

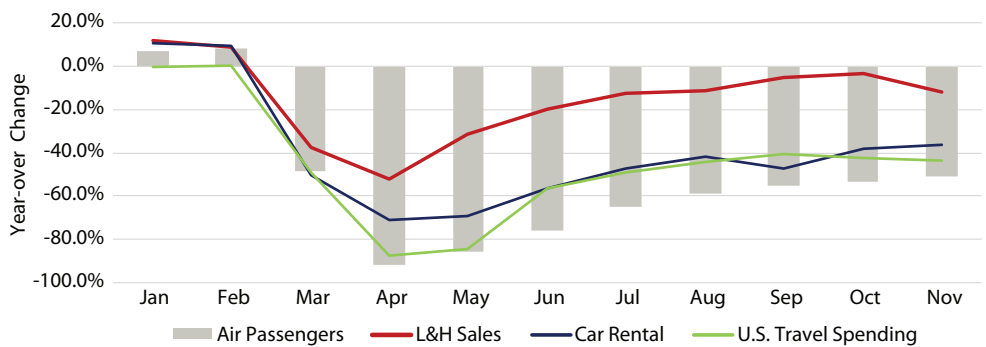
Visitors and Spending

In 2019, travelers and tourists spent a record \$10.06 billion in Utah. Nonresident visitors spent \$8.62 billion of that (85.7%) with the largest shares spent on transportation, lodging, and dining. Additional nonresident visitor purchases included retail and groceries, as well as arts, entertainment, and recreation-related activities.

In early 2020, the COVID-19 pandemic rattled the global travel and tourism industry with unprecedented force. As the virus surfaced in the U.S. in February, travel restrictions, flight cancellations, stay-at-home orders, and service-oriented business closures directly impacted visitor spending, tourism-related jobs, and visitation trends. While leisure and hospitality sector sales made a healthy rebound in the fall months of 2020, air travel, car rental sales, and overall U.S. traveler spending remained down 40%–50% throughout the end of the year.

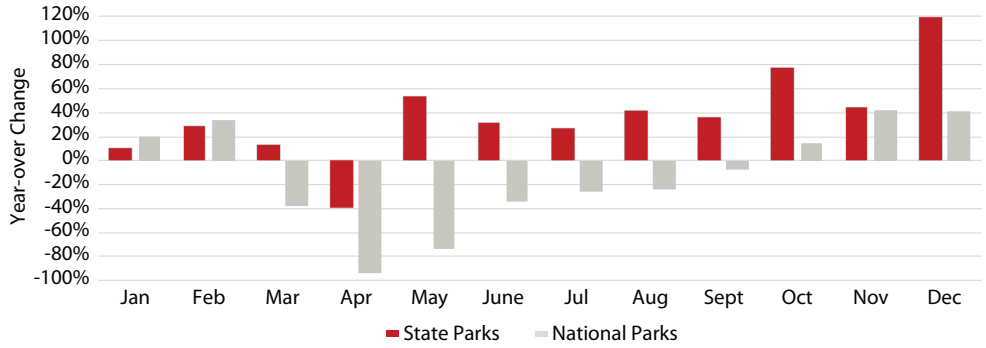
In 2019, Utah experienced a record 10.7 million national park visits and a record 7.8 million state park visits. During the last few years, national park visitation has decelerated while state park visitation has accelerated. The COVID-19 pandemic augmented this trend as individuals ventured closer to home and sought outdoor recreation. In fact, despite the pandemic, overall state park visitation was up 33% in 2020, while overall national park visitation was down 27%.

Year-Over Change in Tourism-Related Sales and SLC Airline Passengers, 2019–2020



Note: November car rental sales is an estimate only.
Source: Kem C. Gardner Policy Institute analysis of Salt Lake City International Airport, Utah State Tax Commission, and U.S. Travel Association data

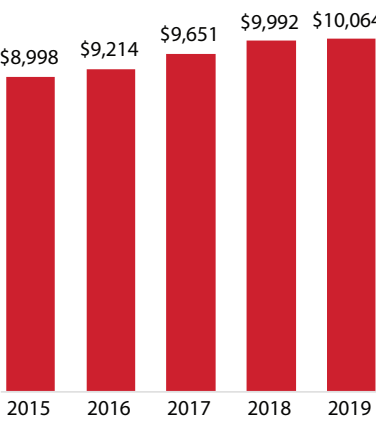
Year-Over Change in Park Visitation, 2019–2020



Source: Kem C. Gardner Policy Institute analysis of Utah State Parks and National Park Service data

Direct Visitor Spending, 2015–2019

(millions of 2019 dollars)



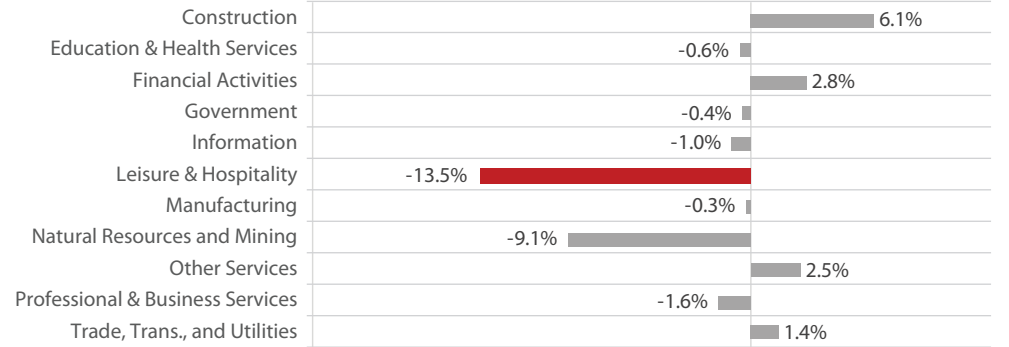
Note: Includes resident, domestic nonresident, and international visitor spending
Source: U.S. Travel Association

Travel and Tourism-Related Employment

Travel and and tourism-related employment includes private and public jobs in accommodations, arts, entertainment, foodservice, leasing, real estate, recreation, retail, and transportation. In 2019, visitor spending supported 141,500 Utah jobs (94,200 direct and 47,300 indirect and induced)—a 3.9% increase over 2018. It is estimated that total 2020 travel and tourism jobs will be down around 15% from 2019.

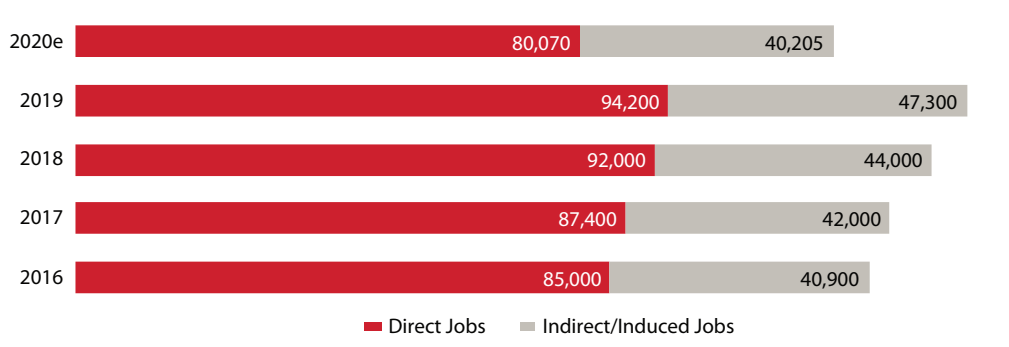
Compared with all other Utah industry sectors, leisure and hospitality had the largest year-over percent decrease in jobs in 2020. Private leisure and hospitality employment was down 13.5% from 2019, reflecting a loss of 20,800 jobs. However, Utah’s private leisure and hospitality sector has outperformed the sector nationally.

Year-Over Change in Utah Employment by Sector, 2019–2020



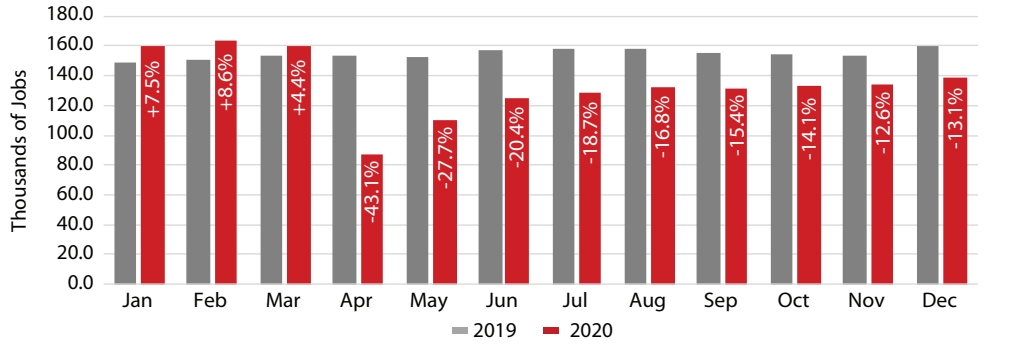
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labor Statistics data

Travel and Tourism-Supported Jobs, 2016–2020



Note: e=estimate
Source: Kem C. Gardner Policy Institute analysis of Utah Department of Workforce Services data

Year-Over Change in Private Leisure and Hospitality Employment, 2019–2020



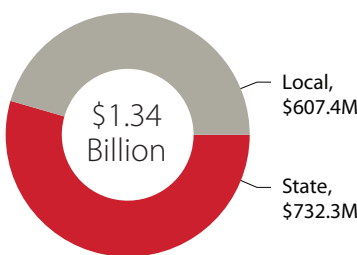
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labor Statistics

Tax Revenue

Total economic activity associated with \$10.06 billion in direct visitor spending in 2019 generated \$1.34 billion in total state and local tax revenue.¹ It is estimated that year-over total tax revenue will be down around 20%–30% in 2020. The most recent tourism-related sales tax revenue data show totals coming in around 24% lower than in 2019.

From January to November, 2020, Rich County collected the most year-over additional tax revenue (\$140,795), followed by Daggett (\$26,282). Conversely, Salt Lake, Grand, and Summit counties experienced the greatest revenue decreases, accounting for 70.0% of all 2020 statewide county transient room tax revenue losses. Piute, Morgan, and Rich counties had the greatest year-over percent increases in transient room tax revenue and their combined gains (\$172,680) represented 87.6% of total statewide increases during the January to November time period.

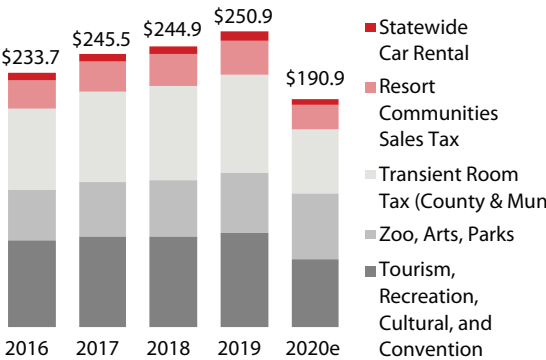
Total Travel and Tourism-Generated Tax Revenue, 2019



Note: Includes economic multiplier effects.
Source: Kem C. Gardner Policy Institute analysis of U.S. Travel Association and Utah Tax Commission data

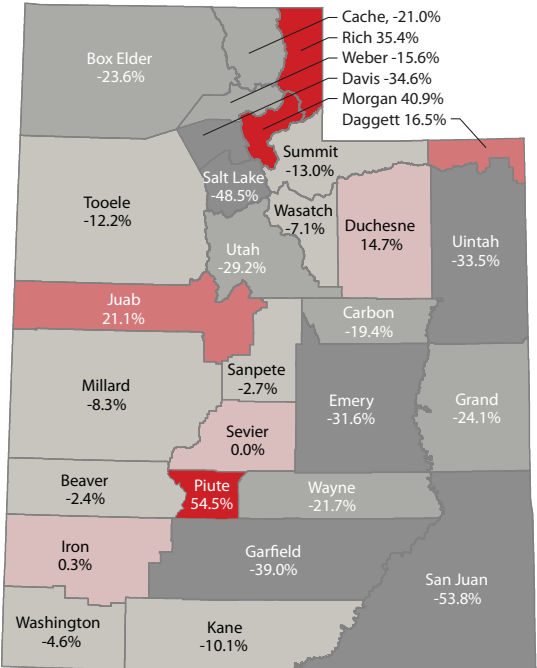
Select Tourism-Related Sales Tax Revenues, 2016–2020

(millions of 2020 dollars)



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

Year-Over Change in Transient Room Tax Revenue by County, 2019–2020



Year-Over County Transient Room Tax Revenue Losses, Top 10 Counties, 2019–2020

Salt Lake County	-\$9,472K
Grand County	-\$1,323K
Summit County	-\$1,276K
Utah County	-\$1,158K
Garfield County	-\$848K
San Juan County	-\$660K
Davis County	-\$655K
Washington County	-\$391K
Kane County	-\$305K
Weber County	-\$271K

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

Note: county transient room tax revenue includes January through November data.
Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

Accommodations

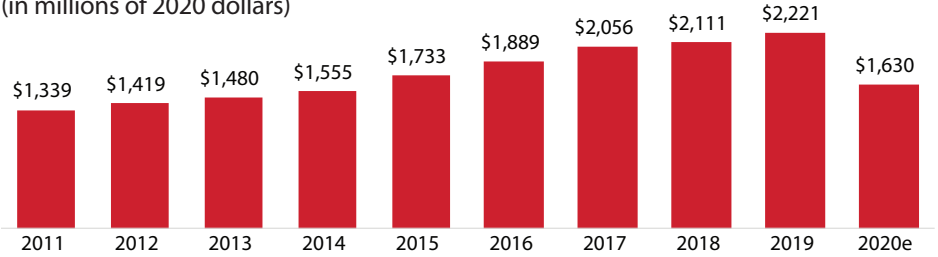
Taxable accommodation sales include room charges as well as other lodging-related purchases that were un-taxed at point of sale (e.g., a hotel purchasing tax-free furniture). In 2019, Utah accommodation sales exceeded \$2.2 billion, a 5.2% year-over increase and a 28.4% increase from 2015.² It is estimated that 2020 taxable accommodations sales will be down about 27% from 2019.³

The average annual statewide occupancy rate in 2019 (63.4%) was slightly lower than in 2018 (64.1%); in 2020, the average annual occupancy rate was 46.7%. Not only did the COVID-19 pandemic negatively affect occupancy rates in 2020, but it also negatively affected average daily room rates. Salt Lake County’s average daily rate fell 25.9%, while Garfield-San Juan-Wayne and Grand counties’ rates dropped close to 14% from the prior year.

A year-over occupancy rate comparison of downtown Salt Lake City with the gateway community of Springdale, Utah, reveals declining urban leisure and business travel in 2020 along with an uptick in rural outdoor travel. This was specifically the case in the fall of 2020, when rural tourism counties including Grand and Washington experienced 30%–40% year-over increases in visitation.

Taxable Accommodations Sales, 2011–2020

(in millions of 2020 dollars)



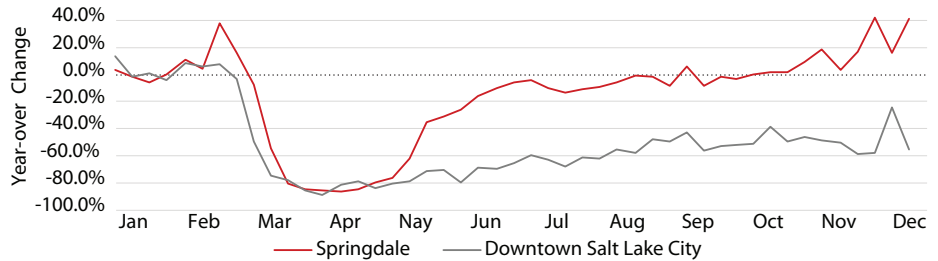
Note: e=estimate
Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

Year-Over Change in Average Daily Hotel Room Rates by Select Counties, 2019–2020

County	2019	2020	2019–2020
Garfield–San Juan–Wayne	\$124.72	\$107.53	–13.8%
Grand	\$146.42	\$126.39	–13.7%
Kane	\$193.74	\$182.00	–6.1%
Salt Lake	\$114.85	\$85.15	–25.9%
Summit	\$269.73	\$249.54	–7.5%
Washington	\$102.96	\$94.32	–8.4%

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Year-Over Change in Hotel Occupancy Rates by Week, Springdale vs. Downtown SLC, 2019–2020



Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Statewide Indicators	2018	2019	Change 2018–2019
Utah Population (Kem C. Gardner Policy Institute)	3,166,647	3,220,262	1.7%
Employment, All Industries ¹ (Private Sector)	1,269,686	1,306,066	2.9%
Wages, All Industries ² (Private Sector)	\$60,947	\$65,435	7.4%

Employment, Spending & Wages (Dollar Amounts Are Millions of Dollars)

Estimated Traveler Spending	\$9,745	\$10,064	3.3%
Total Tourism-Related Employment ³	136,000	141,500	4.0%
Total Tourism-Related Wages ⁴	\$4,870	\$5,067	4.0%
Direct Leisure & Hospitality Employment (Private Sector)	148,530	153,443	3.3%
Direct Leisure & Hospitality Wages (Private Sector)	\$2,989	\$3,215	7.6%
Leisure & Hospitality Share of Total Employment (Private Sector)	11.6%	11.7%	0.9%
Total Leisure & Hospitality Taxable Sales	\$8,077	\$8,646	7.0%

Utah Accommodations Industry

Hotel/Motel Occupancy Rates ⁵	64.1%	63.4%	-1.1%
Hotel/Motel Average Daily Rate ⁶	\$122.74	\$124.12	1.1%
Hotel/Motel Revenue per Available Room ⁷	\$78.55	\$78.32	-0.3%
Accommodations Industry Employment (Private)	21,142	21,896	3.6%
Accommodations Industry Wages (Private, Millions)	\$565	\$613	8.5%
Accommodations Taxable Sales (Millions)	\$2,023	\$2,183	7.9%

Tourism-Related Tax Revenues (Dollar Amounts Are Millions of Dollars)

Total TRCC Tax Revenue	\$73.1	\$78.9	8.0%
Total TRT Tax Revenue (County & Municipality)	\$77.3	\$83.0	7.4%
Total Motor Vehicle Rental Tax Revenue	\$6.7	\$7.0	4.7%
Total Resort Communities Sales Tax	\$25.6	\$28.2	10.3%

Statewide Visitation Counts

Utah Skier Visits	5,125,441	4,390,831	-14.3%
Total National Park Recreation Visits	10,630,144	10,703,389	0.7%
Arches National Park	1,663,557	1,659,702	-0.2%
Bryce Canyon National Park	2,679,478	2,594,904	-3.2%
Canyonlands National Park	739,449	733,996	-0.7%
Capitol Reef National Park	1,227,627	1,226,519	-0.1%
Zion National Park	4,320,033	4,488,268	3.9%
Total National Place Recreation Visits ⁸	6,762,377	6,777,754	0.2%
Total Utah State Park Recreation Visits (FY)	6,711,932	7,423,513	10.6%
Salt Lake International Airport – Total Passengers	25,554,244	26,808,014	4.9%

- 1 Employment includes annual average employee full- and part-time private jobs (does not include sole proprietors).
- 2 Wages includes annual average full- and part-time employee wages (does not include sole proprietors).
- 3, 4 Preliminary data. Consists of direct, indirect, and induced jobs and wages.
- 5, 6, 7 Kem C. Gardner Policy Institute analysis of STR, Inc., data; REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.
- 8 Visitation data for Flaming Gorge NRA and Bears Ears NM are not included.

Sources: Kem C. Gardner Policy Institute, U.S. Travel Association, Utah Department of Workforce Services, STR, Inc., Bureau of Land Management, Utah State Tax Commission, Utah State Parks, Ski Utah, National Park Service, Utah Office of Tourism, S.L.C. International Airport

Endnotes:

1. Based on \$10.06 billion in direct visitor spending plus \$6.46 billion in indirect and induced spending effects. State tax revenue includes sales, personal income, fuel, corporate income, and other taxes and fees; local tax revenues include sales, property, and other taxes.
2. Accommodations include hotels, motels, bed and breakfasts, campgrounds, and similar businesses Does not include short term rentals (e.g. Airbnb, HomeAway/VRBO, etc.).

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DAVID ECCLES SCHOOL OF BUSINESS

2020



The State of Utah’s Travel and Tourism Industry



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