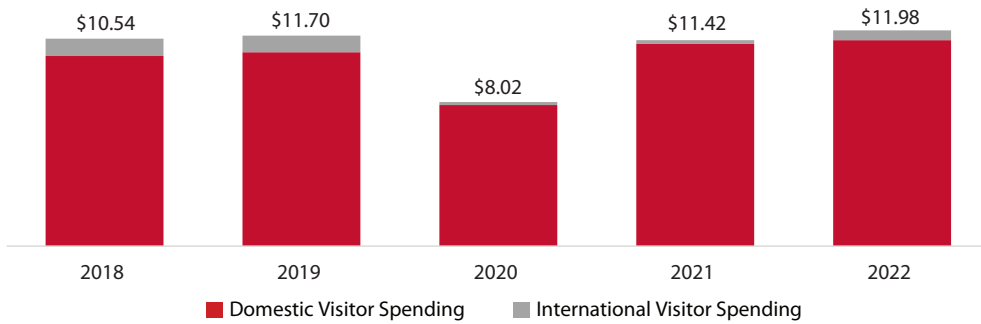


Visitors and Spending

Visitors spent a record \$11.98 billion in Utah's economy in 2022, generating 151,800 total jobs and a record \$2.12 billion in total state and local tax revenue. Utah ski resort visitation (7.1 million skier days) was at an all-time high during the 2022-2023 season, up 21.8% from the previous season. National park and state park visitation grew in 2023, up 1.2% and 20.7%, respectively. Salt Lake City International Airport passenger counts in 2023 not only surpassed the 2019 baseline for the first time since the pandemic, but also set a new record (26.9 million passengers).

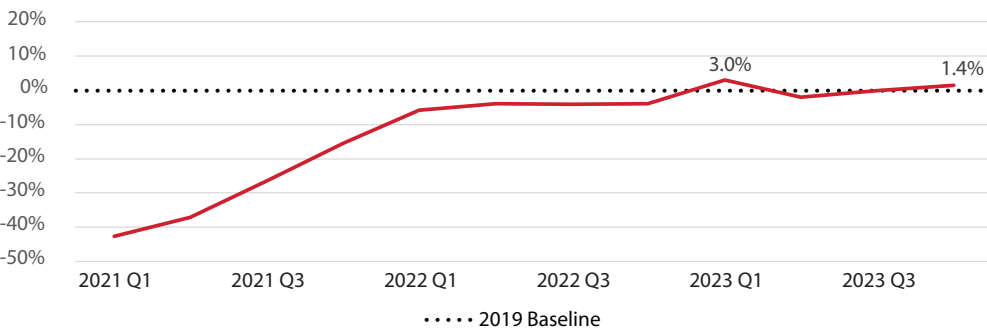
Direct Visitor Spending, 2018-2022

(Billions of 2022 dollars)



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

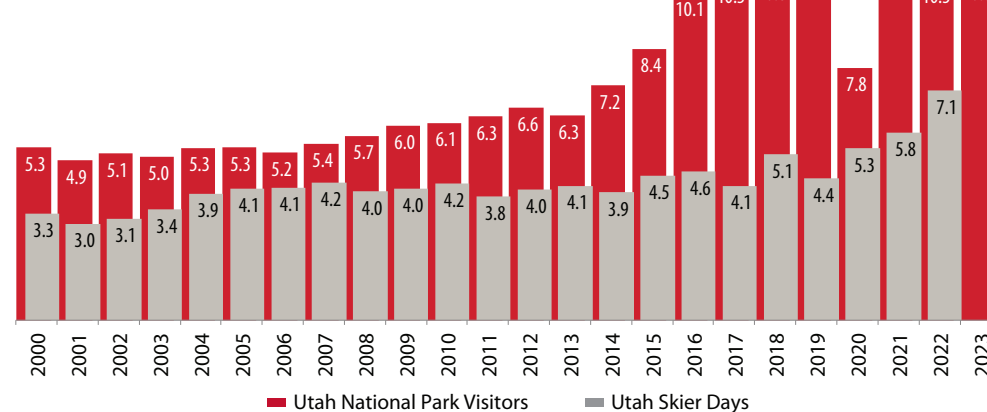
Percent Change in SLC International Airport Passengers Compared with 2019 Baseline



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

Utah Skier Days and National Park Visitation, 2000-2023

(Millions)

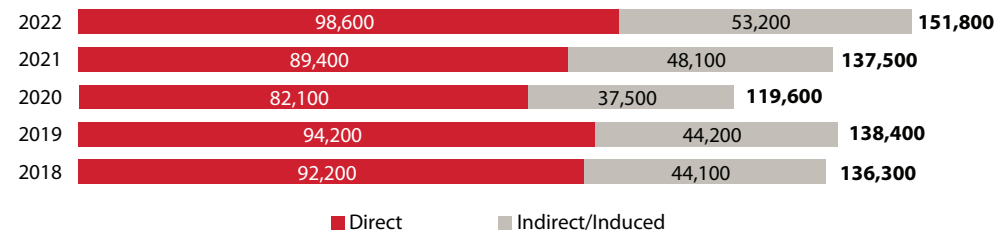


Note: Skier days include the season that begins with year shown and goes through following year (e.g. 2019 = 2019-2020 ski season).
Source: National Park Service and Ski Utah

Employment

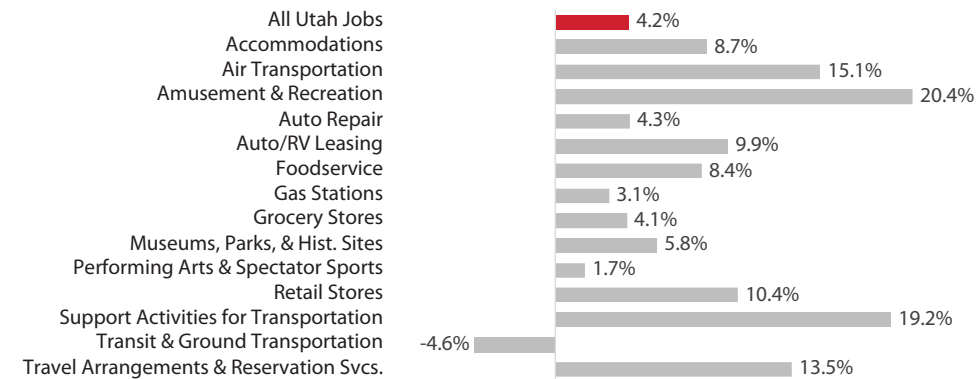
The \$11.98 billion in direct visitor spending generated 98,600 direct travel and tourism jobs in 2022 and supported an additional 53,200 indirect and induced jobs, equaling 151,800 total jobs statewide (up 10.4% from 2021). Amusement and recreation, transportation support activities, and air transportation experienced the greatest year-over percent increases in the travel and tourism employment sector. As far as the largest increases in the actual number of jobs, the amusement and recreation industry added close to 2,200 jobs statewide between 2021 and 2022, followed by the foodservice sector, which added around 1,900 jobs. All tourism-related employment sectors experienced year-over increases (except for the transit and ground transportation sector), with the majority growing above the average annual rate for all Utah jobs (4.2%). Overall, rural leisure and hospitality employment rebounded more quickly post pandemic than urban employment, and while Wasatch Front employment nearly matched rural Utah's pace during the first quarter 2023, rural employment growth exceeded urban employment growth in the second quarter.

Travel and Tourism-Supported Jobs, 2018-2022



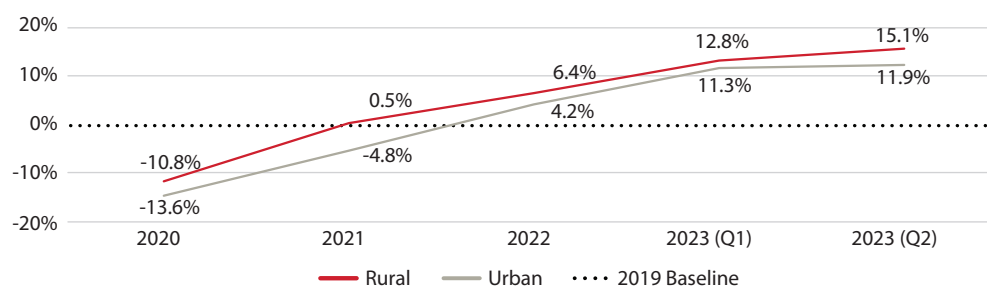
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis data

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



Note: includes full- and part-time public and private employment; includes self-employed; "All Utah Jobs" includes tourism and non-tourism jobs.
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis data

Percent Change in Leisure & Hospitality Employment Compared with 2019 Baseline, 2020-2023 (Q2)



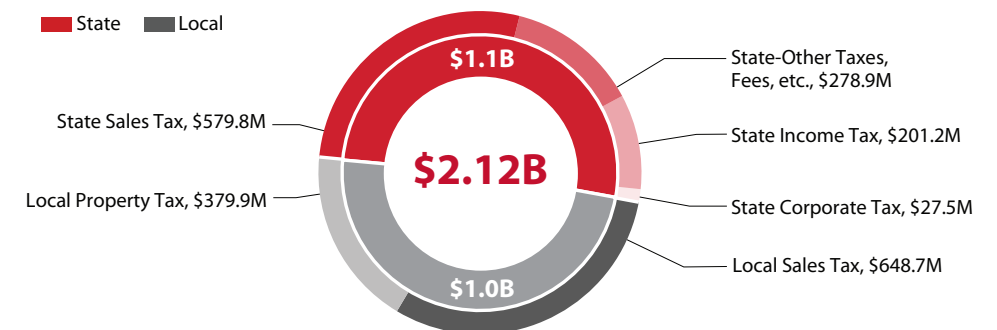
Note: Private full- and part-time employment; self-employed are not included; "Leisure & Hospitality" employment includes jobs in the arts/entertainment/recreation, accommodations, and foodservice sectors.
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labor Statistics data

Tax Revenue

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

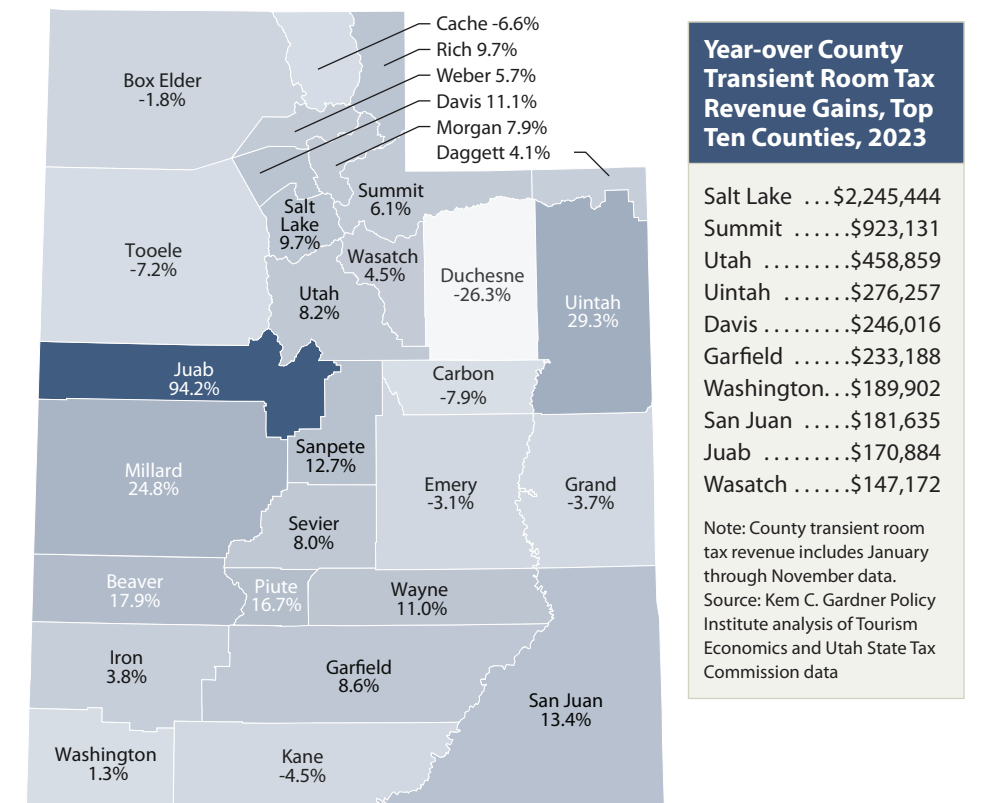
When comparing 2023 county transient room tax (TRT) revenue to 2022 (January through November), 21 of 29 counties experienced positive year-over growth. Salt Lake County experienced the greatest increase in year-over TRT revenue (\$2.2 million), followed by Summit County (\$923,000), and Utah County (\$459,000).

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



Note: Includes economic multiplier effects.
Source: Kem C. Gardner Policy Institute analysis of Tourism Economics and Utah State Tax Commission data

Year-Over Change in County Transient Room Tax Revenue by County, 2023



Year-over County Transient Room Tax Revenue Gains, Top Ten Counties, 2023

Salt Lake	...\$2,245,444
Summit\$923,131
Utah\$458,859
Uintah\$276,257
Davis\$246,016
Garfield\$233,188
Washington	...\$189,902
San Juan\$181,635
Juab\$170,884
Wasatch\$147,172

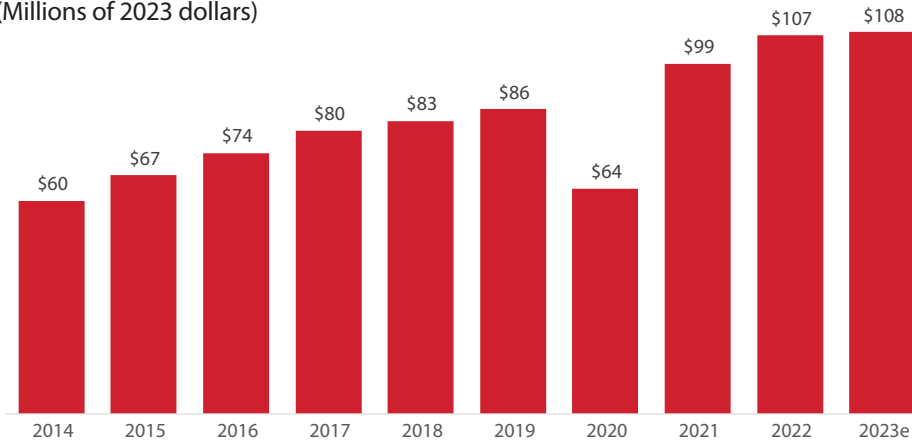
Note: County transient room tax revenue includes January through November data.
Source: Kem C. Gardner Policy Institute analysis of Tourism Economics and Utah State Tax Commission data

Note: Includes TRT collections from January to November, 2023. Juab County's 94.2% year-over increase in TRT is due to the addition of a new hotel, RV Park, and recreation center over the past few years.
Source: Kem C. Gardner Policy Institute analysis of Tourism Economics and Utah State Tax Commission data

County transient room tax revenue collections totaled an estimated \$108 million in 2023, up 0.9% from 2022 after adjusting for inflation. The average annual statewide hotel occupancy rate in 2023 (64.1%) was down slightly from the 2022 average of 64.3%. Year-over average daily hotel room rates (ADRs) and revenue per available room (RevPAR) were up 3.9% and 3.2%, respectively. Year-over hotel ADRs in Utah's rural areas generally declined in 2023, while they increased in Utah's urban regions. The average short-term rental occupancy rate was 48.3% in 2023—a slight decrease from 49.8% in 2022 and 50.6% in 2019.

County Transient Room Tax Revenue, 2014-2023e

(Millions of 2023 dollars)



Note: "e" is "estimate."
Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

Average Daily Room Rates by Select Counties, 2022-2023

County	2022	2023	Year-over change 2022-2023
Garfield-San Juan-Wayne	\$151.38	\$107.33	-29.1%
Grand	\$182.26	\$176.85	-3.0%
Kane	\$247.04	\$223.14	-9.7%
Salt Lake	\$128.41	\$141.17	9.9%
Summit	\$355.66	\$385.11	8.3%
Wasatch	\$367.80	\$446.40	21.4%
Washington	\$138.59	\$140.18	1.1%

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

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



Source: Kem C. Gardner Policy Institute analysis of STR, Inc. and Lighthouse (formerly Transparent) data
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Statewide Indicators	2021	2022	Change 2021-2022
Utah Population	3,343,518	3,404,760	1.8%
Employment, All Industries ¹ (Private Sector)	1,371,226	1,434,855	4.6%
Wages, All Industries ² (Private Sector)	\$75,656	\$87,633	15.8%

Employment, Spending & Wages (Dollar Amounts in Millions)

Estimated Traveler Spending	\$10,562	\$11,987	13.5%
Total Tourism-Related Employment ³	137,500	151,800	10.4%
Total Tourism-Related Wages ⁴	\$5,224	\$6,112	17.0%
Direct Leisure & Hospitality Employment (Private Sector)	148,317	162,734	9.7%
Direct Leisure & Hospitality Wages (Private Sector)	\$4,430	\$5,142	16.1%
Leisure & Hospitality Share of Total Employment (Private Sector)	10.8%	11.3%	4.9%
Total Leisure & Hospitality Taxable Sales	\$10,252	\$11,822	15.3%

Utah Accommodations Industry

Accommodations Industry Employment (Private)	18,622	20,866	12.1%
Accommodations Industry Wages (Private, Millions)	\$575	\$720	25.2%
Accommodations Taxable Sales (Millions)	\$2,616	\$3,217	23.0%

	2022	2023	Change 2022-2023
Hotel/Motel Occupancy Rates ⁵	64.3%	64.1%	-0.3%
Hotel/Motel Average Daily Rate ⁶	\$149.22	\$155.06	3.9%
Hotel/Motel Revenue Per Available Room ⁷	\$96.22	\$99.26	3.2%
Short Term Rental Occupancy Rates ⁸	49.8%	48.3%	-3.0%
Short Term Rental Listings	22,374	26,459	18.3%

Tourism-Related Tax Revenues⁹ (Dollar Amounts in Millions)

Total TRCC Tax Revenue	\$106.8	\$116.3	8.9%
Total TRT Tax Revenue (County & Municipality)	\$125.7	\$132.4	5.3%
Total Resort Communities Sales Tax	\$43.5	\$45.4	4.4%

Statewide Visitation Counts

Utah Skier Visits	5,829,679	7,100,000	21.8%
Total National Park Recreation Visits	10,514,484	10,635,836	1.2%
Arches National Park	1,460,652	1,482,045	1.5%
Bryce Canyon National Park	2,354,660	2,461,269	4.5%
Canyonlands National Park	779,147	800,423	2.7%
Capitol Reef National Park	1,227,608	1,268,861	3.4%
Zion National Park	4,692,417	4,623,238	-1.5%
Total National Place Recreation Visits ¹⁰	5,369,533	7,323,250	36.4%
Total Utah State Park Recreation Visits (FY)	9,995,185	12,059,254	20.7%
Salt Lake International Airport - Total Passengers	25,752,783	26,952,752	4.7%

1. Employment includes annual average employee full- and part-time private jobs (does not include sole proprietors).
2. Wages includes annual average full- and part-time employee wages (does not include sole proprietors).
- 3, 4. Consists of direct, indirect, and induced jobs and wages; includes full- and part-time private and public jobs, and includes sole proprietors.
- 5, 6, 7. Kem C. Gardner Policy Institute analysis of STR, Inc., data; republication or other re-use of this data without the express written permission of str is strictly prohibited.
8. Short term rental subtypes "Shared Room" and "Other" have been omitted.
9. 2023 tax revenue figures are estimates only.
10. Includes Cedar Breaks NM, Dinosaur NM, Glen Canyon NRA, Golden Spike NHS, Grand Staircase-Escalante NM, Hovenweep NM, Natural Bridges NM, Rainbow Bridge NM, and Timpanogos Cave NM visitation; Bears Ears NM and Flaming Gorge NRA visitation is not included.

Sources: Kem C. Gardner Policy Institute, U.S. Travel Association, Utah Department of Workforce Services, STR, Inc., Bureau of Land Management, Utah State Tax Commission, Utah State Parks, Ski Utah, National Park Service, Utah Office of Tourism, S.L.C. International Airport, Tourism Economics, and Lighthouse (formerly Transparent).

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The State of Utah's Travel and Tourism Industry

Winter in Bryce Canyon From Rainbow Point



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