Utah Travel and Tourism County Profiles, 2018

January 2020

Kem C. Gardner POLICY INSTITUTE
THE UNIVERSITY OF UTAH
DAVID ECCLES SCHOOL OF BUSINESS
Beaver County, 2018

Spending

In 2018, visitors directly spent an estimated $86.8 million in Beaver County, a 4.3% increase from 2017. The top three spending categories were auto transportation, lodging, and foodservice. Beaver County visitor spending made up 1.1% of total statewide spending.

Jobs

Visitor spending supported 452 direct Beaver County travel and tourism jobs, a 2.1% increase from 2017. Gas stations, accommodations, and foodservice were the top three job sectors. These 452 direct travel and tourism jobs supported an additional 66 indirect and induced jobs in the county for a total of 518 jobs.

Direct Spending Estimates (millions of dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending (in millions)</th>
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<tbody>
<tr>
<td>2016</td>
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<tr>
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<td>$86.8</td>
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Direct Travel & Tourism Jobs

<table>
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<tr>
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<td>2017</td>
<td>443</td>
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<tr>
<td>2018</td>
<td>452</td>
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</table>

Direct Travel & Tourism Jobs by Job Type, 2018

- Accommodations: 117 jobs
- Auto Repair: 19 jobs
- Foodservice: 113 jobs
- Gas Stations: 183 jobs
- Grocery Stores: 3 jobs
- Museums & Parks: 1 job
- Other/Personal Services: 3 jobs
- Performing Arts: 1 job
- Recreation: 6 jobs
- Retail: 6 jobs

Beaver Portion of Statewide Visitor Spending, 2018

$7.92B

Beaver County Spending, $86.8 M

Rest of State, $7,829.1 M

Total Travel & Tourism Jobs, 2018

518

66 Indirect/Induced Jobs

452 Direct Jobs
Visitor spending generated $3.7 million in direct tax revenue, including $2.2 million in state and $1.5 million in local tax revenue. Visitor spending generated approximately $664.3 thousand in additional indirect and induced state and local tax revenue, for a total of $4.4 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Beaver County collected a total of $377.8 thousand in these two sales taxes combined, down 4.0% from 2017 and up 15.8% over the past five years.

In 2018, Beaver County’s average daily room rate was $66.20 compared to $76.12 in 2017, a 13.0% year-over-year decrease.

**Endnotes**

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding “indirect and induced.”
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6. Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Box Elder County, 2018

**Spending**

In 2018, visitors directly spent an estimated $143.1 million in Box Elder County, a 3.8% increase from 2017. The top three spending categories were auto transportation, foodservice, and retail. Box Elder County visitor spending made up 1.8% of total statewide spending.

**Jobs**

Visitor spending supported 1,062 direct Box Elder County travel and tourism jobs, an 8.7% increase from 2017. Foodservice, retail, and gas stations were the top three job sectors. These 1,062 direct travel and tourism jobs supported an additional 183 indirect and induced jobs in the county for a total of 1,245 jobs.

Direct Spending Estimates (millions of dollars)

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Direct Spending Estimates by Spending Category

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<th>Category</th>
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<td>Arts, Entertainment, Recreation</td>
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<tr>
<td>Other</td>
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</tr>
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Box Elder Portion of Statewide Visitor Spending, 2018

- Box Elder County Spending: $143.1 million
- Rest of State: $7,772.8 million

Total Travel & Tourism Jobs, 2018

- 183 Indirect/Induced Jobs
- 1,062 Direct Jobs
**Tax Revenue**

Visitor spending generated $8.2 million in direct tax revenue, including $5.3 million in state and $2.8 million in local tax revenue.\(^1\) Visitor spending generated approximately $1.2 million in additional indirect and induced state and local tax revenue, for a total of $9.4 million.\(^2\)

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Box Elder County collected a total of $1.0 million in these two sales taxes combined, up 6.8% percent from 2017 and up 36.7% over the past five years.\(^3\)

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**Hotel Data**

Box Elder County hotel occupancy rates averaged 54.6% in 2018 compared to 58.4% in 2017. June, August, July, and September (in that order) had the highest average occupancy rates.

**Average Hotel Occupancy Rate**

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**Endnotes**

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6. Total spending includes direct spending plus indirect and induced spending effects (see note #2).

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Cache County, 2018

Spending
In 2018, visitors directly spent an estimated $182.5 million in Cache County, an 8.8% increase from 2017. The top three spending categories were auto transportation, foodservice, and lodging. Cache County visitor spending made up 2.3% of total statewide spending.

Direct Spending Estimates (millions of dollars)

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<th>Year</th>
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<th>Lodging</th>
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Direct Travel & Tourism Jobs

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<thead>
<tr>
<th>Year</th>
<th>Accommodations</th>
<th>Auto Repair</th>
<th>Car Rental</th>
<th>Foodservice</th>
<th>Gas Stations</th>
<th>Grocery Stores</th>
<th>Museums &amp; Parks</th>
<th>Other/Personal Services</th>
<th>Performing Arts</th>
<th>Recreation</th>
<th>Retail</th>
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<td>1,697</td>
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Jobs
Visitor spending supported 1,697 direct Cache County travel and tourism jobs, a 1.0% increase from 2017. Foodservice, accommodations, and recreation were the top three job sectors. These 1,697 direct travel and tourism jobs supported an additional 472 indirect and induced jobs in the county for a total of 2,169 jobs.

Direct Travel & Tourism Jobs by Job Type, 2018

- Accommodations: 292 jobs (17%)
- Foodservice: 757 jobs (44%)
- Recreation: 145 jobs (8%)
- Auto Repair: 147 jobs (8%)
- Car Rental: 3 jobs (0.2%)
- Gas Stations: 93 jobs (5%)
- Museums & Parks: 14 jobs (0.8%)
- Other/Personal Services: 39 jobs (2%)
- Performing Arts: 60 jobs (3%)
- Retail: 118 jobs (7%)

Cache Portion of Statewide Visitor Spending, 2018

- Cache County Spending: $182.5 million
- Rest of State: $7,733.4 million

Total Travel & Tourism Jobs, 2018

- 472 Indirect/Induced Jobs
- 1,697 Direct Jobs
Tax Revenue
Visitor spending generated $14.4 million in direct tax revenue, including $9.2 million in state and $5.3 million in local tax revenue. Visitor spending generated approximately $4.0 million in additional indirect and induced state and local tax revenue, for a total of $18.5 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Cache County collected a total of $2.3 million in these two sales taxes combined, up 10.3% percent from 2017 and 33.8% over the past five years.

Select Local Sales Tax Revenues

Hotel Data
Cache and Rich counties’ combined hotel occupancy rates averaged 61.8% in 2018 compared to 62.8% in 2017. June, August, July, and September (in that order) had the highest average occupancy rates. In 2018, Cache and Rich counties’ combined average daily room rate was $97.92 compared to $97.46 in 2017, a 0.5% year-over-year increase.

Endnotes
1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4 See note #2 regarding “indirect and induced.”
5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Carbon County, 2018

**Spending**

In 2018, visitors directly spent an estimated $49.8 million in Carbon County, a 3.2% increase from 2017. The top three spending categories were auto transportation, lodging, and foodservice. Carbon County visitor spending made up 0.6% of total statewide spending.

**Jobs**

Visitor spending supported 417 direct Carbon County travel and tourism jobs, a 9.4% increase from 2017. Foodservice, accommodations, and gas stations were the top three job sectors. These 417 direct travel and tourism jobs supported an additional 50 indirect and induced jobs in the county for a total 467 jobs.

**Carbon Portion of Statewide Visitor Spending, 2018**

Carbon County Spending, $49.8 M

Rest of State, $7,866.1 M

**Total Travel & Tourism Jobs, 2018**

50 Indirect/Induced Jobs

417 Direct Jobs
Tax Revenue

Visitor spending generated $3.2 million in direct tax revenue, including $2.0 million in state and $1.2 million in local tax revenue.\(^3\) Visitor spending generated approximately $835,800 in additional indirect and induced state and local tax revenue, for a total of $4.1 million.\(^4\)

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Carbon County collected a total of $512,348 in these two sales taxes combined, up 5.4% from 2017 and down 0.7% over the past five years.\(^5\)

Select Local Sales Tax Revenues

Hotel Data

Carbon County hotel occupancy rates averaged 51.7% in 2018 compared to 49.6% in 2017. June, September, July, and August (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate

Endnotes

1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4 See note #2 regarding "indirect and induced."
5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Daggett County, 2018

**Spending**

In 2018, visitors directly spent an estimated $11.6 million in Daggett County, a 34.2% increase from 2017. The top three spending categories were auto transportation, lodging, and recreation. Daggett County visitor spending made up 0.1% of total statewide spending.

**Jobs**

Visitor spending supported 145 direct Daggett County travel and tourism jobs, a 9.2% increase from 2017. Accommodations, auto repair, and gas stations were the top three job sectors. These 145 direct travel and tourism jobs supported an additional 19 indirect and induced jobs in the county for a total of 164 jobs.

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**Direct Travel & Tourism Jobs**

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<th>Year</th>
<th>Direct Jobs</th>
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<td>2017</td>
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<tr>
<td>2018</td>
<td>145</td>
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**Direct Travel & Tourism Jobs by Job Type, 2018**

- Accommodations: 104 jobs
- Auto Repair: 12 jobs
- Gas Stations: 11 jobs
- Grocery Stores: 1 job
- Performing Arts: 2 jobs
- Recreation: 8 jobs
- Retail: 7 jobs

**Visitor Spending (in millions)**

- 2016: $9.1
- 2017: $8.7
- 2018: $11.6

**Daggett Portion of Statewide Visitor Spending, 2018**

- Daggett County: $7,928 million
- Rest of State: $7,904.3 million

**Total Travel & Tourism Jobs, 2018**

- 19 Indirect/Induced Jobs
- 145 Direct Jobs
**Tax Revenue**

Visitor spending generated $1.3 million in direct tax revenue, including $679,600 in state and $581,000 in local tax revenue.\(^3\) Visitor spending generated approximately $59,800 in additional indirect and induced state and local tax revenue, for a total of $1.3 million.\(^4\)

Travel and tourism-related sales tax revenue include transient room tax and restaurant tax. In fiscal year 2018, Daggett County collected a total of $169,200 in these two tourism-related taxes, up 10.2% percent from 2017 and 64.3% over the past five years.\(^5\)

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**Select Local Sales Tax Revenues**

![Graph showing local sales tax revenues](image)

**Direct Tax Revenue, 2018**
(Based on $11.6 million in direct spending)

**Total Tax Revenue, 2018**
(Based on $12.7 million in total spending)\(^6\)

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**Endnotes**

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6. Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Davis County, 2018

**Spending**
In 2018, visitors directly spent an estimated $516.8 million in Davis County, a 6.7% increase from 2017. The top three spending categories were auto transportation, foodservice, and retail. Davis County visitor spending made up 6.5% of total statewide spending.

**Jobs**
Visitor spending supported 4,112 direct Davis County travel and tourism jobs, a 1.9% increase from 2017. Foodservice, recreation, and accommodations were the top three job sectors. These 4,112 direct travel and tourism jobs supported an additional 884 indirect and induced county jobs for a total of 5,365 jobs.

**Direct Spending Estimates (millions of dollars)**

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<th>Year</th>
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<td>2018</td>
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**Direct Spending Estimates by Spending Category**

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Visitor Spending ($millions)
- Auto Transportation
- Groceries
- Retail
- Foodservice
- Lodging
- Other

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<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Groceries</th>
<th>Retail</th>
<th>Foodservice</th>
<th>Lodging</th>
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**Davis Portion of Statewide Visitor Spending, 2018**

- Davis County Spending, $516.8 M
- Rest of State, $7,399.1 M

**Total Travel & Tourism Jobs, 2018**

- 4,481 Direct Jobs
- 884 Indirect/Induced Jobs
**Tax Revenue**

Visitor spending generated $45.0 million in direct tax revenue, including $28.3 million in state and $16.6 million in local tax revenue.³ Visitor spending generated approximately $9.9 million in additional indirect and induced state and local tax revenue, for a total of $54.9 million.⁴

Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle leasing tax, and restaurant tax. In fiscal year 2018, Davis County collected a total of $7.0 million from these three sales taxes, up 4.8% from 2017 and 28.4% over the past five years.⁵

**Select Local Sales Tax Revenues**

![Select Local Sales Tax Revenues graph]

**Hotel Data**

Davis County hotel occupancy rates averaged 70.3% in 2018 compared to 68.5% in 2017. June, August, July, and September (in that order) had the highest average occupancy rates.

**Average Hotel Occupancy Rate**

![Average Hotel Occupancy Rate graph]

In 2018, Davis County’s average daily room rate was $89.43 compared to $87.22 in 2017, a 2.5% year-over-year increase.

**Average Hotel Daily Room Rate**

![Average Hotel Daily Room Rate graph]

**Endnotes**

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2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.

3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.

4 See note #2 regarding “indirect and induced.”

5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Duchesne County, 2018

**Spending**

In 2018, visitors directly spent an estimated $14.5 million in Duchesne County, a 15.4% increase from 2017. The top three spending categories were auto transportation, foodservice, and lodging. Duchesne County visitor spending made up 0.2% of total statewide spending.

**Jobs**

Visitor spending supported 439 direct Duchesne County travel and tourism jobs, a 1.8% increase from 2017. Accommodations, foodservice, and gas stations were the top three job sectors. These 439 direct travel and tourism jobs supported an additional 82 indirect and induced jobs in the county for a total of 521 jobs.
**Tax Revenue**

Visitor spending generated $2.1 million in direct tax revenue, including $1.2 million in state and $826,300 in local tax revenue.\(^3\) Visitor spending generated approximately $458,500 in additional indirect and induced state and local tax revenue, for a total of $2.5 million.\(^4\)

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Duchesne County collected a total of $264,497 in these two sales taxes combined, up 13.9% from 2017 and down 19.2% over the past five years.\(^5\)

### Select Local Sales Tax Revenues

![Graph showing local sales tax revenues from FY14 to FY18](image)

- **Restaurant Tax**
- **County Transient Room Tax**

### Direct Tax Revenue, 2018

(Based on $14.5 million in direct spending)

- **State Sales Tax**: $0.3
- **Local Property Tax**: $0.5
- **Local Sales Tax**: $0.3

### Total Tax Revenue, 2018

(Based on $18.9 million in total spending)\(^6\)

- **State Sales Tax**: $0.4
- **Local Property Tax**: $0.6
- **Local Sales Tax**: $0.3
- **State Corporate Tax**: $0.2
- **State Income Tax**: $0.4

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### Direct Tax Revenue, 2018

- **State**: $1.2 (60%)
- **Local**: $0.8 (40%)

### Total Tax Revenue, 2018

- **Direct**: $2.1 (82%)
- **Indirect & Induced**: $0.5 (18%)

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**Endnotes**

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
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4. See note #2 regarding “indirect and induced.”
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6. Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Emery County, 2018

Spending
In 2018, visitors directly spent an estimated $65.2 million in Emery County, a 0.7% decrease from 2017. The top three spending categories were auto transportation, lodging, and foodservice. Emery County visitor spending made up 0.8% of total statewide spending.

Direct Spending Estimates (millions of dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending (in millions)</th>
</tr>
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<tbody>
<tr>
<td>2016</td>
<td>$66.4</td>
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<tr>
<td>2017</td>
<td>$65.6</td>
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<td>2018</td>
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Direct Spending Estimates by Spending Category

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<th>Year</th>
<th>Visitor Spending (in millions)</th>
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<td>2018</td>
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<td>2017</td>
<td>$65.6</td>
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<tr>
<td>2016</td>
<td>$66.4</td>
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Jobs
Visitor spending supported 440 direct Emery County travel and tourism jobs, a 0.5% increase from 2017. Gas stations, accommodations, and foodservice were the top three job sectors. These 440 direct travel and tourism jobs supported an additional 53 indirect and induced jobs in the county for a total 493 jobs.

Direct Travel & Tourism Jobs

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<th>Year</th>
<th>Jobs</th>
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<td>2017</td>
<td>438</td>
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<td>2018</td>
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Direct Travel & Tourism Jobs by Job Type, 2018

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<th>Job Type</th>
<th>Jobs</th>
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</thead>
<tbody>
<tr>
<td>Accommodations</td>
<td>133</td>
</tr>
<tr>
<td>Auto Repair</td>
<td>39</td>
</tr>
<tr>
<td>Car Rental</td>
<td>1</td>
</tr>
<tr>
<td>Foodservice</td>
<td>90</td>
</tr>
<tr>
<td>Gas Stations</td>
<td>150</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>10</td>
</tr>
<tr>
<td>Other/Personal Services</td>
<td>2</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>1</td>
</tr>
<tr>
<td>Recreation</td>
<td>4</td>
</tr>
<tr>
<td>Retail</td>
<td>10</td>
</tr>
</tbody>
</table>

Emery Portion of Statewide Visitor Spending, 2018

<table>
<thead>
<tr>
<th>Spending Type</th>
<th>Spending (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emery County Spending</td>
<td>$65.2 M</td>
</tr>
<tr>
<td>Rest of State Spending</td>
<td>$7,850.7 M</td>
</tr>
</tbody>
</table>

Total Travel & Tourism Jobs, 2018

<table>
<thead>
<tr>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>493</td>
</tr>
</tbody>
</table>

53 Indirect/Induced Jobs
440 Direct Jobs
Tax Revenue
Visitor spending generated $3.7 million in direct tax revenue, including $2.3 million in state and $1.4 million in local tax revenue. Visitor spending generated approximately $679,400 in additional indirect and induced state and local tax revenue, for a total of $4.4 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Emery County collected a total of $518,446 in these two sales taxes combined, down 0.2% from 2017 and up 34.9% over the past five years.

Hotel Data
Emery County hotel occupancy rates averaged 57.6% for the first half of 2018 compared to 59.6% in for the first half of 2017. June, May, July, and April (in that order) had the highest average occupancy rates. In 2018, Emery County’s average daily room rate was $96.67 during the first half of the year compared to $92.67 during the first half of 2017, a 4.3% year-over-year increase.

Endnotes
1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
5 Total spending includes direct spending plus indirect and induced spending effects (see note #2).
6 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
7 Emery County hotel data was unavailable from August to December, 2018.

---

Garfield County, 2018

Spending
In 2018, visitors directly spent an estimated $85.0 million in Garfield County, a 13.4% increase from 2017. The top three spending categories were lodging, auto transportation, and foodservice. Garfield County visitor spending made up 1.1% of total statewide spending.

Jobs
Visitor spending supported 1,114 direct Garfield County travel and tourism jobs, a 4.1% increase from 2017. Accommodations, foodservice, and retail were the top three job sectors. These 1,114 direct travel and tourism jobs supported an additional 213 indirect and induced jobs in the county for a total of 1,327 jobs.

Direct Travel & Tourism Jobs

Garfield County Spending, $85.0 M

Rest of State, $7,830.9 M

1,114 Direct Jobs
213 Indirect/Induced Jobs

Total Travel & Tourism Jobs, 2018

Visitor Spending Supported a Total of 1,327 Jobs

Direct Travel & Tourism Jobs by Job Type, 2018

- Accommodations: 825
- Auto Repair: 5
- Foodservice: 167
- Gas Stations: 44
- Grocery Stores: 14
- Museums & Parks: 3
- Other/Personal Services: 10
- Performing Arts: 3
- Recreation: 10
- Retail: 33

Direct Spending Estimates by Spending Category

Visitor Spending (in millions)

2018
2017
2016

$0 $20 $40 $60 $80 $100

Visitor Spending

- Auto Transportation
- Arts, Entertainment, Recreation
- Lodging
- Groceries
- Retail
- Foodservice

Direct Spending Estimates (millions of dollars)

2016 $72.0
2017 $75.0
2018 $85.0

Millions of FY2018 Dollars
Tax Revenue

Visitor spending generated $11.8 million in direct tax revenue, including $5.9 million in state and $5.8 million in local tax revenue. Visitor spending generated approximately $2.3 million in additional indirect and induced state and local tax revenue, for a total of $14.1 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Garfield County collected a total of $2.5 million in these two sales taxes combined, up 12.1% percent from 2017 and 51.8% over the past five years.

Select Local Sales Tax Revenues

Hotel Data

Garfield, San Juan, and Wayne counties’ combined hotel occupancy rates averaged 57.5% in 2018 compared to 58.2% in 2017. June, September, May, and July (in that order) had the highest average occupancy rates. In 2018, Garfield, San Juan, and Wayne counties’ combined average daily room rate was $120.28 compared to $114.85 in 2017, a 4.7% year-over-year increase.

Endnotes

1  This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2  When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses. This rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
3  State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4  See note #2 regarding “indirect and induced.”
5  Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6  Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Grand County, 2018

**Spending**

In 2018, visitors directly spent an estimated $312.8 million in Grand County, an 8.3% increase from 2017. The top three spending categories were lodging, auto transportation, and foodservice. Grand County visitor spending made up 4.0% of total statewide spending.

**Jobs**

Visitor spending supported 2,200 direct Grand County travel and tourism jobs, a 5.7% increase from 2017. Lodging, foodservice, and recreation were the top three job sectors. These 2,200 direct travel and tourism jobs supported an additional 637 indirect and induced county jobs for a total of 2,837 jobs.

---

**Direct Spending Estimates (millions of dollars)**

<table>
<thead>
<tr>
<th>Year</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spending</td>
<td>$260.5</td>
<td>$288.7</td>
<td>$312.8</td>
</tr>
</tbody>
</table>

**Direct Travel & Tourism Jobs by Job Type, 2018**

<table>
<thead>
<tr>
<th>Job Type</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodations</td>
<td>900</td>
<td>900</td>
<td>900</td>
</tr>
<tr>
<td>Auto Repair</td>
<td>11</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Car Rental</td>
<td>29</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>Foodservice</td>
<td>80</td>
<td>80</td>
<td>80</td>
</tr>
<tr>
<td>Gas Stations</td>
<td>40</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Museums &amp; Parks</td>
<td>15</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Other/Personal Services</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>239</td>
<td>239</td>
<td>239</td>
</tr>
<tr>
<td>Recreation</td>
<td>116</td>
<td>116</td>
<td>116</td>
</tr>
<tr>
<td>Retail</td>
<td>116</td>
<td>116</td>
<td>116</td>
</tr>
</tbody>
</table>

---

**Grand Portion of Statewide Visitor Spending, 2018**

- Grand County Spending, $312.8 M
- Rest of State, $7,603.1 M

---

**Total Travel & Tourism Jobs, 2018**

- 2,837 Jobs
- 637 Indirect/Induced Jobs
- 2,200 Direct Jobs
**Tax Revenue**

Visitor spending generated $38.2 million in direct tax revenue, including $18.7 million in state and $19.4 million in local tax revenue.\(^1\) Visitor spending generated approximately $10.1 million in additional indirect and induced state and local tax revenue, for a total of $48.3 million.\(^2\)

Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle leasing tax, and restaurant tax. In fiscal year 2018, Grand County collected a total of $5.9 million from these three sales taxes, up 7.3% from 2017 and 60.3% over the past five years.\(^3\)

Select Local Sales Tax Revenues

![Select Local Sales Tax Revenues](image)

**Hotel Data**

Grand County hotel occupancy rates averaged 64.0% in 2018 compared to 66.2% in 2017. September, June, May, and July (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate

![Average Hotel Occupancy Rate](image)

**Endnotes**

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding “indirect and induced.”
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6. Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Iron County, 2018

Spending
In 2018, visitors directly spent an estimated $176.4 million in Iron County, an 5.7% increase from 2017. The top three spending categories were auto transportation, lodging, and foodservice. Iron County visitor spending made up 2.2% of total statewide spending.

Direct Spending Estimates (millions of dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$150.5</td>
</tr>
<tr>
<td>2017</td>
<td>$166.9</td>
</tr>
<tr>
<td>2018</td>
<td>$176.4</td>
</tr>
</tbody>
</table>

Direct Spending Estimates by Spending Category

<table>
<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Groceries</th>
<th>Retail</th>
<th>Foodservice</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>2017</td>
<td>$20</td>
<td>$80</td>
<td>$60</td>
<td>$80</td>
</tr>
<tr>
<td>2018</td>
<td>$30</td>
<td>$120</td>
<td>$120</td>
<td>$120</td>
</tr>
</tbody>
</table>

Jobs
Visitor spending supported 1,849 direct Iron County travel and tourism jobs, a 4.7% increase from 2017. Foodservice, accommodations, and retail were the top three job sectors. These 1,849 direct travel and tourism jobs supported an additional 422 indirect and induced jobs in the county for a total of 2,271 jobs.

Direct Travel & Tourism Jobs

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>1,728</td>
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<tr>
<td>2017</td>
<td>1,765</td>
</tr>
<tr>
<td>2018</td>
<td>1,849</td>
</tr>
</tbody>
</table>

Direct Travel & Tourism Jobs by Job Type, 2018

<table>
<thead>
<tr>
<th>Job Type</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodations</td>
<td>520</td>
</tr>
<tr>
<td>Auto Repair</td>
<td>60</td>
</tr>
<tr>
<td>Foodservice</td>
<td>688</td>
</tr>
<tr>
<td>Gas Stations</td>
<td>207</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>22</td>
</tr>
<tr>
<td>Other/Personal Services</td>
<td>30</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>2</td>
</tr>
<tr>
<td>Recreation</td>
<td>100</td>
</tr>
<tr>
<td>Retail</td>
<td>220</td>
</tr>
</tbody>
</table>

Iron Portion of Statewide Visitor Spending, 2018

Iron County Spending, $176.4 M
Rest of State, $7,739.5 M

Total Travel & Tourism Jobs, 2018

<table>
<thead>
<tr>
<th>Jobs</th>
<th>2,271</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,849 Direct Jobs</td>
<td></td>
</tr>
<tr>
<td>422 Indirect/Induced Jobs</td>
<td></td>
</tr>
</tbody>
</table>
**Tax Revenue**

Visitor spending generated $14.6 million in direct tax revenue, including $8.9 million in state and $5.8 million in local tax revenue. Visitor spending generated approximately $3.8 million in additional indirect and induced state and local tax revenue, for a total of $18.5 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Iron County collected a total of $2.21 million in these two sales taxes combined, down 1.7% percent from 2017 ($2.19 million) and up 38.7% over the past five years.

### Select Local Sales Tax Revenues

![Select Local Sales Tax Revenues](chart)

<table>
<thead>
<tr>
<th>Year</th>
<th>State Sales (Local Property)</th>
<th>Local Sales</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY14</td>
<td>$8.9 (61%)</td>
<td>$3.8</td>
<td>$12.7</td>
</tr>
<tr>
<td>FY15</td>
<td>$8.9 (61%)</td>
<td>$3.8</td>
<td>$12.7</td>
</tr>
<tr>
<td>FY16</td>
<td>$8.9 (61%)</td>
<td>$3.8</td>
<td>$12.7</td>
</tr>
<tr>
<td>FY17</td>
<td>$8.9 (61%)</td>
<td>$3.8</td>
<td>$12.7</td>
</tr>
<tr>
<td>FY18</td>
<td>$8.9 (61%)</td>
<td>$3.8</td>
<td>$12.7</td>
</tr>
</tbody>
</table>

**Hotel Data**

Iron County hotel occupancy rates averaged 54.5% in 2018 compared to 58.5% in 2017. July, September, August, and June (in that order) had the highest average occupancy rates.

**Average Hotel Occupancy Rate**

![Average Hotel Occupancy Rate](chart)

In 2018, Iron County’s average daily room rate was $85.36 compared to $91.61 in 2017, a 6.8% year-over-year decrease.

**Average Hotel Daily Room Rate**

![Average Hotel Daily Room Rate](chart)

### Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced.”
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6. Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Juab County, 2018

Spending

In 2018, visitors directly spent an estimated $28.6 million in Juab County, an 7.8% increase from 2017. The top three spending categories were auto transportation, foodservice, and lodging. Juab County visitor spending made up 0.4% of total statewide spending.

Direct Spending Estimates (millions of dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Direct Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$26.5</td>
</tr>
<tr>
<td>2017</td>
<td>$26.5</td>
</tr>
<tr>
<td>2018</td>
<td>$28.6</td>
</tr>
</tbody>
</table>

Direct Spending Estimates by Spending Category

Visitor Spending ($millions)

- Auto Transportation
- Arts, Entertainment, Recreation
- Foodservice
- Groceries
- Lodging
- Retail
- Other

Jobs

Visitor spending supported 221 direct Juab County travel and tourism jobs, a 5.5% decrease from 2017. Foodservice, gas stations, and accommodations were the top three job sectors. These 221 direct travel and tourism jobs supported an additional 24 indirect and induced jobs in the county for a total of 245 jobs.

Direct Travel & Tourism Jobs

<table>
<thead>
<tr>
<th>Year</th>
<th>Direct Travel &amp; Tourism Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>217</td>
</tr>
<tr>
<td>2017</td>
<td>234</td>
</tr>
<tr>
<td>2018</td>
<td>221</td>
</tr>
</tbody>
</table>

Direct Travel & Tourism Jobs by Job Type, 2018

- Accommodations: 31
- Auto Repair: 16
- Foodservice: 99
- Gas Stations: 51
- Grocery Stores: 9
- Museums & Parks: 1
- Performing Arts: 1
- Recreation: 5
- Retail: 8

Juab Portion of Statewide Visitor Spending, 2018

Emery County Spending, $28.6 M
Rest of State, $7,887.3 M

Total Travel & Tourism Jobs, 2018

24 Indirect/Induced Jobs
221 Direct Jobs
Tax Revenue

Visitor spending generated $1.7 million in direct tax revenue, including $1.2 million in state and $562,000 in local tax revenue.Visitor spending generated approximately $240,700 in additional indirect and induced state and local tax revenue, for a total of $2.0 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Juab County collected a total of $228,959 in these two sales taxes combined, up 4.5% percent from 2017 and 22.0% over the past five years.

Select Local Sales Tax Revenues

<table>
<thead>
<tr>
<th>Year</th>
<th>State Sales Tax</th>
<th>Local Property Tax</th>
<th>Local Sales Tax</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY14</td>
<td>$187.6</td>
<td>$1.2 million</td>
<td>$0.04</td>
<td>$199.88</td>
</tr>
<tr>
<td>FY15</td>
<td>$203.1</td>
<td>$1.2 million</td>
<td>$0.04</td>
<td>$210.15</td>
</tr>
<tr>
<td>FY16</td>
<td>$210.1</td>
<td>$1.2 million</td>
<td>$0.04</td>
<td>$210.17</td>
</tr>
<tr>
<td>FY17</td>
<td>$219.2</td>
<td>$1.2 million</td>
<td>$0.04</td>
<td>$220.27</td>
</tr>
<tr>
<td>FY18</td>
<td>$229.0</td>
<td>$1.2 million</td>
<td>$0.04</td>
<td>$230.18</td>
</tr>
</tbody>
</table>

Hotel Data

Juab and Millard counties’ combined hotel occupancy rates averaged 50.6% in 2018 compared to 53.4% in 2017. June, July, September, and August (in that order) had the highest average occupancy rates. In 2018, Juab and Millard counties’ combined average daily room rate was $75.10 compared to $73.83 in 2017, a 1.7% year-over-year increase.

Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding “indirect and induced.”
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6. Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Kane County, 2018

Spending
In 2018, visitors directly spent an estimated $118.1 million in Kane County, a 17% increase from 2017. The top three spending categories were lodging, recreation, and auto transportation. Kane County visitor spending made up 1.5% of total statewide spending.

Jobs
Visitor spending supported 1,124 direct Kane County travel and tourism jobs, a 11.2% increase from 2017. Accommodations, foodservice, and recreation were the top three job sectors. These 1,124 direct travel and tourism jobs supported an additional 246 indirect and induced jobs in the county for a total of 1,370 jobs.

Direct Spending Estimates (millions of dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$82.9</td>
</tr>
<tr>
<td>2017</td>
<td>$100.9</td>
</tr>
<tr>
<td>2018</td>
<td>$118.1</td>
</tr>
</tbody>
</table>

Direct Spending Estimates by Spending Category

<table>
<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Groceries</th>
<th>Lodging</th>
<th>Retail</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$0</td>
<td>$45</td>
<td>$10</td>
<td>$70</td>
<td>$5</td>
</tr>
<tr>
<td>2017</td>
<td>$25</td>
<td>$50</td>
<td>$15</td>
<td>$55</td>
<td>$10</td>
</tr>
<tr>
<td>2018</td>
<td>$50</td>
<td>$45</td>
<td>$20</td>
<td>$50</td>
<td>$15</td>
</tr>
</tbody>
</table>

Kane Portion of Statewide Visitor Spending, 2018

- Kane County Spending, $118.1 M
- Rest of State, $7,797.8 M

Total Travel & Tourism Jobs, 2018

- 1,370 Total Jobs
  - 1,124 Direct Jobs
  - 246 Indirect/Induced Jobs
**Tax Revenue**

Visitor spending generated $17.8 million in direct tax revenue, including $8.4 million in state and $9.4 million in local tax revenue. Visitor spending generated approximately $3.8 million in additional indirect and induced state and local tax revenue, for a total of $21.6 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Kane County collected a total of $3.1 million in these two sales taxes combined, up 11.6% percent from 2017 and 83.1% over the past five years.

**Select Local Sales Tax Revenues**

<table>
<thead>
<tr>
<th>Year</th>
<th>State Sales Tax</th>
<th>Local Property Tax</th>
<th>Local Sales Tax</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY14</td>
<td>$2.8</td>
<td>$0.5</td>
<td>$1.7</td>
</tr>
<tr>
<td>FY15</td>
<td>$2.2</td>
<td>$0.5</td>
<td>$2.1</td>
</tr>
<tr>
<td>FY16</td>
<td>$2.8</td>
<td>$0.5</td>
<td>$2.2</td>
</tr>
<tr>
<td>FY17</td>
<td>$3.1</td>
<td>$0.5</td>
<td>$2.8</td>
</tr>
<tr>
<td>FY18</td>
<td>$3.5</td>
<td>$0.5</td>
<td>$3.1</td>
</tr>
</tbody>
</table>

**Hotel Data**

Kane County hotel occupancy rates averaged 59.7% in 2018 compared to 61.9% in 2017. September, May, June, and July (in that order) had the highest average occupancy rates.

**Average Hotel Occupancy Rate**

![Average Hotel Occupancy Rate Chart]

In 2018, Kane County’s average daily room rate was $186.12 compared to $172.91 in 2017, a 7.6% year-over-year increase.

**Endnotes**

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding “indirect and induced.”
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6. Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Millard County, 2018

Spending
In 2018, visitors directly spent an estimated $74.4 million in Millard County, an 4.6% increase from 2017.

Jobs
Visitor spending supported 390 direct Millard County travel and tourism jobs, an 0.4% decrease from 2017. Gas stations, foodservice, and accommodations were the top three job sectors. These 390 direct travel and tourism jobs supported an additional 62 indirect and induced jobs in the county for a total of 452 jobs.
Tax Revenue
Visitor spending generated $3.3 million in direct tax revenue, including $2.3 million in state and $1.0 million in local tax revenue.\(^1\) Visitor spending generated approximately $644,400 in additional indirect and induced state and local tax revenue, for a total of $3.9 million.\(^2\)

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Millard County collected a total of $265,943 in these two sales taxes combined, up 2.9% percent from 2017 and 112.3% over the past five years.\(^3\) (Millard imposed a restaurant tax beginning April 1, 2015)

Endnotes
1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4 See note #2 regarding “indirect and induced.”
5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).


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Morgan County, 2018

**Spending**

In 2018, visitors directly spent an estimated $8.2 million in Morgan County, a 3.3% increase from 2017. The top three spending categories were auto transportation, foodservice, and groceries. Morgan County visitor spending made up 0.1% of total statewide spending.

**Jobs**

Visitor spending supported 83 direct Morgan County travel and tourism jobs, a 3.0% increase from 2017. Foodservice, auto repair, and gas stations were the top three job sectors. These 83 direct travel and tourism jobs supported an additional 14 indirect and induced jobs in the county for a total of 97 jobs.

**Direct Spending Estimates (millions of dollars)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
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<tr>
<td>2017</td>
<td>$8.0</td>
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<tr>
<td>2018</td>
<td>$8.2</td>
</tr>
</tbody>
</table>

**Direct Spending Estimates by Spending Category**

- Auto Transportation
- Arts, Entertainment, Recreation
- Foodservice
- Groceries
- Lodging
- Other

**Direct Travel & Tourism Jobs by Job Type, 2018**

- Accommodations: 6 jobs
- Auto Repair: 9 jobs
- Foodservice: 53 jobs
- Gas Stations: 9 jobs
- Grocery Stores: 2 jobs
- Retail: 4 jobs

**Morgan Portion of Statewide Visitor Spending, 2018**

- Morgan County Spending: $8.2 M
- Rest of State: $7,907.7 M

**Total Travel & Tourism Jobs, 2018**

- 97 Total Jobs
- 83 Direct Jobs
- 14 Indirect/Induced Jobs
Tax Revenue
Visitor spending generated $828,903 in direct tax revenue, including $576,711 in state and $252,192 in local tax revenue.\(^3\) Visitor spending generated approximately $176,810 in additional indirect and induced state and local tax revenue, for a total of $1.0 million.\(^4\)

Travel and tourism-related sales tax revenues include transient room tax, restaurant tax, and motor vehicle leasing tax. In fiscal year 2018, Morgan County collected a total of $78,613 in these three combined taxes, up 5.3% percent from 2017 and 34.7% over the past five years.\(^5\)

Endnotes
1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding “indirect and induced.”
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6. Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Piute County, 2018

Spending
In 2018, visitors directly spent an estimated $3.7 million in Piute County, an 4.4% increase from 2017. The top three spending categories were auto transportation, lodging, and groceries. Piute County visitor spending made up 0.05% of total statewide spending.

Direct Spending Estimates (millions of dollars)

<table>
<thead>
<tr>
<th>Year</th>
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<th>2018</th>
</tr>
</thead>
<tbody>
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<td>$3.5</td>
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</table>

Direct Spending Estimates by Spending Category

<table>
<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Groceries</th>
<th>Retail</th>
<th>Arts, Entertainment, Recreation</th>
<th>Foodservice</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td></td>
<td></td>
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<td>2017</td>
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</tr>
<tr>
<td>2016</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Visitor Spending ($millions)

Jobs
Visitor spending supported 34 direct Piute County travel and tourism jobs, a 12.9% increase from 2017. Accommodations, grocery stores, and gas stations were the top three job sectors. These 32 direct travel and tourism jobs supported an additional 4 indirect and induced jobs in the county for a total 36 jobs.

Direct Travel & Tourism Jobs

<table>
<thead>
<tr>
<th>Year</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>30</td>
<td>34</td>
<td></td>
</tr>
</tbody>
</table>

Direct Travel & Tourism Jobs by Job Type, 2018

- Accommodations: 10
- Auto Repair: 2
- Foodservice: 4
- Refueling Stations: 5
- Grocery Stores: 8
- Other/Personal Services: 1
- Recreation: 1
- Retail: 3

Piute Portion of Statewide Visitor Spending, 2018

- Piute County Spending, $3.7 M
- Rest of State, $7,912.2 M

Total Travel & Tourism Jobs, 2018

- 38 Jobs
- 4 Indirect/Induced Jobs
- 34 Direct Jobs
**Tax Revenue**

Visitor spending generated $265,667 in direct tax revenue, including $164,000 in state and $101,667 in local tax revenue.\(^3\) Visitor spending generated approximately $28,232 in additional indirect and induced state and local tax revenue, for a total of $293,899.\(^4\)

The only local tourism-related sales tax Piute County collects is transient room tax. In fiscal year 2018, Piute County collected a total of $34,742 in county lodging tax, up 57.9% percent from 2017 and 39.6% over the past five years.\(^5\)

<table>
<thead>
<tr>
<th>Select Local Sales Tax Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thousands of FY2018 Dollars</td>
</tr>
<tr>
<td>FY14  $24.9</td>
</tr>
</tbody>
</table>

**Direct Travel & Tourism Tax Revenue, 2018**

(Based on $3.7 million in direct spending)

- State Sales Tax $92.4
- Local Property Tax $51.0
- Local Sales Tax $50.7
- State Corporate Tax $1.8
- Total Revenue $265,667

**Total Travel & Tourism Tax Revenue, 2018**

(Based on $4.1 million in total spending)\(^6\)

- State Sales Tax $101.4
- Local Property Tax $56.0
- Local Sales Tax $55.6
- State Corporate Tax $2.5
- Total Revenue $293,899

**Direct Tax Revenue, 2018**

- State $164.0 (62%)
- Local $101.7 (38%)

**Total Tax Revenue, 2018**

- Direct $0.3 (90%)
- Indirect & Induced $0.0 (10%)

---

**Endnotes**

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding “indirect and induced.”
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6. Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Rich County, 2018

Spending
In 2018, visitors directly spent an estimated $24.6 million in Rich County, a 17.0% increase from 2017. The top three spending categories were lodging, auto transportation, and foodservice. Rich County visitor spending made up 0.3% of total statewide spending.

Jobs
Visitor spending supported 265 direct Rich County travel and tourism jobs, a 7.3% increase from 2017. Accommodations, foodservice, and retail were the top three job sectors. These 265 direct travel and tourism jobs supported an additional 54 indirect and induced jobs in the county for a total of 319 jobs.

Rich Portion of Statewide Visitor Spending, 2018

$7.92B
Rich County Spending, $24.6 M
Rest of State, $7,891.3 M

Total Travel & Tourism Jobs, 2018

319
54 Indirect/Induced Jobs
265 Direct Jobs
**Tax Revenue**

Visitor spending generated $3.2 million in direct tax revenue, including $1.6 million in state and $1.5 million in local tax revenue. Visitor spending generated approximately $505,327 in additional indirect and induced state and local tax revenue, for a total of $3.7 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Rich County collected a total of $371,122 in these two sales taxes combined, up 10.2 percent from 2017 and 85.2 percent over the past five years.

**Hotel Data**

Rich and Cache Counties’ combined hotel occupancy rates averaged 54.6 percent in 2018 compared to 58.4 percent in 2017. June, August, July, and September (in that order) had the highest average occupancy rates. In 2018, Rich and Cache Counties’ combined average daily room rate was $82.85 compared to $83.99 in 2017, a 1.4 percent year-over-year decrease.

**Average Hotel Occupancy Rate**

Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding “indirect and induced.”
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6. Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Salt Lake County, 2018

**Spending**
In 2018, visitors directly spent an estimated $2.94 billion in Salt Lake County, a 5.2% increase from 2017. The top three spending categories were auto transportation (e.g. car rental, gasoline, and auto repair), and foodservice. Salt Lake County visitor spending made up 37.2% of total statewide spending.

**Direct Spending Estimates (millions of dollars)**

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<thead>
<tr>
<th>Year</th>
<th>Spending (millions of dollars)</th>
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<tbody>
<tr>
<td>2016</td>
<td>2,608.1</td>
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<td>2017</td>
<td>2,795.7</td>
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<tr>
<td>2018</td>
<td>2,941.9</td>
</tr>
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</table>

**Direct Spending Estimates by Spending Category**

<table>
<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Arts, Entertainment, Recreation</th>
<th>Groceries</th>
<th>Foodservice</th>
<th>Lodging</th>
<th>Retail</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$2,940.0</td>
<td>$68.7</td>
<td>$109.1</td>
<td>$1,419.9</td>
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<td>$12.4</td>
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<td>2017</td>
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<td>$3,344.4</td>
</tr>
<tr>
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<td>$240.9</td>
<td>$32.7</td>
<td>$12.4</td>
<td>$3,332.8</td>
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</tbody>
</table>

**Jobs**
Visitor spending supported 29,050 direct Salt Lake County travel and tourism jobs, a 3.4% increase from 2017. Foodservice, accommodations, and air transportation were the top three job sectors. These 29,050 direct travel and tourism jobs supported an additional 10,248 indirect and induced county jobs for a total of 39,298 jobs.

**Direct Travel & Tourism Jobs**

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs (thousands)</th>
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<tbody>
<tr>
<td>2016</td>
<td>27.511</td>
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<tr>
<td>2017</td>
<td>28.094</td>
</tr>
<tr>
<td>2018</td>
<td>29.050</td>
</tr>
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</table>

**Direct Travel & Tourism Jobs by Job Type, 2018**

<table>
<thead>
<tr>
<th>Job Type</th>
<th>Jobs (thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodations</td>
<td>7,703</td>
</tr>
<tr>
<td>Auto Repair</td>
<td>912</td>
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<tr>
<td>Car Rental</td>
<td>876</td>
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<tr>
<td>Foodservice</td>
<td>12,490</td>
</tr>
<tr>
<td>Gas Stations</td>
<td>841</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>547</td>
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<tr>
<td>Museums &amp; Parks</td>
<td>183</td>
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<tr>
<td>Other/Personal Services</td>
<td>850</td>
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<tr>
<td>Performing Arts</td>
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<tr>
<td>Recreation</td>
<td>1,164</td>
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<tr>
<td>Retail</td>
<td>2,584</td>
</tr>
</tbody>
</table>

**Salt Lake Portion of Statewide Direct Visitor Spending, 2018**

- Salt Lake County Spending: $2,941.9 M
- Rest of State: $4,974.0 M

**Total Travel & Tourism Jobs, 2018**

- 10,248 Indirect/Induced Jobs
- 29,050 Direct Jobs
**Tax Revenue**

Visitor spending generated $321.1 million in direct tax revenue, including $182.9 million in state and $138.2 million in local tax revenue.\(^3\) Visitor spending generated approximately $134.1 million in additional indirect and induced state and local tax revenue, for a total of $455.2 million.\(^4\)

Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle leasing tax, and restaurant tax. In 2018, Salt Lake County collected a total of $58.7 million from these three sales taxes, up 6.1% from 2017 and 32.6% over the past five years.\(^5\)

**Hotel Data**

Salt Lake County hotel occupancy rates averaged 71.0% in 2018 compared to 72.1% in 2017. June, March, August, and September (in that order) had the highest average occupancy rates.

**Endnotes**

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced.”
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6. Total spending includes direct spending plus indirect and induced spending effects (see note #2).

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San Juan County, 2018

Spending
In 2018, visitors directly spent an estimated $51.1 million in San Juan County, an 11.7% increase from 2017. The top three spending categories were lodging, auto transportation, and foodservice. San Juan County visitor spending made up 0.6% of total statewide spending.

Jobs
Visitor spending supported 760 direct San Juan County travel and tourism jobs, a 4.1% increase from 2017. Accommodations, foodservice, and retail were the top three job sectors. These 760 direct travel and tourism jobs supported an additional 120 indirect and induced jobs in the county for a total of 880 jobs.

San Juan Portion of Statewide Visitor Spending, 2018

Total Travel & Tourism Jobs, 2018

Direct Spending Estimates (millions of dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
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<tbody>
<tr>
<td>Value</td>
<td>$38.0</td>
<td>$45.8</td>
<td>$51.1</td>
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</table>

Direct Spending Estimates by Spending Category

<table>
<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Arts, Entertainment, Recreation</th>
<th>Lodging</th>
<th>Groceries</th>
<th>Foodservice</th>
<th>Other</th>
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<tr>
<td>2018</td>
<td>$10.0</td>
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<tr>
<td>2016</td>
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<td>$30.0</td>
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</table>

Visitor Spending ($millions)
- Auto Transportation
- Arts, Entertainment, Recreation
- Lodging
- Groceries
- Foodservice
- Other

San Juan Portion of Statewide Visitor Spending, 2018

- San Juan County Spending, $51.1 M
- Rest of State, $7,864.8 M

Direct Travel & Tourism Jobs

<table>
<thead>
<tr>
<th>Year</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>642</td>
<td>664</td>
<td>760</td>
</tr>
</tbody>
</table>

Direct Travel & Tourism Jobs by Job Type, 2018

- Accommodations: 475 jobs
- Auto Repair: 20 jobs
- Foodservice: 108 jobs
- Gas Stations: 51 jobs
- Grocery Stores: 8 jobs
- Museums & Parks: 1 job
- Other/Personal Services: 16 jobs
- Performing Arts: 4 jobs
- Recreation: 14 jobs
- Retail: 63 jobs

Total Travel & Tourism Jobs, 2018

- 120 Indirect/Induced Jobs
- 760 Direct Jobs
Tax Revenue

Visitor spending generated $5.5 million in direct tax revenue, including $2.9 million in state and $2.6 million in local tax revenue.\(^1\) Visitor spending generated approximately $631,375 in additional indirect and induced state and local tax revenue, for a total of $6.2 million.\(^4\)

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, San Juan County collected a total of $1.1 million in these two sales taxes combined, up 6.2% percent from 2017 and up 62.7% over the past five years.\(^5\)

Hotel Data

San Juan, Garfield, and Wayne counties’ combined hotel occupancy rates averaged 57.5% in 2018 compared to 58.2% in 2017. June, September, May, and July (in that order) had the highest average occupancy rates. In 2018, San Juan, Garfield, and Wayne counties’ combined average daily room rate was $120.28 compared to $114.85 in 2017, a 4.7% year-over-year increase.

Average Hotel Daily Room Rate

Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding “indirect and induced.”
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6. Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Sanpete County, 2018

**Spending**
In 2018, visitors directly spent an estimated $33.8 million in Sanpete County, an 5.6% increase from 2017. The top three spending categories were auto transportation, foodservice, and lodging. Sanpete County visitor spending made up 0.4% of total statewide spending.

**Jobs**
Visitor spending supported 347 direct Sanpete County travel and tourism jobs, a 1.7% decrease from 2017. Foodservice, accommodations, and gas stations were the top three job sectors. These 347 direct travel and tourism jobs supported an additional 64 indirect and induced jobs in the county for a total of 411 jobs.

**Direct Spending Estimates (millions of dollars)**

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<tr>
<th>Year</th>
<th>Amount (millions)</th>
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</thead>
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</tr>
<tr>
<td>2017</td>
<td>$32.0</td>
</tr>
<tr>
<td>2018</td>
<td>$33.8</td>
</tr>
</tbody>
</table>

**Direct Spending Estimates by Spending Category**

<table>
<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Groceries</th>
<th>Retail</th>
<th>Arts, Entertainment, Recreation</th>
<th>Lodging</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
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<td></td>
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<td>2016</td>
<td></td>
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</tr>
</tbody>
</table>

**Visitor Spending (Millions)**

- **Auto Transportation**: $1.4 million
- **Groceries**: $3.4 million
- **Retail**: $2.9 million
- **Arts, Entertainment, Recreation**: $3.0 million
- **Other/Personal Services**: $3.0 million
- **Foodservice**: $3.4 million
- **Lodging**: $1.4 million

**Sanpete Portion of Statewide Visitor Spending, 2018**

- **Sanpete County Spending**: $33.8 million
- **Rest of State**: $7,882.1 million

**Direct Travel & Tourism Jobs**

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
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<td>2016</td>
<td>336</td>
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<tr>
<td>2017</td>
<td>353</td>
</tr>
<tr>
<td>2018</td>
<td>347</td>
</tr>
</tbody>
</table>

**Direct Travel & Tourism Jobs by Job Type, 2018**

- **Accommodations**: 63 jobs
- **Auto Repair**: 30 jobs
- **Foodservice**: 116 jobs
- **Gas Stations**: 49 jobs
- **Grocery Stores**: 35 jobs
- **Other/Personal Services**: 4 jobs
- **Performing Arts**: 1 job
- **Recreation**: 12 jobs
- **Retail**: 37 jobs

**Total Travel & Tourism Jobs, 2018**

- **347 Direct Jobs**
- **64 Indirect/Induced Jobs**

**Pie Chart**

- **Sanpete County Spending**: $33.8 M
- **Rest of State**: $7,882.1 M

**Footnotes**

1. 
2. 

**Gardner.Utah.edu**
**Tax Revenue**

Visitor spending generated $3.0 million in direct tax revenue, including $1.6 million in state and $1.4 million in local tax revenue. Visitor spending generated approximately $513,341 in additional indirect and induced state and local tax revenue, for a total of $3.5 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Sanpete County collected a total of $302,887 in these two sales taxes combined, up 15.8% percent from 2017 and 36.1% over the past five years.

---

**Select Local Sales Tax Revenues**

![Bar chart showing local sales tax revenues from FY14 to FY18](chart)

- **Restaurant Tax**: $222.6, $242.1, $269.7, $261.6, $302.9
- **County Transient Room Tax**: $0.0, $0.0, $0.0, $0.0, $0.0

---

**Direct Tax Revenue, 2018**

(Based on $33.8 million in direct spending)

- **State Sales Tax**: $1.9 million
- **Local Property Tax**: $0.5 million
- **Local Sales Tax**: $0.4 million

**Total Tax Revenue, 2018**

(Based on $39.7 million in total spending)

- **State Sales Tax**: $2.9 million
- **Local Property Tax**: $0.6 million
- **Local Sales Tax**: $0.4 million
- **State Income Tax**: $0.3 million
- **State Corporate Tax**: $0.0 million

---

**Direct Tax Revenue, 2018**

- **State**: $1.6 million (54%)
- **Local**: $1.4 million (46%)

**Total Tax Revenue, 2018**

- **Direct**: $3.0 million (85%)
- **Indirect & Induced**: $0.5 million (15%)

---

**Endnotes**

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding “indirect and induced.”
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6. Total spending includes direct spending plus indirect and induced spending effects (see note #2).

**Sevier County, 2018**

**Spending**

In 2018, visitors directly spent an estimated $97.4 million in Sevier County, a 9.4% increase from 2017. The top three spending categories were auto transportation, lodging, and foodservice. Sevier County visitor spending made up 1.2% of total statewide spending.

**Jobs**

Visitor spending supported 511 direct Sevier County travel and tourism jobs, a 3.9% decrease from 2017. Accommodations, foodservice, and gas stations were the top three job sectors. These 511 direct travel and tourism jobs supported an additional 106 indirect and induced jobs in the county for a total of 617 jobs.

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**Direct Spending Estimates (millions of dollars)**

- 2016: $83.9 million
- 2017: $89.0 million
- 2018: $97.4 million

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**Direct Spending Estimates by Spending Category**

- Visitor Spending ($millions)
  - 2018: $88.9 million
  - 2017: $84.0 million
  - 2016: $78.0 million

---

**Direct Travel & Tourism Jobs**

- 2016: 505 jobs
- 2017: 532 jobs
- 2018: 511 jobs

---

**Direct Travel & Tourism Jobs by Job Type, 2018**

- Accommodations: 230 jobs
- Auto Repair: 16 jobs
- Foodservice: 150 jobs
- Gas Stations: 68 jobs
- Grocery Stores: 20 jobs
- Other/Personal Services: 3 jobs
- Performing Arts: 1 job
- Recreation: 12 jobs
- Retail: 11 jobs

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**Sevier Portion of Statewide Visitor Spending, 2018**

- Sevier County Spending: $97.4 M
- Rest of State: $7,818.5 M

---

**Total Travel & Tourism Jobs, 2018**

- 106 Indirect/Induced Jobs
- 511 Direct Jobs

---

This research was conducted by Kem C. Gardner Policy Institute at the University of Utah. For more information, visit gardner.utah.edu.
Tax Revenue
Visitor spending generated $6.2 million in direct tax revenue, including $4.0 million in state and $2.2 million in local tax revenue. Visitor spending generated approximately $1.5 million in additional indirect and induced state and local tax revenue, for a total of $7.7 million.

Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In fiscal year 2018, Sevier County collected a total of $942,711 in these three sales taxes combined, up 7.6% from 2017 and up 28.4% over the past five years.

Select Local Sales Tax Revenues

Hotel Data
Sevier County hotel occupancy rates averaged 53.1% in 2018 compared to 54.3% in 2017. June, September, July, and August (in that order) had the highest average occupancy rates.

In 2018, Sevier County’s average daily room rate was $83.89 in 2018 compared to $83.57 in 2017, a 0.4% year-over-year increase.

Average Hotel Daily Room Rate

Endnotes
1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4 See note #2 regarding “indirect and induced.”
5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

**Summit County, 2018**

**Spending**

In 2018, visitors directly spent an estimated $730.5 million in Summit County, a 2.8% increase from 2017. The top three spending categories were lodging, foodservice, and recreation. Summit County visitor spending made up 9.2% of total statewide spending.

**Jobs**

Visitor spending supported 8,249 direct Summit County travel and tourism jobs, a 6.8% increase from 2017. Accommodations, foodservice, and recreation were the top three job sectors. These 8,249 direct travel and tourism jobs supported an additional 1,765 indirect and induced county jobs for a total of 10,014 jobs.

---

**Direct Spending Estimates (millions of dollars)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending (Millions)</th>
</tr>
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<tbody>
<tr>
<td>2016</td>
<td>$655.4</td>
</tr>
<tr>
<td>2017</td>
<td>$710.8</td>
</tr>
<tr>
<td>2018</td>
<td>$730.5</td>
</tr>
</tbody>
</table>

**Direct Spending Estimates by Spending Category**

- **2018**
  - Auto Transportation: $42.3M
  - Arts, Entertainment, Recreation: $35.8M
  - Lodging: $39.5M
  - Foodservice: $157.2M
  - Gas Stations: $33.4M
  - Grocery Stores: $24.9M
  - Museums & Parks: $39.5M
  - Other/Personal Services: $42.3M
  - Car Rental: $20.7M
  - Auto Repair: $1.1M
  - State Sales: $29.4M
  - Local Sales: $33.4M
  - State Income: $17.4M
  - State Corporate Tax: $24.3M
  - Local Property Tax: $42.3M

- **2017**
  - Auto Transportation: $40.3M
  - Arts, Entertainment, Recreation: $39.5M
  - Lodging: $39.5M
  - Foodservice: $157.2M
  - Gas Stations: $33.4M
  - Grocery Stores: $29.4M
  - Museums & Parks: $42.3M
  - Other/Personal Services: $42.3M
  - Car Rental: $20.7M
  - Auto Repair: $1.1M
  - State Sales: $29.4M
  - Local Sales: $33.4M
  - State Income: $17.4M
  - State Corporate Tax: $24.3M
  - Local Property Tax: $42.3M

- **2016**
  - Auto Transportation: $35.8M
  - Arts, Entertainment, Recreation: $33.4M
  - Lodging: $39.5M
  - Foodservice: $157.2M
  - Gas Stations: $40.3M
  - Grocery Stores: $39.5M
  - Museums & Parks: $42.3M
  - Other/Personal Services: $40.3M
  - Car Rental: $20.7M
  - Auto Repair: $1.1M
  - State Sales: $29.4M
  - Local Sales: $33.4M
  - State Income: $17.4M
  - State Corporate Tax: $24.3M
  - Local Property Tax: $42.3M

**Summit Portion of Statewide Visitor Spending, 2018**

- **Summit County Spending**: $730.5M
- **Rest of State**: $7,185.4M

**Direct Travel & Tourism Jobs by Job Type, 2018**

- **Accommodations**: 2,458 jobs
- **Auto Repair**: 22 jobs
- **Car Rental**: 2 jobs
- **Foodservice**: 2,352 jobs
- **Gas Stations**: 47 jobs
- **Grocery Stores**: 234 jobs
- **Museums & Parks**: 22 jobs
- **Other/Personal Services**: 352 jobs
- **Performing Arts**: 257 jobs
- **Recreation**: 1,950 jobs
- **Retail**: 553 jobs

**Total Travel & Tourism Jobs, 2018**

- **Indirect/Induced Jobs**: 1,765 jobs
- **Direct Jobs**: 8,249 jobs

---
Tax Revenue

Visitor spending generated $130.4 million in direct tax revenue, including $69.8 million in state and $60.6 million in local tax revenue. Visitor spending generated approximately $26.8 million in additional indirect and induced state and local tax revenue, for a total of $157.2 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Summit County collected a total of $13.0 million from these two sales taxes, up 2.0% from 2017 and 35.9% over the past five years.

Hotel Data

Summit County hotel occupancy rates averaged 56.0% in 2018 compared to 55.3% in 2017. July, June, August, and March (in that order) had the highest average occupancy rates.

Endnotes

1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4 See note #2 regarding “indirect and induced.”
5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Tooele County, 2018

Spending
In 2018, visitors directly spent an estimated $140.2 million in Tooele County, a 2.1% increase from 2017.¹ The top three spending categories were auto transportation, foodservice, and lodging. Tooele County visitor spending made up 1.8% of total statewide spending.

Direct Spending Estimates (millions of dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Auto Transportation</th>
<th>Foodservice</th>
<th>Retail</th>
<th>Services</th>
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<tbody>
<tr>
<td>2016</td>
<td>$125.0</td>
<td>$30</td>
<td>$60</td>
<td>$90</td>
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<tr>
<td>2017</td>
<td>$137.3</td>
<td>$30</td>
<td>$60</td>
<td>$90</td>
</tr>
<tr>
<td>2018</td>
<td>$140.2</td>
<td>$30</td>
<td>$60</td>
<td>$90</td>
</tr>
</tbody>
</table>

Jobs
Visitor spending supported 904 direct Tooele County travel and tourism jobs, a 1.6% increase from 2017. Foodservice, gas stations, and accommodations were the top three job sectors. These 904 direct travel and tourism jobs supported an additional 161 indirect and induced jobs in the county for a total of 1,065 jobs.²

Direct Travel & Tourism Jobs

<table>
<thead>
<tr>
<th>Job Type</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodations</td>
<td>884</td>
<td>889</td>
<td>904</td>
</tr>
<tr>
<td>Auto Repair</td>
<td>73</td>
<td>73</td>
<td>73</td>
</tr>
<tr>
<td>Car Rental</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Foodservice</td>
<td>308</td>
<td>308</td>
<td>308</td>
</tr>
<tr>
<td>Gas Stations</td>
<td>207</td>
<td>207</td>
<td>207</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>11</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Museums &amp; Parks</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Other/Personal Services</td>
<td>12</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>37</td>
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</tr>
<tr>
<td>Recreation</td>
<td>58</td>
<td>58</td>
<td>58</td>
</tr>
</tbody>
</table>

Tooele Portion of Statewide Visitor Spending, 2018

Tooele County Spending, $140.2 M
Rest of State, $7,775.7 M

Total Travel & Tourism Jobs, 2018

161 Indirect/Induced Jobs
904 Direct Jobs
Tax Revenue
Visitor spending generated $8.8 million in direct tax revenue, including $5.6 million in state and $3.2 million in local tax revenue. Visitor spending generated approximately $1.5 million in additional indirect and induced state and local tax revenue, for a total of $10.3 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Tooele County collected a total of $1.05 million in these two sales taxes combined, up 2.8% percent from 2017 and up 28.2% over the past five years.

Select Local Sales Tax Revenues

Hotel Data
Tooele County hotel occupancy rates averaged 51.0% in 2018 compared to 53.0% in 2017. August, June, September, and July (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate

Endnotes
1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4 See note #2 regarding "indirect and induced."
5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).
Uintah County, 2018

Spending
In 2018, visitors directly spent an estimated $121.0 million in Uintah County, an 4.0% increase from 2017.1 The top three spending categories were auto transportation, foodservice, and lodging. Uintah County visitor spending made up 1.5% of total statewide spending.

Jobs
Visitor spending supported 845 direct Uintah County travel and tourism jobs, a 6.2% increase from 2017. Foodservice, accommodations, and gas stations were the top three job sectors. These 845 direct travel and tourism jobs supported an additional 167 indirect and induced jobs in the county for a total of 1,012 jobs.2
Tax Revenue
Visitor spending generated $8.0 million in direct tax revenue, including $5.0 million in state and $2.9 million in local tax revenue. Visitor spending generated approximately $2.0 million in additional indirect and induced state and local tax revenue, for a total of $9.9 million.

Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In fiscal year 2018, Uintah County collected a total of $932,838 in these three sales taxes combined, down 0.5% percent from 2017 and down 33.6% over the past five years.

Select Local Sales Tax Revenues

Hotel Data
Uintah County hotel occupancy rates averaged 51.7% in 2018 compared to 49.6% in 2017. June, Sept., July, and Aug. (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate

In 2018, Uintah County’s average daily room rate was $82.58 compared to $80.24 in 2017, a 2.9% year-over-year increase.

Average Hotel Daily Room Rate

Endnotes
1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4 See note #2 regarding “indirect and induced.”
5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Utah County, 2018

Spending
In 2018, visitors directly spent an estimated $741.4 million in Utah County, a 7.5% increase from 2017. The top three spending categories were auto transportation (e.g. car rental, gasoline, and auto repair), foodservice, and retail. Utah County visitor spending made up 9.4% of total statewide spending.

Direct Spending Estimates (millions of dollars)

Direct Spending Estimates by Spending Category

Jobs
Visitor spending supported 9,236 direct Utah County travel and tourism jobs, a 6.8% increase from 2017. Foodservice, accommodations, and retail were the top three job sectors. These 9,236 direct travel and tourism jobs supported an additional 2,317 indirect and induced county jobs for a total of 12,697 jobs.

Direct Travel & Tourism Jobs

Direct Travel & Tourism Jobs by Job Type, 2018

Utah Portion of Statewide Visitor Spending, 2018

Total Travel & Tourism Jobs, 2018

9,236 Direct Jobs
2,317 Indirect/Induced Jobs
12,697
**Tax Revenue**

Visitor spending generated $79.6 million in direct tax revenue, including $49.3 million in state and $30.3 million in local tax revenue. Visitor spending generated approximately $28.8 million in additional indirect and induced state and local tax revenue, for a total of $108.5 million.

Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle leasing tax, and restaurant tax. In fiscal year 2018, Utah County collected a total of $13.1 million from these three sales taxes, up 4.4% from 2017 and 35.7% over the past five years.

**Select Local Sales Tax Revenues**

![Select Local Sales Tax Revenues](image)

**Hotel Data**

Utah County hotel occupancy rates averaged 65.3% in 2018 compared to 67.7% in 2017. June, August, July, and September (in that order) had the highest average occupancy rates.

**Average Hotel Occupancy Rate**

![Average Hotel Occupancy Rate](image)

In 2018, Utah County’s average daily room rate was $96.42 compared to $96.11 in 2017, a 0.3% year-over-year increase.

**Average Hotel Daily Room Rate**

![Average Hotel Daily Room Rate](image)

**Endnotes**

1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4 See note #2 regarding “indirect and induced.”
5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Wasatch County, 2018

Spending
In 2018, visitors directly spent an estimated $109.3 million in Wasatch County, an 6.0% increase from 2017.1 The top three spending categories were lodging, auto transportation, and foodservice. Wasatch County visitor spending made up 1.4% of total statewide spending.

Jobs
Visitor spending supported 1,214 direct Wasatch County travel and tourism jobs, a 12.5% increase from 2017. Accommodations, foodservice, and retail were the top three job sectors. These 1,214 direct travel and tourism jobs supported an additional 307 indirect and induced jobs in the county for a total 1,521 jobs.2
Tax Revenue
Visitor spending generated $16.6 million in direct tax revenue, including $8.6 million in state and $8.0 million in local tax revenue. Visitor spending generated approximately $3.8 million in additional indirect and induced state and local tax revenue, for a total of $20.4 million.

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Wasatch County collected a total of $2.63 million in these two sales taxes combined, up 5.6% percent from 2017 and 33.3% over the past five years.

Select Local Sales Tax Revenues

Hotel Data
Wasatch County hotel occupancy rates averaged 47.5% during the last four months of 2018 compared to 47.4% in 2017 (note Wasatch County began reporting hotel data beginning September 2016). For the last four months of 2018, Wasatch County’s average daily room rate was $224.58 compared to $188.80 during the same period in 2017, a 19.0% year-over-year increase.

Endnotes
1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4 See note #2 regarding “indirect and induced.”
5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

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Washington County, 2018

**Spending**

In 2018, visitors directly spent an estimated $656.7 million in Washington County, a 9.6% increase from 2017. The top three spending categories were lodging, auto transportation, and foodservice. Washington County visitor spending made up 8.3% of total statewide spending.

**Jobs**

Visitor spending supported 7,181 direct Washington County travel and tourism jobs, a 6.3% increase from 2017. Foodservice, accommodations, and retail were the top three job sectors. These 7,181 direct travel and tourism jobs supported an additional 2,258 indirect and induced county jobs for a total of 9,439 jobs.
**Tax Revenue**

Visitor spending generated $72.6 million in direct tax revenue, including $43.7 million in state and $28.9 million in local tax revenue. Visitor spending generated approximately $25.6 million in additional indirect and induced state and local tax revenue, for a total of $98.2 million.

Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle leasing tax, and restaurant tax. In fiscal year 2018, Washington County collected a total of $11.8 million from these three sales taxes, up 8.5% from 2017 and 55.0% over the past five years.

**Hotel Data**

Washington County hotel occupancy rates averaged 65.2% in 2018 compared to 68.3% in 2017. September, October, June, and May (in that order) had the highest average occupancy rates. In 2018, Summit County’s average daily room rate was $108.33 compared to $113.56 in 2017, a 4.6% year-over-year decrease.

**Endnotes**

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding “indirect and induced.”
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6. Total spending includes direct spending plus indirect and induced spending effects (see note #2).
Wayne County, 2018

Spending
In 2018, visitors directly spent an estimated $26.9 million in Wayne County, an 28.1% increase from 2017.1 The top three spending categories were lodging, foodservice, and auto transportation. Wayne County visitor spending made up 0.3% of total statewide spending.

Jobs
Visitor spending supported 336 direct Wayne County travel and tourism jobs, an 8.8% increase from 2017. Accommodations, foodservice, and gas stations were the top three job sectors. These 336 direct travel and tourism jobs supported an additional 50 indirect and induced jobs in the county for a total of 386 jobs.2

Wayne Portion of Statewide Visitor Spending, 2018

Total Travel & Tourism Jobs, 2018
Tax Revenue

Visitor spending generated $3.1 million in direct tax revenue, including $1.9 million in state and $1.3 million in local tax revenue. Visitor spending generated approximately $556 thousand in additional indirect and induced state and local tax revenue, for a total of $3.7 million. Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Wayne County collected a total of $636 thousand in these two sales taxes combined, up 15.8% percent from 2017 and 105.4% over the past five years.

Select Local Sales Tax Revenues

<table>
<thead>
<tr>
<th></th>
<th>FY14</th>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
</tr>
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<tr>
<td>Restaurant Tax</td>
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<td>$356.5</td>
<td>$419.9</td>
<td>$549.2</td>
<td>$636.0</td>
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<td>County Transient</td>
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</tr>
</tbody>
</table>

Hotel Data

Wayne, Garfield, and San Juan counties’ combined hotel occupancy rates averaged 59.7% in 2018 compared to 60.5% in 2017. June, September, July, and August (in that order) had the highest average occupancy rates. In 2018, Wayne, Garfield, and San Juan counties’ combined average daily room rate was $119.84 compared to $114.90 in 2017, a 4.3% year-over-year increase.

Average Hotel Occupancy Rate

Endnotes

1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4 See note #2 regarding “indirect and induced.”
5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Weber County, 2018

**Spending**
In 2018, visitors directly spent an estimated $363.4 million in Weber County, a 3.3% increase from 2017. The top three spending categories were auto transportation, foodservice, and retail. Weber County visitor spending made up 4.6% of total statewide spending.

**Jobs**
Visitor spending supported 4,770 direct Weber County travel and tourism jobs, a 1.4% increase from 2017. Foodservice, recreation, and retail were the top three job sectors. These 4,770 direct travel and tourism jobs supported an additional 928 indirect and induced county jobs for a total of 5,698 jobs.

**Direct Spending Estimates (millions of dollars)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$335.4</td>
</tr>
<tr>
<td>2017</td>
<td>$352.0</td>
</tr>
<tr>
<td>2018</td>
<td>$363.3</td>
</tr>
</tbody>
</table>

**Direct Spending Estimates by Spending Category**

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitor Spending (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$5.0</td>
</tr>
<tr>
<td>2017</td>
<td>$5.0</td>
</tr>
<tr>
<td>2018</td>
<td>$5.0</td>
</tr>
</tbody>
</table>

**Direct Travel & Tourism Jobs**

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs (Thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>4,442</td>
</tr>
<tr>
<td>2017</td>
<td>4,702</td>
</tr>
<tr>
<td>2018</td>
<td>4,770</td>
</tr>
</tbody>
</table>

**Direct Travel & Tourism Jobs by Job Type, 2018**

<table>
<thead>
<tr>
<th>Job Type</th>
<th>Jobs (Thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodations</td>
<td>475</td>
</tr>
<tr>
<td>Auto Repair</td>
<td>225</td>
</tr>
<tr>
<td>Car Rental</td>
<td>15</td>
</tr>
<tr>
<td>Foodservice</td>
<td>2,119</td>
</tr>
<tr>
<td>Gas Stations</td>
<td>267</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>94</td>
</tr>
<tr>
<td>Museums &amp; Parks</td>
<td>13</td>
</tr>
<tr>
<td>Other/Personal Services</td>
<td>181</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>92</td>
</tr>
<tr>
<td>Recreation</td>
<td>650</td>
</tr>
<tr>
<td>Retail</td>
<td>639</td>
</tr>
</tbody>
</table>

**Weber Portion of Statewide Visitor Spending, 2018**

- Weber County Spending: $363.4 M
- Rest of State: $7,552.5 M

**Total Travel & Tourism Jobs, 2018**

- 928 Indirect/Induced Jobs
- 4,770 Direct Jobs
**Tax Revenue**

Visitor spending generated $41.3 million in direct tax revenue, including $24.6 million in state and $16.7 million in local tax revenue. Visitor spending generated approximately $10.1 million in additional indirect and induced state and local tax revenue, for a total of $51.4 million.

Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle leasing tax, and restaurant tax. In fiscal year 2018, Weber County collected a total of $5.7 million from these three sales taxes, up 1.2% from 2017 and 27.1% over the past five years.

**Select Local Sales Tax Revenues**

![Graph showing Select Local Sales Tax Revenues](image)

- **Restaurant Tax**
- **County Transient Room Tax**
- **Motor Vehicle Leasing Tax**

**Hotel Data**

Weber County hotel occupancy rates averaged 66.7% in 2018 compared to 67.9% in 2017. June, August, July, and September (in that order) had the highest average occupancy rates.

**Average Hotel Occupancy Rate**

![Graph showing Average Hotel Occupancy Rate](image)

In 2018, Weber County’s average daily room rate was $82.98 compared to $79.64 in 2017, a 4.2% year-over-year increase.

**Average Hotel Daily Room Rate**

![Graph showing Average Hotel Daily Room Rate](image)

**Endnotes**

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding “indirect and induced.”
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
6. Total spending includes direct spending plus indirect and induced spending effects (see note #2).