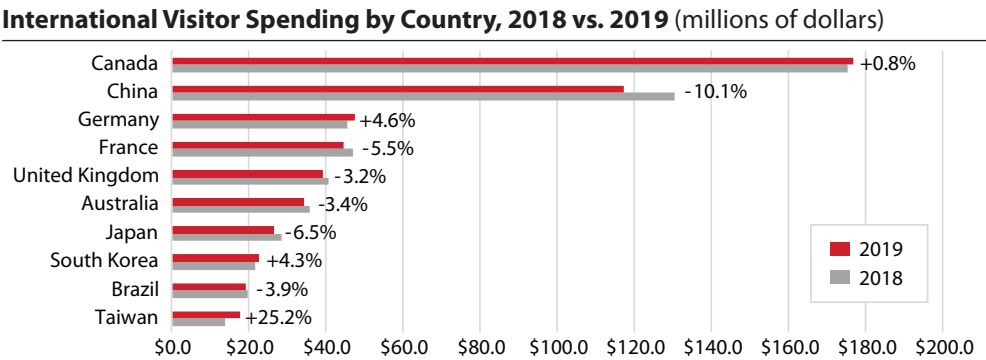


Visitors and Spending

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

Visitors from the western states of California, Nevada, Idaho, Arizona, and Colorado made up a quarter of Utah’s domestic nonresident visitation. Utah’s largest international markets were Canada, China, and Germany. For the second year in a row, Chinese visitor spending was down—this year by 10%. The most significant year-over-year international spending increases were made by visitors from Taiwan, Germany, and South Korea.

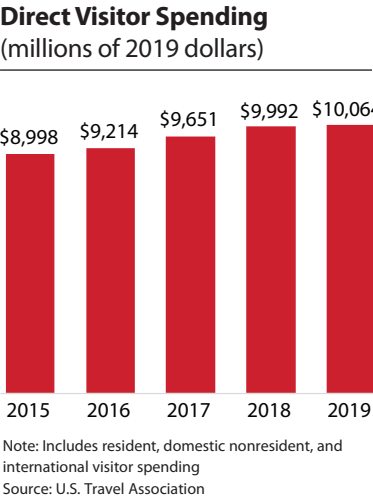
In 2019, Utah experienced a record 10.7 million national park visits and 7.4 million state park visits. During the last few years, national park visitation in Utah has decelerated while state park visitation has accelerated. Due to the COVID-19 pandemic, 2019–2020 season skier days were down from previous years, but the season still ranked as the fourth busiest ski season on record.



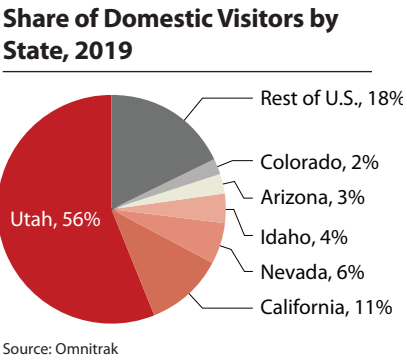
Source: Tourism Economics



Note: Skier days include 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



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



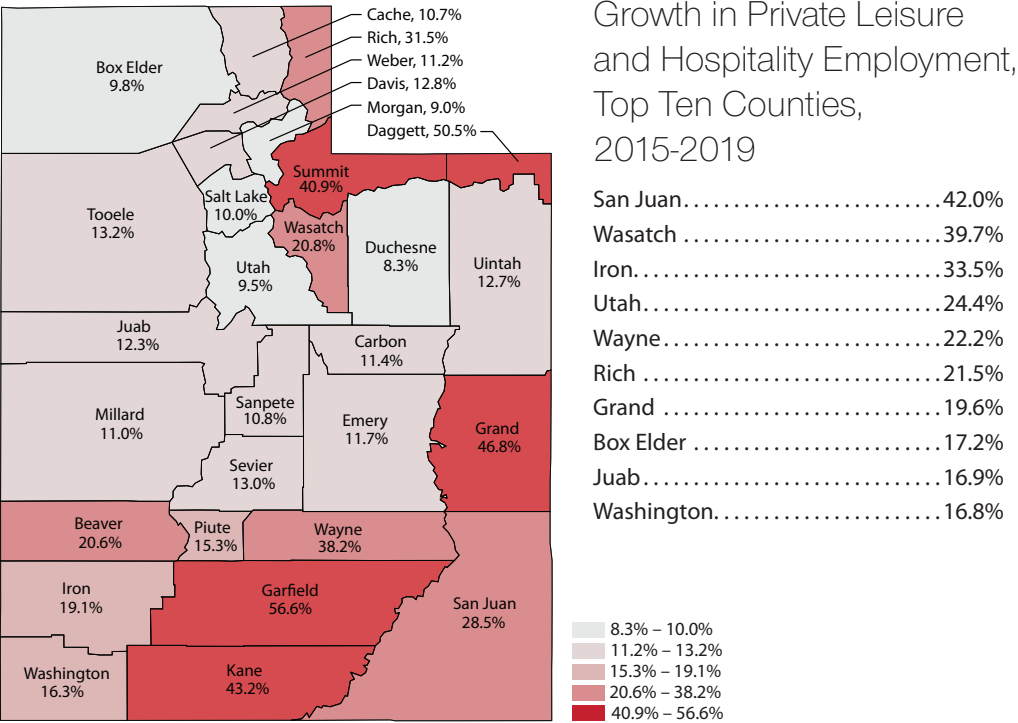
Source: Omnitrak

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 (94,200 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 number of direct jobs, travel and tourism ranked eighth as a major Utah industry.

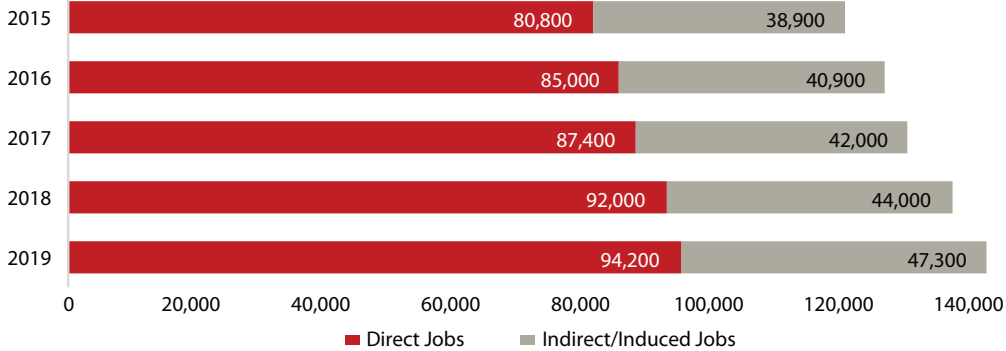
Around 65% of all travel and tourism jobs are part of the leisure and hospitality sector, which consists of arts, entertainment, recreation, accommodations, and foodservice. In 2019, over a quarter of all private jobs in Garfield, Daggett, Grand, Kane, Summit, Rich, Wayne, and San Juan counties were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

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



Source: Kem C. Gardner Policy Institute analysis of Utah Department of Workforce Services data

Travel and Tourism-Supported Jobs



Note: Includes private and public jobs and economic multiplier effects.
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis and U.S. Bureau of Labor Statistics data

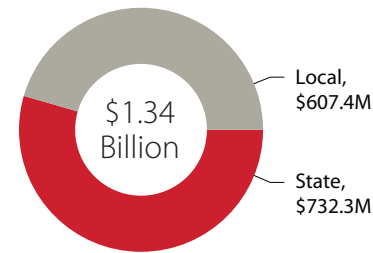
Tax Revenue

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 rental taxes); 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.

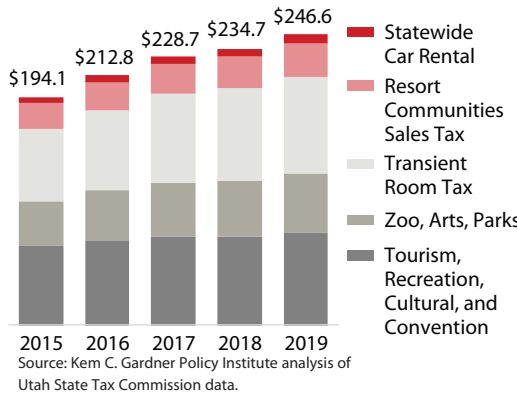
In 2019, the counties of Morgan, Uintah, San Juan, Duchesne, and Summit had the fastest year-over-year percent increases in county transient room tax receipts, while Summit, Salt Lake, Utah, Grand, and Washington counties had the greatest dollar increases.

Total Travel and Tourism-Generated Tax Revenue, 2019



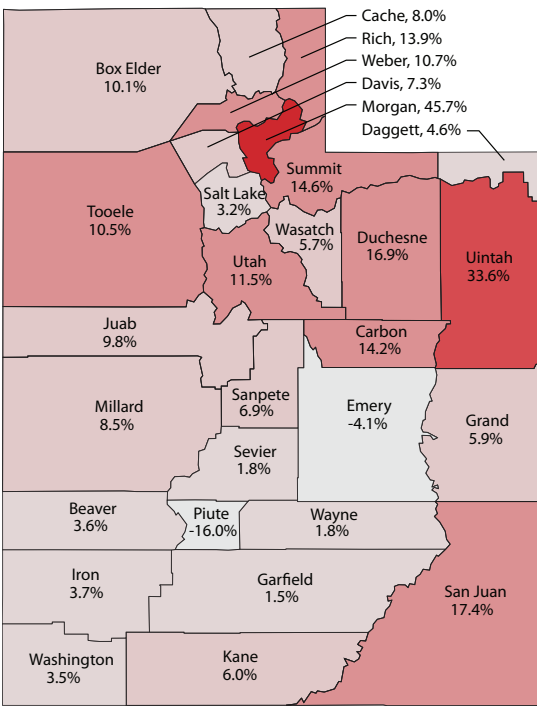
Note: Includes economic multiplier effects.
Source: Kem C. Gardner Policy Institute analysis of U.S. Travel Association and Utah Tax Commission data.

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



Source: Kem C. Gardner Policy Institute analysis of Utah State 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	\$1.5M
Salt Lake County	\$663K
Utah County	\$437K
Grand County	\$317K
Washington County	\$298K
San Juan County	\$190K
Weber County	\$183K
Kane County	\$178K
Uintah County	\$173K
Davis County	\$136K

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

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

Accommodations

Taxable accommodation sales indicate trends in spending by travelers and tourists across the state. In 2019, Utah accommodation sales neared \$2.2 billion, a 5.2% year-over-year increase and a 28.2% increase from 2015, after adjusting for inflation. Accommodations include hotels, motels, bed and breakfasts, campgrounds, and similar businesses.³

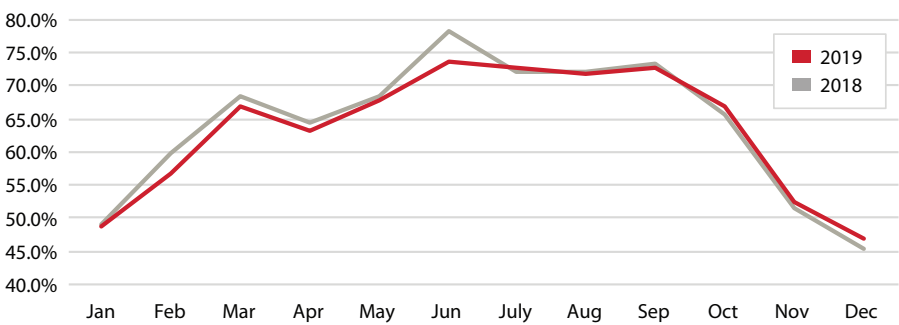
The average annual statewide occupancy rate in 2019 (63.4%) was slightly lower than in 2018 (64.1%); likewise, average daily room rates and revenue per available room on a statewide basis remained flat. However, average daily room rates in southeastern Utah (Garfield, Kane, San Juan, and Wayne) increased around 4% and in Summit County a little over 5%.

Percent Change in Average Daily Room Rates by Select Counties

County	2018	2019	% Change
Garfield–San Juan–Wayne	\$120.28	\$124.72	3.7%
Grand	\$148.13	\$146.42	-1.2%
Kane	\$186.12	\$193.74	4.1%
Salt Lake	\$114.25	\$114.85	0.5%
Summit	\$256.18	\$269.73	5.3%
Washington	\$108.33	\$102.96	-5.0%

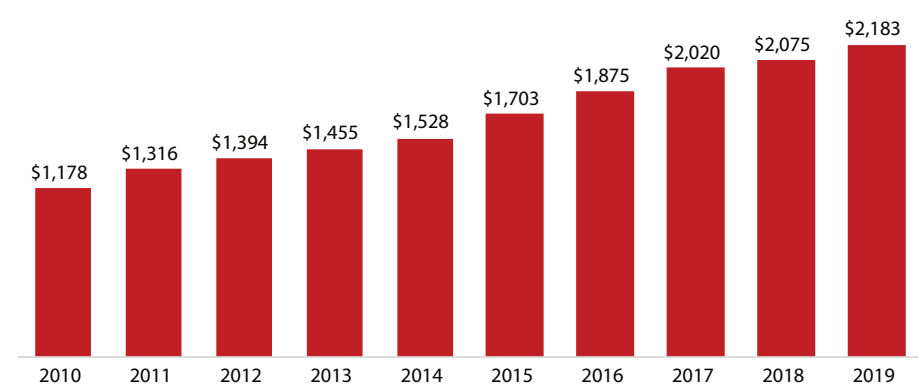
Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Statewide Occupancy Rates by Month, 2018 vs. 2019



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

Taxable Accommodations Sales (millions of 2019 dollars)



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

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. Preliminary data.
2. 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.
3. Does not include short term rentals (e.g. Airbnb, HomeAway/VRBO, etc.).

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2020

The State of Utah’s Travel and Tourism Industry



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