

The Economic Contributions of Utah's Ski Industry

Utah is home to 14 ski resorts, including the nation's largest ski resort (Park City) and 10 resorts less than an hour from Salt Lake International Airport.

Economic Contributions of Utah's Ski Industry, 2017/2018

- 4.15 million skier days
- \$1.322 billion in visitor spending
- 18,500 direct jobs
- \$485.4 million in earnings

Source: Ski Utah and Kem C. Gardner Policy Institute analysis of RRC Associates data

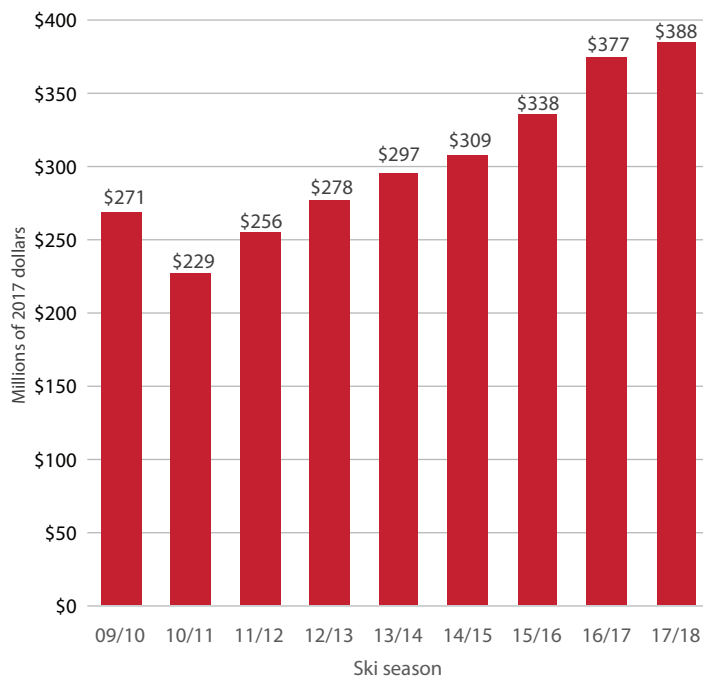
Utah Skier/Snowboarder Stats

- Average age: 40.3 years
- Length of stay: 5.8 nights
- Stay in commercial lodging: 67%
- Average lodging rate: \$431/night
- First time visit to Utah: 33%

Note: overnight visitors only

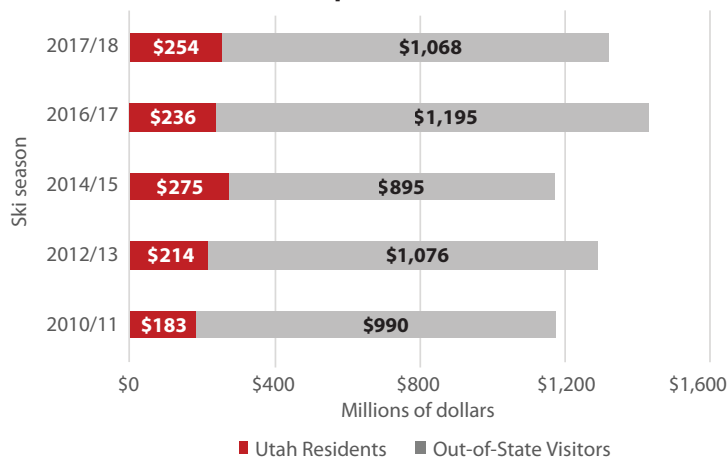
Source: RRC Associates

Winter Accommodation Sales in Salt Lake, Summit, & Weber Counties (December 1-April 1)



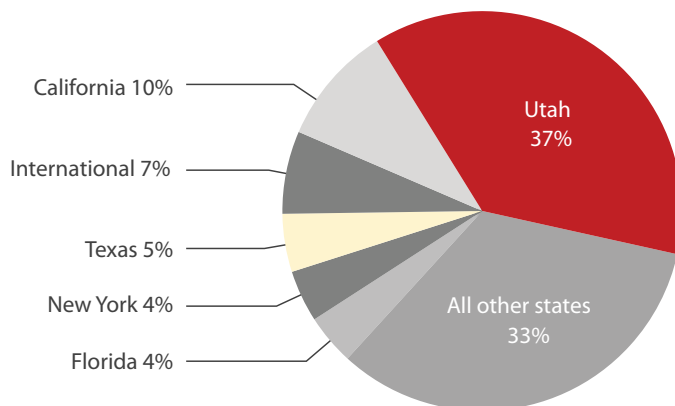
Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

Utah Skier/Snowboarder Expenditures



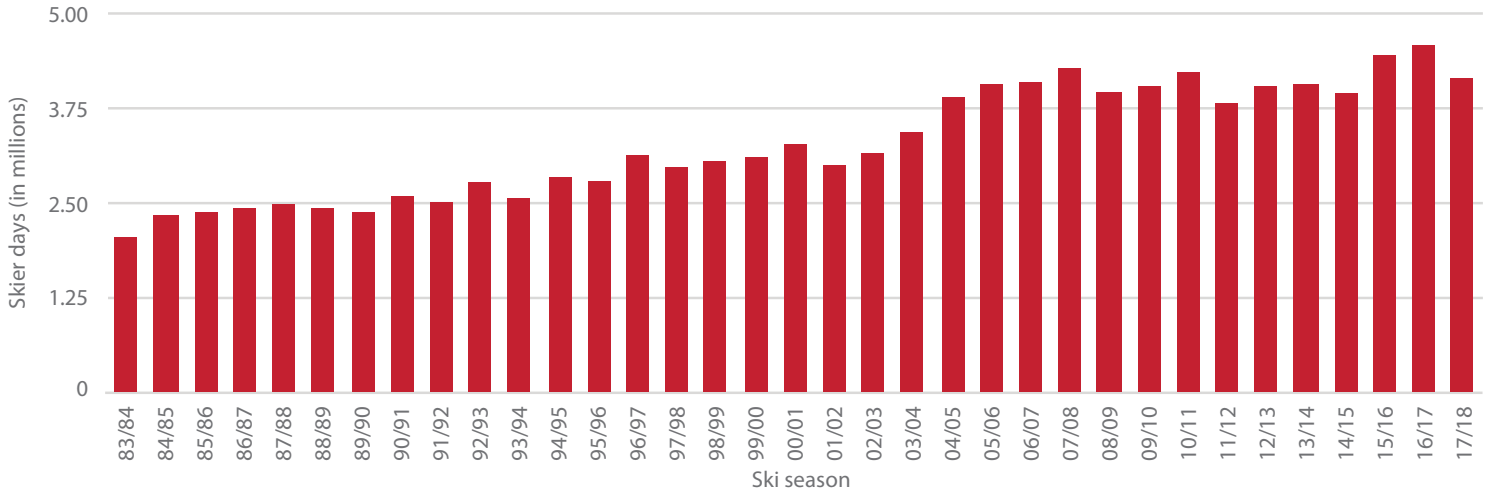
Source: RRC Associates

Utah Skier/Snowboarder Origin, 2017/2018



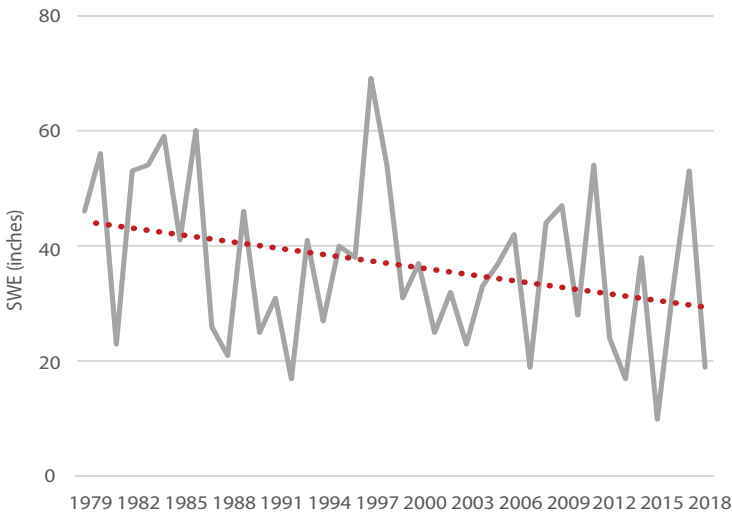
Source: RRC Associates

Utah Skier Days



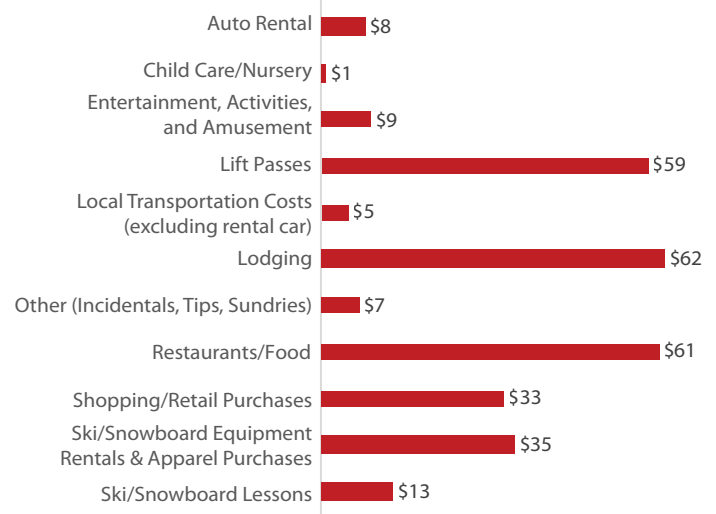
Note: Note: ski seasons include December of the first year through April/May of the second year, e.g. 17/18 represents December 2017 through April/May 2018.
Source: Ski Utah

April 1 Snow Water Equivalent (SWE) at Ben Lomond Peak, Utah



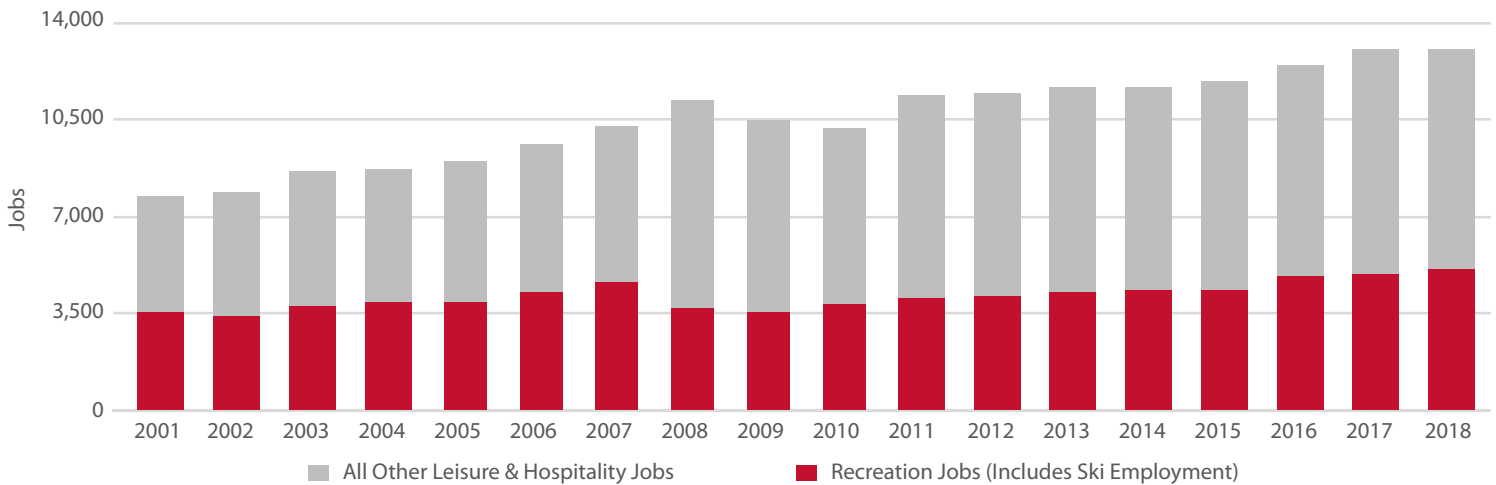
Source: U.S. Department of Agriculture Natural Resources Conservation Service

Average Per Person Per Day Spending by Category, 2017/2018 Ski Season



Note: includes both in-state and out-of-state skier/snowboarder spending.
Source: Analysis of RRC Associates data

Leisure & Hospitality Sector Jobs, Summit County, January-March



Source: Utah Department of Workforce Services