

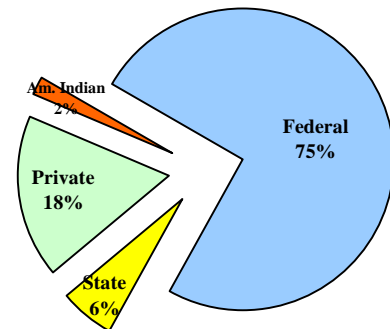


WASHINGTON COUNTY TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	117,316	127,127	134,899	6.1%	5
Total Non-Ag Employment	42,862	47,244	51,529	9.1%	5
Non-Ag Avg Monthly Wage	\$2,025	\$2,151	\$2,315	7.6%	16
Per Capita Income	\$21,204	\$23,017	\$24,400	6.0%	16
Unemployment Rate	4.4%	3.5%	2.9%	-17.1%	23
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$458.7	\$470.3	\$467.4	-0.6%	3
Travel & Tourism Related Employment	9,047	8,948	8,905	-0.5%	3
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$15,350.2	\$15,930.8	\$15,892.5	-0.2%	3
Transient Room Tax	\$1,537.0	\$1,698.8	\$1,929.6	13.6%	3
Restaurant Tax	\$1,278.7	\$1,455.5	\$1,664.9	14.4%	5
Car Rental Tax	\$164.3	\$255.0	\$286.8	12.5%	5
Gross Taxable Retail Sales (millions)	\$1,958.5	\$2,401.9	\$2,680.2	11.6%	5
REGIONAL VISITATION COUNTS					
I-15 UT/AZ Traffic Count	7,586,525	7,971,600	8,004,450	0.4%	
SR-89 UT/AZ Traffic Count	1,138,800	1,164,350	1,244,650	6.9%	
St. George Welcome Center	226,288	231,648	239,156	3.2%	
Zion N.P.	2,674,162	2,586,659	2,514,490	-2.8%	
Bryce Canyon N.P.	987,250	1,017,680	890,673	-12.5%	
Quail Creek S.P.	164,945	165,702	108,482	-34.5%	
Cedar Breaks N.M.	516,329	505,046	453,382	-10.2%	
Grand Staircase-Escalante N.M.	649,232	613,228	695,866	13.5%	
Snow Canyon S.P.	287,132	200,562	255,643	27.5%	
Coral Pink Sand Dunes S.P.	122,832	65,270	66,468	1.8%	
Gunlock S.P.	NA	NA	60,891	NA	
Mountain Meadows	NA	NA	NA	NA	

Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	1,554,104	100.0%
Federal Government	1,161,710	74.8%
BLM	635,172	40.9%
US Forest Service	394,568	25.4%
National Park Service	131,970	8.5%
National Wildlife Refuge	--	--
Other •	--	--
State Government	88,738	5.7%
Utah State Parks & Recreation	8,072	0.5%
Utah State Wildlife Reserves	848	0.1%
State Trust Lands	79,815	5.1%
Other ••	3	0.0%
American Indian	28,183	1.8%
Private*	275,786	17.7%

Land Ownership - 2006



• Includes Military and Bankhead Jones land

*May include some local government land

•• Includes State Sovereign and UDOT land

Washington County Tourism Profile

