Travel and Tourism-Related Employment

Travel and tourism-related employment includes jobs in accommodations, arts, entertainment, foodservice, leasing, real estate, recreation, retail, and transportation. In 2019, visitor spending supported 141,500 Utah jobs (94,300 direct and 47,300 indirect and induced)—a 4.0% increase over 2018.1 The foodservice, accommodations, and transportation sectors added the most travel and tourism jobs. Based on the number of direct jobs, travel and tourism ranked eighth as a major Utah industry.

Around 65% of all travel and tourism jobs are part of the leisure and hospitality sector, which consists of arts, entertainment, recreation, accommodations, and foodservice. In 2019, over a quarter of all private jobs in Garfield, Daggett, Grand, Kane, Summit, Rich, Wayne, and San Juan counties were in the leisure and hospitality sector.

Private Leisure and Hospitality Sector Jobs as a Percent of Total Private Employment, 2019

Total economic activity associated with $10.06 billion in direct visitor spending generated $1.34 billion in total state and local tax revenue.2 Tourism-related state and local sales tax revenues include Utah’s Tourism, Recreation, Cultural, and Convention Tax (the combination of restaurant, motor vehicle leasing, and Salt Lake County room rentals) and Transient Room Tax (both county and municipal); a statewide Motor Vehicle Rental Tax; the Zoo, Arts and Parks Tax; and Resort Communities Sales Tax. Total tourism-related sales tax revenue grew 5.0% between 2018 and 2019 after adjusting for inflation. In 2019, the counties of Morgan, Uintah, San Juan, Duchesne, and Summit had the fastest year-over-year percent increases in county transient room tax receipts, while Summit, Salt Lake, Utah, Grand, and Washington counties had the greatest dollar increases.

Select Tourism-Supported Sales Tax Revenues (millions of 2019 dollars)

Tourism-related sales tax revenue includes Utah’s Tourism, Recreation, Cultural, and Convention Tax; the combination of restaurant, motor vehicle leasing, and Salt Lake County room rentals; Transient Room Tax; and Resort Communities Sales Tax. Tourism-related sales tax revenue generated $1.34 billion in total state and local tax revenue.

Percent Change in Transient Room Tax Revenue by County, 2018-2019

Tourism, Recreation, Cultural, and Convention Tax (the combination of restaurant, motor vehicle leasing, and Salt Lake County room rentals), Transient Room Tax (both county and municipal), a statewide Motor Vehicle Rental Tax, the Zoo, Arts and Parks Tax; and Resort Communities Sales Tax. Total tourism-related sales tax revenue grew 5.0% between 2018 and 2019 after adjusting for inflation. In 2019, the counties of Morgan, Uintah, San Juan, Duchesne, and Summit had the fastest year-over-year percent increases in county transient room tax receipts, while Summit, Salt Lake, Utah, Grand, and Washington counties had the greatest dollar increases.

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

Percent Change in Transient Room Tax Revenue by County, 2018-2019

Year-over-year County Transient Room Tax Revenue Increases, Top Ten Counties, 2019 (millions of dollars)

Summit County (1.8%), $1.34 Billion
Salt Lake County (1.8%), $1.34 Billion
Utah County (2.3%), $1.34 Billion
Grand County (2.3%), $1.34 Billion
Washington County (2.6%), $1.34 Billion
Duchesne County (2.9%), $1.34 Billion
Kane County (3.3%), $1.34 Billion
Rich County (3.5%), $1.34 Billion
Carbon County (3.5%), $1.34 Billion
Summit County (3.6%), $1.34 Billion

Note: Includes private and public jobs and economic multiplier effects.
The average statewide occupancy rate in 2019 (63.4%) was slightly lower than in 2018 (64.1%); likewise, average daily room rates and revenue per available room on a statewide basis remained flat. However, average daily room rates in southeastern counties in 2018 (64.1%); likewise, average daily room rates and revenue per available room on a statewide basis remained flat. However, average daily room rates in southeastern counties increased around 4%, and in Summit County a little over 5%.

### Statewide Occupancy Rates by Month, 2018 vs. 2019

<table>
<thead>
<tr>
<th>County</th>
<th>2018</th>
<th>2019</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garfield-San Juan-Wayne</td>
<td>$148.13</td>
<td>$155.73</td>
<td>5.1%</td>
</tr>
<tr>
<td>Grand</td>
<td>$186.12</td>
<td>$191.74</td>
<td>3.0%</td>
</tr>
<tr>
<td>Kane</td>
<td>$114.25</td>
<td>$116.85</td>
<td>2.3%</td>
</tr>
<tr>
<td>Salt Lake</td>
<td>$256.18</td>
<td>$269.73</td>
<td>5.3%</td>
</tr>
<tr>
<td>Summit</td>
<td>$108.33</td>
<td>$102.96</td>
<td>-5.0%</td>
</tr>
</tbody>
</table>

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

### Statewide Visitation Counts

- **Total Utah State Park Recreation Visits (FY)**: 6,711,992, 7,423,513, 10.6%
- **Total National Park Recreation Visits**: 10,630,144, 10,703,389, 0.7%
- **Total National Place Recreation Visits**: 6,762,377, 6,777,754, 0.2%
- **Total National Park Recreation Visits (FY)**: 6,711,992, 7,423,513, 10.6%
- **Total National Place Recreation Visits**: 6,762,377, 6,777,754, 0.2%
- **Salt Lake International Airport – Total Passengers**: 9,554,244, 10,806,014, 4.9%
- **Total Tourism-Related Wages**: $4,870,000, $5,067,000, 4.0%
- **Total Tourism-Related Wages**: $565,000, $561,000, 0.7%
- **Total Accommodations Industry Employment**: 21,142, 21,896, 3.6%
- **Total Accommodations Industry Employment**: 64.1%, 63.4%, -1.1%
- **Hotel/Motel Average Daily Rate**: $122.74, $124.12, 1.1%
- **Hotel/Motel Occupancy Rates**: 64.1%, 63.4%, -1.1%
- **Hotel/Motel Revenue per Available Room**: $78.55, $78.32, -0.3%
- **Accommodations Industry Occupancy Rates**: 63.4%
- **Accommodations Industry Revenue per Available Room**: $78.32, $78.32, 0.0%
- **Accommodations Industry Employment**: 21,142, 21,896, 3.6%
- **Accommodations Industry Wages**: $565,000, $561,000, 0.7%
- **Accommodations Industry Sales (Millions)**: $52,023, $52,183, 0.3%
- **Total TRCC Tax Revenue**: $731,000, $789,000, 7.9%
- **Total TRT Tax Revenue (County & Municipality)**: $773,000, $810,000, 4.9%
- **Total Motor Vehicle Sales Tax Revenue**: $567,000, $570,000, 0.7%
- **Total Resort Communities Sales Tax**: $258,000, $282,000, 10.3%
- **Total Tourism-Related Tax Revenues (Dollar Amounts in Millions of Dollars)**: $2,183,500, $2,263,000, 3.6%
- **Total State Tax Commission Data**: $2,040,000, $2,183,000, 6.6%

**Endnotes:**

1. Preliminary data.
2. Wages includes annual average full- and part-time employee wages (does not include sole proprietors).
3. Wages includes annual average full- and part-time employee wages (does not include sole proprietors).
4. Wages includes annual average full- and part-time employee wages (does not include sole proprietors).
5. Preliminary data. Consists of direct, indirect, and induced jobs and wages.
6. 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.
7. Does not include short-term rentals (e.g., Airbnb, HomeAway/VRBO, etc.).
8. Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.