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The State of Utah's Travel and Tourism Industry



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THE UNIVERSITY OF UTAH

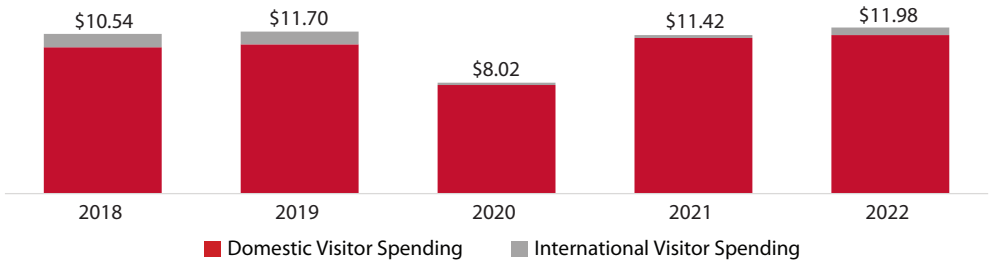
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Visitors and Spending

Visitors spent a record \$11.98 billion in Utah's economy in 2022, generating 152,800 total jobs and a record \$2.12 billion in total state and local tax revenue. Utah ski resort visitation (7.1 million skier days) was at an all-time high during the 2022-2023 season, up 22% from the previous season. Conversely, national park and state park visitation were both down in 2022 (-6.7% and -14.1%, respectively) compared with the record year of 2021. In the first quarter 2023, and for the first time since the pandemic, Salt Lake City International Airport passenger counts surpassed the 2019 baseline after trailing just below baseline the previous year (2022).

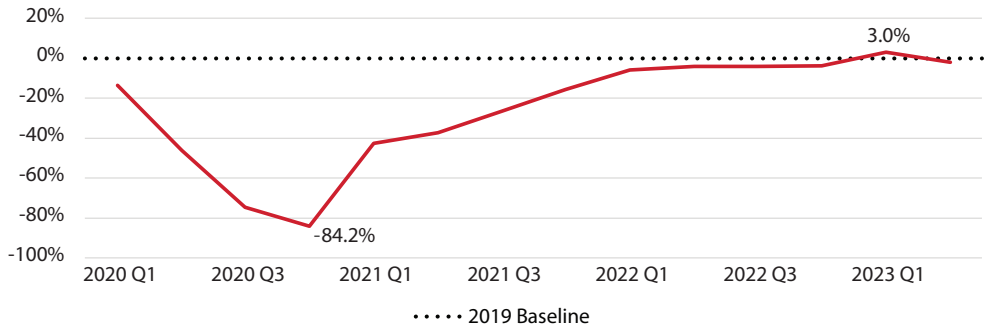
Direct Visitor Spending, 2018–2022

(Billions of 2022 dollars)



Note: Includes resident, domestic nonresident, and international visitor spending.
Source: Kem C. Gardner Policy Institute analysis of Tourism Economics data

Percent Change in Total SLC International Airport Passengers Compared with 2019 Baseline



Note: Includes domestic and international passengers.
Source: Kem C. Gardner Policy Institute analysis of SLC International Airport data

Utah Total Skier Days and National Park Visitation, 2000-2022

(Millions)

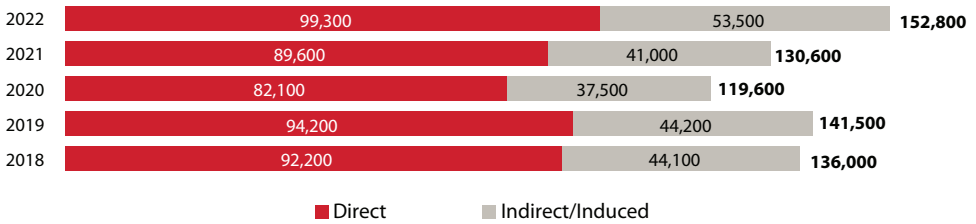


Note: Skier days include the season that begins with year shown and goes through following year (e.g. 2019 = 2019-2020 ski season).
Source: National Park Service and Ski Utah

Travel and Tourism-Related Employment

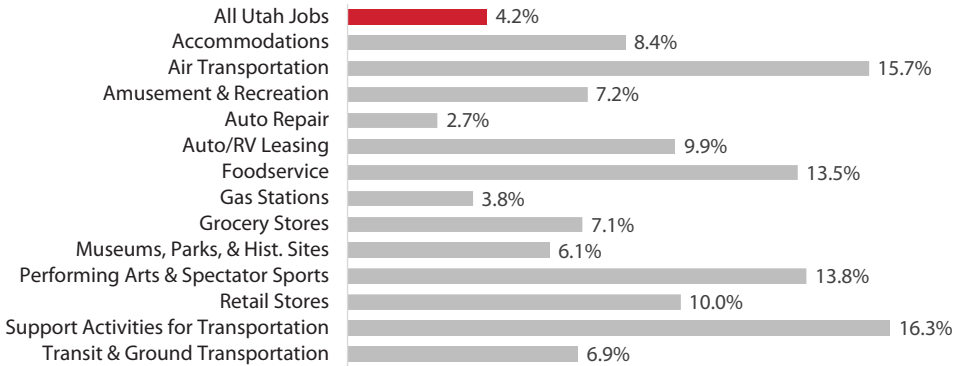
The \$11.98 billion in direct visitor spending generated 99,300 direct travel and tourism jobs in 2022 and supported an additional 53,500 indirect and induced jobs, summing to 152,800 total jobs statewide (up 17% from 2021, and up 8% from the 2019 baseline). Air transportation, performing arts and spectator sports, and foodservice employment experienced the greatest year-over percent increases in the travel and tourism employment sector. As far as the largest increase in the number of jobs, the foodservice industry added over 2,900 jobs statewide between 2021 and 2022, followed by the accommodations sector, which added around 1,500 jobs. All tourism-related employment sectors experienced year-over increases, with many growing above the average annual rate for all Utah jobs (4.2%). Overall, rural leisure and hospitality employment rebounded more quickly post pandemic than urban employment, but by the first quarter 2023, Wasatch Front post-pandemic employment growth (11.3%) nearly caught up with rural employment growth (12.8%).

Total Travel and Tourism-Supported Jobs, 2018-2022



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

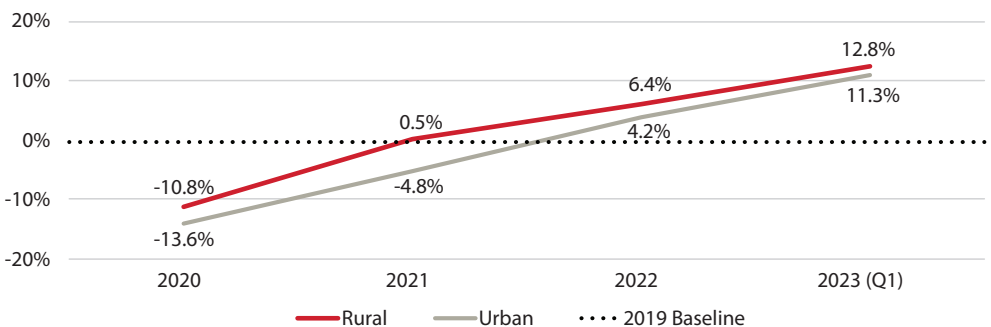
Year-Over Percent Change in Direct Travel & Tourism Jobs by Job Type, 2021-2022



Note: Includes full- and part-time public and private employment; includes self-employed.

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

Percent Change in Leisure & Hospitality Employment Compared with 2019 Baseline, 2020-2023 (Q1)



Note: Private full- and part-time employment; self-employed are not included.

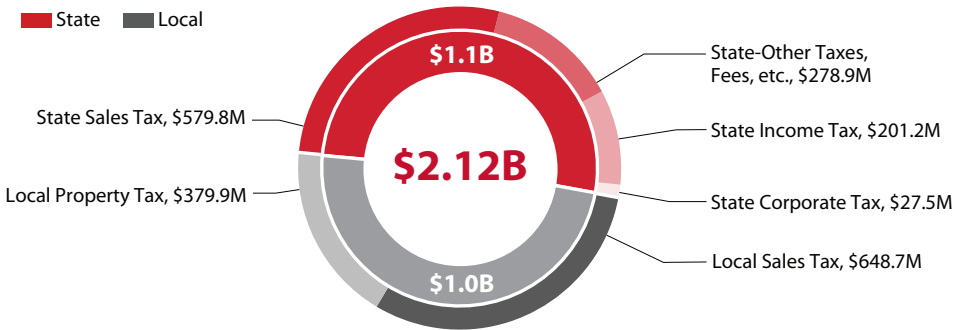
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labor Statistics data

Tax Revenue

The \$11.98 billion in direct visitor spending in 2022 led to \$23.38 billion in total visitor-related spending when combined with indirect and induced spending effects, and generated an estimated \$2.12 billion in total state and local tax revenue. This represents a 17.1% increase from 2021. Year-over tax revenue percentage increases are greater than visitor spending increases due to newly enacted and/or increased tax rates.

When comparing 2022 county transient room tax (TRT) revenue to 2021, 23 of Utah's 29 counties experienced positive year-over growth. Salt Lake County experienced the greatest increase in year-over TRT revenue (\$7.2 million), followed by Summit County (\$3.5 million), and Utah County (\$1.2 million).

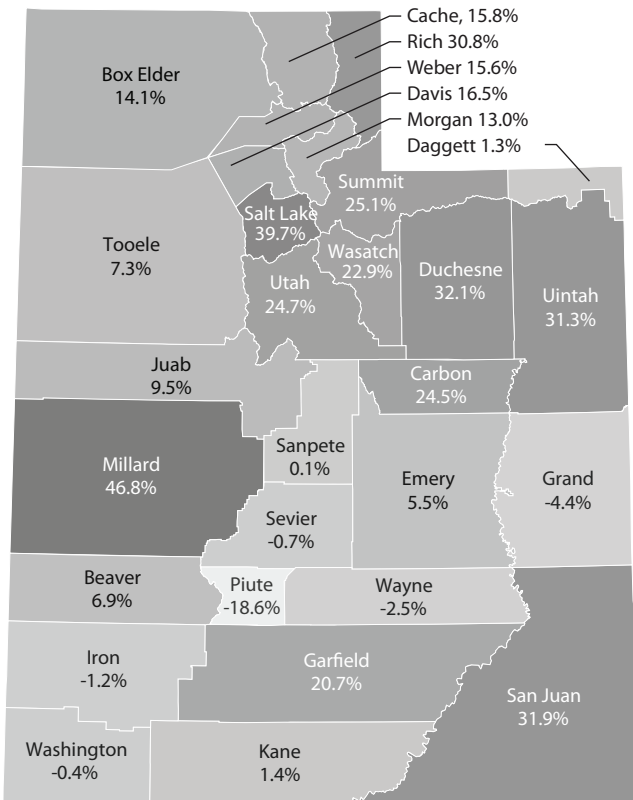
Total Travel and Tourism-Generated Tax Revenue by Tax Type, 2022



Note: Includes economic multiplier effects.

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

Year-Over Change in County Transient Room Tax Revenue by County, 2022



Year-over County Transient Room Tax Revenue Gains, Top Ten Counties, 2022

| | |
|-----------|---------------|
| Salt Lake | \$7,189,394.0 |
| Summit | \$3,542,296.3 |
| Utah | \$1,190,519.9 |
| Wasatch | \$718,917.6 |
| Garfield | \$477,967.0 |
| Weber | \$357,957.2 |
| San Juan | \$343,656.1 |
| Davis | \$331,372.9 |
| Rich | \$265,112.4 |
| Uintah | \$238,472.7 |
| Cache | \$198,273.7 |

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

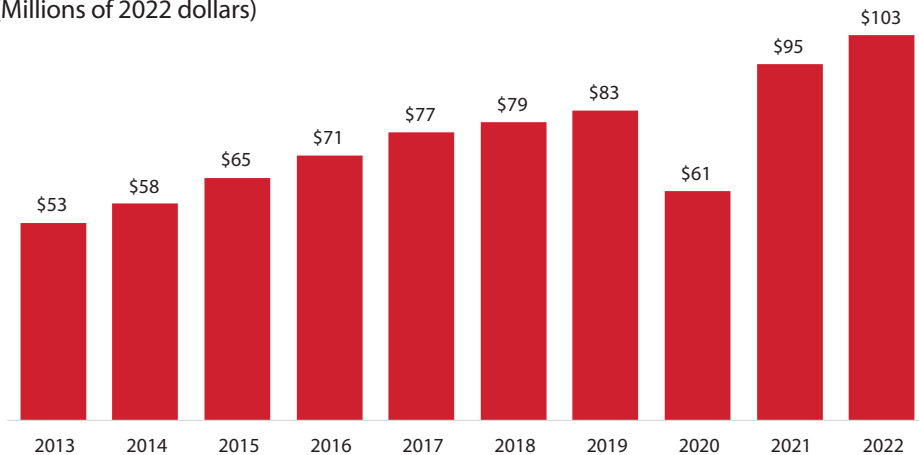
Source: Kem C. Gardner Policy Institute analysis of Tourism Economics and Utah State Tax Commission data

Accommodations

County transient room tax revenue collections totaled \$102.7 million in 2022, up 8.2% from 2021 after adjusting for inflation. The average annual statewide hotel occupancy rate in 2023 (65.8%) was up from the 2022 average of 64.3%, and up from the pre-pandemic 2019 average of 63.4%. Year-over average daily hotel room rates (ADRs) and revenue per available room (RevPAR) were also up 15.7% and 20.2%, respectively. The upward trend in statewide hotel occupancy, ADR, and RevPAR continued into 2023. The average short-term rental occupancy rate was 50.0% in 2023—a slight increase from 49.8% in 2022 and a slight decrease from 50.6% in 2019.

County Transient Room Tax Revenue, 2013-2022

(Millions of 2022 dollars)



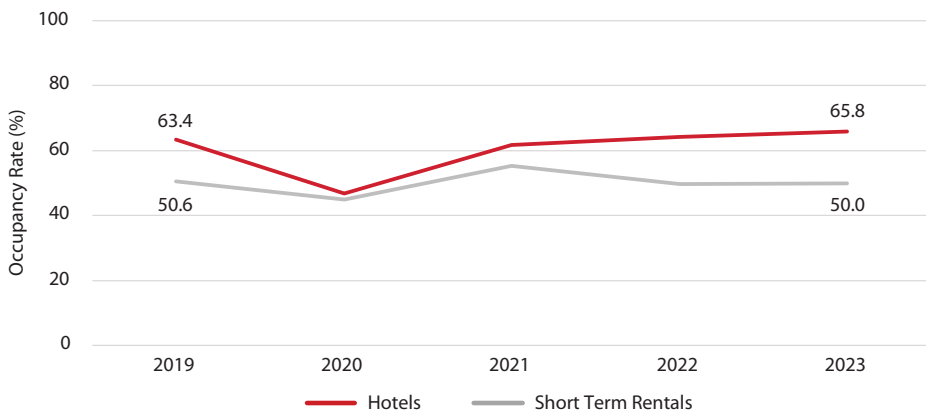
Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

Percent Change in Average Daily Room Rates by Select Counties, 2021-2022

| County | 2021 | 2022 | 2021-2022 |
|-------------------------|----------|----------|-----------|
| Garfield–San Juan–Wayne | \$135.50 | \$151.38 | 11.7% |
| Grand | \$173.77 | \$182.26 | 4.9% |
| Kane | \$232.40 | \$247.40 | 6.5% |
| Salt Lake | \$101.52 | \$128.41 | 26.5% |
| Summit | \$304.12 | \$355.66 | 16.9% |
| Wasatch | \$296.17 | \$367.80 | 24.2% |
| Washington | \$132.25 | \$138.59 | 4.8% |

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

Utah Hotel and Short Term Rental Occupancy Rates, 2019-2023



Note: 2023 represents the average occupancy rate from January through July of 2023.
 Source: Kem C. Gardner Policy Institute analysis of STR, Inc. and Transparent data
Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

| Statewide Indicators | 2021 | 2022 | Change 2021-2022 |
|--|-----------|-----------|---------------------|
| Utah Population | 3,343,518 | 3,404,760 | 1.8% |
| Employment ¹ , All Industries | 1,371,226 | 1,434,855 | 4.6% |
| Wages ² , All Industries | \$75,656 | \$87,633 | 15.8% |

Employment, Spending & Wages (Dollar Amounts in Millions)

| | | | |
|--|----------|----------|-------|
| Estimated Traveler Spending | \$10,562 | \$11,987 | 13.5% |
| Total Tourism-Related Employment ³ | 130,600 | 152,800 | 17.0% |
| Total Tourism-Related Wages ⁴ | \$5,224 | \$6,112 | 17.0% |
| Direct Leisure & Hospitality Employment (Private Sector) | 148,317 | 162,734 | 9.7% |
| Direct Leisure & Hospitality Wages (Private Sector) | \$4,430 | \$5,142 | 16.1% |
| Leisure & Hospitality Share of Total Employment (Private Sector) | 10.8% | 11.3% | 4.9% |
| Total Leisure & Hospitality Taxable Sales | \$10,252 | \$11,822 | 15.3% |

Utah Accommodations Industry

| | | | |
|---|----------|----------|-------|
| Hotel/Motel Occupancy Rates ⁵ | 61.8% | 64.3% | 4.0% |
| Hotel/Motel Average Daily Rate ⁶ | \$128.97 | \$149.22 | 15.7% |
| Hotel/Motel Revenue Per Available Room ⁷ | \$80.08 | \$96.22 | 20.2% |
| Hotel Room Capacity ⁸ | 56,514 | 57,065 | 1.0% |
| Short Term Rental Occupancy Rates ⁹ | 55.3% | 49.8% | -9.9% |
| Short Term Rental Listings ¹⁰ | 18,924 | 20,533 | 8.5% |
| Accommodations Industry Employment (Private) | 18,622 | 20,866 | 12.1% |
| Accommodations Industry Wages (Private, Millions) | \$575 | \$720 | 25.2% |
| Accommodations Taxable Sales (Millions) | \$2,616 | \$3,217 | 23.0% |

Tourism-Related Tax Revenues (Dollar Amounts in Millions)

| | | | |
|---|---------|---------|-------|
| Total TRCC Tax Revenue | \$89.4 | \$106.8 | 19.5% |
| Total TRT Tax Revenue (County & Municipality) | \$100.2 | \$125.7 | 25.4% |
| Total Resort Communities Sales Tax | \$37.1 | \$43.5 | 17.3% |

Statewide Visitation Counts

| | | | |
|---|------------|------------|--------|
| Utah Skier Days | 5,829,679 | 7,100,000 | 21.8% |
| Total National Park Recreation Visits | 11,268,247 | 10,514,484 | -6.7% |
| Arches National Park | 1,806,865 | 1,460,652 | -19.2% |
| Bryce Canyon National Park | 2,104,600 | 2,354,660 | 11.9% |
| Canyonlands National Park | 911,594 | 779,147 | -14.5% |
| Capitol Reef National Park | 1,405,353 | 1,227,608 | -12.6% |
| Zion National Park | 5,039,835 | 4,692,417 | -6.9% |
| Total National Place Recreation Visit ¹¹ | 5,926,745 | 5,369,614 | -9.4% |
| Total Utah State Park Recreation Visits | 11,636,456 | 9,995,185 | -14.1% |
| Salt Lake City International Airport – Total Passengers | 22,378,989 | 25,752,783 | 15.1% |

1. Employment includes annual average employee full- and part-time private jobs (does not include sole proprietors).
2. Wages include annual average full- and part-time employee wages (does not include sole proprietors).
- 3, 4. Consists of direct, indirect, and induced jobs and wages; includes full- and part-time private and public jobs, and includes sole proprietors.
- 5, 6, 7, 8. 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.
- 9, 10. Short term rental subtypes "Other" and "Shared Room" have been omitted.
11. 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, Tourism Economics, and Transparent.

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