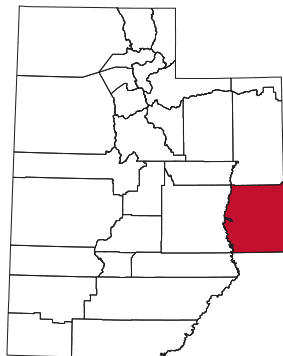


Grand County

Grand County, located in southeastern Utah, had a 45.6% leisure and hospitality share of total private jobs in 2015, ranking 3rd statewide. Part of Utah’s physiographic region known as the Colorado Plateau, Grand County is a rugged landscape of red rock canyons, mesas, buttes, mountains, petrified sand dunes, colorful sandstone spires, fins, hoodoos and other diverse erosional formations. Moab, Grand County’s largest town and tourism hub, serves as a convenient launching pad to Arches National Park, Canyonlands National Park, the Colorado River (once called the Grand River), and Dead Horse Point State Park. Outdoor activities in Moab include hiking, river running, mountain biking, four-wheel driving, rock climbing, athletic events, art and music festivals, and many other local seasonal attractions that run from late March through early November. Moab draws a large number of international visitors during the tourist season and is also home to the world-famous Slickrock Trail.



Travel and Tourism at a Glance

	2015	2014	change
Grand County Pop.	9,516	9,451	0.7%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$8,853,890	\$8,085,514	9.5%
L&H Taxable Sales	\$146,894,311	\$131,159,577	12.0%
L&H Jobs	1,956	1,820	7.5%
L&H % of Total Jobs	45.6%	44.4%	2.7%
L&H Wages	\$41,203,421	\$36,998,479	11.4%
Arches N.P.	1,399,247	1,284,767	8.9%
Canyonlands N.P.	634,607	542,431	17.0%
Avg. Occupancy Rate	63.8%	63.4%	0.6%

T-R = “Travel-Related,” L&H = “Leisure and Hospitality”

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$3,898,673	\$3,423,171	13.9%
Municipal Transient Room Tax	\$955,972	\$887,536	7.7%
Resort Communities Sales Tax	\$3,377,429	\$3,224,344	4.7%
Restaurant Tax	\$501,322	\$460,399	8.9%
Motor Vehicle Leasing Tax	\$120,495	\$90,063	33.8%

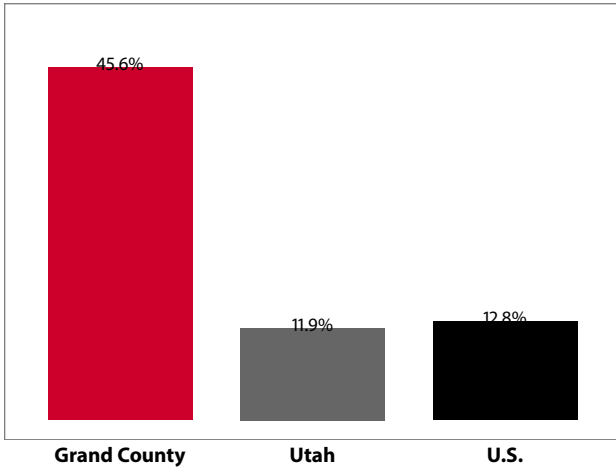
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$96,753,291	\$84,990,007	13.8%
Arts, Ent., & Rec.	\$9,759,387	\$9,282,871	5.1%
Food Service	\$40,381,633	\$36,886,700	9.5%

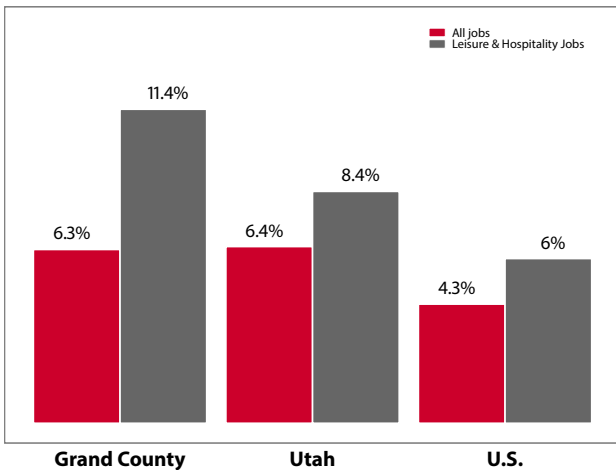
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



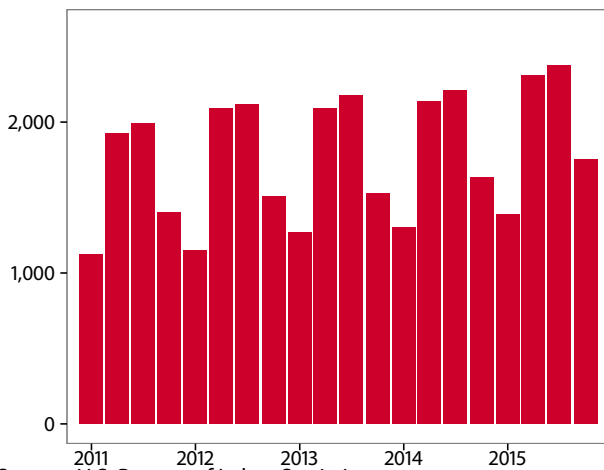
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



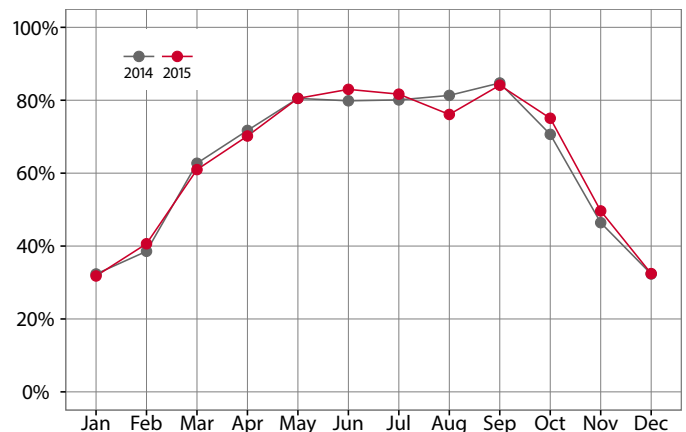
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	735	676	59
Food Service	919	853	66
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	103	102	0
Miscellaneous store retailers	82	76	7
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	158	126	32
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



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Accommodations Industry: County vs. State

	2015	2014	change
County			
Average Daily Room Rate	\$131.61	\$125.52	4.8%
Occupancy Rate	63.8%	63.4%	0.6%
Revenue Per Available Room	\$85.98	\$81.16	5.9%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

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