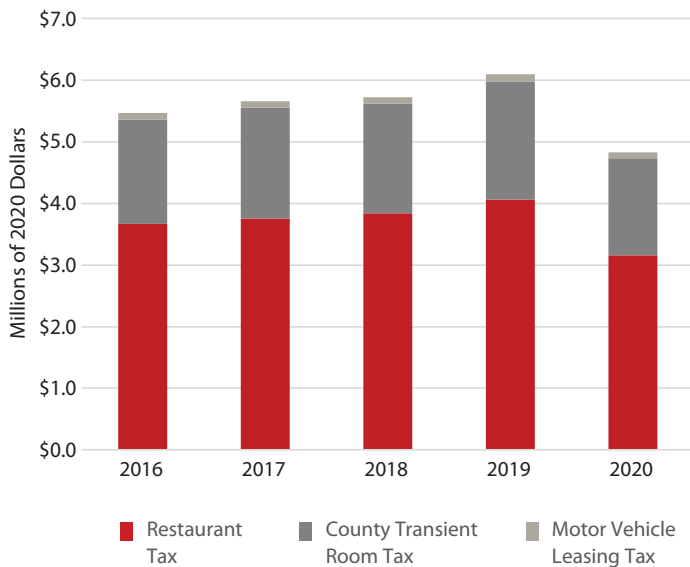


Tax Revenue

Visitor spending generated \$40.6 million in direct tax revenue, including \$21.2 million in state and \$19.4 million in local tax revenue.³ Visitor spending generated approximately \$7.7 million in additional indirect and induced state and local tax revenue, for a total of \$48.3 million.⁴

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.⁵

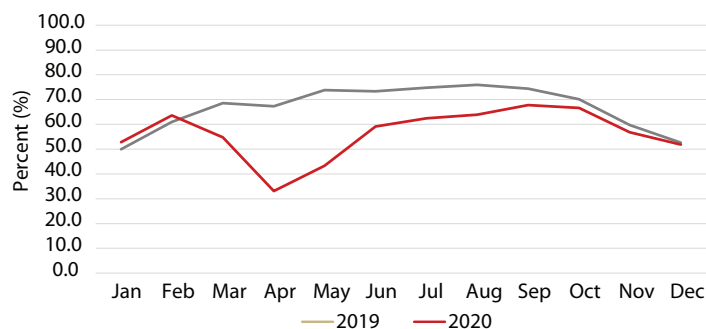
Select Local Sales Tax Revenues



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.

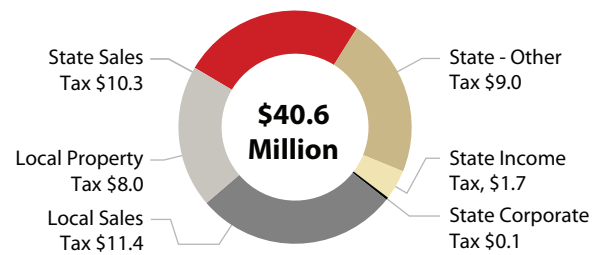
Average Hotel Occupancy Rate



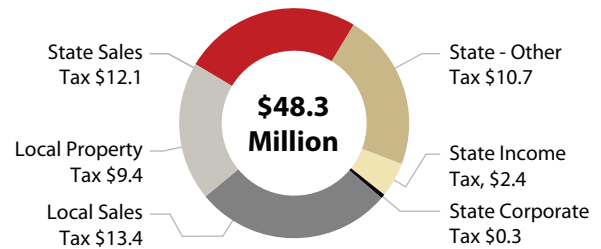
Endnotes

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.

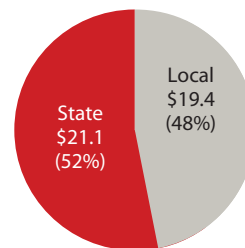
Direct Travel & Tourism Tax Revenue, 2020 (Based on \$285.5 million in direct spending)



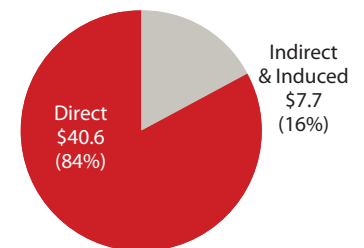
Total Travel & Tourism Tax Revenue, 2020 (Based on \$308.3 million in total spending)



Direct Tax Revenue, 2020

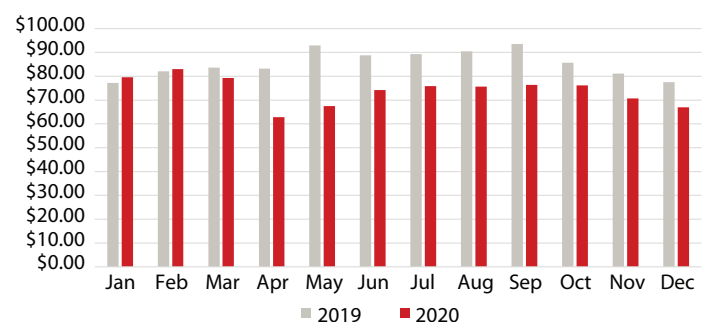


Total Tax Revenue, 2020



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

Average Hotel Daily Room Rate



Utah's Public Transportation Sector, 2020

In 2020, domestic and international travelers and tourists spent money on public transportation, including air, shuttle, taxi, rideshare, train, bus, and mass transit fares. Tourism Economics reported Utah's share of this total public transportation spending—or the amount that stayed in Utah—at \$1.09 billion. The Gardner Institute estimates that the majority (84.8%) of public transportation spending takes place along the Wasatch

Front—specifically in Salt Lake County—based on the number of private transportation jobs in each county. As the home of the Salt Lake City International Airport, Salt Lake County is the state's largest transportation hub. Here is a look at 2020 public transportation-related employment for the state, all four Wasatch Front counties, and the rest of the state:

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

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

*not disclosed due to small numbers

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