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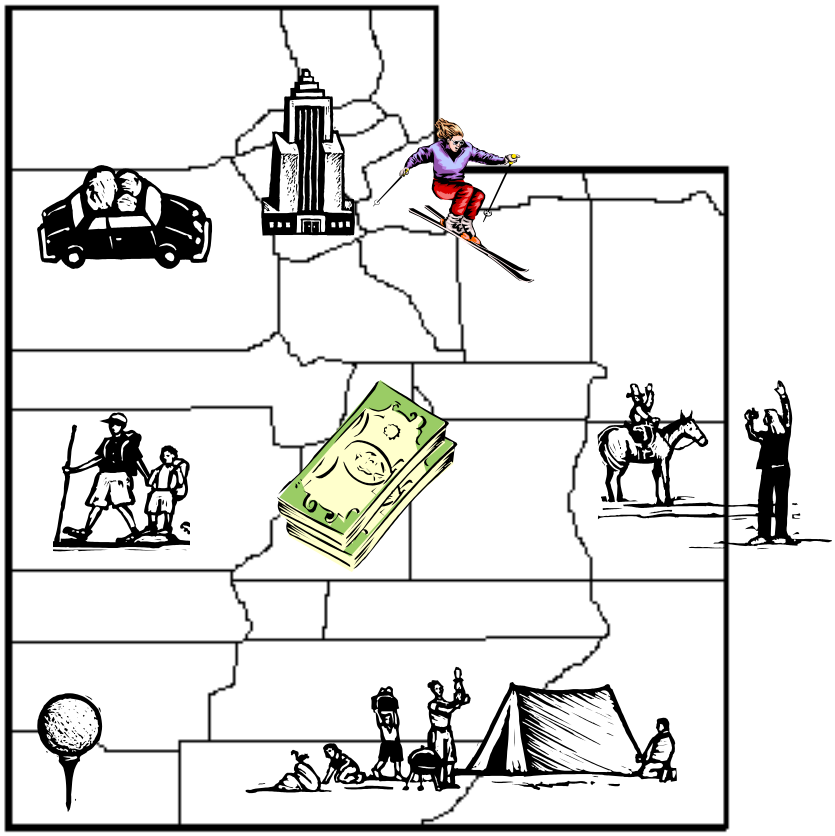
2003 State and County Economic & Travel Indicator Profiles



Utah Division of Travel Development
Department of Community & Economic Development
March 2004

2003 State and County Economic & Travel Indicator Profiles

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Research Series

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INTRODUCTION

Publication Overview

The original ***Economic and Travel Industry Profiles for Utah Counties*** was developed and published in 1993 by the Utah Division of Travel Development as a means for describing Utah's tourism economy at the state and county level. The economic impact models were developed as a collaborative effort with the Governor's Office of Planning and Budget and the Department of Community and Economic Development with input from the Department of Workforce Services, the Utah State Tax Commission, the University of Utah's Bureau of Business and Economic Research and the Governor's Economic Coordinating Committee. The report proved to be a valuable source of information to local and regional tourism planning. Since that time, the annual ***State and County Economic & Travel Indicator Profiles*** has continued to monitor and provide the most accurate and current information on tourism in Utah. Periodic revisions of methodology and design have occurred as necessary to maintain accuracy, consistency and reliability.

Definition of Travel and Tourism

The World Tourism Organization defines the travel and tourism industry as the activities of persons traveling and staying in places outside their usual environment. Consequently, measuring the travel and tourism industry consists of measuring business sectors that provide visitors with the products and services they need while outside their "usual environment."

Such measurement is a complex task, more so since tourism is not an industry in the traditional sense of mining or manufacturing. Main business sectors within the industry usually include transportation, eating and drinking establishments, hotels and other lodging places, auto rentals and amusement and recreation services. While most tourism businesses reside within the services sector of the economy, the impacts of tourism-related businesses often cross boundaries into other sectors, including retail, construction, government, public utilities, real estate, agriculture, mining and manufacturing. Travel and tourism consistently ranks among Utah's five most important economic activities.

Availability of Report

Copies of the annual ***State and County Economic & Travel Indicator Profiles*** are sent to state and local government leaders, economic development and tourism officials, federal and state land management agencies, tourism industry associations and trade groups, academic institutions, and individual business owners. Every effort is made to ensure distribution of this valuable resource to all interested parties. Limited print copies of the report are available at the Utah Division of Travel Development (call 801-538-1317). The complete report is also available in downloadable form on the Division's Internet website: www.utah.org/travel in the Research and Planning section.

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Executive Summary

- Total spending by travelers decreased by 2.7% in 2002, totaling $4.142 billion. In looking at taxable sales figures from five key industry sectors, transportation and auto rentals were down significantly, while eating & drinking, amusement & recreation, and hotels all increased compared to 2001. The 0.6% tourism sector growth rate in 2002 is admirable given the state of the industry after the fall-out from 9/11.

- Total state and local tax contributions from traveler spending totaled $329 million in 2002. Tax revenues from traveler spending provided tax relief of $470 per Utah household. Local tax revenues accounted for $86 million while $243 million accrued to state tax coffers.

- Tourist arrivals to Utah totaled 17.3 million in 2002, equal to 2001, despite a nationwide downturn in tourism as a result of the terrorist attacks of 9/11 and a slumping economy. The Salt Lake 2002 Olympic Winter Games helped Utah maintain visitation levels experienced the previous year.

- County-based tourism tax collections (transient room tax, restaurant tax, car rental tax) totaled nearly $52.7 million in 2002, up 5.9% over 2001. Six counties (Salt Lake, Summit, Utah, Davis, Washington, and Weber) accounted for 87% of total tourism tax revenues. However, year-over comparisons reveal growth and declines in areas throughout the state.

	Total Collections	Statewide Growth Rate	Positive Growth	Negative Growth	Strong Performers
Transient Room Tax	$20.0 Mil.	7.7 %	22 Counties (76%)	7 Counties (24%)	Morgan (239%) Davis (52%) Rich (32%)
Restaurant Tax	$23.6 Mil.	7.8%	18 Counties (72%)	7 Counties (28%)	Beaver (191%) Washington (12%) Salt Lake (11%)
Car Rental Tax	$9.0 Mil.	-2.2%	5 Counties (71%)	2 Counties (29%)	Washington (289%) Davis (274%) Grand (116%)
COMBINED Total	**$56.0 Mil.**	**5.9%**	**23 Counties (79%)**	**6 Counties (21%)**	**Beaver (50%)** **Piute (38%)** **Emery (20%)** **Washington (19%)**

- The number of visitors in 2002 equaled the number of visitors in 2001, but traveler spending declined slightly. Additionally, the number of tourism-related jobs decreased during 2002. The 2002 Olympic Winter Games supported strong job growth in the lodging and amusement and recreation sectors. Nevertheless, an estimated 245 tourism-related jobs were lost in Utah in 2002, lowering the statewide total to 101,164. Salt Lake County led the way with over 40,000 tourism-related jobs. Utah, Davis, Weber, Summit, and Washington Counties each accounted for over 6,000 tourism-related jobs.

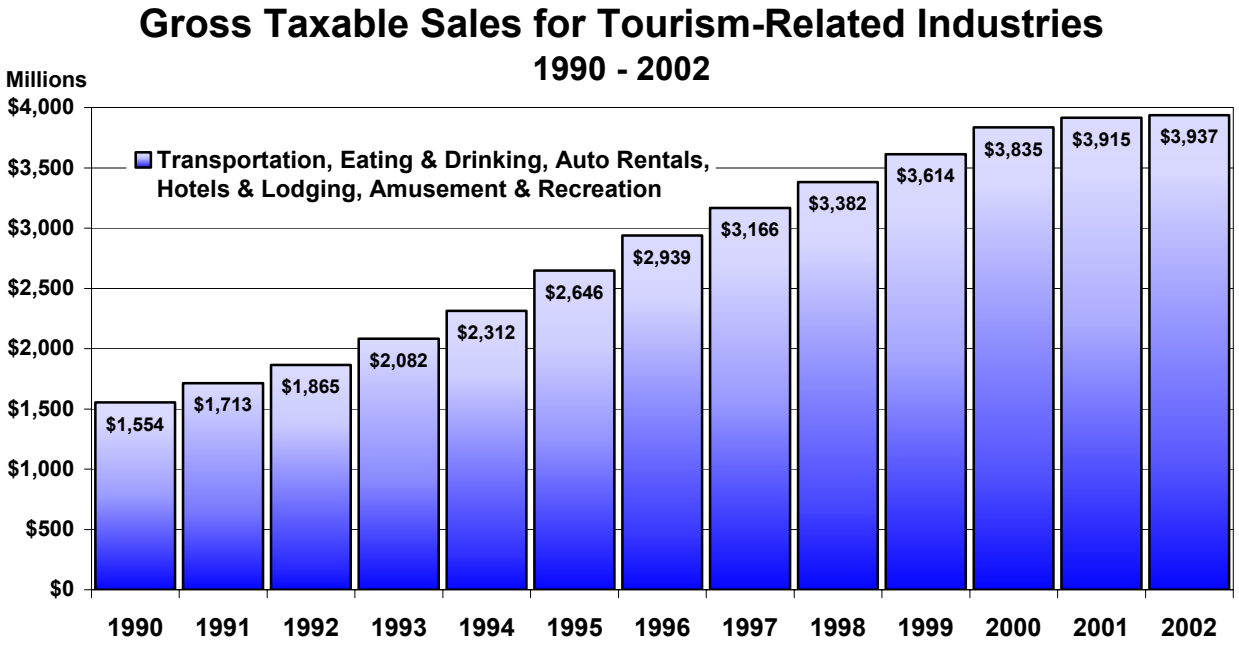
- The 0.2% job decline in the tourism sector was better than the total statewide decline in job growth of 0.7%. Tourism-related jobs account for over 9% of total nonfarm jobs in Utah (one in every 11 jobs). If tourism is treated as a separate industry, it is the sixth-largest employment sector in the state, behind Trade, Transportation, Utilities; Government; Manufacturing; Professional & Business Services; and Education & Health Services.

- Although the top six counties account for 80% of tourism-related jobs, many rural Utah counties are highly dependent on tourism. Travel related jobs account for more than a fifth of total nonfarm employment in eleven Utah counties: Daggett, Garfield, Grand, Summit, Kane, Rich, Wasatch, Beaver, Wayne, Piute, and San Juan.

Statewide Performance Indicators

SUMMARY OF UTAH TOURISM ACTIVITY – 2002			
Economic Indicators	**2002**	**2001**	**% Change**
Total Non-Resident Visitors	**17.3 Million**	**17.3 Million**	**0.0%**
U.S. Visitors	16.7 Million	16.7 Million	0.0%
International Visitors	610,000	600,000	1.7%
Total Tourism Spending	**$4.142 Billion**	**$4.259 billion**	**-2.8%**
Total Direct Tourism-Related Tax Revenues	**$329 Million**	**$338 Million**	**-2.7%**
State Tax Revenues	$243 Million	$249 Million	-2.4%
Local Tax Revenues	$86 Million	$89 Million	-3.4%
Total Tourism-Related Employment	**101,164**	**101,409**	**-0.2%**
Direct Tourism Employment	69,398	69,566	-0.2%
Indirect Tourism Employment	31,766	31,843	-0.2%
Tax Indicators	**2002**	**2001**	**% Change**
Total Tourism Tax Revenues	**$56.0 Million**	**$52.2 Million**	**7.3%**
Transient Room Tax Revenue	$20.0 Million	$17.4 Million	14.9%
Restaurant Tax Revenue	$23.6 Million	$21.9 Million	7.8%
Car Rental Tax Revenue	$12.4 Million	$12.9 Million	-3.9%
Total Gross Taxable Sales (GTS)	**$32.4 Billion**	**$32.5 Billion**	**0.4%**
Total Tourism-Related GTS	**$3.9 Billion**	**$3.9 Billion**	**0.0%**
Transportation GTS	$96 Million	$144 Million	-33.1%
Eating & Drinking GTS	$2,013 Million	$1,946 Million	3.5%
Auto Rentals GTS	$422 Million	$495 Million	-14.7%
Hotels & Lodging GTS	$674 Million	$599 Million	12.5%
Amusement & Recreation GTS	$731 Million	$727 Million	0.6%
Volume Indicators	**2002**	**2001**	**% Change**
Airline Passengers at Salt Lake Int'l Airport	18.7 Million	18.8 Million	-0.5%
National Park Visitors	5.1 Million	4.9 Million	4.1%
National Monument & Rec. Area Visitors	5.0 Million	5.5 Million	-9.1%
State Park Visitors	5.8 Million	6.1 Million	-4.9%
Utah Welcome Center Visitors	677,000	660,000	2.6%
Total Skier Visits	3.0 Million	3.3 Million	-9.1%
Statewide Hotel Occupancy Rate	62.1%	59.9%	

SOURCE: Data collected from reporting agencies by the Utah Division of Travel Development



TOURISM-RELATED ECONOMIC AND TAX IMPACTS ON UTAH COUNTIES
SUMMARY - 2002

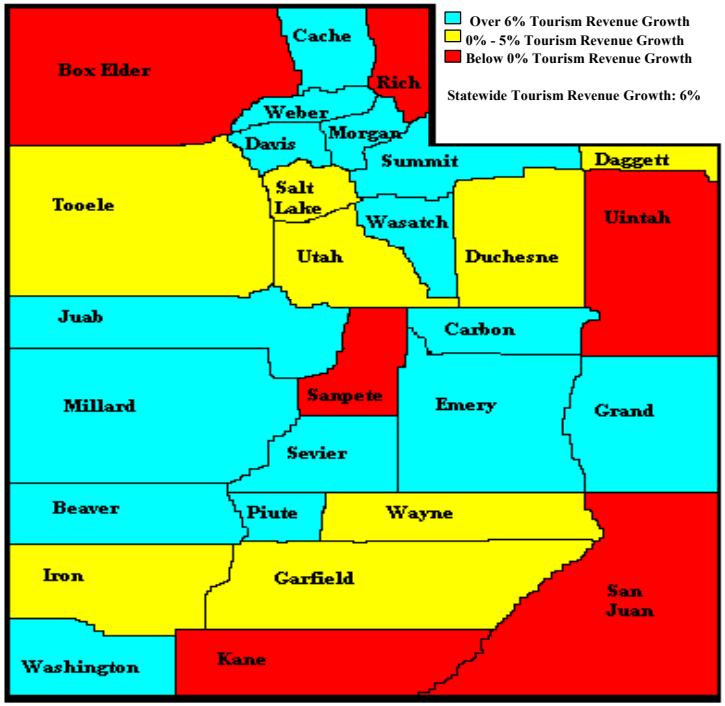
	Tourism-Related Economic Impacts							Tourism-Related Tax Revenues							
County	Spending	% Change	Employment	% Change	Tourism Dependence	Tax Revenues	% Change	Transient Room Tax	% Change	Restaurant Tax	% Change	Car Rental Tax	% Change	Total Tax Revenues	% Change
Beaver	$19,300,000	0.1%	504	1.8%	26.6%	$400,000	-0.5%	$104,583	18.9%	$57,615	190.9%	$0	NA	**$162,198**	**50.4%**
Box Elder	$22,700,000	0.1%	800	0.8%	4.5%	$470,000	-0.5%	$80,886	0.9%	$283,894	-3.5%	$0	NA	**$364,780**	**-2.6%**
Cache	$46,700,000	0.1%	2,185	1.1%	5.1%	$966,000	-0.5%	$248,004	9.3%	$636,240	5.7%	$0	NA	**$884,244**	**6.7%**
Carbon	$36,800,000	2.4%	1,018	3.0%	11.4%	$762,000	1.8%	$160,321	15.4%	$164,358	0.6%	$0	NA	**$324,679**	**7.4%**
Daggett	$8,400,000	-2.5%	324	8.2%	70.0%	$173,000	-3.1%	$59,795	5.7%	$16,031	2.6%	$0	NA	**$75,826**	**5.1%**
Davis	$291,400,000	0.1%	8,342	1.5%	9.4%	$6,025,000	-0.5%	$665,549	52.4%	$1,893,807	6.0%	$109,613	274.1%	**$2,668,969**	**18.4%**
Duchesne	$19,200,000	0.1%	658	1.3%	12.7%	$396,000	-0.5%	$25,992	-6.1%	$72,107	7.1%	$0	NA	**$98,099**	**3.3%**
Emery	$12,400,000	0.1%	436	-1.6%	12.6%	$257,000	-0.5%	$23,026	19.8%	$0	NA	$0	NA	**$23,026**	**20.1%**
Garfield	$36,700,000	0.6%	1,022	-2.1%	49.0%	$758,000	-0.1%	$437,713	0.6%	$106,489	4.2%	$0	NA	**$544,202**	**1.3%**
Grand	$111,400,000	9.4%	2,042	0.1%	48.4%	$2,303,000	8.7%	$836,160	6.4%	$225,332	5.5%	$29,841	115.9%	**$1,091,333**	**7.7%**
Iron	$128,400,000	0.9%	1,056	-8.0%	7.5%	$3,003,000	0.1%	$409,594	4.9%	$324,093	4.6%	$0	NA	**$733,687**	**4.7%**
Juab	$13,500,000	0.1%	535	2.9%	19.5%	$280,000	-0.5%	$74,783	30.3%	$79,632	7.1%	$0	NA	**$154,415**	**17.2%**
Kane	$49,700,000	-6.9%	1,047	-9.9%	40.0%	$1,028,000	-7.4%	$251,410	-7.1%	$80,883	2.3%	$0	NA	**$332,293**	**-4.9%**
Millard	$21,200,000	0.1%	675	9.1%	17.8%	$439,000	-0.5%	$82,729	13.0%	$0	NA	$0	NA	**$82,729**	**13.1%**
Morgan	$10,000,000	0.1%	194	0.0%	11.9%	$207,000	-0.5%	$7,839	239.1%	$19,373	-12.6%	$38	NA	**$27,250**	**10.7%**
Piute	$2,600,000	0.1%	55	-6.2%	21.4%	$54,000	-0.5%	$6,099	-13.3%	$0	NA	$0	NA	**$6,099**	**37.6%**
Rich	$2,700,000	-12.9%	182	5.2%	30.1%	$56,000	-13.4%	$69,190	31.6%	$66,200	-29.3%	$0	NA	**$135,390**	**-7.5%**
Salt Lake	$1,786,700,000	-11.5%	41,933	-2.0%	7.9%	$36,950,000	-12.0%	$8,994,658	5.5%	$12,068,259	11.4%	$8,707,998	-5.0%	**$29,770,915**	**4.3%**
San Juan	$21,900,000	0.1%	833	3.8%	21.0%	$453,000	-0.5%	$221,689	-4.0%	$0	NA	$0	NA	**$221,689**	**-4.0%**
Sanpete	$21,800,000	0.1%	818	-0.5%	12.1%	$451,000	-0.5%	$45,238	-6.8%	$82,067	-6.1%	$0	NA	**$127,305**	**-6.4%**
Sevier	$46,000,000	23.5%	1,194	1.4%	16.3%	$951,000	22.7%	$202,270	9.9%	$150,555	4.5%	$2,464	31.6%	**$355,289**	**7.7%**
Summit	$402,100,000	10.3%	7,373	3.7%	44.9%	$8,315,000	9.6%	$3,423,351	6.4%	$1,065,130	10.7%	$0	NA	**$4,488,481**	**7.4%**
Tooele	$36,500,000	0.1%	1,039	2.1%	8.7%	$756,000	-0.5%	$128,295	-0.3%	$230,164	8.2%	$0	NA	**$358,459**	**5.0%**
Uintah	$54,200,000	0.1%	1,474	1.0%	14.8%	$1,121,000	-0.5%	$162,547	-0.4%	$188,975	-0.7%	$4,045	29.0%	**$355,567**	**-0.3%**
Utah	$214,200,000	0.1%	8,595	-1.5%	5.7%	$4,430,000	-0.5%	$1,060,436	11.6%	$2,883,982	-1.1%	$0	NA	**$3,944,418**	**2.0%**
Wasatch	$52,500,000	0.1%	1,395	3.1%	28.6%	$1,087,000	-0.5%	$249,980	19.3%	$204,137	-2.7%	$0	NA	**$454,117**	**8.3%**
Washington	$447,400,000	15.1%	7,152	4.5%	19.1%	$9,253,000	14.4%	$1,296,178	10.3%	$1,032,341	11.5%	$110,095	288.5%	**$2,438,614**	**19.4%**
Wayne	$6,900,000	0.0%	283	-3.9%	26.5%	$142,000	-0.5%	$86,763	2.8%	$33,704	0.9%	$0	NA	**$120,467**	**2.2%**
Weber	$218,300,000	0.1%	8,001	-0.1%	9.2%	$4,514,000	-0.5%	$586,481	15.8%	$1,670,534	6.5%	$77,381	-14.1%	**$2,334,396**	**7.9%**
State of Utah	**$4,141,700,000**	**-2.7%**	**101,164**	**-0.2%**	**9.4%**	**$86,000,000**	**-3.4%**	**$20,001,559**	**7.7%**	**$23,635,902**	**7.8%**	**$9,041,475**	**-2.2%**	**$52,678,936**	**5.9%**

SOURCE: Information was collected from the Utah State Tax Commission and the Utah Department of Workforce Services and adapted by the Utah Division of Travel Development based on economic models developed in cooperation with these agencies as well as the Governor's Office of Planning and Budget, the Department of Community and Economic Development, the University of Utah's Bureau of Business and Economic Research and the Governor's Economic Coordinating Committee.

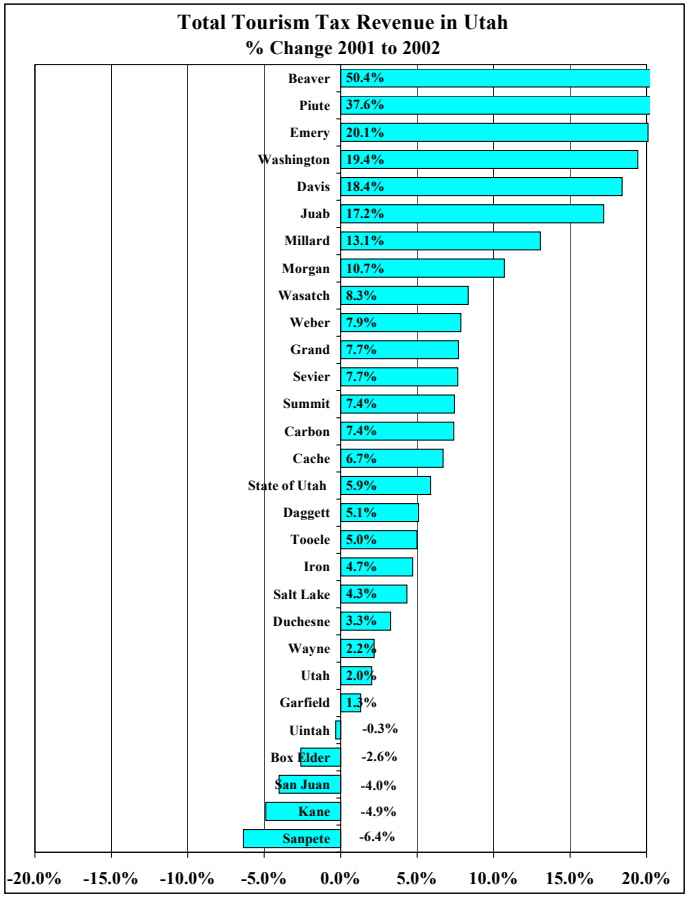
TOURISM RELATED TAX REVENUES FOR UTAH COUNTIES
Summary 2002

Rank	County	2002 Tourism Tax Revenues	Percent of State Total	Rank	County	2002 Tourism Tax Revenues	Percent of State Total
1	Salt Lake	$29,770,915	56.5%	16	Kane	$332,293	0.6%
2	Summit	$4,488,481	8.5%	17	Carbon	$324,679	0.6%
3	Utah	$3,944,418	7.5%	18	San Juan	$221,689	0.4%
4	Davis	$2,668,969	5.1%	19	Beaver	$162,198	0.3%
5	Washington	$2,438,614	4.6%	20	Juab	$154,415	0.3%
6	Weber	$2,334,396	4.4%	21	Rich	$135,390	0.3%
7	Grand	$1,091,333	2.1%	22	Sanpete	$127,305	0.2%
8	Cache	$884,244	1.7%	23	Wayne	$120,467	0.2%
9	Iron	$733,687	1.4%	24	Duchesne	$98,099	0.2%
10	Garfield	$544,202	1.0%	25	Millard	$82,729	0.2%
11	Wasatch	$454,117	0.9%	26	Daggett	$75,826	0.1%
12	Box Elder	$364,780	0.7%	27	Morgan	$27,250	0.1%
13	Tooele	$358,459	0.7%	28	Emery	$23,026	0.0%
14	Uintah	$355,567	0.7%	29	Piute	$6,099	0.0%
15	Sevier	$355,289	0.7%	STATE OF UTAH		$52,678,936	100.0%

TOTAL TOURISM-RELATED TAX REVENUES
% Change 2001 to 2002



SOURCE: Utah State Tax Commission



Tourism related tax revenues include monies collected from the county-option tourism taxes including the transient room tax, prepared foods tax (restaurant tax), and short-term vehicle lease tax (car rental tax). In 2001, the only tax rate change was the adoption of the prepared foods tax in Beaver County, which significantly increased their total tourism related tax revenues. All 29 counties have adopted the 3% transient room tax (the rate in Salt Lake County is 3.5%). 25 counties have adopted the prepared foods tax at the 1% level (Emery, Millard, Piute, and San Juan have not adopted the tax). Three counties have adopted a 3% short-term vehicle lease tax (Duchesne, Grand, and Uintah) and seven counties have adopted a 7% short-term vehicle lease tax (Davis, Morgan, Rich, Salt Lake, Sevier, Washington, and Weber).

2002 HIGHLIGHTS

Overview
The lingering effects of 9/11, heightened geopolitical tensions, and uncertain economic conditions presented a challenging set of circumstances for the travel industry in 2002. Helping to mitigate the negative effects of uncertainty in the marketplace was a successful Olympic Winter Games, which provided much needed growth during the first quarter and improved the state's visibility around the world. The domestic leisure travel and international travel segments held steady, while business travel suffered a decline. Fortunately, the recent addition of Olympic facilities, resort expansions, hotels, and infrastructure improvements have increased the state's tourism capacity and improved its competitive positioning.

Utah Bucks the National Trend

Despite many challenges, Utah's travel and tourism sector performed admirably in 2002. Following two years of declines, non-resident tourism arrivals to Utah equaled 2001 numbers at 17.3 million. Both domestic and international visitation remained virtually the same as the previous year, thanks to the Olympics. Visitation reports indicated increases in vehicle traffic along Utah's interstates and more visitors at national parks and state operated welcome centers. Hotel occupancies increased to 62% in 2002, marking the first increase in eight years. Despite falling prices nationally, statewide room rates held steady or increased, indicating strong demand and improved performance in the state's lodging sector. Buoyed by huge increases during the Olympics and steady performance through the remainder of the year, hotel room rents posted a strong 15% gain during 2002. The downturn in air travel barely continued during 2002, with 0.5% fewer passengers at the Salt Lake International Airport compared to 2001. Drought-induced difficulties at many state parks prompted a 5% decline in state park visitation during the year. As expected, ski resorts reported a 9% decline in skier days as the Olympics kept many skiers away.[1]

Impact of September 11th

In 2001, consumers began retrenching given increasing economic uncertainty related to employment, income growth, and the stock market. Reactions to the terrorist events of September 11th prompted further changes in travel behavior. Continued uncertainty with the economy and with the war on terrorism (including Iraq) has entrenched those changes in 2002. The most salient changes in travel behavior include:

- Shorter trips closer to home
- Less air travel and more drive traffic
- Reduced spending
- More interest in making connections – with family, nature, heritage, and culture
- More interest in outdoor recreation activities and travel to rural America
- Shorter planning and booking horizons

Utah was well positioned to benefit from many of the changing travel patterns among domestic leisure visitors. Utah's gains among domestic leisure travelers, combined with the effects of the Olympics and a strong convention year, helped offset declines in business travel. Total traveler spending declined slightly in 2002, at $4.142 billion compared to $4.259 billion in 2001. Total state and local taxes generated by travel spending totaled $329 million in 2002, or $470 per Utah household. Despite a weak economy, gains in the hotel and restaurant sectors and increases from regional and discount airlines prompted travel-related employment to decrease only 0.2% in 2002. Travel-related employment totaled 101,164 in 2002, accounting for 9% of total Utah non-farm jobs.

Impact of the 2002 Olympic Winter Games

According to a recent IOC report, "The 2002 Olympic Winter Games are remembered today as a peaceful and safe gathering amidst turbulent times."[2] Salt Lake hosted nearly 2,400 athletes from 77 countries through 16 days of competition. More than 220,000 visitors came from around the world to participate in the Olympic experience.

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[1] Visitation reports collected from Salt Lake City Department of Airports, National Park Service, Utah Division of Travel Development, Utah Division of State Parks, Utah Department of Transportation, Ski Utah and the Rocky Mountain Lodging Report.
[2] *Salt Lake 2002 Marketing Report*, IOC, November 2002

Another 2.1 billion viewers from 160 countries consumed over 13 billion viewer hours. When news and other media coverage are considered, approximately 3 billion people were exposed to Utah, Salt Lake City, and the Olympic movement.

The Olympic Winter Games provided a much-needed stimulus to Utah's tourism industry during the first quarter of 2002. Utah's tourism sector, like the rest of the country, declined during the last half of 2001, contracting significantly in the last four months of the year. During the third and fourth quarters, taxable sales in Utah's key tourism sectors declined 0.3% and 3.3%, respectively. However, during the first quarter of 2002, Utah tourism bucked the national trend by posting an Olympic-induced 5.4% gain. The significant increase helped Utah's tourism community to prevent a larger decline in traveler spending and helped the state to nearly maintain the same number of tourism-related jobs. Hotel and restaurant spending led the way, offsetting declines in transportation and auto rentals.[3] Statewide hotel occupancies, which had declined for six consecutive months prior to the Games, began increasing in the lead up to the Games and jumped nearly 19% in February. Overall, statewide occupancies for 2002 surpassed 2001 levels by 2.2%.

The Olympic effect was not limited to the hotel sector. During the first few months of the year, visitation to national and state parks, stateline vehicle traffic, and visitors to state operated welcome centers all increased. Partially offsetting these gains were anticipated declines in airport passengers and skier days.

TOURISM INDICATORS – 1st Quarter 2002	
ECONOMIC INDICATORS	**% CHANGE**
Transportation	-25%
Eating & Drinking	+6%
Auto Rentals	-15%
Hotels & Lodging	+31%
Amusement & Recreation	+1%
TOTAL TOURISM SECTOR	**+5%**
VOLUME INDICATORS	**% CHANGE**
Airport Passengers	-6%
National Park Visitors	+30%
National Mon. & Rec. Area Visitors	-6%
State Park Visitors	+42%
Welcome Center Visitors	+11%
Stateline Interstate Traffic	+8%
Statewide Hotel Occupancy Rate	+4%
Utah Skier Days	-9%
Utah.com Website Visits	+108%

SOURCE: Utah Division of Travel Development, compiled from reporting agencies

Despite the significant gains for the state's tourism industry during the Olympic period, research indicates part of the Olympic legacy may be in increased tourism opportunities in the future. A survey among U.S. residents shortly after the conclusion of the Games identified changes in Utah's domestic image:[4]

1) Utah's image improved slightly as a result of the 2002 Olympic Winter Games;
2) 7.1 million more adults say they are likely to vacation in Utah than before the Games;
3) Utah is more recognized today for its scenic beauty, mountains, winter sports, ski resorts, cleanliness, and friendly people after exposure through the Games; and
4) Utah's high quality workforce is more recognized by executives around the country following the Games

Because of the depth of Games-time exposure, similar image and awareness improvements are expected in key markets in Western Europe, North America, and Asia. Despite the increased visibility of Utah among consumers, three major factors influence the effect of the Olympics on future travelers: 1) increased geopolitical tensions; 2) continued economic uncertainty; and 3) ongoing memory decay (Utah's Olympic memory is expected to last only until the torch is lit for the 2004 Games).

Utah has already enjoyed tremendous gains from the Games. In addition to the immediate economic impact of planning and hosting the Games, Utah citizens will benefit from the legacy of sport facilities, transportation

[3] Utah State Tax Commission, tourism sectors include: Transportation, Eating & Drinking, Auto Rentals, Hotels & Lodging, Amusement & Recreation

[4] *Measuring the Impact of the Olympic Winter Games on Utah's Image*, Wirthlin Worldwide, Spring 2002

infrastructure, additional hotel capacity, and resort improvements. Added benefits often overlooked are the intangible elements of civic pride, cultural development, and the impact of community outreach programs. In all, hundreds of thousands of Utah residents joined millions worldwide in experiencing the emotion and excitement of the Olympic Winter Games. Through increased tourism and business opportunities, the Olympics will continue to positively impact Utah's economy.[5]

2002 Tax Barometer

Gross Taxable Sales. Gross taxable sales from five tourism-dependent industries (transportation, eating and drinking places, auto rentals, hotels and lodging, and amusement and recreation) are measured as an indicator of the relative performance of Utah's tourism industry. During 2002, the collective sales of those five industries remained the same as total tourism related gross taxable sales in 2001. The 2002 tourism industry growth rate was considerably less than the 6% to 7% growth rates recorded in each of the last several years before 2001. In addition, for the second time in eight years, tourism failed to outpace the statewide growth rate (0.4%). Three of the five major tourism industry sectors recorded positive growth in 2001, led by hotels and lodging places (12.5%), eating and drinking establishments (3.5%), and amusement and recreation services (0.6%). Auto rentals declined (14.7%) while transportation suffered a dramatic decrease (33.1%).

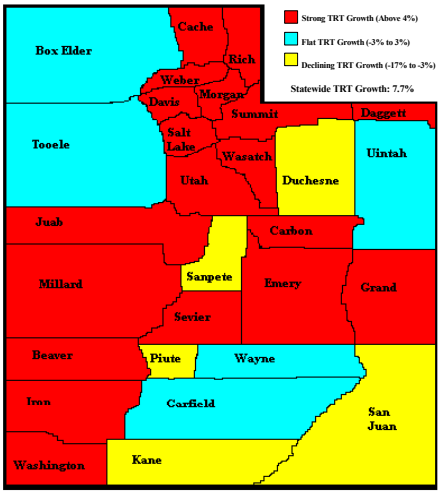
Total County-Based Tourism Taxes. Tourism-related tax revenues include monies collected from the county-option tourism taxes including the transient room tax, prepared foods tax (restaurant tax), and the short-term vehicle lease tax (car rental tax). In 2002, total tourism-related tax revenues in Utah totaled $56.0 million, 7.3% above 2001 total revenues. The restaurant tax, which is levied by 25 counties, accounted for 42% of total revenues at $23.6 million. The transient room tax, which is collected by all 29 counties, accounted for $20.0 million, or 36% of the total. The car rental tax, collected in only seven counties (combined with $3.4 million collected by the State), accounted for 22% of the total with $12.4 million in revenues.

County-Based Tourism Tax Revenues

More than $5 million	$1 to $5 million	$300,000 to $1 million	$100,000 to $300,000	Less than $100,000
Salt Lake	Summit Utah Davis Washington Weber Grand	Cache Iron Garfield Wasatch Box Elder Tooele Uintah Sevier Kane Carbon	San Juan Beaver Juab Rich Sanpete Wayne	Duchesne Millard Daggett Morgan Emery Piute

There are major differences in the revenues collected by the various counties. Nearly 70% of the tourism-related tax revenues are based in the four Wasatch Front counties (Salt Lake, Utah, Davis, and Weber). Salt Lake County, with $29.8 million in revenues, accounted for 53% of the statewide total. Summit County collected $4.5 million in revenues (8%), followed by Utah County with $3.9 million (7%), and Davis, Washington, and Weber, with over $2 million each.

TRANSIENT ROOM TAX GROWTH
% Change 2001 to 2002



SOURCE: Utah State Tax Commission

During 2002, the majority of counties in Utah (23) increased their total tourism-related tax revenues. Beaver (50%), Piute (38%), Emery (20.1%), Washington (19.4%), Davis (18.4%) and Juab (17.2%) led the way. With the exception of Box Elder, Rich, and Uintah Counties, which experienced declines, every county in northern Utah reported revenue gains compared to 2001. Some counties in southern Utah experienced improving revenues (Beaver, Piute, Washington, Iron, and Wayne) while others experienced a decline (San Juan and Kane) from tourism related taxes. The center of the state also experienced growth with Sanpete being the one central county whose tourism-related tax revenues declined.

Transient Room Tax. Statewide, the number of available rooms is estimated to be 46,900.[6] Demand for rooms has not kept pace with inventory growth, placing downward pressure on both occupancies and room rates. Occupancies in the Salt Lake area have declined from 80% in the mid-90s to an estimated 62% in

[5] For more information on the economic impacts of planning and hosting the Games, consult *2002 Olympic Winter Games: Economic, Demographic & Fiscal Impacts*, GOPB, November 2001

[6] Utah Hotel & Lodging Association

2002. Total Utah occupancy rates increased by 2.2% in 2002, from 59.9% to 62.1%.[7] It should be noted that in February (during the Olympics), the statewide occupancy rate shot up to 83.7%.

The Olympics had a significant effect on Utah's lodging industry, as gross taxable room rents increased by 15% in 2002, totaling $667 million. Additionally, the average room rate increased from $73.43 in 2001 to $85.24 in 2002. The lodging industry suffered declines in most other states throughout the nation, and the Olympics definitely helped Utah buck the national trend. Transient room tax collections also increased nearly 8% statewide, totaling $20.0 million in revenues.

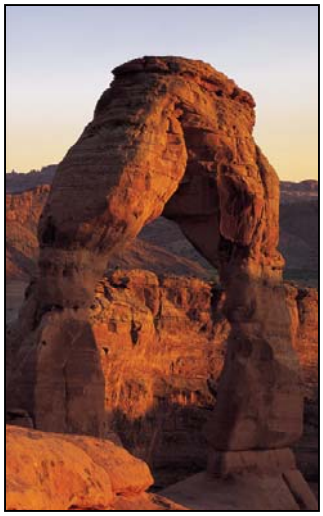
Among counties, Salt Lake led the way with nearly $9.0 million in TRT collections, recording a 5.5% increase over the previous year. Nearly 80% of statewide TRT collections originate from five counties: Salt Lake, Summit, Washington, Utah and Grand Counties. Twenty-two counties reported increased TRT revenues between 2001 and 2002, led by Morgan (239%), Davis (52%), Rich (32%), and Juab (30%). Seven counties recorded declines, with the largest drops in Piute (-13%), Kane
(-7%), Sanpete (-7%), and Duchesne (-6%).

Restaurant Tax. Twenty-five counties in Utah impose a 1% restaurant tax with revenues dedicated to tourism promotion and infrastructure development. Beaver County began collecting the tax in 2001. Only Emery, Millard, Piute and San Juan Counties do not collect the tax. Restaurant tax collections increased a modest 7.8% in 2002, also benefiting from an Olympic boost. Historically, restaurant tax revenues have risen at nearly 6% per year. Just over half of the total restaurant tax revenues were collected in Salt Lake County. Utah, Davis, Weber, Summit, and Washington Counties also saw collections of greater than $1 million. The large majority of Utah counties experienced an increase in restaurant tax revenues. Overall, 18 of the 25 counties that impose the tax posted gains over 2002. Four counties posted double-digit gains, Beaver (191%), Washington (12%), Salt Lake (11%) and Summit (11%) Counties. Seven counties recorded declines, led by Rich (-29%), Morgan (-13%), and Sanpete (-6%).

Car Rental Tax. Seven counties impose a county-based car rental tax in addition to the statewide car rental tax. The statewide tax is levied at 2.5% and the county-based tax fluctuates between 3% and 7% depending on the county. During 2002, revenues from the car rental tax increased in five of the counties that impose the tax. Revenues increased significantly in Washington (289%), Davis (274%) and Grand (116%) Counties. Statewide, total revenues declined 3.4% to $12.4 million. The state-imposed car rental tax accounts for 27% of the total ($3.4 million) and fell 7.5% in 2002. Salt Lake County accounted for over 70% of total car rental tax collections during 2002. Year-over-year comparisons are difficult for this tax because of frequent changes to the reports due to prior period adjustments.

Visitation Statistics

National Parks. Visiting Utah's national parks continues to be the state's top tourist attraction. For the last decade, Utah's national parks have attracted around five million visitors. The popularity of Utah's national parks increased rapidly during the mid-80s and early 90s, growing by nearly 10% per year to 5.3 million visitors by 1992. Since 1992, the number of visitors to Utah's national parks has hovered close to five million, although visitation peaked in 1996 at 5.7 million. Since 1996, national park visitation has declined in four of the past six years.



In 2002, 5.1 million visitors arrived to national parks in Utah, a 4.1% increase from 2001. The state's best performance was Zion, where visitation increased 16.4%, followed by Arches (2.1%) and Canyonlands (1.9%). Zion, Utah's most popular national park, had over 2.5 million visitors in 2002. Bryce Canyon suffered a decrease of 17.0% less visitors, while Capitol Reef's visitation only declined by 0.8%.

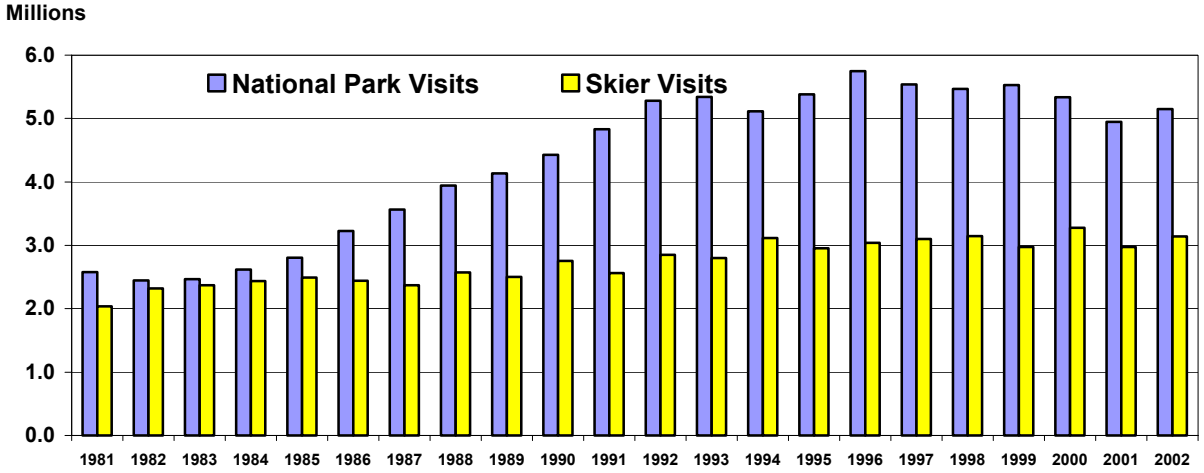
Visitation levels to Utah's national parks reflected an overall visitation pattern to national parks throughout the west with some enjoying increases and others suffering declines. Among the most popular parks in the region, visitation declined at Death Valley (-11%) and Yellowstone (-31%). Visitation increased or stayed the same as the previous year at Grand Canyon (2%), Grand Teton (29%), Olympic (4%), Rocky Mountain (13%), Mount Rainier (41%), Glacier (146%), and Yosemite (7%).

[7] *Rocky Mountain Lodging Report*, Ehrhardt Keefe Steiner & Hottman, PC, December 2002

Skiing. Utah's ski industry braced itself for a difficult 2001/02 season. The terrorist attacks, the economy, and the Olympics were all expected to negatively affect skier visits to the state. That season, Utah's ski resorts reported a better-than-expected decline of only 9%, totaling 3.0 million skier days. In 2002/03, despite a weak economy, the number of skier days increased 5.3% to 3.1 million.

After seeing the Olympics, a large number of destination skiers came from outside the state and helped boost Utah's numbers. Many local skiers stayed home while waiting for the usual large January snowstorms that never came. It's interesting to note that the three Park City resorts recorded the largest gains, and each benefited from a lot of Olympic publicity.

National Park and Skier Visits



National Monuments & Recreation Areas. Utah's national monuments and recreation areas remain popular destinations for travelers. However, visitation decreased in 2002 to approximately 5.0 million, down 8% from the year before. All but two of Utah's national monuments and recreation areas reported declines during 2002, ranging from a 2% drop at Grand Staircase-Escalante NM to a 17% decline at Hovenweep NM. Natural Bridges NM recorded an increase of 13% and visitation to Golden Spike NHS increased 6%, but those gains weren't enough to offset the declines elsewhere.

Utah State Parks. Overall, 5.8 million visitors traveled to Utah's 44 state parks, a 5% decline over 2001. Visitation reports were widely varied according to specific park destinations. Among the ten most popular state parks (which account for two-thirds of total state park visitation), visitation increased strongly at Wasatch Mountain (32%). Wasatch Mountain is located near several Olympic Venues and enjoyed a huge boost in visitation during the month of February (the same month as the Olympics). Among the state's other most popular parks, visitation declined dramatically at Utah Lake (43%) and Deer Creek (35%). The drought caused difficulties at a number of state parks and contributed to the decline in visitation at many locations. Overall, visitation increased in 13 parks and declined in 31 parks.

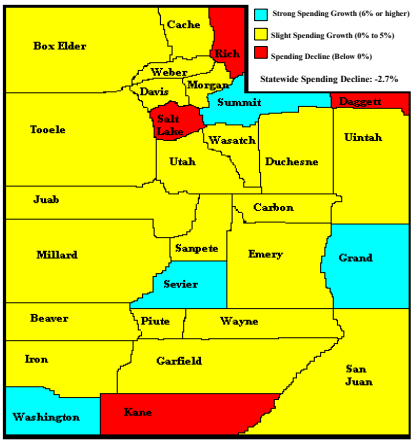
Salt Lake International Airport. Although total passengers to the Salt Lake International Airport have decreased in each of the last six years, the decrease is largely attributable to declines in the number of connecting flights made through Salt Lake International Airport. Total passenger traffic at the airport barely declined by 0.5% in 2002, totaling 18.7 million passengers. However, the number of destination visitors (representing approximately 54% of 2002's total passengers – as measured by local enplanes and deplanes) decreased by 5% to 10.1 million passengers. The terrorist attacks of September 11th affected air transportation more than any other industry. Increased security measures have made air travel more difficult. Combine the fear of terrorism with the perception that air travel is more difficult, add a struggling economy, and one can see why some airlines are facing financial crises. Nevertheless, overall passenger counts at Salt Lake International Airport were nearly on par with 2001 levels.

Utah Stateline Interstate Vehicle Traffic. Traffic counts along Utah's Interstate borders increased by 5% over 2001, totaling 22.8 million. Traffic at all of the Interstate borders increased compared to 2001. Traffic increased most along I-15 at the Utah-Arizona border, which posted an 8% increase in traffic compared to 2001. The Utah-

Colorado I-70 border also reported a 5% increase in traffic. Traffic along the Utah-Idaho border increased 3% at both the I-84 and I-15 borders respectively. Traffic also increased along I-80, with a 2% increase along the Utah-Nevada border and a 3% increase along at the Utah-Wyoming border.

Utah Welcome Centers. Utah's six welcome centers, located along major transportation corridors throughout the state, reported increasing visitation for the second time in seven years. Total Welcome Center visitation totaled 676,781 in 2002, a 3% increase over 2001. Visitation figures were fairly flat at the Echo (0%) and Brigham City (1%) Welcome Centers. The largest increases were at St. George (9%) and Thompson Springs (8%). The Jensen and Council Hall Welcome Centers both reported declines (23% and 4% respectively).

TRAVELER SPENDING IN UTAH
% Change 2001 to 2002



SOURCE: Utah Dept. of Workforce Services, adapted by Utah Division of Travel Development

Economic Impact

Traveler Spending. In 2002, travelers to Utah spent $4.142 billion, down –2.8% over 2001's $4.259 billion. Traveler spending accounted for almost 6% of Utah's gross state product. Traveler spending was down throughout the nation due to fears of terrorism, heightened geopolitical tensions, and a struggling economy.

Continuing the pattern of the last six years, traveler spending was highest primarily in northern Utah, although Washington, Iron and Grand Counties also experienced a significant amount of traveler spending. Traveler spending increased in 25 of Utah's 29 counties. The four counties that suffered declines in traveler spending: Rich (-12.9%), Salt Lake (-11.5%), Kane (-6.9%) and Daggett (-2.5%).

Employment. During 2002, travel and tourism-related employment totaled 101,164 jobs scattered throughout the state. This represented only a 0.2% decrease compared to 2001's employment levels. Additionally, tourism-related job growth continues to outperform statewide job growth (-0.2% compared to -0.7%).

Twenty of Utah's 29 counties experienced tourism-related job growth from 2001 to 2002. Millard (9%), Daggett (8%), Rich (5%) and Washington (5%) all posted strong gains in tourism-related employment. The 2002 tourism job growth rate fell below the state's five-year average annual tourism job growth rate of 3.7%. Over the past several years, most of the state's tourism-related job growth has occurred around the Wasatch Front and in adjoining counties such as Cache, Tooele, Summit, Morgan, and Wasatch. However, pockets of strong job growth have also occurred in Washington, Rich, and Uintah Counties.

Tourism-related jobs account for over 9% of total nonfarm jobs in Utah (one in every 11 jobs). If tourism is treated as a separate industry, it is the sixth-largest employment sector in the state, behind Trade, Transportation, Utilities; Government; Manufacturing; Professional & Business Services; and Education & Health Services. Tourism lost only 245 new jobs, while the state as a whole lost nearly 8,000 jobs in 2002.

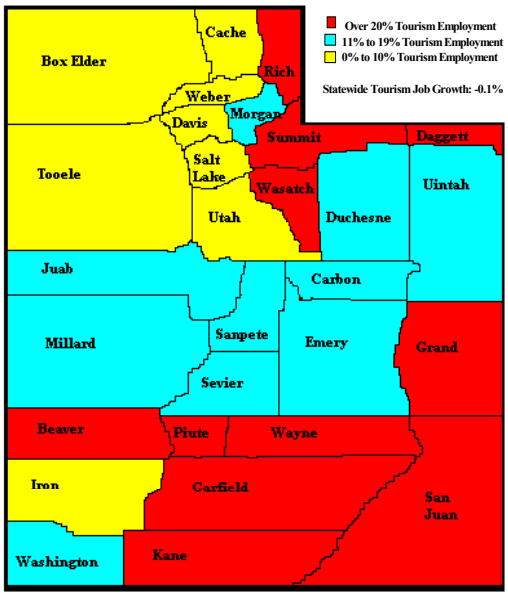
Although two-thirds of travel and tourism-related jobs are located along the four-county Wasatch Front area, many counties in rural areas of the state are more dependent on tourism. Fewer employment opportunities within rural counties means that tourism jobs are crucial to providing needed employment, tax receipts, personal income, and business profits. Counties in the northeast and southeast areas of the state are particularly dependent on tourism. Tourism accounts for more than a fifth (20%) of total nonfarm employment in 11 counties, led by Daggett (70%), Garfield (49%), Grand (48%), Summit (45%), and Kane (40%).

EMPLOYMENT BY SECTOR IN UTAH

EMPLOYMENT SECTOR	2002	% OF TOTAL
TOTAL NONFARM JOBS	**1,073,746**	**100.0%**
Trade, Transportation, Utilities	216,032	20.1%
Government	195,246	18.2%
Profess. & Business Services	131,912	12.3%
Manufacturing	113,873	10.6%
Education & Health Services	113,696	10.6%
Travel & Tourism*	101,164	9.4%
Leisure & Hospitality	100,943	9.4%
Construction	67,838	6.3%
Financial Activity	63,352	5.9%
Other Services	32,970	3.1%
Information	31,004	2.9%
Mining	6,880	0.6%

Source: Department of Community and Economic Development
*Travel & Tourism represents employment from several sectors and is not included in the overall total.

TOURISM JOBS AS PERCENTAGE OF TOTAL NONFARM JOBS, 2002



SOURCE: Utah Dept. of Workforce Services, adapted by Utah Division of Travel Development

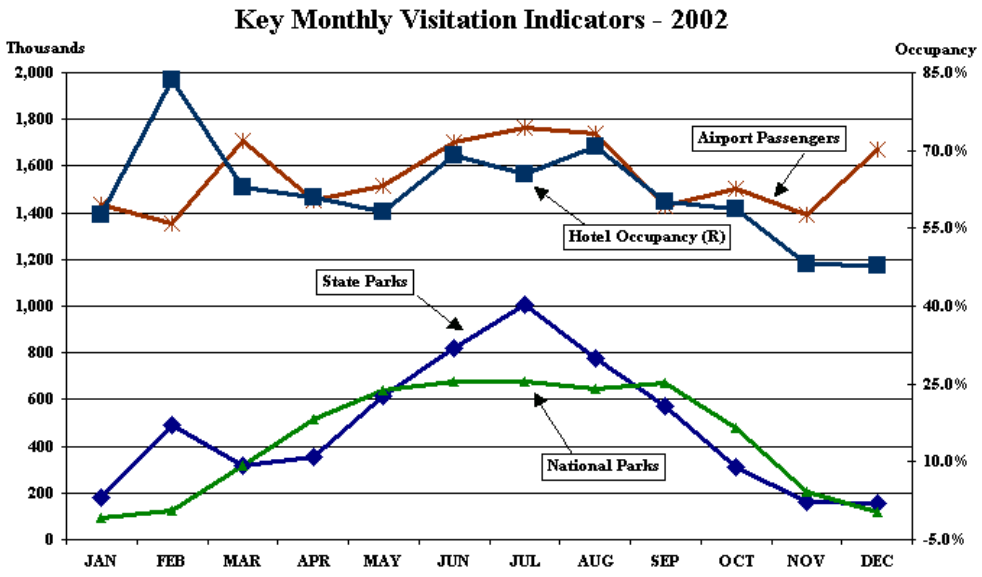
Land Ownership. As with many western states, land in Utah is primarily public land owned by either the state or federal government. Many of those lands have been designated according to various degrees of use and development. The federal government owns approximately 64% of all land in Utah, roughly 34.6 million acres. Most federal land is administered by one of the several land management agencies, including the Bureau of Land Management, the U.S. Forest Service and the National Park Service. The state of Utah owns 5.5 million acres (10% of land in Utah), most of it designated as State Trust Lands. American Indian reservations comprise nearly 2.4 million acres (4.4% of the total land area). Finally, private lands account for 22% of the total or nearly 11.7 million acres.

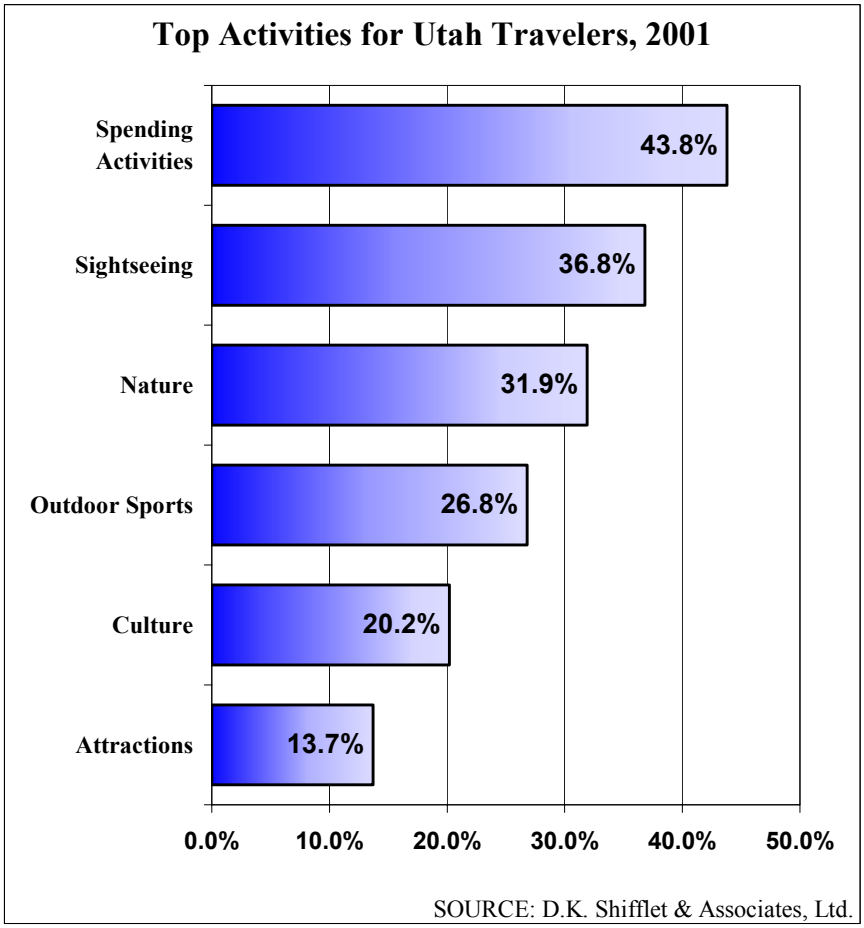
Land Ownership - 1999	No. of Acres	% Total
Total Acres in State	**54,132,902**	**100.0%**
Federal Government	**34,599,495**	**63.9%**
BLM	22,671,492	41.9%
US Forest Service	7,210,617	13.3%
National Recreation Areas	1,125,497	2.1%
National Parks	900,788	1.7%
National Wildlife Refuge	62,032	0.1%
USFS & BLM Wilderness Area	764,951	1.4%
Other*	1,864,120	3.4%
State Government	**5,466,066**	**10.1%**
Utah State Parks & Recreation	73,371	0.1%
Utah State Wildlife Reserves	388,003	0.7%
State Sovereign Lands	1,500,000	2.8%
State Trust Lands	3,504,691	6.5%
American Indian	**2,388,724**	**4.4%**
Private**	**11,678,616**	**21.6%**

*Includes Milirary and Bankhead Jones land
**May include some local government land
Source: GIS Database 1999

Seasonality. Sightseeing, nature-based activities, and outdoor sports are the top visitor attractions for Utah, according to a visitor profile study conducted for 2001.[8] The visitor profile study is conducted every three years, and there is no reason to assume that the top activities for Utah travelers have changed in 2002. Given the popularity of these types of activities, most visitors travel to Utah during the summer months and September. However, at many of the state's top destinations, the peak visitor season is extending beyond just the summer into the shoulder seasons in the spring and fall. The winter visitor is very focused on skiing and holiday-based travel. Visitation patterns during 2002 closely mirrored the trend for the past several years. However, the Olympics caused an increase in hotel occupancy and state park visitation in February.

[8] *2001 Domestic Visitor Profile*, D.K. Shifflet & Associates, Ltd., September 2002


Key Monthly Visitation Indicators - 2002
Thousands
Occupancy
2,000
1,800
1,600
1,400
1,200
1,000
800
600
400
200
0
85.0%
70.0%
55.0%
40.0%
25.0%
10.0%
-5.0%
Airport Passengers
Hotel Occupancy (R)
State Parks
National Parks
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC


Top Activities for Utah Travelers, 2001
Spending Activities
43.8%
Sightseeing
36.8%
Nature
31.9%
Outdoor Sports
26.8%
Culture
20.2%
Attractions
13.7%
0.0%
10.0%
20.0%
30.0%
40.0%
50.0%
SOURCE: D.K. Shifflet & Associates, Ltd.

State of Utah
Tourism Profile

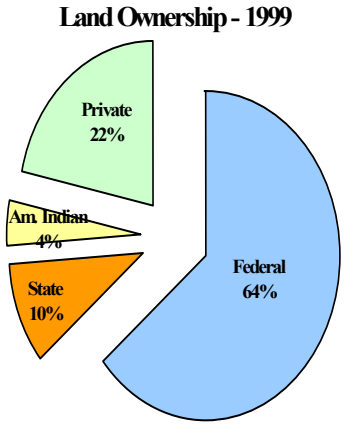
Statewide Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002	% Change 2001-2002	AAPC 1997-2001(o)
DEMOGRAPHIC									
Population	2,099,400	2,141,600	2,193,000	2,193,000	2,247,000		2,296,000	2.2%	1.7%
Total Non-Ag Employment	994,000	1,023,500	1,050,000	1,075,000	1,081,685		1,074,000	-0.7%	2.1%
Non-Ag Avg Monthly Wage	$2,114	$2,207	$2,291	$2,401	$2,470		$2,509	1.6%	4.0%
Per Capita Income	$21,156	$21,594	$22,203	$23,410	$24,033		$24,157	0.5%	3.2%
Unemployment Rate	3.8%	3.8%	3.9%	3.3%	4.4%		6.1%	1.7%	3.7%
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	**$4,000**	**$4,100**	**$4,200**	**$4,250**	**$4,150**	**$4,259**	**$4,142**	**-2.7%**	0.9%
Travel & Tourism Related Employment	**112,000**	**117,000**	**121,500**	**125,500**	**128,500**	**101,409**	**101,164**	**-0.2%**	3.5%
Direct Tourism-Related Employment	62,500	65,500	68,100	70,400	72,089	69,566	69,398	**-0.2%**	3.6%
Indirect Tourism-Related Employment	49,500	51,500	53,400	55,100	56,411	31,843	31,766	**-0.2%**	3.3%
TOURISM TAX REVENUES (millions)									
State & Local Tax Revenues from Traveler Spending	**$320.0**	**$328.0**	**$336.0**	**$340.0**	**$321.0**	**$338**	**$329.0**	**-2.7%**	0.1%
State Tax Revenues	$236.8	$242.7	$248.6	$251.6	$236.8	$249.0	$243.0	**-2.4%**	0.0%
Local Tax Revenues	$83.2	$85.3	$87.4	$88.4	$84.2	$89.0	$86.0	**-3.4%**	0.3%
Gross Taxable Room Rents	$519.2	$540.4	$545.3	$567.7	$578.4		$666.7	**15.3%**	2.7%
Transient Room Tax	$16.7	$17.4	$17.5	$18.2	$17.4		$20.0	**14.9%**	1.0%
Restaurant Tax	$17.4	$18.7	$20.0	$21.0	$21.9		$23.6	**7.8%**	6.0%
Car Rental Tax	$5.0	$7.2	$12.7	$12.9	$12.9		$12.4	**-4.0%**	26.5%
Gross Taxable Retail Sales	$26,828.7	$28,646.8	$29,998.5	$31,645.0	$32,426.0		$32,512.0	**0.3%**	4.9%
STATEWIDE VISITATION COUNTS									
Visits by Non-Resident Travelers	**17,400,000**	**17,800,000**	**18,200,000**	**17,700,000**	**17,300,000**		**17,300,000**	**0.0%**	-0.1%
Visits by International Travelers	720,000	638,000	687,000	700,000	600,000		610,000	**1.7%**	-4.5%
Traffic Count at Interstate Borders	**18,696,000**	**19,590,000**	**20,675,000**	**20,817,000**	**21,824,000**		**22,834,035**	**4.6%**	3.9%
I-15 UT/AZ Traffic Count	5,796,000	6,139,000	6,359,000	6,397,000	6,674,000		7,206,925	**8.0%**	3.6%
I-15 UT/ID Traffic Count	2,682,000	2,900,000	3,001,000	3,001,000	3,091,000		3,176,230	**2.8%**	3.6%
I-70 UT/CO Traffic Count	1,951,000	2,127,000	2,351,000	2,315,000	2,494,000		2,617,780	**5.0%**	6.3%
I-80 UT/WY Traffic Count	4,294,000	4,375,000	4,731,000	4,862,000	5,083,000		5,238,845	**3.1%**	4.3%
I-80 UT/NV Traffic Count	1,893,000	1,935,000	2,006,000	2,011,000	2,220,000		2,261,540	**1.9%**	4.1%
I-84 UT/ID Traffic Count	2,081,000	2,115,000	2,227,000	2,231,000	2,263,000		2,332,715	**3.1%**	2.1%
Total Nat'l. Park Recreation Visits	**55,372,300**	**5,466,100**	**5,527,500**	**5,322,300**	**4,946,500**		**5,148,000**	**4.1%**	-45.3%
Arches National Park	858,500	837,200	870,000	786,400	754,000		769,700	**2.1%**	-3.2%
Bryce Canyon National Park	1,174,800	1,166,300	1,081,500	1,099,300	1,068,600		886,400	**-17.1%**	-2.3%
Canyonlands National Park	432,700	436,500	446,200	401,600	368,600		375,600	**1.9%**	-3.9%
Capitol Reef National Park	625,700	656,000	680,200	612,700	527,800		523,500	**-0.8%**	-4.2%
Zion National Park	2,445,500	2,370,000	2,440,000	2,432,300	2,227,500		2,592,800	**16.4%**	-2.3%
Total Nat'l. Mon. & Rec. Area Visits	**5,758,400**	**5,821,100**	**6,414,300**	**5,645,900**	**5,475,500**		**5,045,600**	**-7.9%**	-1.3%
Total State Park Visits	**7,184,600**	**6,879,300**	**6,768,000**	**6,555,300**	**6,075,500**		**5,755,800**	**-5.3%**	-4.1%
Salt Lake Int'l. Airport Passengers	**21,068,300**	**20,297,400**	**19,944,600**	**19,900,800**	**18,819,100**		**18,652,800**	**-0.9%**	-2.8%
Utah Skier Visits	**3,101,700**	**3,144,300**	**2,976,700**	**3,278,300**	**2,974,600**		**3,141,200**	**5.6%**	-1.0%
Utah Welcome Center Visits	**750,600**	**764,600**	**733,200**	**731,800**	**660,400**		**676,800**	**2.5%**	-3.1%
Hotel/Motel Occupancy Rates	**68.0%**	**63.8%**	**61.6%**	**60.9%**	**59.9%**		**62.1%**	**2.2%**	-3.1%

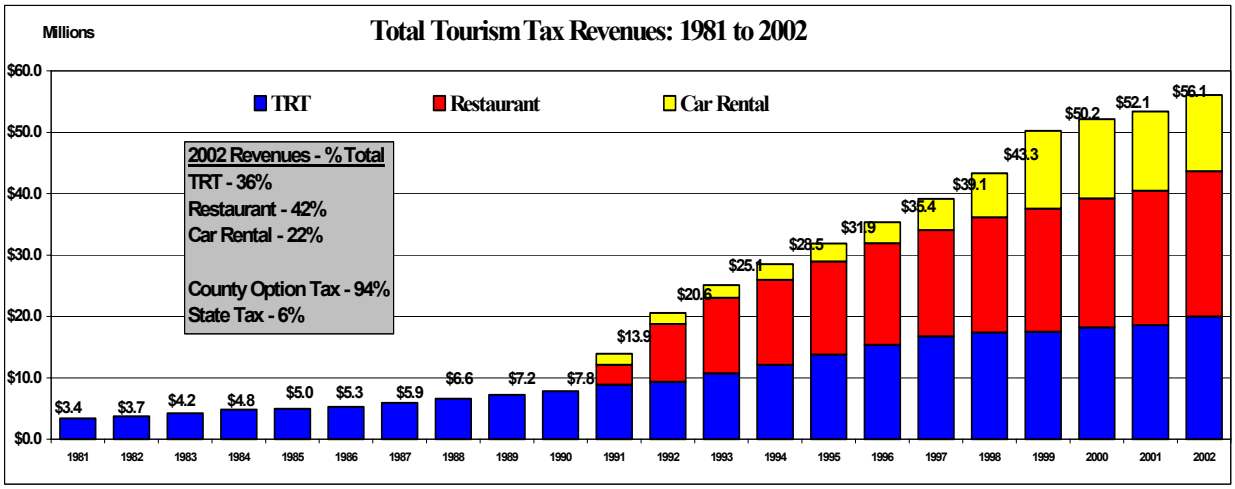
Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology. See the methodology section in the appendix for details.

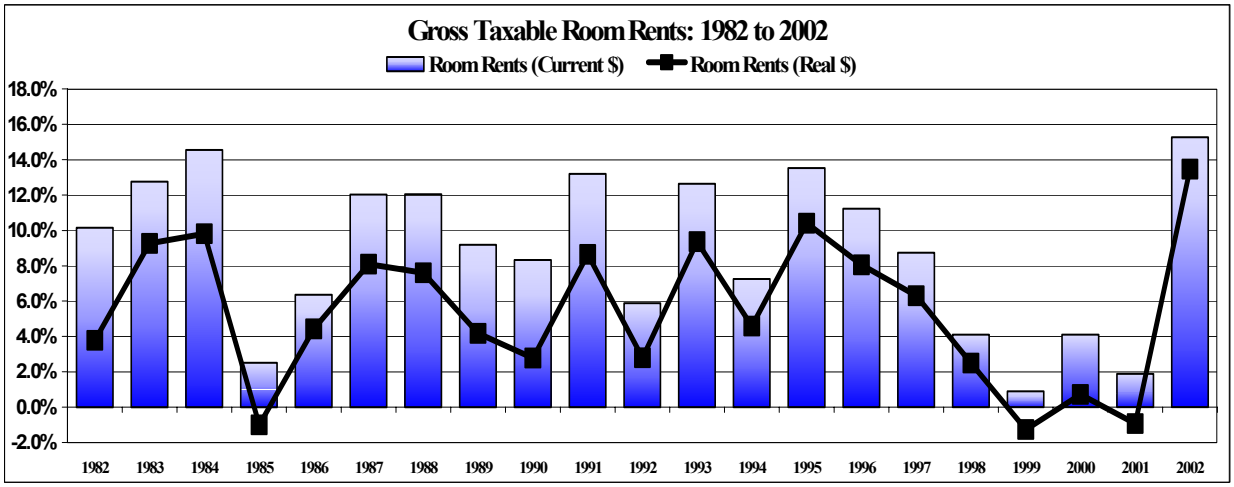
State of Utah Tourism Profile

Land Ownership - 1999	No. of Acres	% Total
Total Acres in State	**54,132,902**	**100.0%**
Federal Government	**34,599,495**	**63.9%**
BLM	22,671,492	41.9%
US Forest Service	7,210,617	13.3%
National Recreation Areas	1,125,497	2.1%
National Parks	900,788	1.7%
National Wildlife Refuge	62,032	0.1%
USFS & BLM Wilderness Area	764,951	1.4%
Other*	1,864,120	3.4%
State Government	**5,466,066**	**10.1%**
Utah State Parks & Recreation	73,371	0.1%
Utah State Wildlife Reserves	388,003	0.7%
State Sovereign Lands	1,500,000	2.8%
State Trust Lands	3,504,691	6.5%
American Indian	**2,388,724**	**4.4%**
Private**	**11,678,616**	**21.6%**

*Includes Milirary and Bankhead Jones land
**May include some local government land

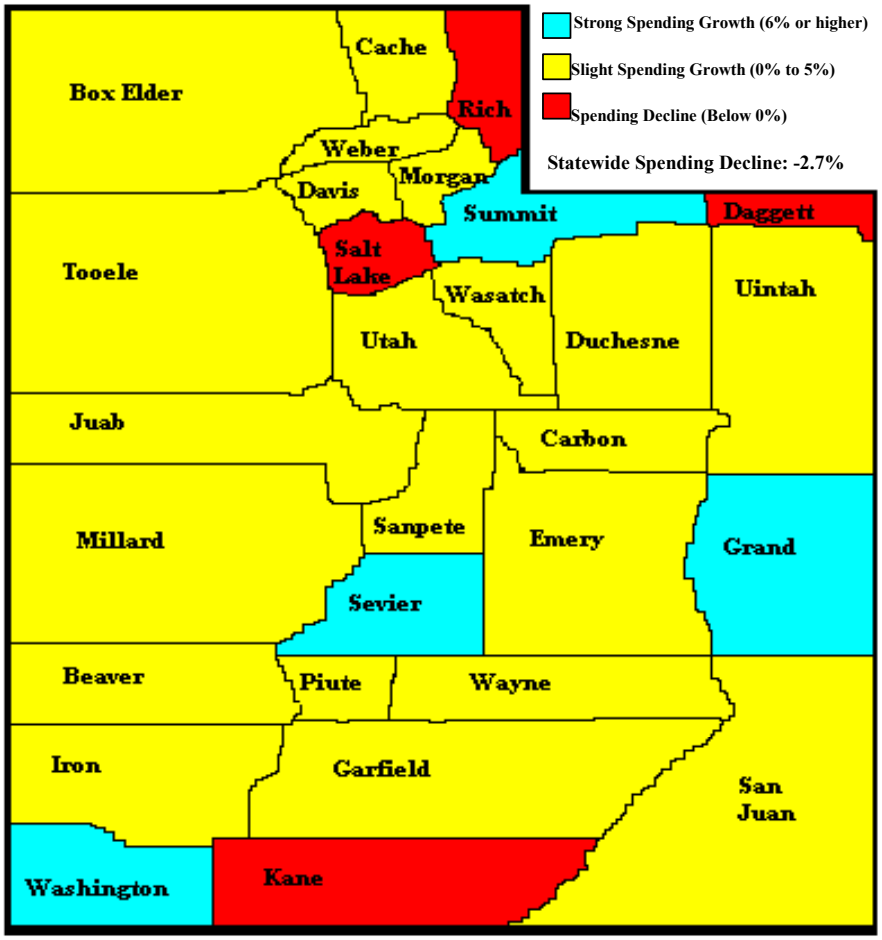






Economic Impacts of Travel & Tourism

TRAVELER SPENDING IN UTAH
% Change 2001 to 2002



SOURCE: Utah Dept. of Workforce Services, adapted by Utah Division of Travel Development

Employment Impacts
Spending Impacts
Local Tax Impacts

Economic Impact of Travel & Tourism - Employment

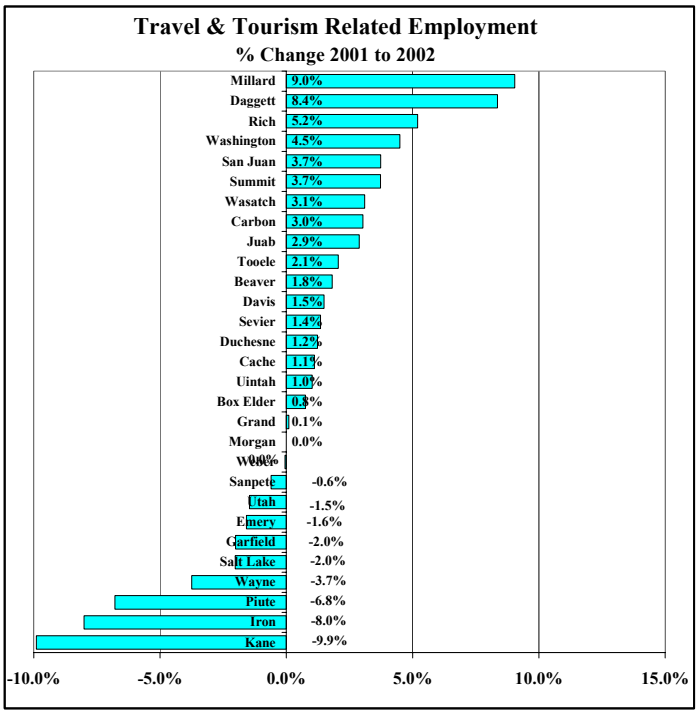
Rank	County	2002 Tourism Employment	Percent of State Total	Rank	County	2002 Tourism Employment	Percent of State Total
1	Salt Lake	41,933	41.5%	16	Carbon	1,018	1.0%
15	Garfield	1,022	1.0%				

Travel & Recreation-Related Employment 1997 to 2002

County	1997	1998	1999	2000	2001(old)	2001(new)	2002	% Change 2001-2002
Beaver	427	450	451	464	459	495	504	1.8%
Box Elder	646	688	727	718	705	794	800	0.8%
Cache	1,302	1,379	1,419	1,454	1,449	2,161	2,185	1.1%
Carbon	714	751	727	635	649	988	1,018	3.0%
Daggett	184	194	206	222	208	299	324	8.4%
Davis	4,753	4,922	5,111	5,340	5,521	8,219	8,342	1.5%
Duchesne	462	479	483	497	503	650	658	1.2%
Emery	284	280	258	253	270	443	436	-1.6%
Garfield	986	974	1,114	1,038	1,011	1,043	1,022	-2.0%
Grand	1,853	1,827	1,898	1,878	1,920	2,040	2,042	0.1%
Iron	1,524	1,603	1,504	1,484	1,501	1,148	1,056	-8.0%
Juab	334	345	358	338	363	520	535	2.9%
Kane	1,000	1,031	929	909	894	1,162	1,047	-9.9%
Millard	423	449	464	450	457	619	675	9.0%
Morgan	122	121	128	129	140	194	194	0.0%
Piute	20	23	32	35	40	59	55	-6.8%
Rich	162	172	183	191	199	173	182	5.2%
Salt Lake	35,527	36,662	38,197	39,013	40,049	42,796	41,933	-2.0%
San Juan	807	829	857	816	744	803	833	3.7%
Sanpete	456	448	441	458	424	823	818	-0.6%
Sevier	684	680	673	671	675	1,178	1,194	1.4%
Summit	5,456	5,695	5,924	6,290	6,622	7,108	7,373	3.7%
Tooele	602	616	676	726	748	1,018	1,039	2.1%
Uintah	770	811	843	866	867	1,459	1,474	1.0%
Utah	5,252	5,400	5,578	5,883	6,133	8,722	8,595	-1.5%
Wasatch	747	823	898	932	936	1,353	1,395	3.1%
Washington	4,009	4,131	4,319	4,415	4,571	6,844	7,152	4.5%
Wayne	212	249	242	260	255	294	283	-3.7%
Weber	3,733	3,841	4,075	4,092	4,233	8,005	8,001	0.0%
State of Utah	**112,500**	**117,000**	**121,500**	**125,500**	**128,500**	**101,409**	**101,164**	-0.2%

Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology. See the methodology section in the appendix for details.

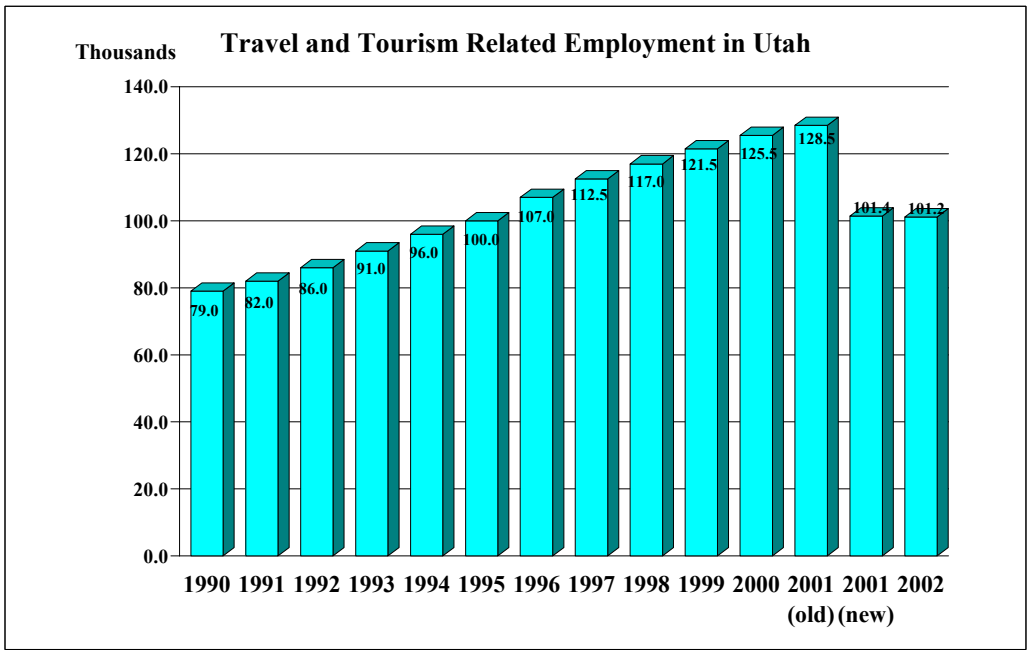
Economic Impact of Travel & Tourism - Employment



The Department of Community and Economic Development has converted the old travel and tourism codes to the new NAICS coding and updated the locati quotients (the ratio of employment in each industry compared to the national average) used to determine tra and tourism related employment. Because it now seem that travel and tourism related employment and spendi may fluctuate more than previously thought, and becau state and national data is available on an increasingly timely basis, the hope is to update the state and county location quotients at least every other year.

In addition to the direct travel related employment figu statewide indirect tourism employment is calculated ba on the RIMS II employment multipliers for the travel a tourism related industries included in the above model. Whereas direct tourism employment represents jobs immediately created by tourism spending, indirect and induced employment represent additional employment occurs as the initial spending spreads through the economy. Indirect and induced jobs are created as trave industry businesses purchase goods and services from local suppliers or as travel and tourism employees spen their salaries on local goods and services.

See Appendix B for more information.



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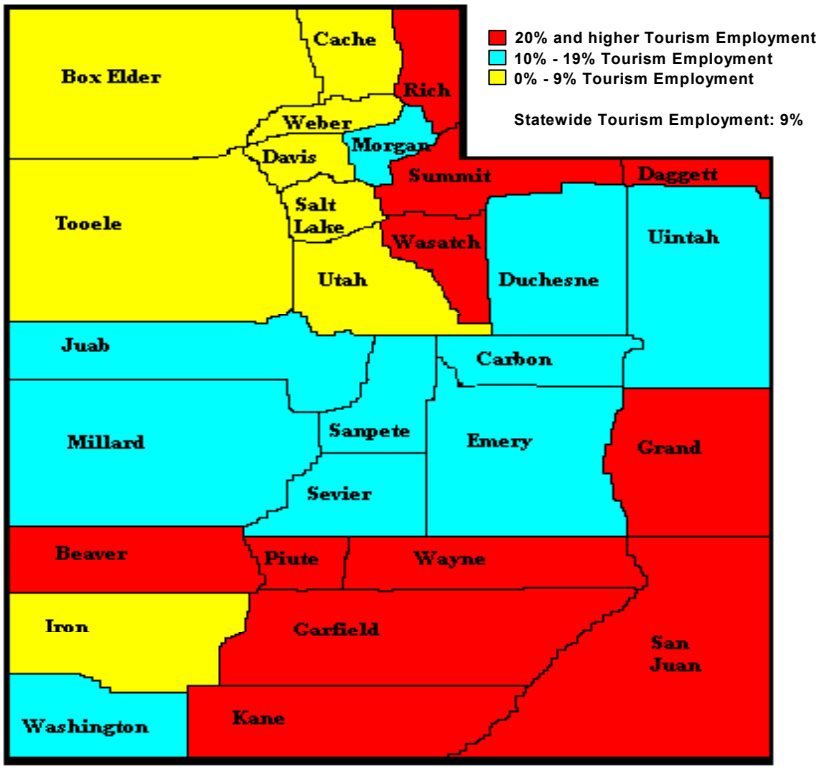
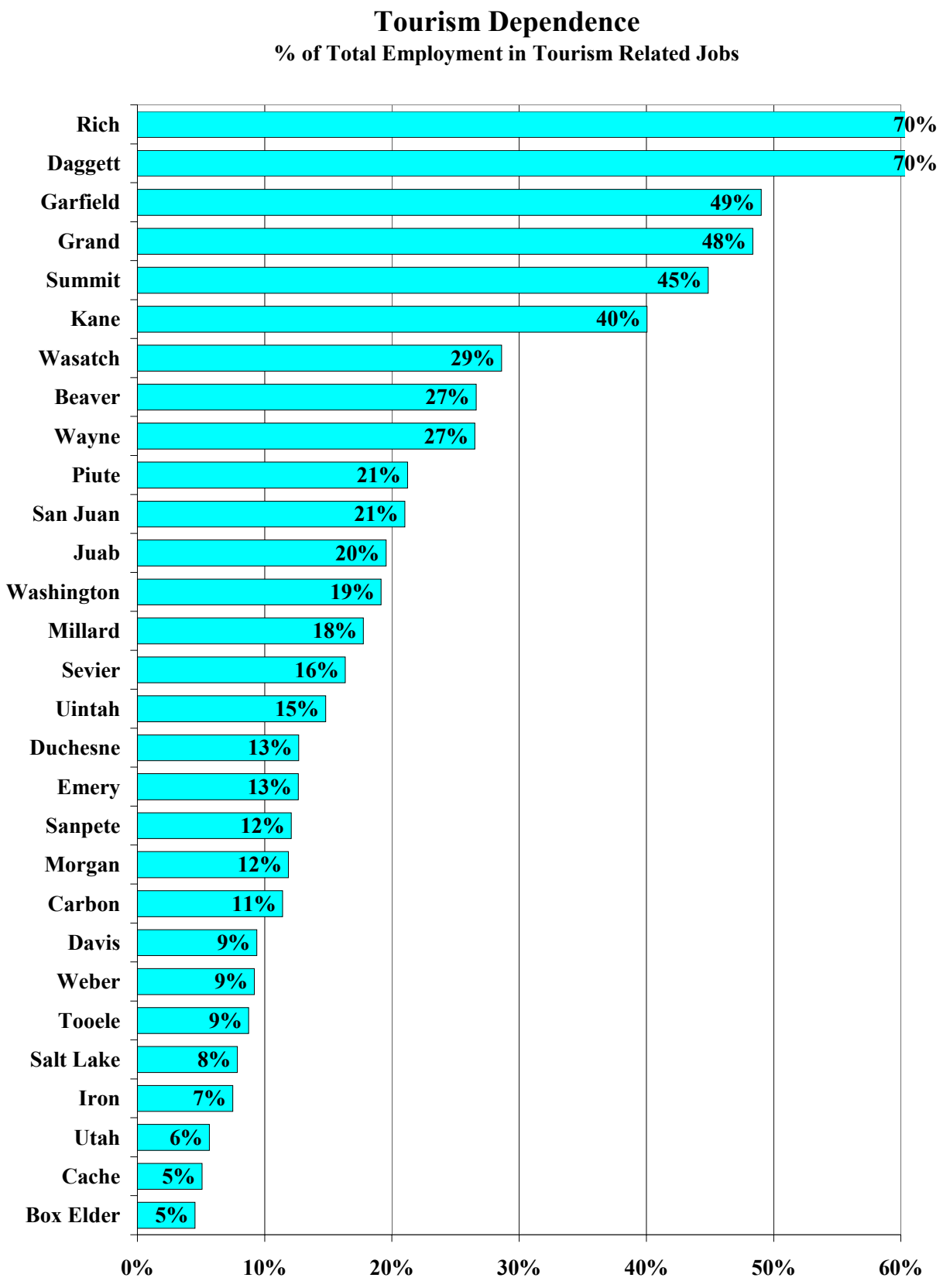
Economic Impact of Travel & Tourism - Employment



SOURCE: Utah Department of Workforce Services; adapted by Utah Division of Travel Development

Six counties - Salt Lake, Utah, Davis, Weber, Summit and Washington - account for 80% of the measurable impacts of tourism in the state of Utah. Nonetheless, many rural Utah counties are much more dependent on tourism dollars than counties in the metro areas. Fewer employment opportunities due to a more focused economic base means that rural counties are often dependent on benefits from tourism industries. Tourism dominates the economies of counties in the northeast and southeast regions of the state, comprising a significant portion of the county's employment base, tax receipts, personal income and business profits. Although more populous and more diversified economically than other rural areas, the southwest region of the state still depends heavily on tourism. The central Utah region and the northwest region remain less dependent on tourism. The four Wasatch Front counties are responsible for the bulk of tourism's impacts in Utah. However, because of the large employment base and diversified economy of these counties, tourism makes an important, although proportionally less significant contribution to these counties than elsewhere in the state.

Overall, tourism and travel related employment accounts for nearly 9% of all non-agricultural jobs in Utah. That makes tourism the 6th largest employment sector in the state, behind other major sectors such as Trade, Transportation, Utilities; Government; Professional and Business Services; Manufacturing; and Education and Health Services.


Tourism Dependence
% of Total Employment in Tourism Related Jobs
Rich 70%
Daggett 70%
Garfield 49%
Grand 48%
Summit 45%
Kane 40%
Wasatch 29%
Beaver 27%
Wayne 27%
Piute 21%
San Juan 21%
Juab 20%
Washington 19%
Millard 18%
Sevier 16%
Uintah 15%
Duchesne 13%
Emery 13%
Sanpete 12%
Morgan 12%
Carbon 11%
Davis 9%
Weber 9%
Tooele 9%
Salt Lake 8%
Iron 7%
Utah 6%
Cache 5%
Box Elder 5%
0%
10%
20%
30%
40%
50%
60%

Economic Impact of Travel & Tourism - Traveler Spending

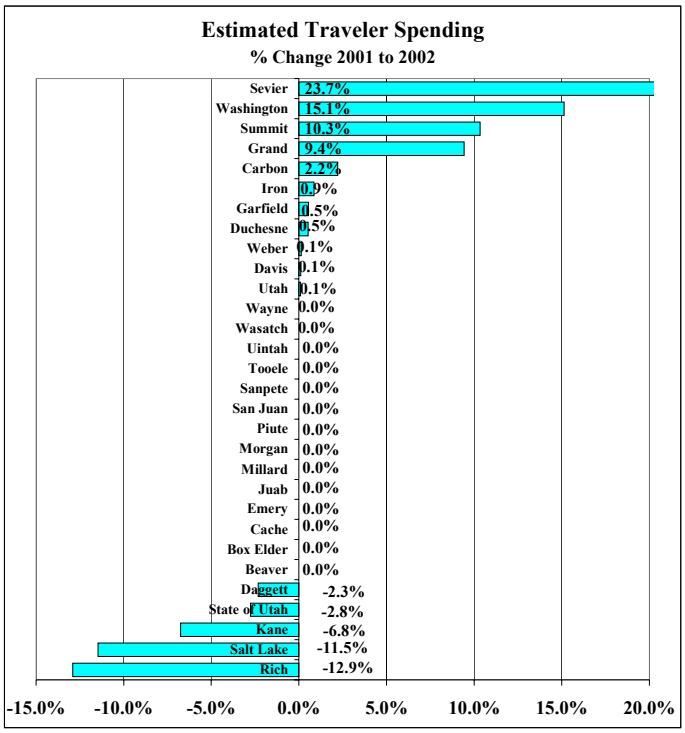
Rank	County	2002 Tourism Spending	Percent of State Total	Rank	County	2002 Tourism Spending	Percent of State Total
1	Salt Lake	$1,786,700,000	43.1%	16	Tooele	$36,500,000	0.9%
2	Washington	$447,400,000	10.8%	17	Sanpete	$21,800,000	0.5%
3	Summit	$402,100,000	9.7%	18	Box Elder	$22,700,000	0.5%
4	Davis	$291,400,000	7.0%	19	San Juan	$21,900,000	0.5%
5	Utah	$214,200,000	5.2%	20	Millard	$21,200,000	0.4%
6	Weber	$218,300,000	5.3%	21	Duchesne	$19,200,000	0.4%
7	Iron	$128,400,000	3.1%	22	Beaver	$19,300,000	0.4%
8	Grand	$111,400,000	2.7%	23	Juab	$13,500,000	0.3%
9	Uintah	$54,200,000	1.3%	24	Emery	$12,400,000	0.3%
10	Wasatch	$52,500,000	1.3%	25	Morgan	$10,000,000	0.2%
11	Kane	$49,700,000	1.2%	26	Daggett	$8,400,000	0.2%
12	Cache	$46,700,000	1.1%	27	Wayne	$6,900,000	0.2%
13	Sevier	$46,000,000	1.1%	28	Rich	$2,700,000	0.1%
14	Garfield	$36,700,000	0.9%	29	Piute	$2,600,000	0.1%
15	Carbon	$36,800,000	0.9%				

Estimated Spending by Travelers 1997 to 2002

County	1997	1998	1999	2000	2001 (old)	2001 (new)	2002	2001-2002
Beaver	$23,300,000	$24,300,000	$24,100,000	$24,500,000	$23,100,000	$19,300,000	$19,300,000	0.0%
Box Elder	$35,200,000	$37,200,000	$38,800,000	$37,900,000	$35,400,000	$22,700,000	$22,700,000	0.0%
Cache	$70,900,000	$74,500,000	$75,700,000	$76,800,000	$72,800,000	$46,700,000	$46,700,000	0.0%
Carbon	$38,900,000	$40,600,000	$38,800,000	$33,500,000	$32,600,000	$36,000,000	$36,800,000	2.2%
Daggett	$10,000,000	$10,500,000	$11,000,000	$11,700,000	$10,500,000	$8,600,000	$8,400,000	-2.3%
Davis	$259,200,000	$266,000,000	$272,700,000	$282,100,000	$277,600,000	$291,100,000	$291,400,000	0.1%
Duchesne	$25,200,000	$25,900,000	$25,800,000	$26,300,000	$25,300,000	$19,100,000	$19,200,000	0.5%
Emery	$15,500,000	$15,100,000	$13,800,000	$13,400,000	$13,600,000	$12,400,000	$12,400,000	0.0%
Garfield	$53,700,000	$52,600,000	$59,400,000	$54,800,000	$50,800,000	$36,500,000	$36,700,000	0.5%
Grand	$100,900,000	$98,700,000	$101,300,000	$99,200,000	$96,500,000	$101,800,000	$111,400,000	9.4%
Iron	$83,000,000	$86,600,000	$80,200,000	$78,400,000	$75,500,000	$127,300,000	$128,400,000	0.9%
Juab	$18,200,000	$18,600,000	$19,100,000	$17,900,000	$18,200,000	$13,500,000	$13,500,000	0.0%
Kane	$54,500,000	$55,700,000	$49,600,000	$48,000,000	$44,900,000	$53,300,000	$49,700,000	-6.8%
Millard	$23,000,000	$24,300,000	$24,800,000	$23,800,000	$23,000,000	$21,200,000	$21,200,000	0.0%
Morgan	$6,600,000	$6,500,000	$6,800,000	$6,800,000	$7,000,000	$10,000,000	$10,000,000	0.0%
Piute	$1,100,000	$1,200,000	$1,700,000	$1,800,000	$2,000,000	$2,600,000	$2,600,000	0.0%
Rich	$8,800,000	$9,300,000	$9,800,000	$10,100,000	$10,000,000	$3,100,000	$2,700,000	-12.9%
Salt Lake	$1,934,500,000	$1,981,100,000	$2,038,100,000	$2,060,800,000	$2,013,500,000	$2,018,100,000	$1,786,700,000	-11.5%
San Juan	$43,900,000	$44,800,000	$45,700,000	$43,100,000	$37,400,000	$21,900,000	$21,900,000	0.0%
Sanpete	$24,800,000	$24,200,000	$23,500,000	$24,200,000	$21,300,000	$21,800,000	$21,800,000	0.0%
Sevier	$37,300,000	$36,800,000	$35,900,000	$35,400,000	$33,900,000	$37,200,000	$46,000,000	23.7%
Summit	$297,100,000	$307,700,000	$316,100,000	$332,300,000	$332,900,000	$364,400,000	$402,100,000	10.3%
Tooele	$32,800,000	$33,300,000	$36,100,000	$38,300,000	$37,600,000	$36,500,000	$36,500,000	0.0%
Uintah	$41,900,000	$43,800,000	$45,000,000	$45,700,000	$43,600,000	$54,200,000	$54,200,000	0.0%
Utah	$286,000,000	$291,800,000	$297,600,000	$310,800,000	$308,300,000	$214,000,000	$214,200,000	0.1%
Wasatch	$40,700,000	$44,500,000	$47,900,000	$49,200,000	$47,100,000	$52,500,000	$52,500,000	0.0%
Washington	$218,300,000	$223,200,000	$230,400,000	$233,200,000	$229,800,000	$388,600,000	$447,400,000	15.1%
Wayne	$11,600,000	$13,400,000	$12,900,000	$13,700,000	$12,800,000	$6,900,000	$6,900,000	0.0%
Weber	$203,300,000	$207,600,000	$217,400,000	$216,200,000	$212,800,000	$218,000,000	$218,300,000	0.1%
State of Utah	**$4,000,000,000**	**$4,100,000,000**	**$4,200,000,000**	**$4,250,000,000**	**$4,150,000,000**	**$4,259,300,000**	**$4,141,600,000**	**-2.8%**

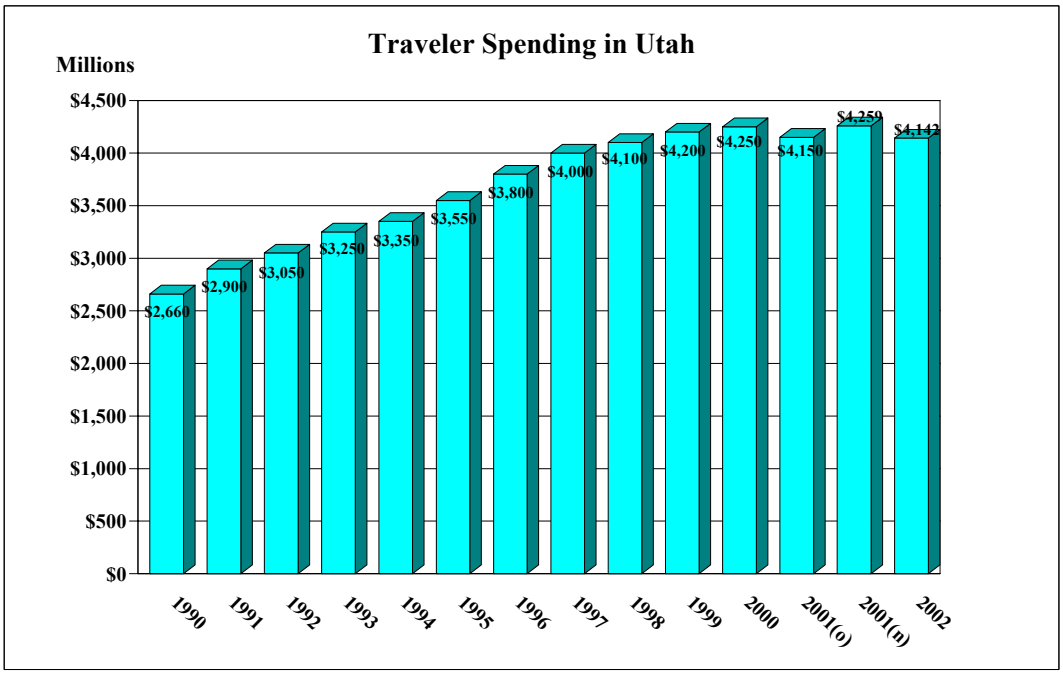
Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology. See the methodology section in the appendix for details.

Economic Impact of Travel & Tourism - Traveler Spending



This year the Department of Community and Economic Development and Division of Travel Development used county-level taxable sales and services and personal income data to arrive at both state and county level traveler spending estimates. County travel and tourism related spending was calculated from taxable sales and services, weighted by county total personal income to account for residents, times county share of travel and tourism related employment. This methodology is an attempt to account for in-state vs. non-resident tourist as well as inter-county travel. Statewide travel and tourism spending is the aggregate total of county spending, adjusted by an estimate of inter-county non-"leisure travel" spending derived from the county taxable sales and personal income data. The state estimate was then checked against survey-derived estimates of non-resident traveler spending in Utah.

See Appendix B for complete discussion of methodology.



Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology. See the methodology section in the appendix for details.

Economic Impact of Travel & Tourism - Local Tax Impact

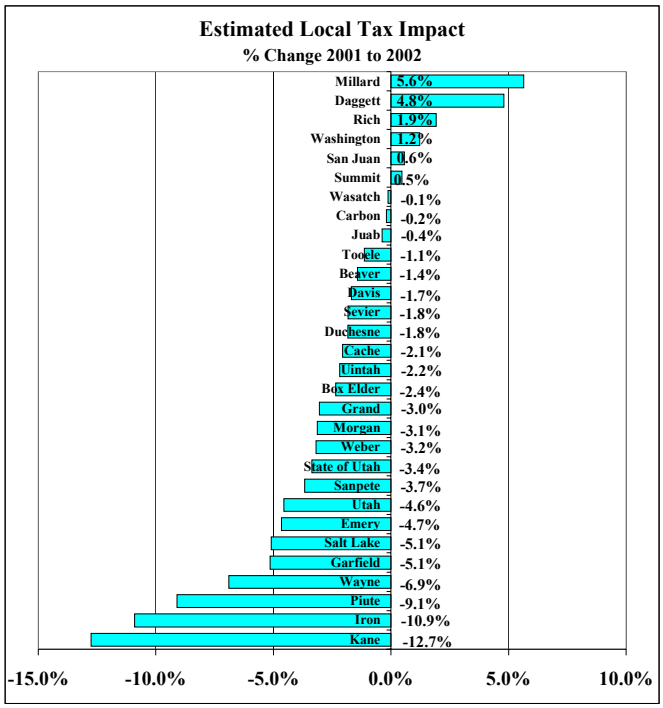
Rank	County	2002 Local Tax Impact	Percent of State Total	Rank	County	2002 Local Tax Impact	Percent of State Total
1	Salt Lake	$35,731,000	42.5%	16	Tooele	$718,000	0.9%
2	Washington	$9,110,000	10.8%	17	Sanpete	$446,000	0.5%
3	Summit	$7,963,000	9.5%	18	Box Elder	$444,000	0.5%
4	Davis	$5,717,000	6.8%	19	San Juan	$435,000	0.5%
5	Utah	$5,200,000	6.2%	20	Millard	$378,000	0.4%
6	Weber	$4,377,000	5.2%	20	Duchesne	$378,000	0.4%
7	Iron	$2,994,000	3.6%	22	Beaver	$320,000	0.4%
8	Grand	$2,275,000	2.7%	23	Juab	$270,000	0.3%
9	Uintah	$1,062,000	1.3%	24	Emery	$247,000	0.3%
10	Wasatch	$1,035,000	1.2%	25	Morgan	$194,000	0.2%
11	Kane	$1,003,000	1.2%	26	Daggett	$157,000	0.2%
12	Cache	$982,000	1.2%	27	Wayne	$131,000	0.2%
13	Sevier	$910,000	1.1%	28	Rich	$97,000	0.1%
14	Garfield	$744,000	0.9%	29	Piute	$48,000	0.1%
15	Carbon	$741,000	0.9%				

Estimated Local Tax Revenues from Traveler Spending 1997 to 2002

County	1997	1998	1999	2000	2001 (old)	2001 (new)	2002	% Change 2000-2001
Beaver	$484,000	$506,000	$501,000	$510,000	$480,000	$319,000	$320,000	0.3%
Box Elder	$731,000	$773,000	$807,000	$789,000	$737,000	$442,000	$444,000	0.5%
Cache	$1,474,000	$1,550,000	$1,575,000	$1,598,000	$1,515,000	$979,000	$982,000	0.3%
Carbon	$809,000	$844,000	$807,000	$698,000	$679,000	$701,000	$741,000	5.7%
Daggett	$208,000	$218,000	$229,000	$244,000	$218,000	$160,000	$157,000	-1.9%
Davis	$5,391,000	$5,532,000	$5,672,000	$5,867,000	$5,773,000	$5,700,000	$5,717,000	0.3%
Duchesne	$523,000	$538,000	$536,000	$546,000	$526,000	$377,000	$378,000	0.3%
Emery	$322,000	$315,000	$286,000	$278,000	$282,000	$246,000	$247,000	0.4%
Garfield	$1,117,000	$1,095,000	$1,236,000	$1,140,000	$1,057,000	$733,000	$744,000	1.5%
Grand	$2,098,000	$2,054,000	$2,106,000	$2,063,000	$2,008,000	$2,058,000	$2,275,000	10.5%
Iron	$1,726,000	$1,802,000	$1,669,000	$1,631,000	$1,570,000	$2,931,000	$2,994,000	2.1%
Juab	$378,000	$387,000	$397,000	$371,000	$380,000	$269,000	$270,000	0.4%
Kane	$1,133,000	$1,159,000	$1,031,000	$999,000	$935,000	$1,068,000	$1,003,000	-6.1%
Millard	$479,000	$505,000	$515,000	$494,000	$478,000	$377,000	$378,000	0.3%
Morgan	$138,000	$136,000	$142,000	$142,000	$146,000	$193,000	$194,000	0.5%
Piute	$22,000	$26,000	$36,000	$38,000	$42,000	$48,000	$48,000	0.0%
Rich	$184,000	$194,000	$203,000	$210,000	$208,000	$54,000	$97,000	79.6%
Salt Lake	$40,239,000	$41,207,000	$42,392,000	$42,865,000	$41,880,000	$39,310,000	$35,731,000	-9.1%
San Juan	$914,000	$931,000	$951,000	$897,000	$778,000	$434,000	$435,000	0.2%
Sanpete	$516,000	$503,000	$489,000	$503,000	$443,000	$445,000	$446,000	0.2%
Sevier	$775,000	$765,000	$747,000	$737,000	$706,000	$710,000	$910,000	28.2%
Summit	$6,180,000	$6,401,000	$6,575,000	$6,911,000	$6,925,000	$7,098,000	$7,963,000	12.2%
Tooele	$682,000	$692,000	$750,000	$798,000	$782,000	$716,000	$718,000	0.3%
Uintah	$872,000	$912,000	$936,000	$951,000	$907,000	$1,058,000	$1,062,000	0.4%
Utah	$5,949,000	$6,069,000	$6,191,000	$6,464,000	$6,413,000	$4,498,000	$5,200,000	15.6%
Wasatch	$846,000	$925,000	$997,000	$1,024,000	$979,000	$1,032,000	$1,035,000	0.3%
Washington	$4,541,000	$4,643,000	$4,793,000	$4,851,000	$4,780,000	$7,766,000	$9,110,000	17.3%
Wayne	$240,000	$280,000	$269,000	$286,000	$267,000	$131,000	$131,000	0.0%
Weber	$4,229,000	$4,317,000	$4,523,000	$4,496,000	$4,427,000	$4,364,000	$4,377,000	0.3%
State of Utah	**$83,200,000**	**$85,280,000**	**$87,360,000**	**$88,400,000**	**$86,320,000**	**$84,217,000**	**$84,107,000**	**-0.1%**

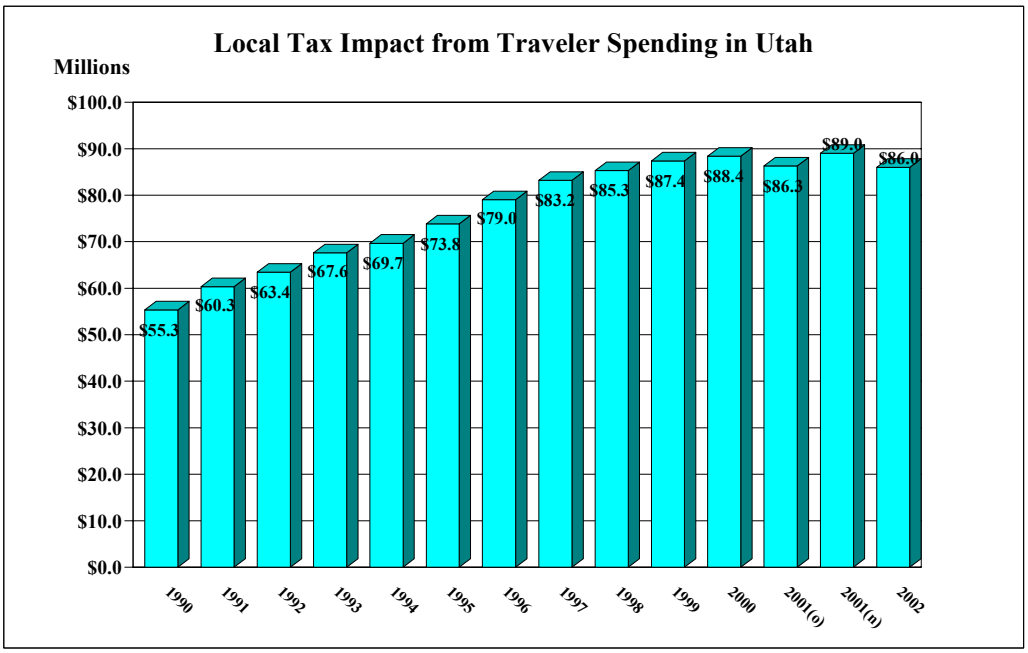
Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

Economic Impact of Travel & Tourism - Local Tax Impact



Total statewide tax impacts are calculated based on historical average tax rates that indicate that aproximately 8% of traveler spending is collected for state and local tax revenues. Based on Utah's tax distrubution system, the local tax portion is roughly 26% of all tax revenues.

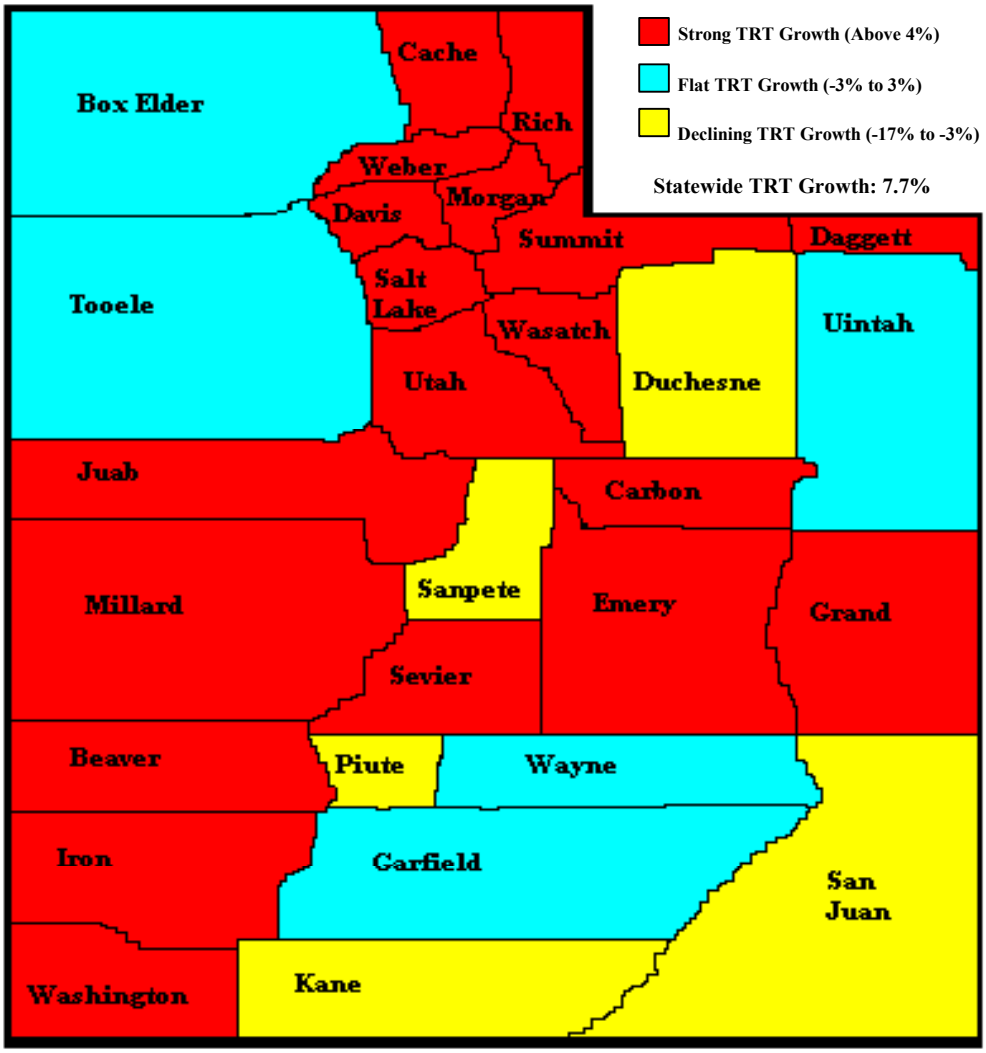
See Appendix B for complete discussion of methodology.



Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology. See the methodology section in the appendix for details.

Overview of Utah Travel Taxes

TRANSIENT ROOM TAX GROWTH
% Change 2001 to 2002



SOURCE: Utah State Tax Commission

Travel Tax Rates
Gross Taxable Room Rents
Transient Room Tax
Restaurant Tax
Car Rental Tax
Gross Taxable Retail Sales

Overview of Utah Travel Taxes - Travel Tax Rates

Current Tax Rates as of October 1, 2003

Location	Combined Sales Rate	Combined TRT Rate	Rest. Tax	Combined Car Rental Tax	Resort Tax
Beaver County	6.0%	3.0%	1.0%	2.5%	--
Beaver City	7.0%	3.0%	1.0%	2.5%	--
Box Elder County	6.0%	3.0%	1.0%	2.5%	--
Brigham City	6.25%	4.0%	1.0%	2.5%	--
Perry	6.25%	3.0%	1.0%	2.5%	--
Snowville	7.0%	3.0%	1.0%	2.5%	--
Willard	6.25%	3.0%	1.0%	2.5%	--
Cache County	6.1%	3.0%	1.0%	2.5%	--
Hyde Park	6.35%	3.0%	1.0%	2.5%	--
Hyrum	6.35%	3.0%	1.0%	2.5%	--
Logan	6.35%	3.0%	1.0%	2.5%	--
Millville	6.35%	3.0%	1.0%	2.5%	--
North Logan	6.35%	3.0%	1.0%	2.5%	--
Providence	6.35%	3.0%	1.0%	2.5%	--
Richmond	6.35%	3.0%	1.0%	2.5%	--
River Heights	6.35%	3.0%	1.0%	2.5%	--
Smithfield	6.35%	3.0%	1.0%	2.5%	--
Nibley	6.35%	3.0%	1.0%	2.5%	--
Cache Valley Transit	6.35%	3.0%	1.0%	2.5%	--
Carbon County	6.0%	3.0%	1.0%	2.5%	--
Price	6.25%	4.0%	1.0%	2.5%	--
Wellington	6.25%	3.0%	1.0%	2.5%	--
Daggett County	6.0%	3.0%	1.0%	2.5%	--
Davis County	6.5%	3.0%	1.0%	9.5%	--
West Bountiful	6.5%	4.0%	1.0%	9.5%	
Duchesne County	6.0%	3.0%	1.0%	5.5%	--
Roosevelt	6.25%	4.5%	1.0%	5.5%	--
Emery County	5.75%	3.0%	--	2.5%	--
Green River	6.0%	4.0%	--	2.5%	1.5%
Garfield County	7.0%	3.0%	1.0%	2.5%	--
Boulder	7.0%	3.0%	1.0%	2.5%	1.0%
Panguitch	7.0%	3.0%	1.0%	2.5%	1.0%
Tropic	7.0%	3.0%	1.0%	2.5%	1.0%
Grand County	6.0%	3.0%	1.0%	5.5%	--
Moab	6.25%	4.5%	1.0%	5.5%	1.5%
Iron County	6.0%	3.0%	1.0%	2.5%	--
Brian Head	6.25%	3.0%	1.0%	2.5%	1.5%
Juab County	6.0%	3.0%	1.0%	2.5%	--
Nephi	6.25%	3.0%	1.0%	2.5%	--
Kane County	6.75%	3.0%	1.0%	2.5%	--
Kanab	6.75%	3.0%	1.0%	2.5%	1.0%
Orderville	6.75%	3.0%	1.0%	2.5%	1.0%
Millard County	5.75%	3.0%	--	2.5%	--
Morgan County	6.0%	3.0%	1.0%	9.5%	--
Piute County	6.0%	3.0%	--	2.5%	--
Rich County	6.0%	3.0%	1.0%	2.5%	--
Garden City	6.0%	3.0%	1.0%	2.5%	1.0%
Salt Lake County	6.6%	3.5%	1.0%	9.5%	--
Alta	6.6%	3.5%	1.0%	9.5%	1.0%
Holladay	6.6%	4.5%	1.0%	9.5%	--
Salt Lake City	6.6%	4.5%	1.0%	9.5%	--
S. Salt Lake	6.6%	4.5%	1.0%	9.5%	--
West Valley City	6.6%	5.0%	1.0%	9.5%	--

*Unless otherwise noted, all cities within their respective counties impose the same tax rates as the county

Location	Combined Sales Rate	Combined TRT Rate	Rest. Tax	Combined Car Rental Tax	Resort Tax
San Juan County	6.0%	3.0%	--	2.5%	--
Blanding	6.0%	4.0%	--	2.5%	--
Monticello	6.0%	4.0%	--	2.5%	0.5%
Sanpete County	6.0%	3.0%	1.0%	2.5%	--
Ephraim	6.25%	3.0%	1.0%	2.5%	--
Gunnison	6.25%	3.0%	1.0%	2.5%	--
Sevier County	6.0%	3.0%	1.0%	9.5%	--
Richfield	6.25%	4.0%	1.0%	9.5%	--
Salina	6.25%	3.0%	1.0%	9.5%	--
Summit County	6.1%	3.0%	1.0%	2.5%	--
Park City	6.35%	3.0%	1.0%	2.5%	1.0%
Tooele County	6.0%	3.0%	1.0%	2.5%	--
Erda	6.25%	3.0%	1.0%	2.5%	--
Grantsville	6.25%	3.0%	1.0%	2.5%	--
Lakepoint	6.25%	3.0%	1.0%	2.5%	--
Lincoln	6.25%	3.0%	1.0%	2.5%	--
Stansbury Park	6.25%	3.0%	1.0%	2.5%	--
Tooele City	6.25%	4.0%	1.0%	2.5%	--
Uintah County	6.5%	3.0%	1.0%	5.5%	--
Vernal	6.75%	3.0%	1.0%	5.5%	--
Utah County	6.0%	3.0%	1.0%	2.5%	--
Alpine	6.25%	3.0%	1.0%	2.5%	--
American Fork	6.25%	3.0%	1.0%	2.5%	--
Cedar Hills	6.25%	3.0%	1.0%	2.5%	--
Highland	6.25%	3.0%	1.0%	2.5%	--
Lehi	6.25%	3.0%	1.0%	2.5%	--
Lindon	6.25%	4.0%	1.0%	2.5%	--
Mapleton	6.25%	3.0%	1.0%	2.5%	--
Orem	6.25%	4.0%	1.0%	2.5%	--
Payson	6.25%	3.0%	1.0%	2.5%	--
Pleasant Grove	6.25%	3.0%	1.0%	2.5%	--
Provo	6.25%	3.0%	1.0%	2.5%	--
Provo Canyon	6.25%	3.0%	1.0%	2.5%	--
Salem	6.25%	3.0%	1.0%	2.5%	--
Spanish Fork	6.25%	3.0%	1.0%	2.5%	--
Springville	6.25%	4.5%	1.0%	2.5%	--
Wasatch County	6.0%	3.0%	1.0%	2.5%	--
Heber	6.25%	4.0%	1.0%	2.5%	--
Midway	6.0%	4.0%	1.0%	2.5%	--
Washington County	6.0%	3.0%	1.0%	9.5%	--
Hurricane	6.25%	3.0%	1.0%	9.5%	--
Ivins	6.25%	4.0%	1.0%	9.5%	--
La Verkin	6.25%	3.0%	1.0%	9.5%	--
Santa Clara	6.25%	4.0%	1.0%	9.5%	--
Springdale	6.0%	4.0%	1.0%	9.5%	1.5%
St. George	6.25%	3.0%	1.0%	9.5%	--
Washington City	6.25%	3.0%	1.0%	9.5%	--
Wayne County	6.0%	3.0%	1.0%	2.5%	--
Weber County	6.5%	3.0%	1.0%	9.5%	--
Marriott-Slaterville	6.5%	4.0%	1.0%	9.5%	--

** TRT Taxes, Restaurant Tax, Car Rental Taxes and the Resort Community Tax are levied in addition to the combined sales tax rate.

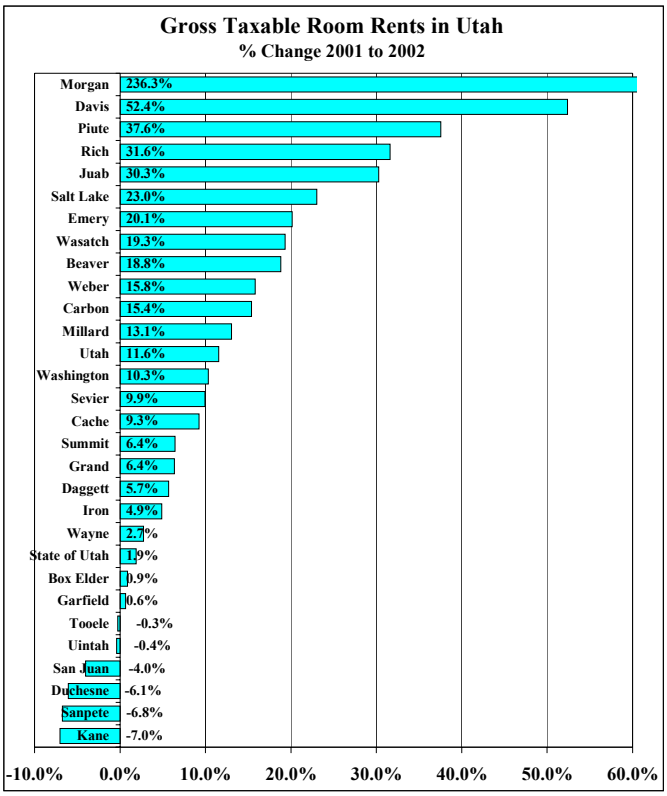
Travel & Tourism Taxes - Gross Taxable Room Rents

Rank	County	2002 Room Rent Revenues	Percent of State Total	Rank	County	2002 Room Rent Revenues	Percent of State Total
1	Salt Lake	$299,821,920	45.0%	16	Carbon	$5,344,045	0.8%
2	Summit	$114,111,691	17.1%	17	Tooele	$4,276,490	0.6%
3	Washington	$43,205,939	6.5%	18	Beaver	$3,486,108	0.5%
4	Utah	$35,347,882	5.3%	19	Wayne	$2,892,095	0.4%
5	Grand	$27,872,000	4.2%	20	Millard	$2,757,619	0.4%
6	Davis	$22,184,974	3.3%	21	Box Elder	$2,696,185	0.4%
7	Weber	$19,549,376	2.9%	22	Juab	$2,492,764	0.4%
8	Garfield	$14,590,419	2.2%	23	Rich	$2,306,335	0.3%
9	Iron	$13,653,139	2.0%	24	Daggett	$1,993,157	0.3%
10	Kane	$8,380,340	1.3%	25	Sanpete	$1,507,939	0.2%
11	Wasatch	$8,332,669	1.2%	26	Duchesne	$866,402	0.1%
12	Cache	$8,266,811	1.2%	27	Emery	$767,538	0.1%
13	San Juan	$7,389,640	1.1%	28	Morgan	$261,298	0.0%
14	Sevier	$6,742,350	1.0%	29	Piute	$203,314	0.0%
15	Uintah	$5,418,235	0.8%				

Gross Taxable Room Rents 1997 to 2002

County	1997	1998	1999	2000	2001	2002	% Change 2001-02	AAPC 1997-2002
Beaver	$2,706,961	$2,995,476	$2,870,163	$3,076,203	$2,934,087	$3,486,108	18.8%	5.2%
Box Elder	$2,452,799	$2,743,436	$2,692,499	$2,768,013	$2,672,442	$2,696,185	0.9%	1.9%
Cache	$6,145,150	$7,461,665	$7,517,868	$7,838,345	$7,566,374	$8,266,811	9.3%	6.1%
Carbon	$3,490,261	$3,670,786	$4,478,110	$4,474,621	$4,630,714	$5,344,045	15.4%	8.9%
Daggett	$1,324,813	$1,817,340	$1,769,951	$1,783,554	$1,885,582	$1,993,157	5.7%	8.5%
Davis	$12,260,194	$13,428,722	$13,330,007	$15,291,074	$14,559,428	$22,184,974	52.4%	12.6%
Duchesne	$738,600	$963,268	$778,218	$844,216	$922,264	$866,402	-6.1%	3.2%
Emery	($493,023)	$1,404,708	$929,776	$736,226	$638,841	$767,538	20.1%	9.3%
Garfield	$15,971,028	$16,155,172	$16,577,780	$16,319,061	$14,497,384	$14,590,419	0.6%	-1.8%
Grand	$25,158,976	$24,676,933	$27,615,600	$26,673,567	$26,204,467	$27,872,000	6.4%	2.1%
Iron	$12,219,753	$12,214,175	$12,776,403	$14,057,756	$13,017,151	$13,653,139	4.9%	2.2%
Juab	$1,692,894	$1,770,058	$1,907,632	$1,978,171	$1,913,190	$2,492,764	30.3%	8.0%
Kane	$8,940,005	$8,255,033	$9,216,977	$9,464,222	$9,015,042	$8,380,340	-7.0%	-1.3%
Millard	$2,142,495	$1,996,992	$2,179,436	$2,336,914	$2,439,188	$2,757,619	13.1%	5.2%
Morgan	$35,630	$29,054	$31,929	$38,186	$77,702	$261,298	236.3%	49.0%
Piute	$153,199	$186,610	$173,732	$170,448	$147,799	$203,314	37.6%	5.8%
Rich	$1,221,604	$1,349,081	$1,578,814	$1,743,544	$1,752,349	$2,306,335	31.6%	13.6%
Salt Lake	$234,263,572	$238,479,589	$229,797,632	$235,285,623	$243,672,654	$299,821,920	23.0%	5.1%
San Juan	$8,147,581	$8,688,373	$8,637,436	$8,243,113	$7,699,870	$7,389,640	-4.0%	-1.9%
Sanpete	$1,198,546	$1,323,559	$1,336,537	$1,182,112	$1,617,100	$1,507,939	-6.8%	4.7%
Sevier	$5,203,651	$5,085,250	$5,693,398	$5,774,287	$6,132,645	$6,742,350	9.9%	5.3%
Summit	$79,855,432	$88,875,994	$90,604,704	$98,626,466	$107,199,784	$114,111,691	6.4%	7.4%
Tooele	$4,239,960	$3,924,300	$3,756,355	$4,658,202	$4,288,799	$4,276,490	-0.3%	0.2%
Uintah	$4,491,601	$5,305,277	$5,019,385	$5,434,069	$5,439,186	$5,418,235	-0.4%	3.8%
Utah	$27,379,992	$27,755,028	$31,614,149	$33,462,356	$31,686,907	$35,347,882	11.6%	5.2%
Wasatch	$6,290,345	$6,457,687	$6,867,785	$7,272,757	$6,983,055	$8,332,669	19.3%	5.8%
Washington	$32,201,732	$34,111,888	$36,470,724	$37,946,219	$39,160,260	$43,205,939	10.3%	6.1%
Wayne	$2,734,676	$2,950,418	$3,169,958	$3,372,920	$2,814,835	$2,892,095	2.7%	1.1%
Weber	$16,991,754	$16,348,310	$15,935,917	$16,856,711	$16,876,606	$19,549,376	15.8%	2.8%
State of Utah	**$519,160,181**	**$540,424,182**	**$545,328,875**	**$567,708,954**	**$578,445,705**	**$666,718,674**	**15.3%**	**5.1%**

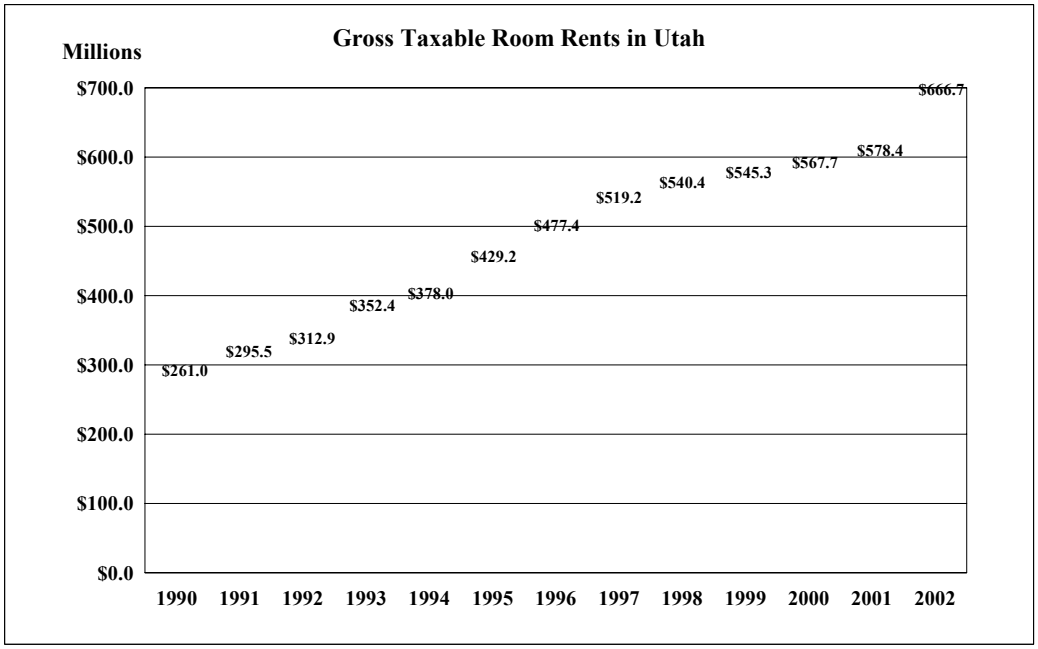
Travel & Tourism Taxes - Gross Taxable Room Rents



Gross Taxable Room Rents represent the equivalent of gross transient room tax revenues divided by the transient room tax rate. As such, it allows specific analysis of room rental performance without including other lodging amenities such as restaurants and gift shops that are included in the broader measure of nominal hotel sales.

Nominal hotel sales include not only the sales from the rental of rooms, but also other hotel sales, such as those from hotel restaurants, conventions, seminars, private clubs and gift shops. However, this data may exclude some businesses that file a transient room tax return, such as condominium rentals.

As a share of total statewide sales, a county share of gross taxable room rents is equal to a county share of transient room tax revenues.



Travel & Tourism Taxes - Transient Room Tax

Rank	County	2002 TRT Collections	Percent of State Total	Rank	County	2002 TRT Collections	Percent of State Total
1	Salt Lake	$8,994,658	45.0%	16	Carbon	$160,321	0.8%
2	Summit	$3,423,351	17.1%	17	Tooele	$128,295	0.6%
3	Washington	$1,296,178	6.5%	18	Beaver	$104,583	0.5%
4	Utah	$1,060,436	5.3%	19	Wayne	$86,763	0.4%
5	Grand	$836,160	4.2%	20	Millard	$82,729	0.4%
6	Davis	$665,749	3.3%	21	Box Elder	$80,886	0.4%
7	Weber	$586,481	2.9%	22	Juab	$74,783	0.4%
8	Garfield	$437,713	2.2%	23	Rich	$69,190	0.3%
9	Iron	$409,594	2.0%	24	Daggett	$59,795	0.3%
10	Kane	$251,410	1.3%	25	Sanpete	$45,238	0.2%
11	Wasatch	$249,980	1.2%	26	Duchesne	$25,992	0.1%
12	Cache	$248,004	1.2%	27	Emery	$23,026	0.1%
13	San Juan	$221,689	1.1%	28	Morgan	$7,839	0.0%
14	Sevier	$202,270	1.0%	29	Piute	$6,099	0.0%
15	Uintah	$165,547	0.8%				

Gross Transient Room Tax Collections 1997 to 2002

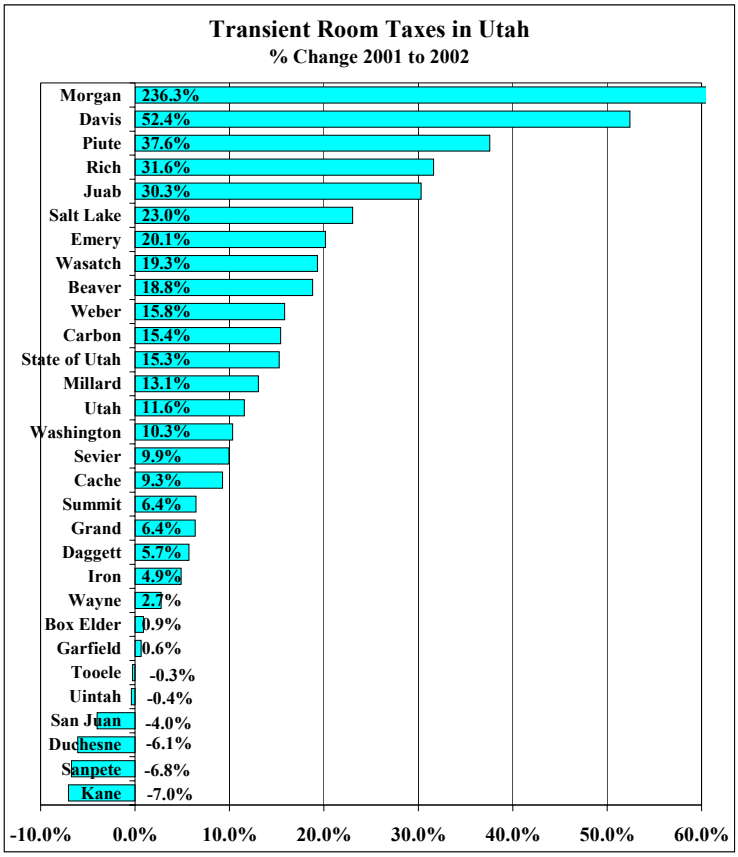
County	1997	1998	1999	2000	2001	2002	% Change 2001-02	AAPC 1997-2002
Beaver	$81,209	$89,864	$86,105	$92,286	$88,023	$104,583	18.8%	5.2%
Box Elder	$73,584	$82,303	$80,775	$83,040	$80,173	$80,886	0.9%	1.9%
Cache	$184,355	$223,850	$225,536	$235,150	$226,991	$248,004	9.3%	6.1%
Carbon	$104,708	$110,124	$134,343	$134,239	$138,921	$160,321	15.4%	8.9%
Daggett	$39,744	$54,520	$53,099	$53,507	$56,567	$59,795	5.7%	8.5%
Davis	$367,806	$402,862	$399,900	$458,732	$436,783	$665,749	52.4%	12.6%
Duchesne	$22,158	$28,898	$23,347	$25,326	$27,668	$25,992	-6.1%	3.2%
Emery	($14,791)	$42,141	$27,893	$22,087	$19,165	$23,026	20.1%	67.4%
Garfield	$479,131	$484,655	$497,333	$489,572	$434,922	$437,713	0.6%	-1.8%
Grand	$754,769	$740,308	$828,468	$800,207	$786,134	$836,160	6.4%	2.1%
Iron	$366,593	$366,425	$383,292	$421,733	$390,515	$409,594	4.9%	2.2%
Juab	$50,787	$53,102	$57,229	$59,345	$57,396	$74,783	30.3%	8.0%
Kane	$268,200	$247,651	$276,509	$283,927	$270,451	$251,410	-7.0%	-1.3%
Millard	$64,275	$59,910	$65,383	$70,107	$73,176	$82,729	13.1%	5.2%
Morgan	$1,069	$872	$958	$1,146	$2,331	$7,839	236.3%	49.0%
Piute	$4,596	$5,598	$5,212	$5,113	$4,434	$6,099	37.6%	5.8%
Rich	$36,648	$40,472	$47,364	$52,306	$52,570	$69,190	31.6%	13.6%
Salt Lake	$7,027,907	$7,154,388	$6,893,929	$7,058,569	$7,310,180	$8,994,658	23.0%	5.1%
San Juan	$244,427	$260,651	$259,123	$247,293	$230,996	$221,689	-4.0%	-1.9%
Sanpete	$35,956	$39,707	$40,096	$35,463	$48,513	$45,238	-6.8%	4.7%
Sevier	$156,110	$152,558	$170,802	$173,229	$183,979	$202,270	9.9%	5.3%
Summit	$2,395,663	$2,666,280	$2,718,141	$2,958,794	$3,215,994	$3,423,351	6.4%	7.4%
Tooele	$127,199	$117,729	$112,691	$139,746	$128,664	$128,295	-0.3%	0.2%
Uintah	$134,748	$159,158	$150,582	$163,022	$163,176	$162,547	-0.4%	3.8%
Utah	$821,400	$832,651	$948,424	$1,003,871	$950,607	$1,060,436	11.6%	5.2%
Wasatch	$188,710	$193,731	$206,034	$218,183	$209,492	$249,980	19.3%	5.8%
Washington	$966,052	$1,023,357	$1,094,122	$1,138,387	$1,174,808	$1,296,178	10.3%	6.1%
Wayne	$82,040	$88,513	$95,099	$101,188	$84,445	$86,763	2.7%	1.1%
Weber	$509,753	$490,449	$478,078	$505,701	$506,298	$586,481	15.8%	2.8%
State of Utah	**$15,574,805**	**$16,212,725**	**$16,359,866**	**$17,031,269**	**$17,353,371**	**$20,001,560**	**15.3%**	**5.1%**

Special Transient Room Tax Collections 1997 to 2002

County	1997	1998	1999	2000	2001	2002	% Change 2001-02	AAPC 1997-2002
Salt Lake	$1,171,318	$1,192,398	$1,148,988	$1,176,428	$1,218,363	$1,499,110	23.0%	5.1%

Note: TRT Collections do not include the 1% to 1.5% municipal transient room tax imposed in some municipalities. Beginning in 1991, counties of the first class were authorized to collect an additional 0.5% transient room tax as part of the Tourism, Recreation, Cultural and Convention Facilities (TRCC) Tax.

Travel & Tourism Taxes - Transient Room Tax



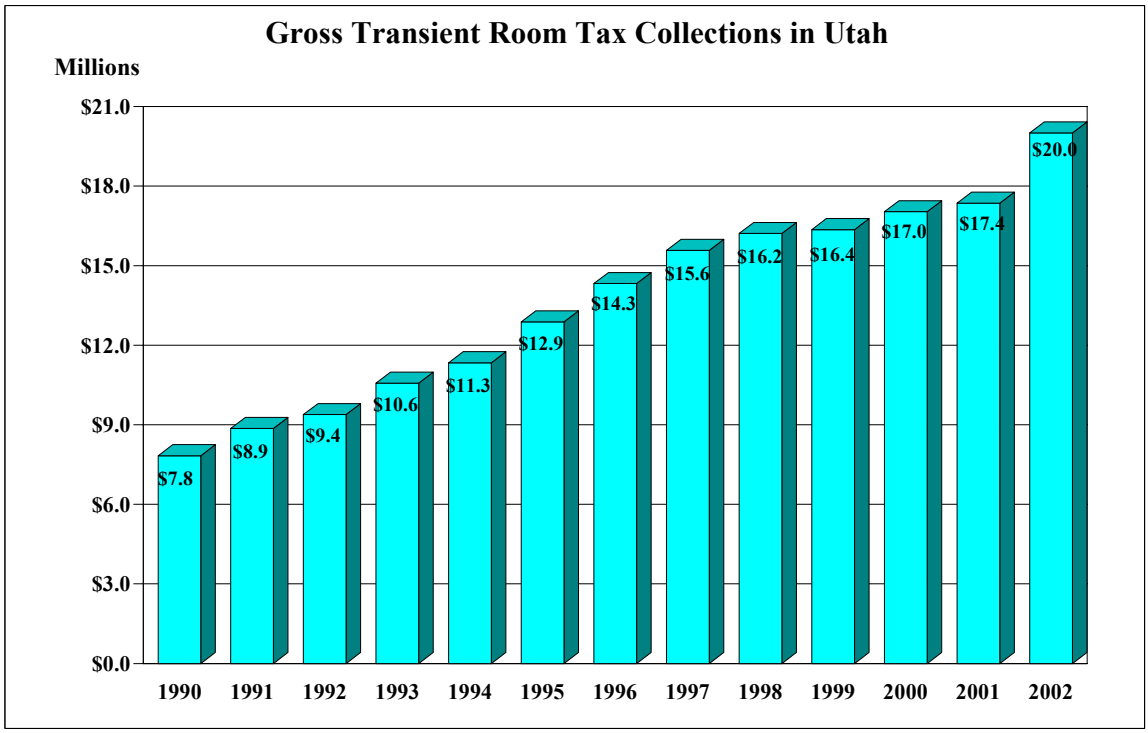
The Transient Room Tax is applied to the rental charge for any suite, room or rooms, in a motel, hotel, motor court, inn or similar public accommodation for fewer than 30 consecutive days. This tax is in addition to the applicable sales tax. The tax rate is levied up to 3% of the rental charge as fixed by county ordinance. Currently, the tax rate is 3% in all counties.

The statewide TRT is distributed to the respective Utah counties for which the Tax Commission acts as agent. Counties may also choose to collect the tax themselves.

The TRT revenues may be used to establish and promote recreation, tourism, film production and conventions, to purchase or lease land and/or facilities related to convention meeting rooms, exhibit halls, visitor information centers, museums and related facilities, to mitigate the impacts of recreation, tourism or conventions in counties of the 4th, 5th and 6th class or to repay bond indebtedness.

No more than 1/3 of the tax may be used for "brick and mortar" expenses or bond issuance/repayment.

-- See Appendix C for specific tax code.



Travel & Tourism Taxes - Restaurant Tax

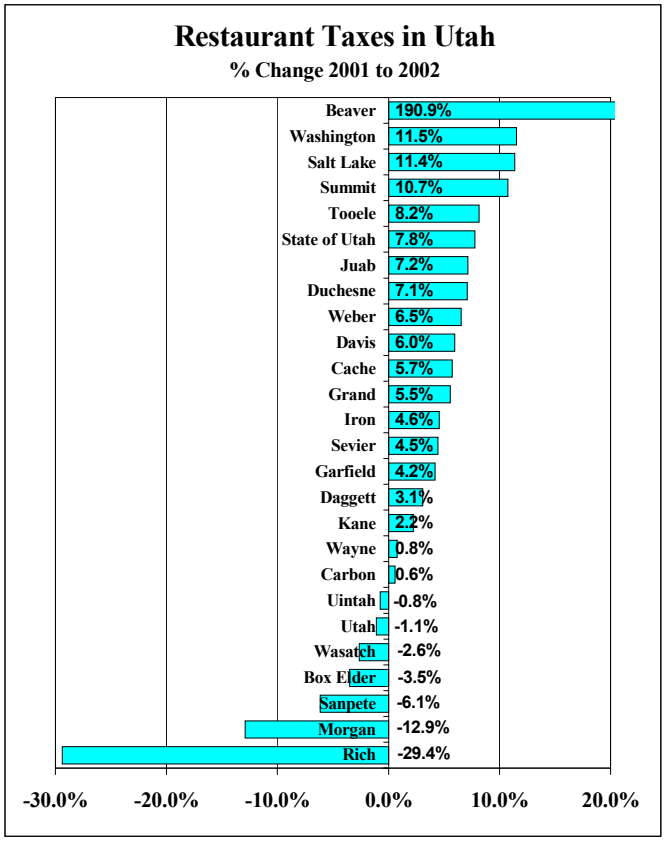
Rank	County	2002 Rest. Tax Revenue	Percent of State Total	Rank	County	2002 Rest. Tax Revenue	Percent of State Total
1	Salt Lake	$12,068,259	51.1%	16	Garfield	$106,489	0.5%
2	Utah	$2,883,982	12.2%	17	Sanpete	$82,067	0.3%
3	Davis	$1,893,807	8.0%	18	Kane	$80,883	0.3%
4	Weber	$1,670,534	7.1%	19	Juab	$79,632	0.3%
5	Summit	$1,065,130	4.5%	20	Duchesne	$72,107	0.3%
6	Washington	$1,032,341	4.4%	21	Rich	$66,200	0.3%
7	Cache	$636,240	2.7%	22	Beaver	$57,615	0.2%
8	Iron	$324,093	1.4%	23	Wayne	$33,704	0.1%
9	Box Elder	$283,894	1.2%	24	Morgan	$19,373	0.1%
10	Tooele	$230,164	1.0%	25	Daggett	$16,031	0.1%
11	Grand	$225,332	1.0%	**Emery, Millard, Piute and San Juan Counties do not collect the Restaurant Tax**			
12	Wasatch	$204,137	0.9%				
13	Uintah	$188,975	0.8%				
14	Carbon	$164,358	0.7%				
15	Sevier	$150,555	0.6%				

Restaurant Tax Collections 1997 to 2002

County	1997	1998	1999	2000	2001	2002	% Change 2001-02	AAPC* 1997-2002
Beaver	NA	NA	NA	NA	$19,809	$57,615	190.9%	NA
Box Elder	$252,359	$262,440	$272,943	$288,463	$294,189	$283,894	-3.5%	2.4%
Cache	$464,509	$516,723	$581,404	$575,368	$601,694	$636,240	5.7%	6.5%
Carbon	$65,165	$148,700	$160,419	$155,026	$163,386	$164,358	0.6%	20.3%
Daggett	$5,980	$13,223	$13,952	$15,739	$15,550	$16,031	3.1%	21.8%
Davis	$1,464,686	$1,543,770	$1,623,341	$1,716,196	$1,787,328	$1,893,807	6.0%	5.3%
Duchesne	$50,383	$55,630	$55,216	$60,142	$67,333	$72,107	7.1%	7.4%
Garfield	$96,619	$101,694	$122,524	$119,323	$102,201	$106,489	4.2%	2.0%
Grand	$29,311	$190,596	$217,846	$205,834	$213,484	$225,332	5.5%	50.4%
Iron	$242,455	$275,712	$281,397	$303,653	$309,917	$324,093	4.6%	6.0%
Juab	$60,783	$67,887	$81,237	$67,473	$74,317	$79,632	7.2%	5.6%
Kane	$67,284	$77,059	$75,110	$79,024	$79,121	$80,883	2.2%	3.8%
Morgan	$15,526	$15,667	$21,358	$19,895	$22,243	$19,373	-12.9%	4.5%
Rich	$41,154	$54,260	$47,787	$48,519	$93,740	$66,200	-29.4%	10.0%
Salt Lake	$9,007,971	$9,422,132	$10,016,504	$10,497,968	$10,836,559	$12,068,259	11.4%	6.0%
Sanpete	$66,367	$69,212	$73,538	$80,021	$87,439	$82,067	-6.1%	4.3%
Sevier	$119,650	$143,284	$134,288	$128,348	$144,123	$150,555	4.5%	4.7%
Summit	$736,562	$784,895	$809,050	$905,050	$961,764	$1,065,130	10.7%	7.7%
Tooele	$135,450	$159,408	$194,345	$211,359	$212,787	$230,164	8.2%	11.2%
Uintah	$145,099	$175,768	$145,959	$166,999	$190,412	$188,975	-0.8%	5.4%
Utah	$1,997,466	$2,219,881	$2,499,572	$2,716,427	$2,915,496	$2,883,982	-1.1%	7.6%
Wasatch	$145,135	$156,798	$190,280	$185,411	$209,681	$204,137	-2.6%	7.1%
Washington	$698,400	$784,438	$824,028	$881,729	$925,516	$1,032,341	11.5%	8.1%
Wayne	$24,181	$27,980	$31,255	$38,784	$33,448	$33,704	0.8%	6.9%
Weber	$1,420,459	$1,469,067	$1,571,439	$1,561,978	$1,568,066	$1,670,534	6.5%	3.3%
State of Utah	**$17,352,953**	**$18,736,224**	**$20,044,792**	**$21,028,729**	**$21,929,603**	**$23,635,902**	**7.8%**	**6.4%**

*Some AAPC are taken from earliest full year of collections.

Travel & Tourism Taxes - Restaurant Tax

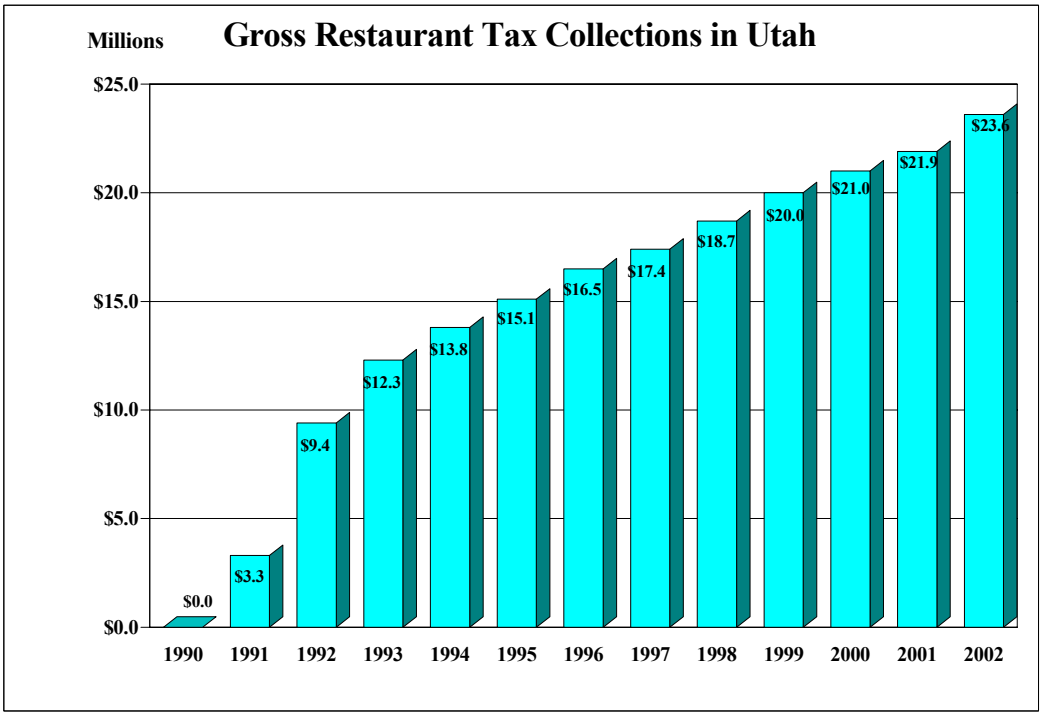


The restaurant tax is one of the taxes counties may collect under the Tourism, Recreation, Cultural and Convention Facilities Tax first authorized by the state legislature in 1991. The restaurant tax portion consists of a tax of up to 1% of all sales of prepared foods and beverages sold by restaurants for immediate consumption.

The restaurant tax is the most widely used portion of the TRCC Tax. It has been adopted by 25 counties in Utah. Emery, Millard, Piute and San Juan Counties have not adopted the tax.

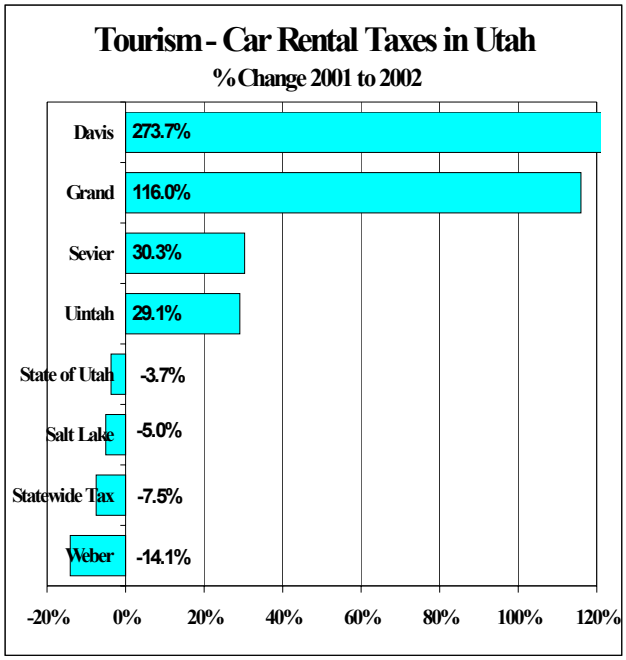
The tax is distributed to the counties that impose the tax based upon revenues from within each county's boundaries. The tax may be imposed for the purpose of financing, in whole or in part, tourism promotion and the development, operation and maintenance of tourist, recreation, cultural and convention facilities.

-- See Appendix C for specific tax code.



Travel & Tourism Taxes - Car Rental Tax

Rank	County	2002 Rental Tax Revenue	Percent of State Total
1	Salt Lake	$8,707,998	70.1%
2	Statewide Tax	$3,375,290	27.2%
3	Washington	$110,095	0.9%
4	Davis	$109,613	0.9%
5	Weber	$77,381	0.6%
6	Grand	$29,841	0.2%
7	Uintah	$4,045	0.0%
8	Sevier	$2,464	0.0%

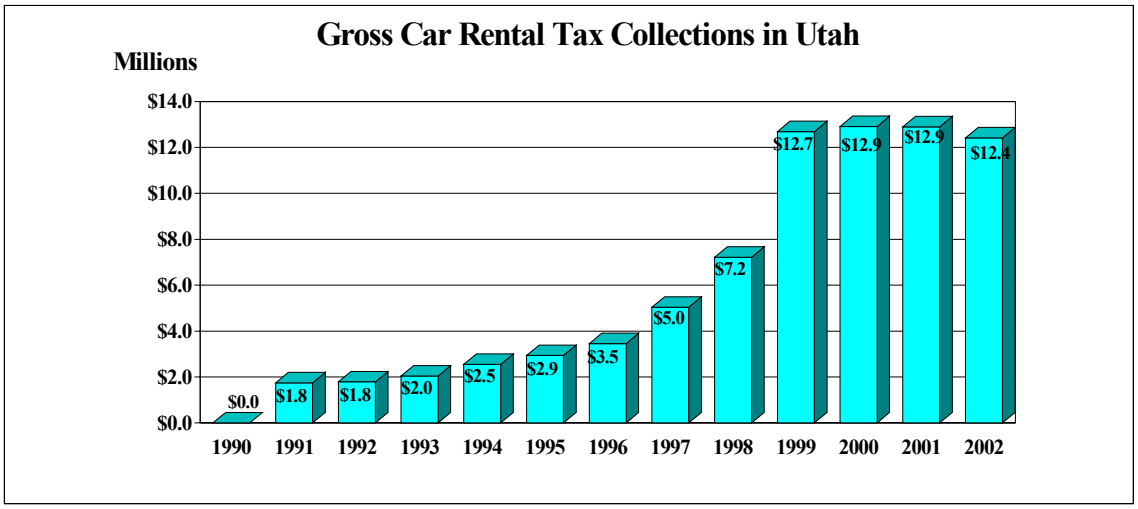


Note: The car rental tax consists of two separate taxes: the statewide motor vehicle rental tax and the car rental tax portion of the Tourism, Recreation, Cultural and Convention Facilities Tax. The table above lists "statewide tax" as the revenue from the motor vehicle rental tax while the revenue for individual counties represents the toursim tax revenue from the car rental tax imposed under the TRCC Tax in the respective counties.

Tax Collections 1997 to 2002

County	1997	1998	1999	2000	2001	2002	% Change 2001-02
Davis	$83,902	$22,804	$88,988	$84,798	$29,330	$109,613	273.7%
Duchesne	($37)	$0	$0	$171	$0	$0	NA
Grand	$2,861	$17,471	$27,104	$25,066	$13,816	$29,841	116.0%
Morgan	$0	$0	$0	$0	$38	$0	NA
Salt Lake	$3,447,631	$3,798,582	$9,163,323	$8,940,162	$9,167,843	$8,707,998	-5.0%
Sevier	$0	$0	$72	$5,709	$1,891	$2,464	30.3%
Uintah	$4,532	$7,778	$18,954	$4,498	$3,133	$4,045	29.1%
Washington	$0	$8,572	$260,685	$123,436	($58,390)	$110,095	NA
Weber	$23,265	$23,671	$57,776	$57,990	$90,083	$77,381	-14.1%
Statewide Tax	$1,487,019	$3,333,131	$3,066,383	$3,670,234	$3,648,560	$3,375,290	-7.5%
State of Utah	**$5,041,852**	**$7,212,009**	**$12,683,285**	**$12,912,064**	**$12,896,304**	**$12,416,727**	**-3.7%**

Note: Numerous tax rate changes over the past three years make year-to-year comparisons difficult.



The car rental tax is one of the taxes counties may collect under the Tourism, Recreation, Cultural and Convention Facilities Tax first authorized by the state legislature in 1990. Initially, the TRCC Tax allowed county legislative bodies to impose a tax of up to 3% on all short-term leases and rentals of motor vehicles, where such leases do not exceed 30 days. Three counties (Duchesne, Grand, and Uintah) impose the 3% Tourism Rental Car Tax. Beginning January 1, 1999, the county legislative body of any county could have imposed, in addition to the 3% Tourism Car Rental Tax, an additional tax of up to 4% on all short term leases of motor vehicles not exceeding 30 days, except for leases and rental of motor vehicles made for the purpose of temporarily replacing a person's motor vehicle that is being repaired. Six counties (Davis, Morgan, Salt Lake, Sevier, Washington, and Weber) impose a Tourism Rental Car Tax at 7%.

The tax is distributed to the counties that impose the tax based upon revenues from within each county's boundaries. The tax may be imposed for the purpose of financing, in whole or in part, tourism promotion and the development, operation and maintenance of tourist, recreation, cultural and convention facilities.

Although not part of the TRCC Tax, the Statewide Motor Vehicle Rental Tax does impact total rental car taxes paid. The 1997 legislature imposed a 2.5% tax on short-term leases and rentals of motor vehicles not exceeding 30 days (this tax is in addition to the tourism-rental car tax imposed in certain counties and any applicable sales taxes or airport fees).

The tax is allocated to the Transportation Corridor Preservation Revolving Loan Fund in the Transportation Fund.

--See Appendix C for specific tax code.

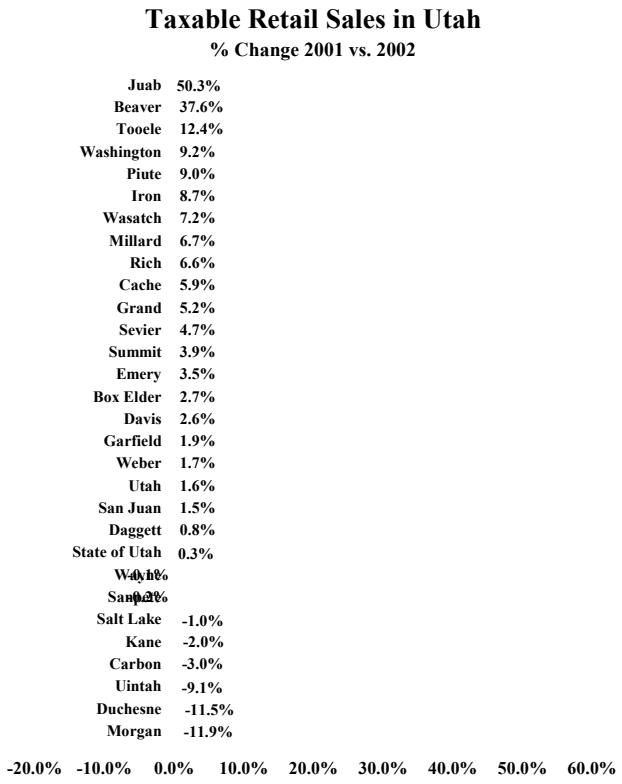
Travel & Tourism Taxes - Gross Taxable Retail Sales

Rank	County	2002 Retail Sales Revenue	Percent of State Total	Rank	County	2001 Retail Sales Revenue	Percent of State Total
1	Salt Lake	$15,706,919,505	48.3%	16	Sanpete	$158,154,750	0.5%
2	Utah	$4,394,333,416	13.5%	17	Duchesne	$145,071,558	0.4%
3	Davis	$2,759,164,731	8.5%	18	Millard	$128,805,095	0.4%
4	Weber	$2,552,414,748	7.9%	19	Emery	$106,343,423	0.3%
5	Washington	$1,503,264,367	4.6%	20	Juab	$104,467,036	0.3%
6	Cache	$991,873,325	3.1%	21	Kane	$99,787,339	0.3%
7	Summit	$862,281,570	2.7%	22	San Juan	$88,823,783	0.3%
8	Iron	$457,128,755	1.4%	23	Beaver	$78,643,822	0.2%
9	Uintah	$452,556,426	1.4%	24	Garfield	$67,872,943	0.2%
10	Tooele	$408,234,189	1.3%	25	Morgan	$48,655,061	0.1%
11	Box Elder	$397,597,890	1.2%	26	Wayne	$23,570,949	0.1%
12	Carbon	$351,112,861	1.1%	27	Rich	$17,302,794	0.1%
13	Sevier	$229,937,800	0.7%	28	Daggett	$14,748,590	0.0%
14	Wasatch	$186,566,663	0.6%	29	Piute	$6,183,485	0.0%
15	Grand	$174,635,577	0.5%				

Gross Taxable Retail Sales 1997 to 2002

County	1997	1998	1999	2000	2001(r)	2002	% Change 2001-2002	AAPC 1997-2002
Beaver	$45,761,964	$54,028,444	$56,796,599	$59,533,738	$57,150,257	$78,643,822	37.6%	4.5%
Box Elder	$341,801,574	$378,656,784	$392,554,576	$388,463,051	$387,021,110	$397,597,890	2.7%	2.5%
Cache	$738,962,198	$815,747,488	$877,516,245	$881,748,639	$936,524,543	$991,873,325	5.9%	4.9%
Carbon	$302,766,134	$350,262,447	$344,787,305	$346,715,900	$361,995,352	$351,112,861	-3.0%	3.6%
Daggett	$8,931,045	$10,152,206	$11,083,920	$13,701,974	$14,635,105	$14,748,590	0.8%	10.4%
Davis	$2,082,405,096	$2,333,000,552	$2,501,488,171	$2,561,945,556	$2,690,459,983	$2,759,164,731	2.6%	5.3%
Duchesne	$138,833,857	$148,993,949	$113,995,306	$152,667,814	$163,956,901	$145,071,558	-11.5%	3.4%
Emery	$85,273,673	$108,296,650	$86,178,899	$78,516,158	$102,774,219	$106,343,423	3.5%	3.8%
Garfield	$64,208,586	$67,964,766	$71,530,129	$73,145,377	$66,630,018	$67,872,943	1.9%	0.7%
Grand	$136,682,724	$143,307,479	$167,663,347	$162,911,808	$166,019,643	$174,635,577	5.2%	4.0%
Iron	$334,517,242	$358,583,543	$403,990,858	$417,168,360	$420,501,521	$457,128,755	8.7%	4.7%
Juab	$58,330,085	$61,049,366	$67,800,309	$73,826,705	$69,528,286	$104,467,036	50.3%	3.6%
Kane	$91,571,511	$92,767,501	$99,972,386	$107,426,955	$101,852,245	$99,787,339	-2.0%	2.2%
Millard	$102,956,430	$102,324,784	$108,565,176	$107,366,842	$120,662,495	$128,805,095	6.7%	3.2%
Morgan	$34,597,815	$43,190,274	$52,752,568	$55,091,635	$55,255,017	$48,655,061	-11.9%	9.8%
Piute	$4,647,900	$5,197,828	$5,556,641	$5,742,323	$5,672,633	$6,183,485	9.0%	4.1%
Rich	$12,425,163	$14,599,275	$15,593,403	$16,731,346	$16,224,980	$17,302,794	6.6%	5.5%
Salt Lake	$13,279,907,345	$14,480,792,082	$15,032,355,344	$15,941,513,323	$15,864,887,932	$15,706,919,505	-1.0%	3.6%
San Juan	$79,420,183	$102,358,862	$96,128,945	$89,321,720	$87,476,582	$88,823,783	1.5%	2.0%
Sanpete	$109,374,363	$117,860,224	$125,822,688	$143,234,506	$158,395,663	$158,154,750	-0.2%	7.7%
Sevier	$179,499,588	$247,516,691	$212,472,805	$219,208,375	$219,577,652	$229,937,800	4.7%	4.1%
Summit	$585,960,819	$631,299,089	$685,939,692	$742,862,484	$830,104,320	$862,281,570	3.9%	7.2%
Tooele	$247,605,386	$282,754,708	$306,930,181	$330,279,699	$363,273,243	$408,234,189	12.4%	8.0%
Uintah	$300,310,299	$335,704,139	$331,526,601	$439,786,724	$497,920,681	$452,556,426	-9.1%	10.6%
Utah	$3,263,562,889	$3,670,050,662	$3,938,892,458	$4,170,665,617	$4,326,455,093	$4,394,333,416	1.6%	5.8%
Wasatch	$118,482,941	$136,583,244	$155,799,341	$171,726,889	$174,016,839	$186,566,663	7.2%	8.0%
Washington	$994,050,920	$1,066,865,802	$1,159,452,168	$1,237,822,795	$1,376,922,982	$1,503,264,367	9.2%	6.7%
Wayne	$18,566,025	$22,689,627	$23,000,106	$23,460,239	$23,595,162	$23,570,949	-0.1%	4.9%
Weber	$2,151,273,281	$2,264,121,035	$2,375,445,131	$2,456,562,991	$2,510,725,246	$2,552,414,748	1.7%	3.1%
Use tax	$916,015,985	$200,035,296	$176,949,415	$175,863,321	$255,972,866	($4,301,122)	-101.7%	-22.5%
State of Utah	**$26,828,703,021**	**$28,646,754,797**	**$29,998,540,713**	**$31,645,012,864**	**$32,426,188,569**	**$32,512,151,329**	0.3%	3.9%

Travel & Tourism Taxes - Gross Taxable Retail Sales

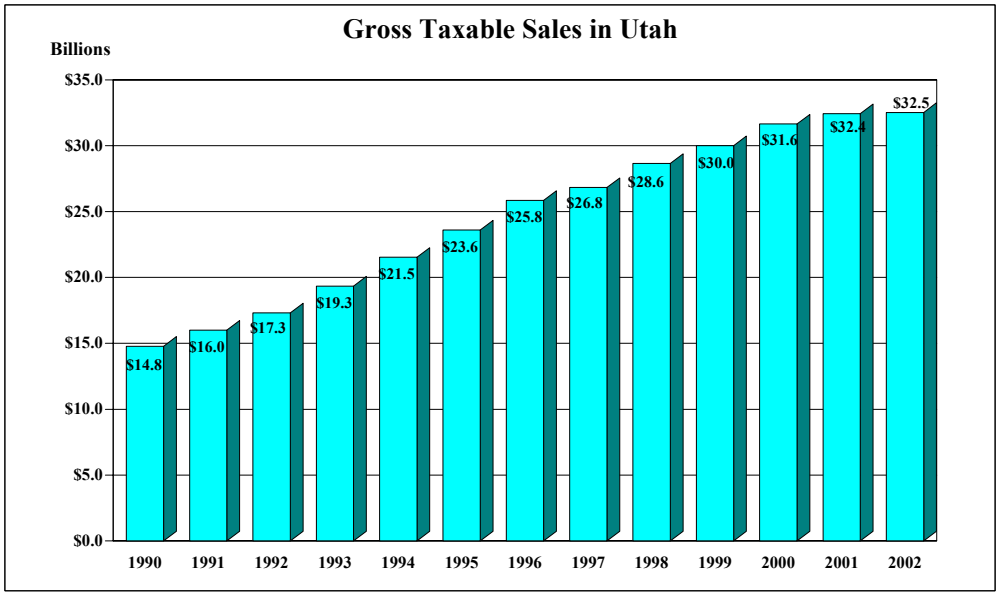


The Utah State Sales and Use Tax is 4.75%. The same rates apply to retail sales of meals, admissions to places of amusement, intrastate communication and passenger service, commercial electric, gas and heat utility service, hotel and motel accommodations and certain other services. There are several exemption provisions. Use Tax is charged at the same rates as above on tangible personal property that is purchased for use, consumption or storage in Utah.

Local city or county governments may make various additions to the State Sales and Use Tax as follows:

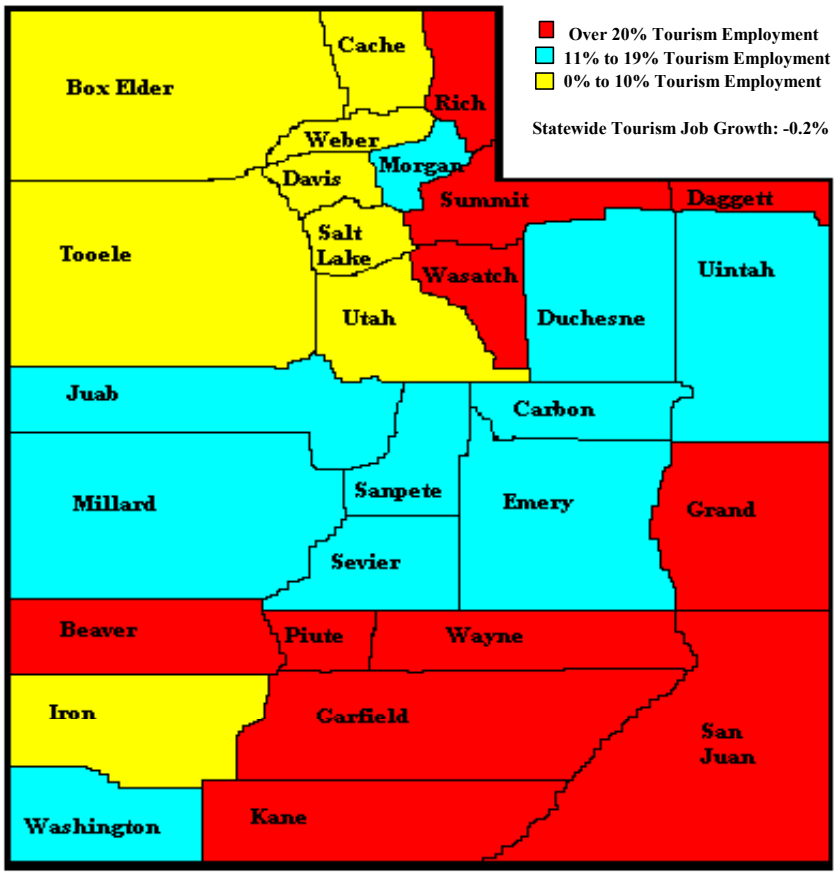
- -Local Sales & Use Tax (1%)
- -Mass Transit Tax (up to 0.5%)
- -Rural Hospital Tax (1%)
- -Botanical, Cultural, Zoo Tax (0.1%)
- -Highways Tax (0.25%)
- -County Option Sales Tax (0.25%)
- -Resort Communities Tax (up to 1.5%)

-- See “Travel Tax Rates” for combined sales tax rates in each locality.



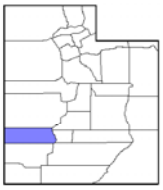
County Tourism Profiles

TOURISM JOBS AS PERCENTAGE OF TOTAL NONFARM JOBS, 2002



Source: Utah Dept. of Workforce Services, adapted by Utah Division of Travel Development

Beaver	**Iron**	**Sevier**
Box Elder	**Juab**	**Summit**
Cache	**Kane**	**Tooele**
Carbon	**Millard**	**Uintah**
Daggett	**Morgan**	**Utah**
Davis	**Piute**	**Wasatch**
Duchesne	**Rich**	**Washington**
Emery	**Salt Lake**	**Wayne**
Garfield	**San Juan**	**Weber**
Grand	**Sanpete**	



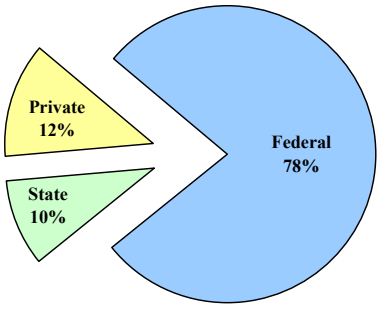
BEAVER COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001 (old)	2001 (new)	2002	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	5,851	5,883	5,978	6,005	6,028		6,099	1.2%	24
Total Non-Ag Employment	1,868	1,830	1,841	1,886	1,860		1,894	1.8%	24
Non-Ag Avg Monthly Wage	$1,538	$1,682	$1,689	$1,684	$1,741		$1,771	1.7%	21
Per Capita Income	$15,841	$17,139	$18,219	$20,494	$23,344		$23,580	1.0%	5
Unemployment Rate	4.7%	5.0%	3.9%	3.6%	4.2%		4.9%	0.7%	5
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$23.3	$24.3	$24.1	$24.5	$23.1	$19.3	$19.3	0.0%	21
Travel & Tourism Related Employment	427	450	451	464	459	495	504	1.8%	23
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$484.1	$506.2	$500.5	$509.8	$480.0	$434.8	$428.6	-1.4%	23
Gross Taxable Room Rents	$2,707	$2,995	$2,870	$3,076	$2,934		$3,486	18.8%	18
Transient Room Tax	$81.2	$89.9	$86.1	$92.3	$88.0		$104.6	18.9%	18
Restaurant Tax	--	--	--	--	$19.8		$57.6	190.9%	22
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (million	$45.8	$54.0	$56.8	$59.5	$57.2		$78.6	37.4%	23
REGIONAL VISITATION COUNTS									
I-15 UT/AZ Traffic Count	5,796,200	6,139,300	6,359,030	6,396,625	6,674,025		7,206,925	8.0%	
Zion N.P.	2,445,534	2,370,048	2,440,044	2,432,348	2,227,490		2,647,775	18.9%	
Bryce Canyon N.P.	1,174,824	1,166,331	1,081,521	1,099,275	1,068,619		886,436	-17.0%	
Cedar Breaks N.M.	608,399	578,974	597,460	550,657	690,652		690,652	0.0%	
Grand Staircase-Escalante N.M.	788,611	849,628	1,141,131	572,176	683,286		683,286	0.0%	
Capitol Reef N.P.	625,680	656,026	680,153	612,656	527,760		527,760	0.0%	
Utah Shakespearean Festival	132,000	154,000	150,000	142,800	149,000		148,000	-0.7%	
Fremont Indian S.P.	99,677	105,205	95,670	94,054	79,405		83,648	5.3%	
Minersville S.P.	16,702	35,073	55,148	25,798	29,799		11,808	-60.4%	
Piute S.P.	29,470	19,301	19,236	18,522	14,495		10,656	-26.5%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**1,653,016**	**100.0%**
Federal Government	**1,289,398**	**78.0%**
BLM	1,150,460	69.6%
US Forest Service	138,937	8.4%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
State Government	**158,303**	9.6%
Utah State Parks & Recreation	110	--
Utah State Wildlife Reserves	11,980	0.7%
State Trust Lands	146,213	8.8%
American Indian	**--**	**--**
Private**	**205,316**	12.4%

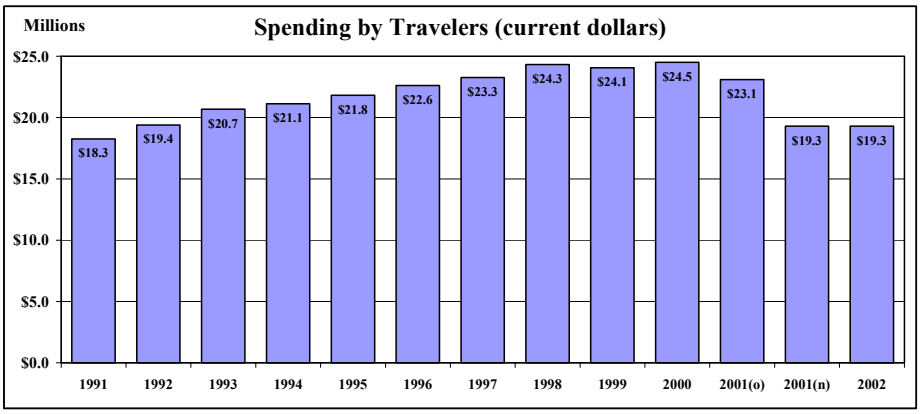
*Includes Military and Bankhead Jones land **May include some local government land

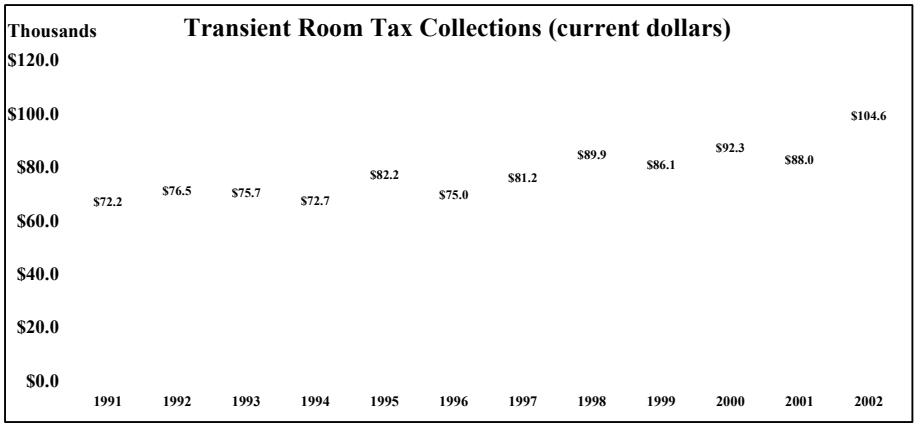
Land Ownership - 1999



Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

Beaver County Tourism Profile





Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

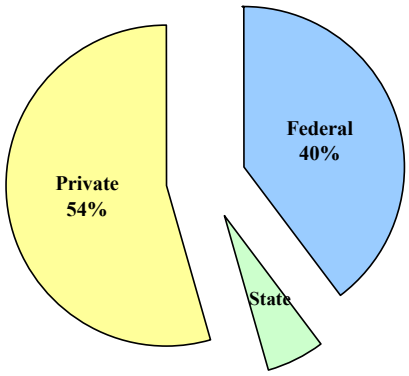
BOX ELDER COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	40,751	41,571	42,378	42,745	43,358		44,032	1.6%	8
Total Non-Ag Employment	18,417	18,945	18,095	17,749	17,545		17,659	0.6%	7
Non-Ag Avg Monthly Wage	$2,482	$2,583	$2,561	$2,733	$2,756		$2,725	-1.1%	4
Per Capita Income	$20,211	$20,591	$20,608	$21,523	$22,464		$22,852	1.7%	8
Unemployment Rate	3.7%	4.9%	4.6%	4.5%	5.6%		6.8%	1.2%	16
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$35.2	$37.2	$38.8	$37.9	$35.4	$22.7	$22.7	0.0%	17
Travel & Tourism Related Employment	646	688	727	718	705	794	800	13.5%	19
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$731.5	$772.8	$808.8	$788.9	$737.0	$696.5	$680.1	-7.7%	19
Gross Taxable Room Rents	$2,453	$2,743	$2,692	$2,768	$2,672		$2,696	0.9%	21
Transient Room Tax	$73.6	$82.3	$80.8	$83.0	$80.2		$80.9	0.9%	21
Restaurant Tax	$252.4	$262.4	$272.9	$288.5	$294.2		$283.9	-3.5%	9
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (million	$341.8	$378.7	$392.6	$388.5	$387.0		$397.6	2.7%	11
REGIONAL VISITATION COUNTS									
I-15 UT/ID Traffic Count	2,681,700	2,899,600	3,001,030	3,001,395	3,090,820		3,176,230	2.8%	
I-84 UT/ID Traffic Count	2,080,500	2,115,200	2,226,500	2,231,245	2,263,000		2,332,715	3.1%	
Brigham City Welcome Center	154,034	140,694	138,816	126,447	125,594		126,947	1.1%	
Willard Bay S.P.	276,059	300,702	307,114	340,580	302,189		308,206	2.0%	
Antelope Island S.P.	264,315	362,128	329,751	343,410	291,163		288,907	-0.8%	
Hyrum S.P.	48,910	54,383	67,238	74,207	75,000		76,319	1.8%	
Golden Spike N.H.S.	50,989	46,203	47,012	45,273	44,510		47,242	6.1%	
Ft. Buenaventura S.P.	46,866	42,813	44,217	47,441	24,154		12,400	-48.7%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**3,607,049**	**100.0%**
Federal Government	**1,428,597**	**39.6%**
BLM	1,070,623	29.7%
US Forest Service	90,615	2.5%
National Recreation Areas	--	--
National Parks	2,264	0.1%
National Wildlife Refuge	38,139	1.1%
USFS & BLM Wilderness Area	11,545	0.3%
Other*	215,411	6.0%
State Government	**216,861**	**6.0%**
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	24,858	0.7%
State Trust Lands	192,003	5.3%
American Indian	--	--
Private**	**1,961,498**	**54.4%**

*Includes Military and Bankhead Jones land
**May include some local government land

Land Ownership - 1999



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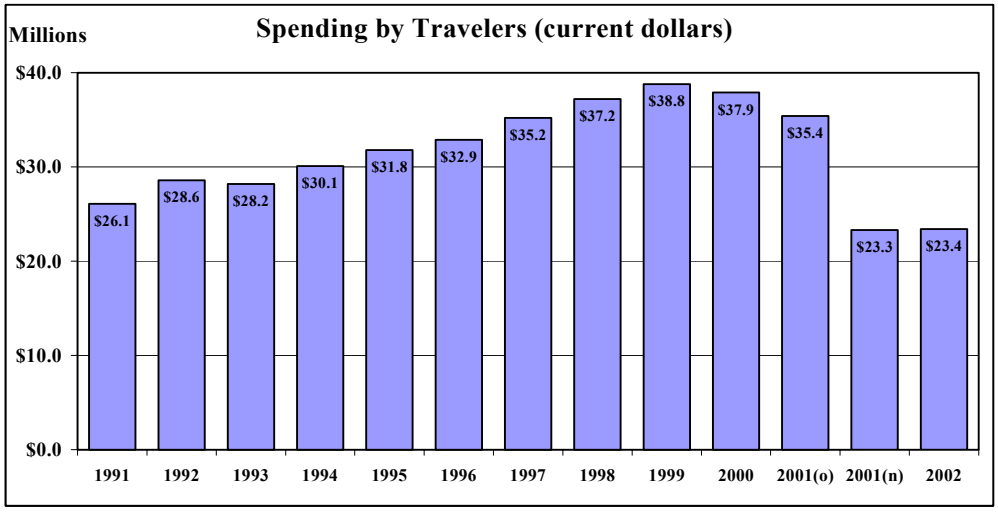
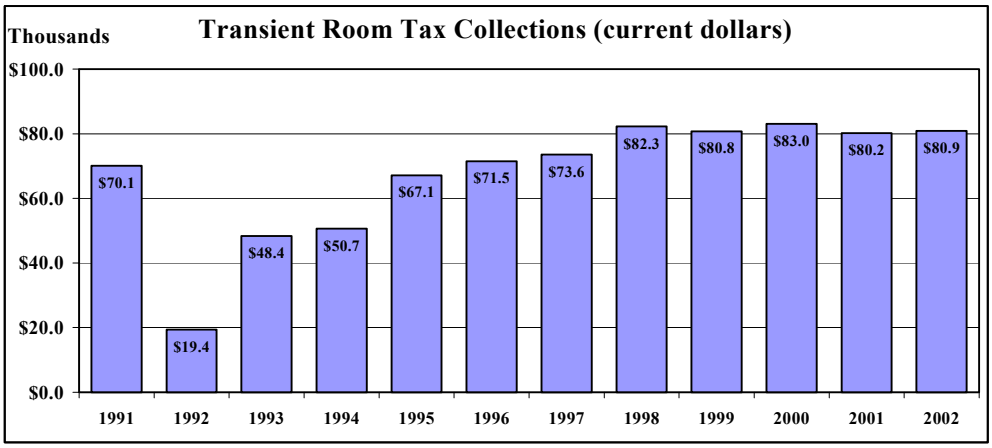
Box Elder County Tourism Profile





Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

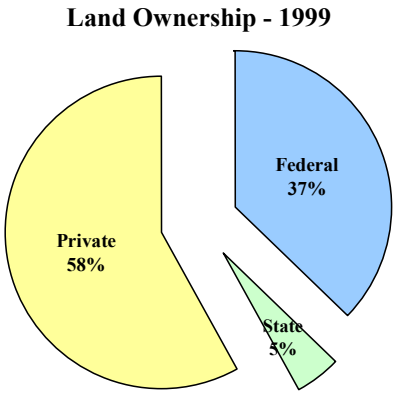
CACHE COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	88,002	89,866	90,299	91,391	92,111		93,695	1.7%	6
Total Non-Ag Employment	38,918	40,255	41,171	41,838	42,602		42,988	0.9%	5
Non-Ag Avg Monthly Wage	$1,650	$1,693	$1,781	$1,807	$1,862		$1,933	3.8%	17
Per Capita Income	$16,774	$17,612	$18,057	$18,487	$19,365		$19,531	0.9%	15
Unemployment Rate	2.5%	3.1%	2.7%	2.5%	3.2%		4.3%	1.1%	2
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$70.9	$74.5	$75.7	$76.8	$72.8	$46.7	$46.7	0.0%	12
Travel & Tourism Related Employment	1,302	1,379	1,419	1,454	1,449	2,161	2,185	1.1%	7
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$1,474.5	$1,550.2	$1,574.8	$1,597.5	$1,515.0	$1,896.2	$1,857.1	-2.1%	7
Gross Taxable Room Rents	$6,145	$7,462	$7,518	$7,838	$7,566		$8,267	9.3%	12
Transient Room Tax	$184.4	$223.9	$225.5	$235.2	$227.0		$248.0	9.3%	12
Restaurant Tax	$464.5	$516.7	$581.4	$575.4	$601.7		$636.2	5.7%	7
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (million	$739.0	$815.7	$877.5	$881.7	$936.5		$991.9	5.9%	6
REGIONAL VISITATION COUNTS									
SR-91 UT/ID Traffic Count	2,106,050	2,244,750	2,272,855	2,261,175	2,273,950		2,345,125	3.1%	
SR-89 UT/ID Traffic Count	669,775	753,725	784,750	870,525	870,525		846,800	-2.7%	
Bear Lake (3 Locations)	194,201	277,616	277,541	289,349	311,374		310,175	-0.4%	
Willard Bay S.P.	276,059	300,702	307,114	340,580	302,189		308,206	2.0%	
Hyrum S.P.	48,910	54,383	67,238	74,207	75,000		76,319	1.8%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**747,735**	**100.0%**
Federal Government	**278,308**	**37.2%**
BLM	52	0.0%
US Forest Service	223,674	29.9%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	54,582	7.3%
Other*	215,411	28.8%
State Government	**35,077**	**4.7%**
Utah State Parks & Recreation	315	0.0%
Utah State Wildlife Reserves	16,885	2.3%
State Trust Lands	17,876	2.4%
American Indian	**--**	**--**
Private**	**434,350**	**58.1%**

*Includes Military and Bankhead Jones land

**May include some local government land



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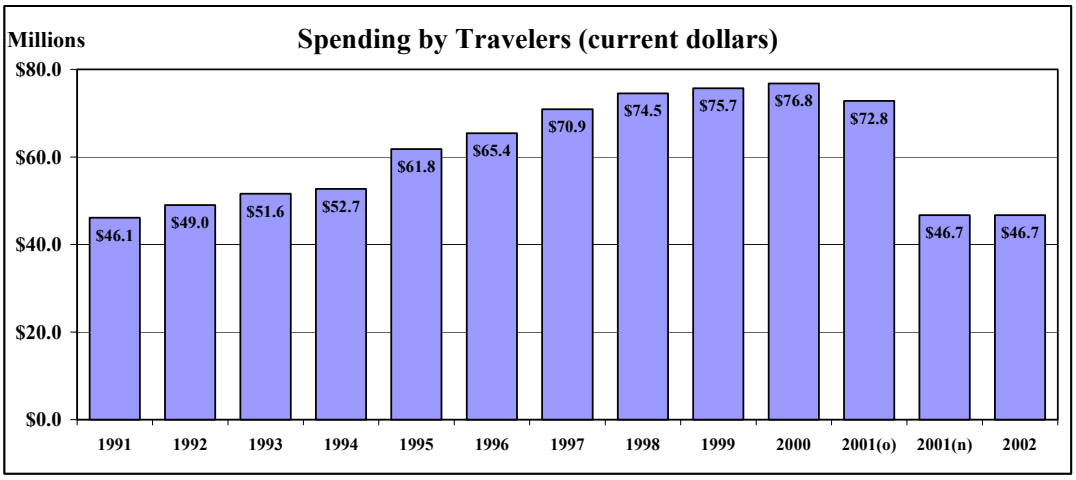
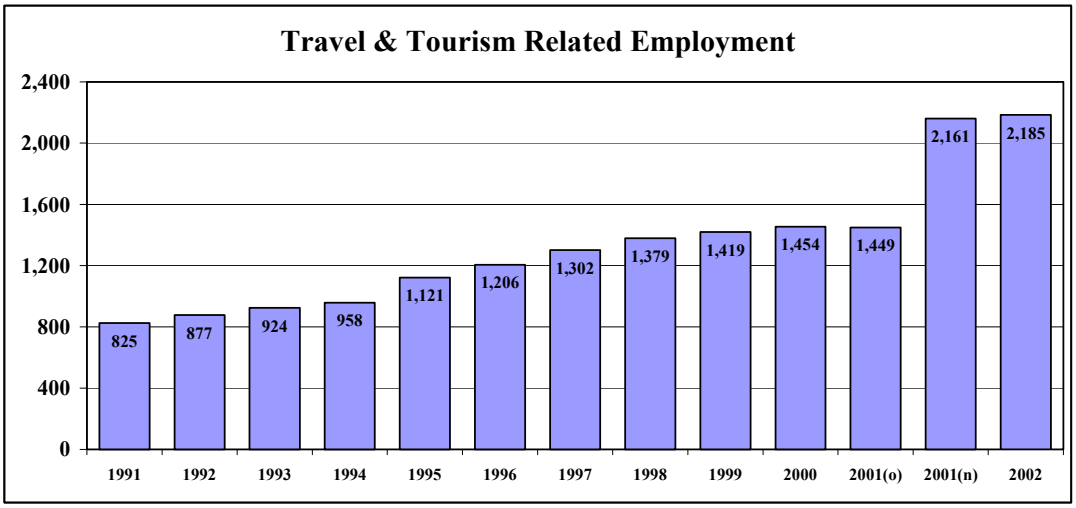
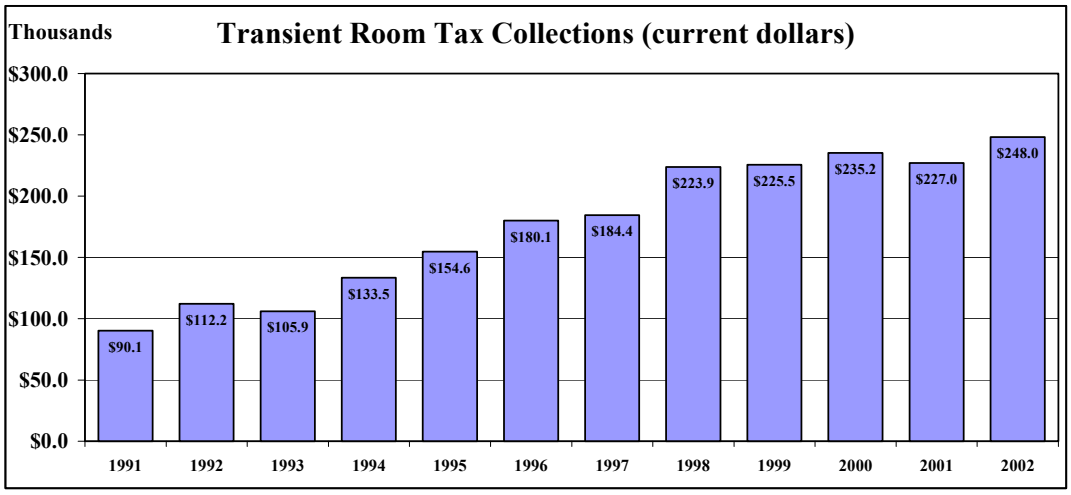
Cache County Tourism Profile







Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

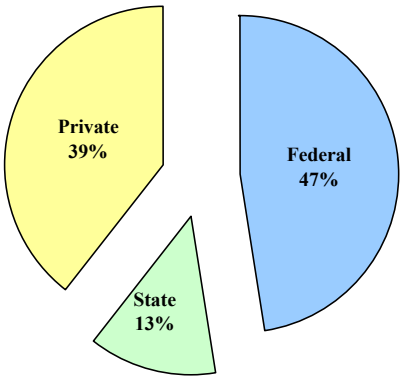
CARBON COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	20,655	20,731	20,574	20,422	19,779		19,879	0.5%	13
Total Non-Ag Employment	9,082	9,183	9,209	8,903	8,674		8,916	2.8%	12
Non-Ag Avg Monthly Wage	$1,997	$2,058	$2,100	$2,189	$2,257		$2,241	-0.7%	9
Per Capita Income	$19,684	$20,158	$20,641	$21,436	$22,524		$23,180	2.9%	7
Unemployment Rate	4.9%	6.2%	7.0%	5.8%	6.3%		7.0%	0.7%	18
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$38.9	$40.6	$38.8	$33.5	$32.6	$36.0	$36.8	2.2%	14
Travel & Tourism Related Employment	714	751	727	635	649	988	1,018	3.0%	16
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$809	$844	$807	$698	$679	$867	$866	-0.1%	16
Gross Taxable Room Rents	$3,490	$3,671	$4,478	$4,475	$4,631		$5,344	15.4%	16
Transient Room Tax	$104.7	$110.1	$134.3	$134.2	$138.9		$160.3	15.4%	16
Restaurant Tax	$65.2	$148.7	$160.4	$155.0	$163.4		$164.4	0.6%	14
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (million	$302.8	$350.3	$344.8	$346.7	$362.0		$351.1	-3.0%	12
REGIONAL VISITATION COUNTS									
I-70 UT/CO Traffic Count	1,951,290	2,127,220	2,350,965	2,314,830	2,493,680		2,617,780	5.0%	
Arches N.P.	858,525	837,161	869,980	786,429	754,026		769,672	2.1%	
Canyonlands N.P.	432,697	436,524	446,160	401,558	368,592		375,549	1.9%	
Green River S.P.	138,107	116,471	143,600	138,531	101,599		92,578	-8.9%	
Scofield S.P.	103,603	96,755	102,311	89,971	76,648		99,167	29.4%	
Goblin Valley S.P.	70,829	70,860	82,978	71,110	75,702		72,004	-4.9%	
Huntington S.P.	63,193	66,099	66,687	64,852	59,927		54,426	-9.2%	
Millsite S.P.	47,557	48,297	44,327	43,878	40,829		28,920	-29.2%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**947,632**	**100.0%**
Federal Government	**450,162**	**47.5%**
BLM	419,835	44.3%
US Forest Service	30,327	3.2%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
State Government	**123,887**	**13.1%**
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	13,857	1.5%
State Trust Lands	110,029	11.6%
American Indian	**73**	**0.0%**
Private**	**373,511**	**39.4%**

*Includes Military and Bankhead Jones land
**May include some local government land

Land Ownership - 1999



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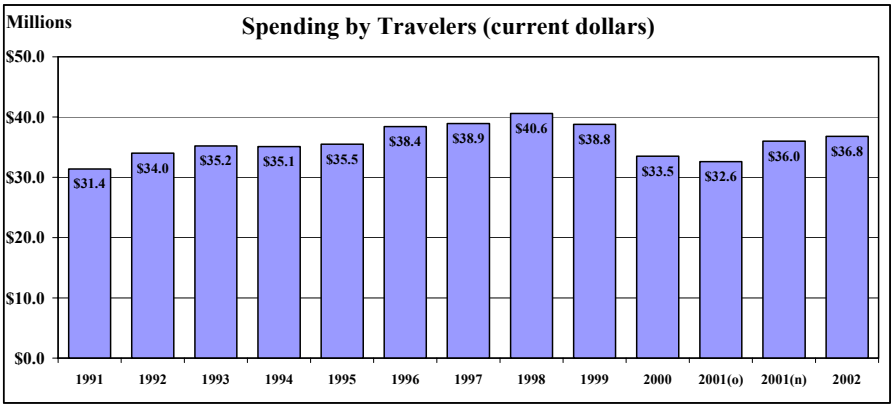
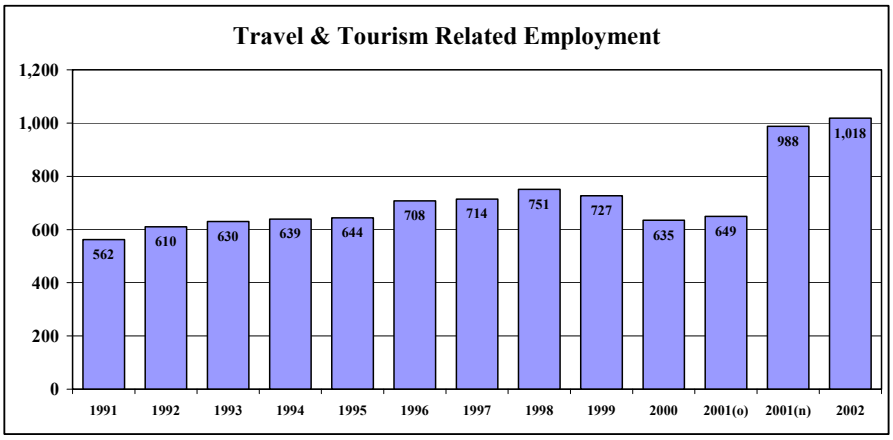
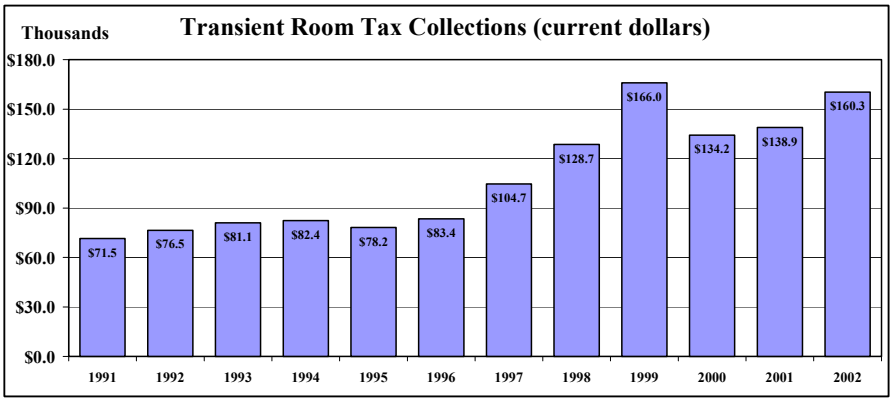
Carbon County Tourism Profile







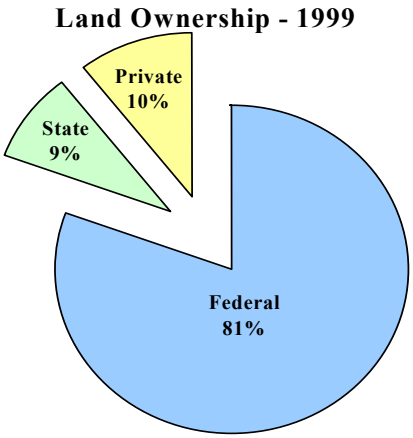
Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

DAGGETT COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	859	849	877	921	907		886	-2.3%	29
Total Non-Ag Employment	390	408	437	468	427		427	0.0%	28
Non-Ag Avg Monthly Wage	$1,911	$1,836	$2,019	$1,922	$1,954		$1,936	-0.9%	16
Per Capita Income	$14,590	$15,201	$15,080	$14,223	$15,981		$16,266	1.8%	26
Unemployment Rate	4.0%	4.0%	3.8%	3.2%	4.6%		4.7%	0.1%	4
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$10.0	$10.5	$11.0	$11.7	$10.5	$8.6	$8.4	-2.3%	26
Travel & Tourism Related Employment	184	194	206	222	208	299	324	8.4%	25
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$208	$218	$229	$244	$218	$262	$275	5.0%	25
Gross Taxable Room Rents	$1,325	$1,817	$1,770	$1,784	$1,886		$1,993	5.7%	24
Transient Room Tax	$39.7	$54.5	$53.1	$53.5	$56.6		$59.8	5.7%	24
Restaurant Tax	$6.0	$13.2	$14.0	$15.7	$15.6		$16.0	2.6%	25
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (million	$8.9	$10.2	$11.1	$13.7	$14.6		$14.7	0.7%	28
REGIONAL VISITATION COUNTS									
SR-40 UT/CO Traffic Count	532,535	534,725	559,545	554,800	596,045		608,090	2.0%	
SR-191 UT/WY Traffic Count	122,275	127,750	133,225	149,650	NA		NA	NA	
Flaming Gorge N.R.A.	974,400	1,018,000	1,043,500	1,044,000	940,000		917,000	-2.4%	
Dinosaur N.M.	446,624	420,295	410,742	397,069	326,431		299,142	-8.4%	
Starvation S.P.	98,689	101,652	100,049	95,302	100,337		107,944	7.6%	
Utah Field House S.P.	90,043	98,520	77,293	73,625	64,906		60,780	-6.4%	
Steinaker S.P.	66,714	51,104	59,687	38,541	44,325		29,928	-32.5%	
Red Fleet S.P.	52,905	35,965	29,340	42,456	35,998		46,991	30.5%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**447,894**	**100.0%**
Federal Government	**360,900**	**80.6%**
BLM	115,743	25.8%
US Forest Service	167,480	37.4%
National Recreation Areas	77,677	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
State Government	**39,495**	**8.8%**
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	8,719	1.9%
State Trust Lands	30,776	6.9%
American Indian	**--**	**--**
Private**	**47,499**	**10.6%**

*Includes Military and Bankhead Jones land
**May include some local government land



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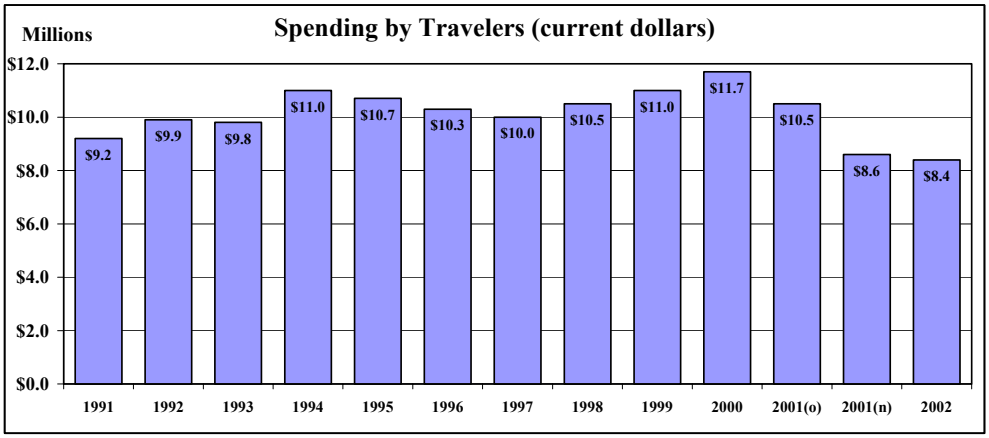
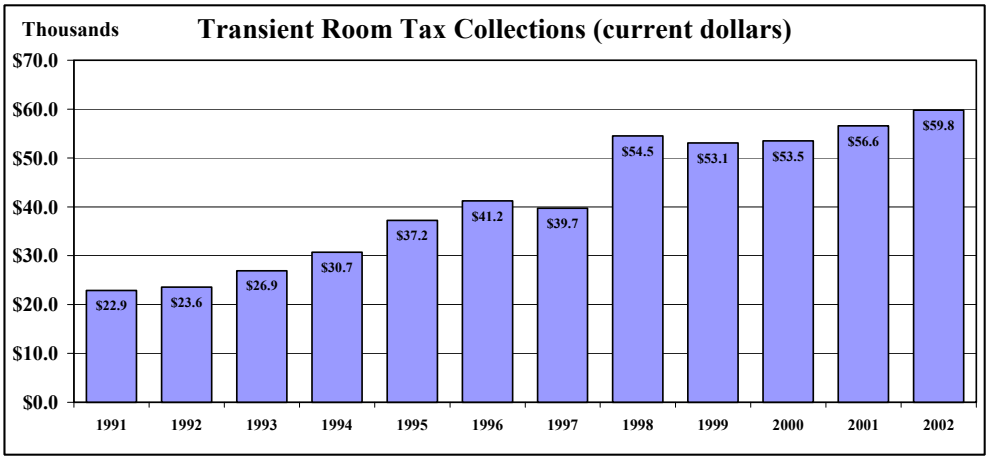
Daggett County Tourism Profile





Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

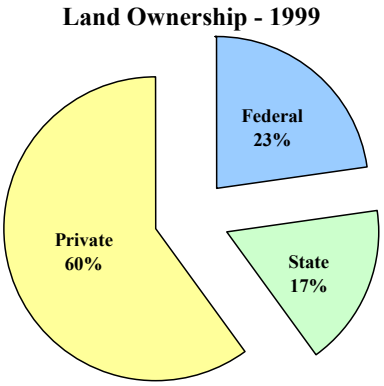
DAVIS COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	224,871	230,937	235,912	238,994	244,330		249,224	2.0%	3
Total Non-Ag Employment	78,200	80,192	82,248	82,234	87,739		88,902	1.3%	3
Non-Ag Avg Monthly Wage	$2,002	$2,087	$2,155	$2,290	$2,392		$2,497	4.4%	5
Per Capita Income	$20,957	$21,896	$22,543	$23,963	$24,649		$24,974	1.3%	3
Unemployment Rate	3.0%	3.5%	3.5%	3.0%	3.8%		5.2%	1.4%	7
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$259.2	$266.0	$272.7	$282.1	$277.6	$291.1	$291.4	0.1%	4
Travel & Tourism Related Employment	4,759	4,922	5,111	5,340	5,521	8,219	8,342	1.5%	3
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$5,390	$5,532	$5,672	$5,867	$5,773	$7,213	$7,091	-1.7%	4
Gross Taxable Room Rents	$12,260	$13,429	$13,330	$15,291	$14,559		$22,185	52.4%	6
Transient Room Tax	$367.8	$402.9	$399.9	$458.7	$436.8		$665.5	52.4%	6
Restaurant Tax	$1,464.7	$1,543.8	$1,623.3	$1,716.2	$1,787.3		$1,893.8	6.0%	3
Car Rental Tax	$84	$22.8	$89.0	$84.8	$29.3		$109.6	274.1%	3
Gross Taxable Retail Sales (million	$2,082.4	$2,333.0	$2,501.5	$2,561.9	$2,690.5		$2,759.2	2.6%	3
REGIONAL VISITATION COUNTS									
S.L. Airport Passengers	21,068,314	20,297,371	19,944,556	19,900,770	18,914,891		18,652,758	-1.4%	
Lagoon Amusement Park	1,100,000	1,150,000	1,210,000	1,200,000	1,100,000		1,100,000	0.0%	
Willard Bay S.P.	276,059	300,702	307,114	340,580	302,189		308,206	2.0%	
This Is The Place S.P.	550,763	300,931	290,036	294,178	293,661		269,683	-8.2%	
Antelope Island S.P.	264,315	362,128	329,751	343,410	291,163		288,907	-0.8%	
Great Salt Lake S.P.	460,989	56,585	136,496	142,433	144,272		136,238	-5.6%	
East Canyon S.P.	92,121	83,322	87,769	99,617	105,737		102,040	-3.5%	
Golden Spike N.H.S.	50,989	46,203	47,012	45,273	44,510		47,242	6.1%	
Ft. Buenaventura S.P.	46,866	42,813	44,217	47,441	24,154		12,400	-48.7%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**193,186**	**100.0%**
Federal Government	**44,166**	**22.9%**
BLM	372	0.2%
US Forest Service	37,196	19.3%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	6,598	3.4%
State Government	**33,315**	**17.2%**
Utah State Parks & Recreation	27,498	14.2%
Utah State Wildlife Reserves	5,786	3.0%
State Trust Lands	31	0.0%
American Indian	**--**	**--**
Private**	**115,705**	**59.9%**

*Includes Military and Bankhead Jones land

**May include some local government land



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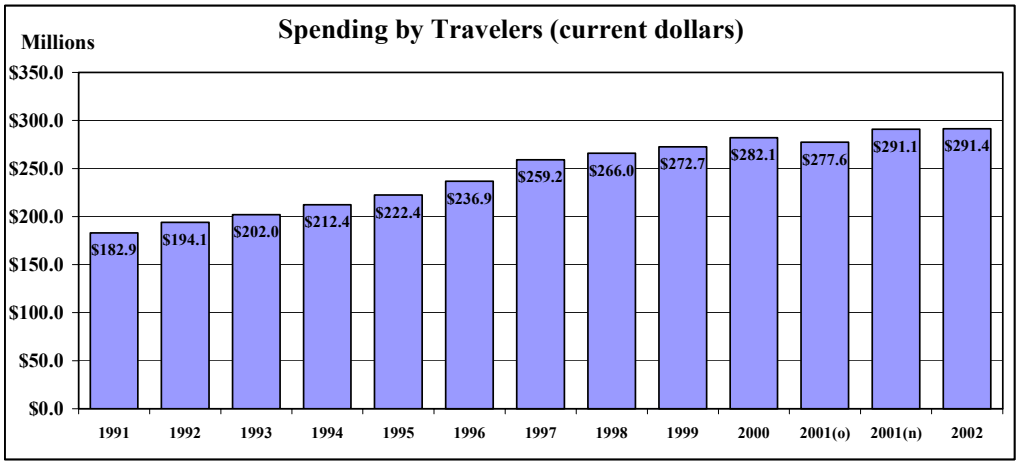
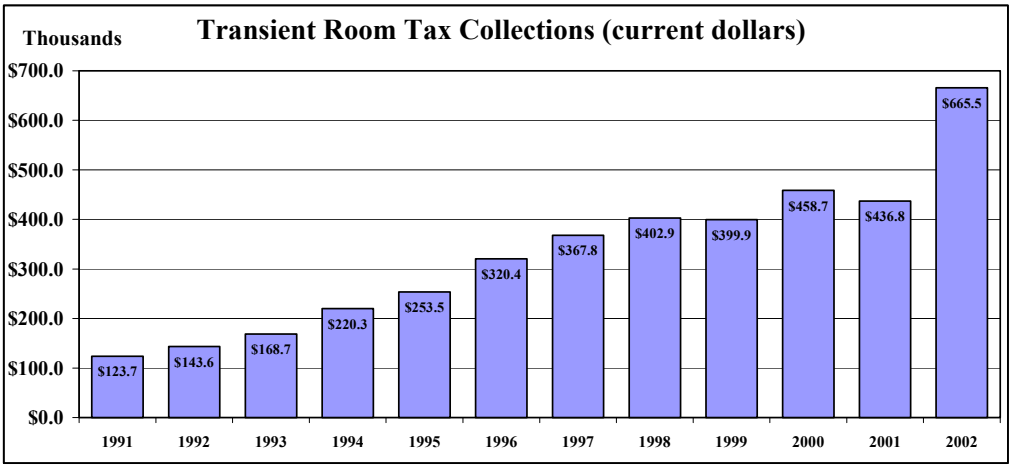
Davis County Tourism Profile





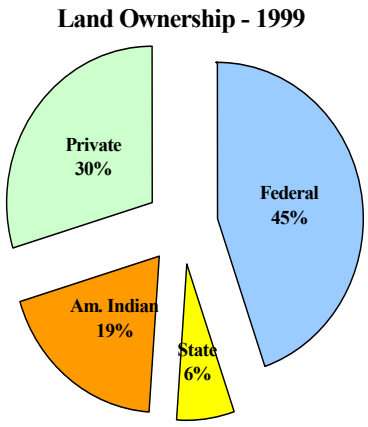
Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

DUCHESNE COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	14,025	14,218	14,395	14,371	14,536		14,844	2.1%	16
Total Non-Ag Employment	4,662	4,790	4,603	4,766	5,141		5,192	1.0%	15
Non-Ag Avg Monthly Wage	$1,775	$1,855	$1,842	$1,981	$2,158		$2,176	0.8%	12
Per Capita Income	$16,082	$16,559	$16,565	$17,874	$19,829		$20,153	1.6%	13
Unemployment Rate	6.4%	7.5%	9.4%	6.0%	6.2%		8.5%	2.3%	24
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$25.2	$25.9	$25.8	$26.3	$25.3	$19.1	$19.2	0.5%	22
Travel & Tourism Related Employment	462	479	483	497	503	650	658	1.2%	21
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$523	$539	$536	$546	$526	$570	$560	-1.8%	21
Gross Taxable Room Rents	$739	$963	$778	$844	$922		$866	-6.1%	26
Transient Room Tax	$22.2	$28.9	$23.3	$25.3	$27.7		$26.0	-6.1%	26
Restaurant Tax	$50.4	$55.6	$55.2	$60.1	$67.3		$72.1	7.1%	20
Car Rental Tax	--	--	--	$0.2	$0.0		--	NA	--
Gross Taxable Retail Sales (millions)	$138.8	$149.0	$114.0	$152.7	$164.0		$145.1	-11.5%	17
REGIONAL VISITATION COUNTS									
SR-40 UT/CO Traffic Count	532,535	534,725	559,545	554,800	596,045		608,090	2.0%	
SR-191 UT/WY Traffic Count	122,275	127,750	133,225	149,650	NA		NA	NA	
Flaming Gorge N.R.A.	974,400	1,018,000	1,043,500	1,044,000	940,000		917,000	-2.4%	
Dinosaur N.M.	446,624	420,295	410,742	397,069	326,431		299,142	-8.4%	
Starvation S.P.	98,689	101,652	100,049	95,302	100,337		107,944	7.6%	
Utah Field House S.P.	90,043	98,520	77,293	73,625	64,906		60,780	-6.4%	
Steinaker S.P.	66,714	51,104	59,687	38,541	44,325		29,928	-32.5%	
Red Fleet S.P.	52,905	35,965	29,340	42,456	35,998		46,991	30.5%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**2,068,318**	**100.0%**
Federal Government	**924,115**	**44.7%**
BLM	206,552	10.0%
US Forest Service	453,680	21.9%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	263,882	12.8%
Other*	--	--
State Government	**134,287**	**6.5%**
Utah State Parks & Recreation	3,723	0.2%
Utah State Wildlife Reserves	76,206	3.7%
State Trust Lands	54,357	2.6%
American Indian	**395,848**	**19.1%**
Private**	**614,070**	**29.7%**

*Includes Military and Bankhead Jones land
**May include some local government land



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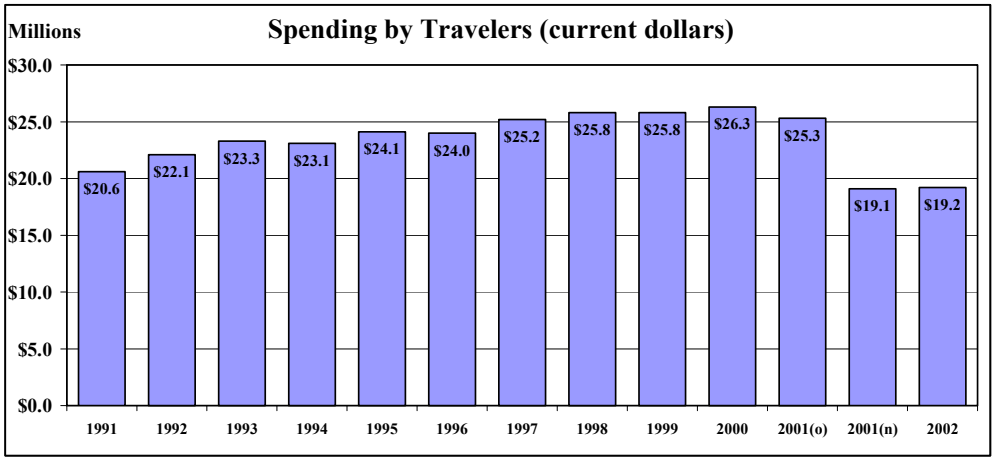
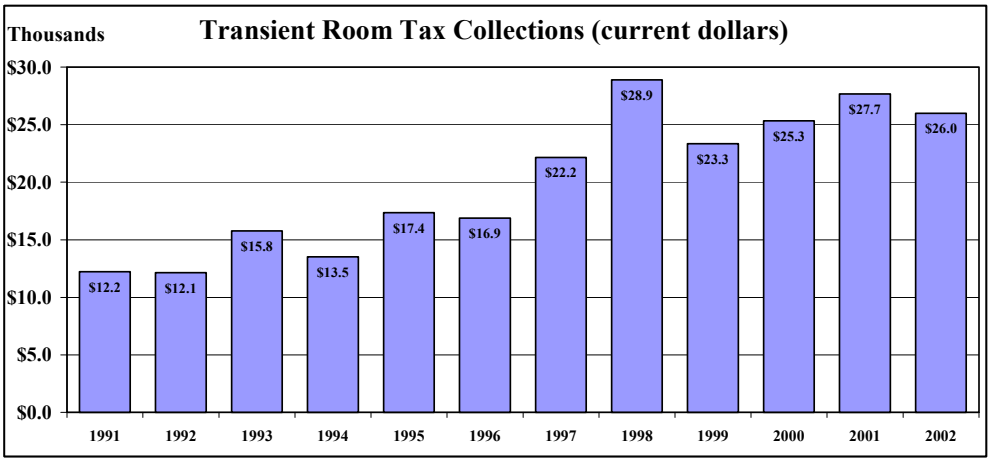
Duchesne County Tourism Profile





Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

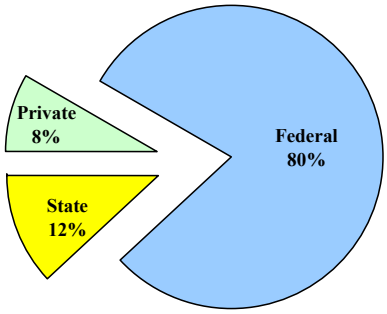
EMERY COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	10,825	10,914	10,916	10,860	10,655		10,626	-0.3%	19
Total Non-Ag Employment	3,784	3,793	3,663	3,608	3,520		3,447	-2.1%	20
Non-Ag Avg Monthly Wage	$2,609	$2,643	$2,728	$2,844	$2,991		$2,931	-2.0%	1
Per Capita Income	$16,149	$16,280	$16,689	$17,328	$17,874		$17,933	0.3%	21
Unemployment Rate	6.4%	8.0%	7.3%	6.5%	9.6%		9.8%	0.2%	27
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$15.5	$15.1	$13.8	$13.4	$13.6	$12.4	$12.4	0.0%	24
Travel & Tourism Related Employment	284	280	258	253	270	443	436	-1.6%	24
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$322	$315	$286	$278	$282	$389	$370	-4.9%	24
Gross Taxable Room Rents	-$493	$1,405	$930	$736	$639		$768	20.2%	27
Transient Room Tax	-$14.8	$42.1	$27.9	$22.1	$19.2		$23.0	19.8%	27
Restaurant Tax	--	--	--	--	--		--	--	--
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (million	$85.3	$108.3	$86.2	$78.5	$102.8		$106.3	3.4%	19
REGIONAL VISITATION COUNTS									
I-70 UT/CO Traffic Count	1,951,290	2,127,220	2,350,965	2,314,830	2,493,680		2,617,780	5.0%	
Arches N.P.	858,525	837,161	869,980	786,429	754,026		769,672	2.1%	
Capitol Reef N.P.	625,680	656,026	680,153	612,656	527,760		527,760	0.0%	
Canyonlands N.P.	432,697	436,524	446,160	401,558	368,592		375,549	1.9%	
Green River S.P.	138,107	116,471	143,600	138,531	101,599		92,578	-8.9%	
Scofield S.P.	103,603	96,755	102,311	89,971	76,648		99,167	29.4%	
Goblin Valley S.P.	70,829	70,860	82,978	71,110	75,702		72,004	-4.9%	
Huntington S.P.	63,193	66,099	66,687	64,852	59,927		54,426	-9.2%	
Millsite S.P.	47,557	48,287	44,327	43,878	40,829		28,920	-29.2%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**2,850,356**	**100.0%**
Federal Government	**2,274,808**	**79.8%**
BLM	2,062,075	72.3%
US Forest Service	210,652	7.4%
National Recreation Areas	--	--
National Parks	2,085	0.1%
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
State Government	**335,085**	**11.8%**
Utah State Parks & Recreation	394	0.0%
Utah State Wildlife Reserves	2,837	0.1%
State Trust Lands	331,854	11.6%
American Indian	**37**	**0.0%**
Private**	**240,425**	**8.4%**

*Includes Military and Bankhead Jones land
**May include some local government land

Land Ownership - 1999



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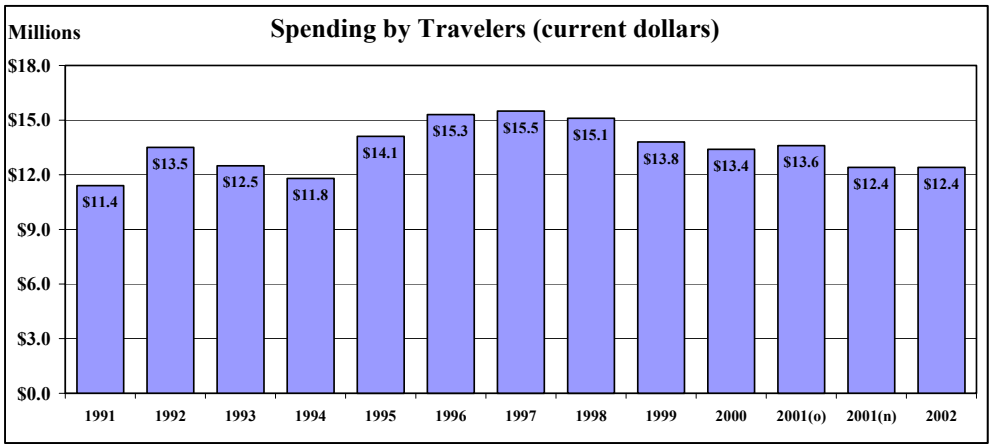
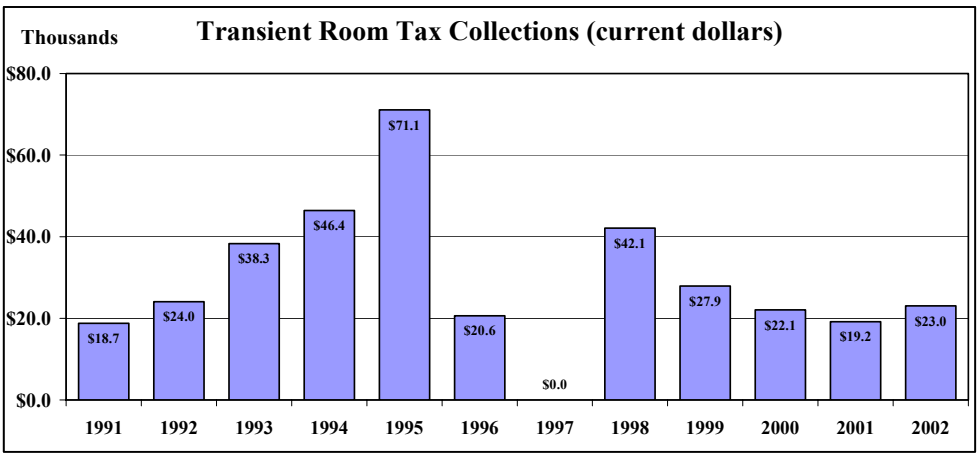
Emery County Tourism Profile





Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

GARFIELD COUNTY TOURISM PROFILE

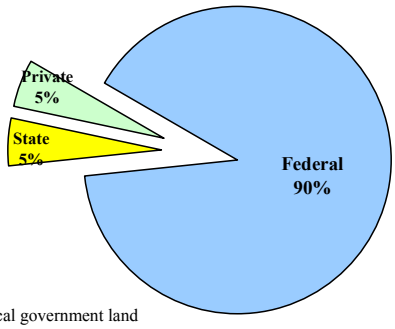
County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	4,502	4,634	4,649	4,735	4,684		4,584	-2.1%	25
Total Non-Ag Employment	2,061	2,050	2,204	2,178	2,143		2,091	-2.4%	23
Non-Ag Avg Monthly Wage	$1,420	$1,490	$1,483	$1,548	$1,584		$1,646	3.9%	24
Per Capita Income	$16,121	$16,334	$16,946	$17,208	$17,546		$17,841	1.7%	22
Unemployment Rate	8.2%	8.7%	8.3%	7.8%	9.2%		11.7%	2.5%	29
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$53.7	$52.6	$59.4	$54.8	$50.8	$36.5	$36.7	0.5%	15
Travel & Tourism Related Employment	986	974	1,114	1,038	1,011	1,043	1,022	-2.0%	15
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$1,117	$1,095	$1,236	$1,141	$1,057	$916	$869	-5.1%	15
Gross Taxable Room Rents	$15,971	$16,155	$16,577	$16,319	$14,497		$14,590	0.6%	8
Transient Room Tax	$479.1	$484.7	$497.3	$489.6	$434.9		$437.7	0.6%	8
Restaurant Tax	$96.6	$101.7	$122.5	$119.3	$102.2		$106.5	4.2%	16
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (million	$64.2	$68.0	$71.5	$73.1	$66.6		$67.9	2.0%	24
REGIONAL VISITATION COUNTS									
I-15 UT/AZ Traffic Count	5,796,200	6,139,300	6,359,030	6,396,625	6,674,025		7,206,925	8.0%	
SR-11 UT/AZ Traffic Count	1,423,500	1,454,525	1,512,925	1,509,275	1,480,075		1,525,700	3.1%	
SR-89 UT/AZ Traffic Count	635,830	651,525	693,500	943,525	923,450		965,425	4.5%	
Glen Canyon N.R.A.	2,430,781	2,442,990	2,639,860	2,568,111	2,340,031		2,101,772	-10.2%	
Zion N.P.	2,445,534	2,370,048	2,449,664	2,432,348	2,227,490		2,647,775	18.9%	
Bryce Canyon N.P.	1,174,824	1,166,331	1,081,521	1,099,275	1,068,619		886,436	-17.0%	
Cedar Breaks N.M.	608,399	578,974	597,460	550,657	690,652		586,938	-15.0%	
Grand Staircase-Escalante N.M.	788,611	849,628	1,141,131	572,176	683,286		670,069	-1.9%	
Capitol Reef N.P.	625,680	656,026	680,153	612,656	527,760		523,458	-0.8%	
Kodachrome Basin S.P.	63,958	63,380	67,440	65,007	55,940		55,254	-1.2%	
Escalante S.P.	76,514	62,264	68,347	46,234	52,117		46,963	-9.9%	
Anasazi S.P.	49,307	44,584	42,276	38,560	32,975		28,896	-12.4%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**3,312,409**	**100.0%**
Federal Government	**2,982,329**	**90.0%**
BLM	1,489,829	45.0%
US Forest Service	1,011,544	30.5%
National Recreation Areas	305,563	9.2%
National Parks	142,199	4.3%
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	25,100	0.8%
Other*	8,094	0.2%
State Government	**161,747**	**4.9%**
Utah State Parks & Recreation	1,520	0.0%
Utah State Wildlife Reserves	684	0.0%
State Trust Lands	159,544	4.8%
American Indian	**--**	**--**
Private**	**168,334**	**5.1%**

*Includes Military and Bankhead Jones land

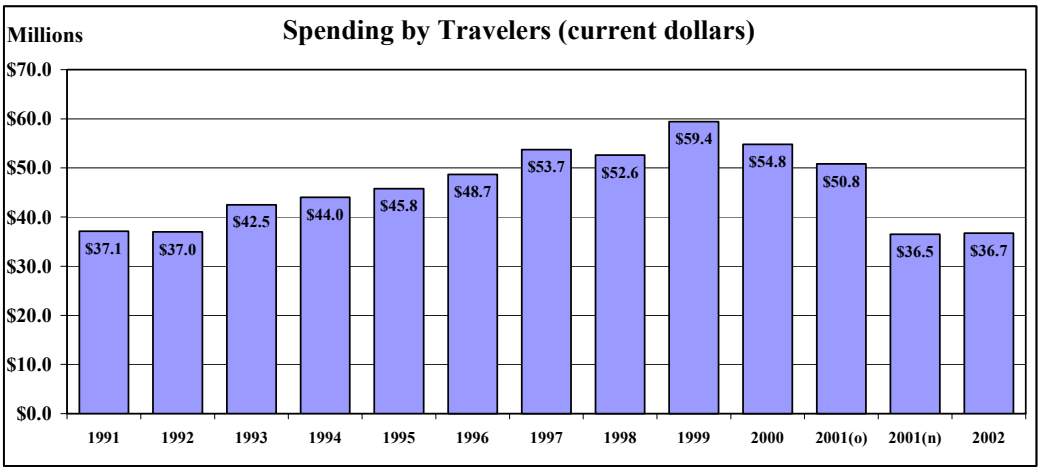
**May include some local government land

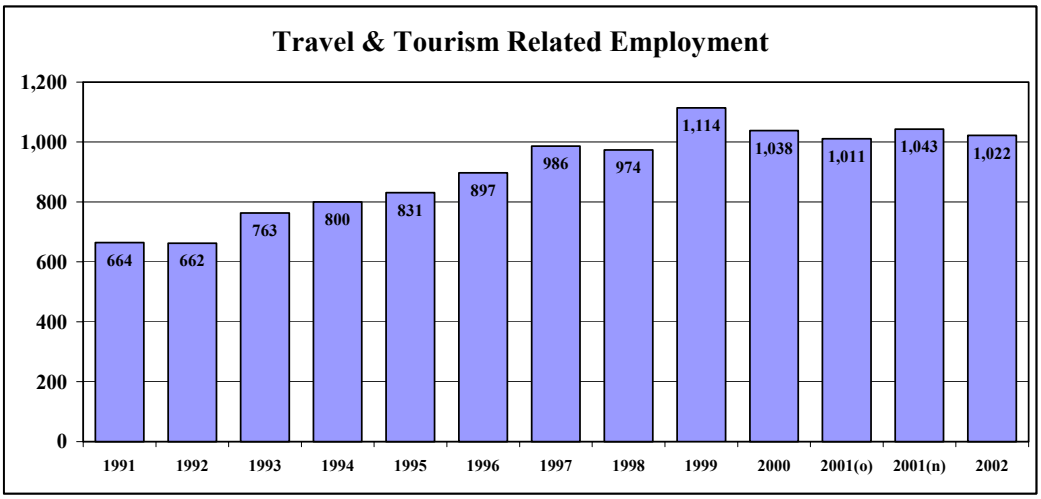
Land Ownership - 1999

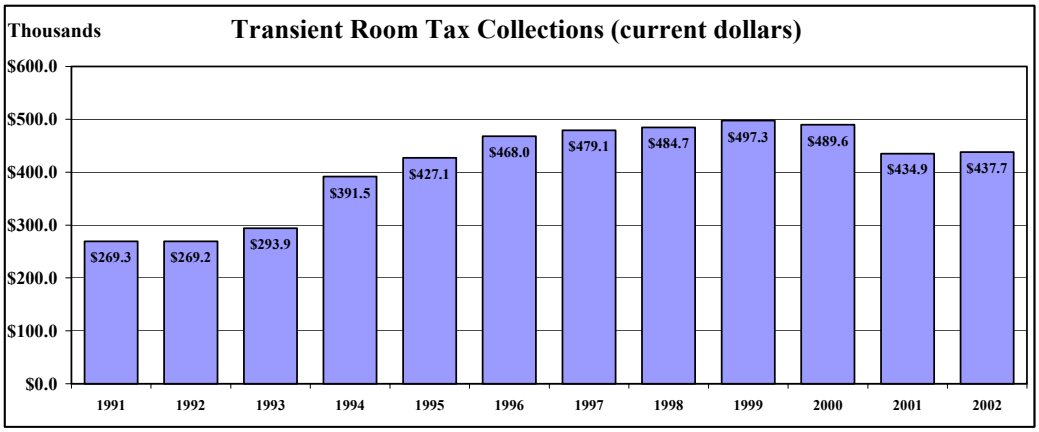


Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

Garfield County Tourism Profile







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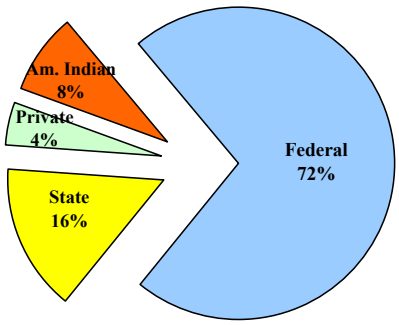
GRAND COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	8,221	8,199	8,358	8,485	8,604		8,735	1.5%	20
Total Non-Ag Employment	3,981	4,055	4,323	4,166	4,223		4,222	0.0%	17
Non-Ag Avg Monthly Wage	$1,369	$1,497	$1,580	$1,525	$1,608		$1,653	2.8%	23
Per Capita Income	$17,856	$19,197	$20,103	$20,079	$20,710		$20,919	1.0%	11
Unemployment Rate	6.2%	7.4%	6.7%	6.5%	6.7%		7.4%	0.7%	20
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$100.9	$98.7	$101.3	$99.2	$96.5	$101.8	$111.4	9.4%	8
Travel & Tourism Related Employment	1,853	1,827	1,898	1,878	1,920	2,040	2,042	0.1%	8
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$2,098	$2,054	$2,107	$2,063	$2,008	$1,790	$1,736	-3.0%	8
Gross Taxable Room Rents	$25,159	$24,677	$27,616	$26,674	$26,204		$27,872	6.4%	5
Transient Room Tax	$754.8	$740.3	$828.5	$800.2	$786.1		$836.2	6.4%	5
Restaurant Tax	$29.3	$190.6	$217.8	$205.8	$213.5		$225.3	5.5%	11
Car Rental Tax	$2.9	$17.5	$27.1	$25.1	$13.8		$29.8	115.9%	5
Gross Taxable Retail Sales (million	$136.7	$143.3	$167.7	$162.9	$166.0		$174.6	5.2%	15
REGIONAL VISITATION COUNTS									
I-70 UT/CO Traffic Count	1,951,290	2,127,220	2,350,965	2,314,830	2,493,680		2,617,780	5.0%	
Thompson Springs Welcome Cente	105,189	104,835	102,847	97,896	89,389		96,369	7.8%	
Glen Canyon N.R.A.	2,430,781	2,442,990	2,639,860	2,568,111	2,340,031		2,101,775	-10.2%	
Arches N.P.	858,525	837,161	869,980	786,429	754,026		769,672	2.1%	
Canyonlands N.P.	432,697	436,524	446,160	401,558	368,592		375,549	1.9%	
Dead Horse Point S.P.	185,122	170,010	207,367	173,680	156,627		164,737	5.2%	
Green River S.P.	138,107	116,471	143,600	138,531	101,599		92,578	-8.9%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**2,363,594**	**100.0%**
Federal Government	**1,694,128**	**71.7%**
BLM	1,559,814	66.0%
US Forest Service	27,321	1.2%
National Recreation Areas	--	--
National Parks	75,362	3.2%
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	1,631	0.1%
State Government	**365,255**	**15.5%**
Utah State Parks & Recreation	3,226	0.1%
Utah State Wildlife Reserves	7,529	0.3%
State Trust Lands	354,501	15.0%
American Indian	**198,090**	**8.4%**
Private**	**100,763**	**4.3%**

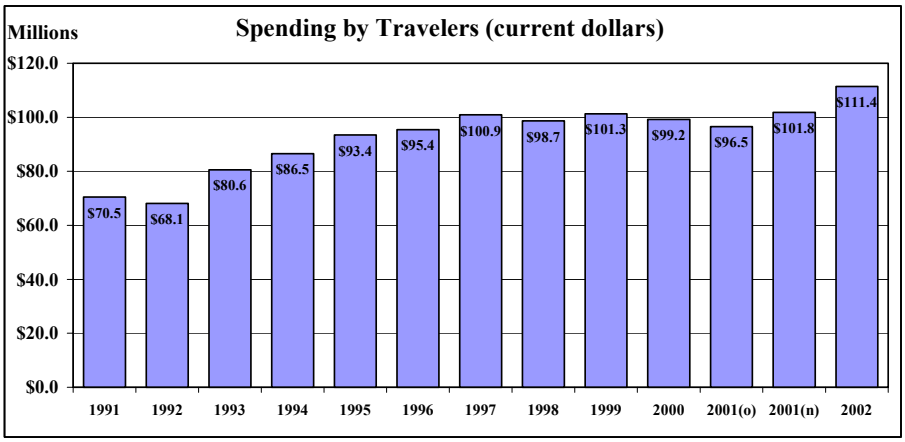
*Includes Military and Bankhead Jones land
**May include some local government land

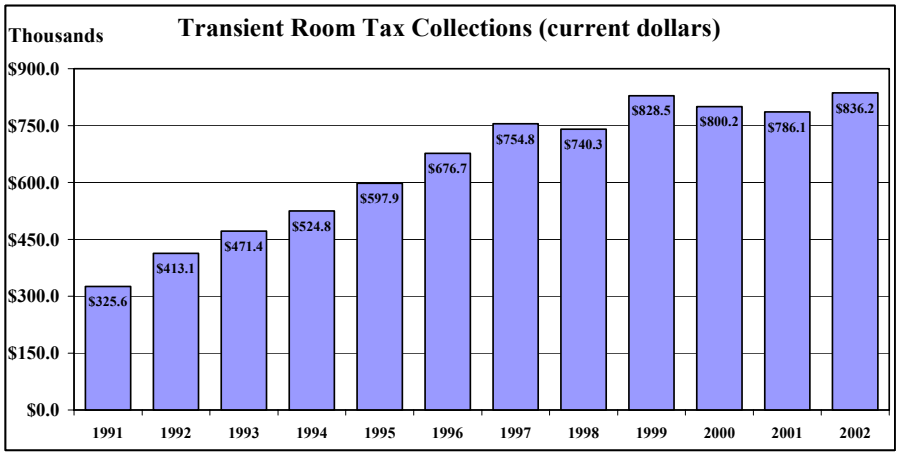
Land Ownership - 1999



Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

Grand County Tourism Profile





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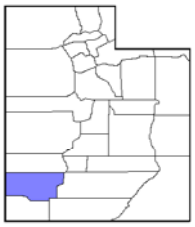
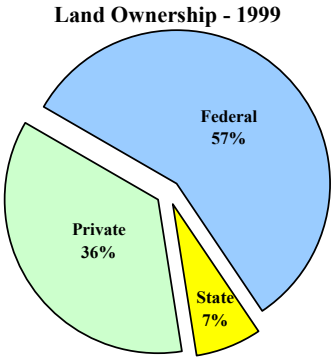


IRON COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	30,171	31,653	32,883	33,779	34,506		35,204	2.0%	9
Total Non-Ag Employment	12,689	13,314	13,617	14,045	13,984		14,103	0.9%	9
Non-Ag Avg Monthly Wage	$1,510	$1,562	$1,611	$1,630	$1,689		$1,749	3.6%	22
Per Capita Income	$15,417	$15,836	$15,572	$16,047	$16,873		$17,078	1.2%	23
Unemployment Rate	3.3%	4.0%	3.7%	3.1%	4.6%		5.3%	0.7%	9
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$83.0	$86.6	$80.2	$78.4	$75.5	$127.3	$128.4	0.9%	7
Travel & Tourism Related Employment	1,524	1,603	1,504	1,484	1,501	1,148	1,056	-8.0%	12
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$1,726	$1,802	$1,669	$1,631	$1,570	$1,008	$898	-10.9%	12
Gross Taxable Room Rents	$12,220	$12,214	$12,776	$14,058	$13,017		$13,653	4.9%	9
Transient Room Tax	$366.6	$366.4	$383.3	$421.7	$390.5		$409.6	4.9%	9
Restaurant Tax	$242.5	$275.7	$281.4	$303.7	$309.9		$324.1	4.6%	8
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (millions)	$334.5	$358.6	$404.0	$417.2	$420.5		$457.1	8.7%	8
REGIONAL VISITATION COUNTS									
I-15 UT/AZ Traffic Count	5,796,200	6,139,300	6,359,030	6,396,625	6,674,025		7,206,925	8.0%	
Zion N.P.	2,445,534	2,370,048	2,449,664	2,432,348	2,227,490		2,647,775	18.9%	
Bryce Canyon N.P.	1,174,824	1,166,331	1,081,521	1,099,275	1,068,619		886,436	-17.0%	
Quail Creek S.P.	357,077	730,901	826,215	849,034	793,326		663,390	-16.4%	
Cedar Breaks N.M.	608,399	578,974	597,460	550,657	690,652		586,938	-15.0%	
Grand Staircase-Escalante N.M.	788,611	849,628	1,141,131	572,176	683,286		670,069	-1.9%	
Snow Canyon S.P.	646,204	674,498	612,093	502,107	435,210		347,804	-20.1%	
Utah Shakespearean Festival	132,044	154,000	150,000	142,800	149,000		148,000	-0.7%	
Minersville S.P.	16,702	35,689	55,148	25,798	29,799		11,808	-60.4%	
Iron Mission S.P.	63,110	30,529	29,485	65,450	19,539		18,882	-3.4%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**2,112,606**	**100.0%**
Federal Government	**1,210,180**	**57.3%**
BLM	957,731	45.3%
US Forest Service	236,507	11.2%
National Recreation Areas	--	--
National Parks	8,859	0.4%
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	7,083	0.3%
Other*	8,094	0.4%
State Government	**142,362**	**6.7%**
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	5,804	0.3%
State Trust Lands	136,558	6.5%
American Indian	**2,507**	**0.1%**
Private**	**757,556**	**35.9%**

*Includes Military and Bankhead Jones land **May include some local government land



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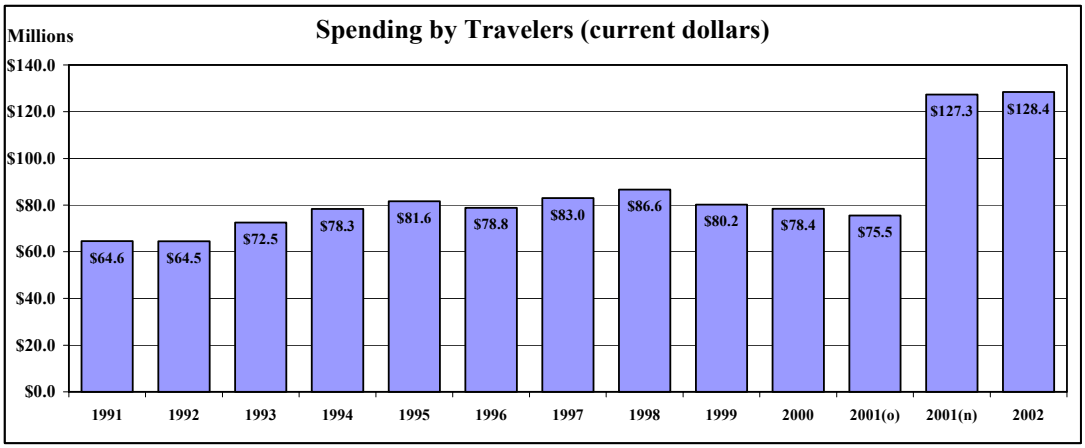
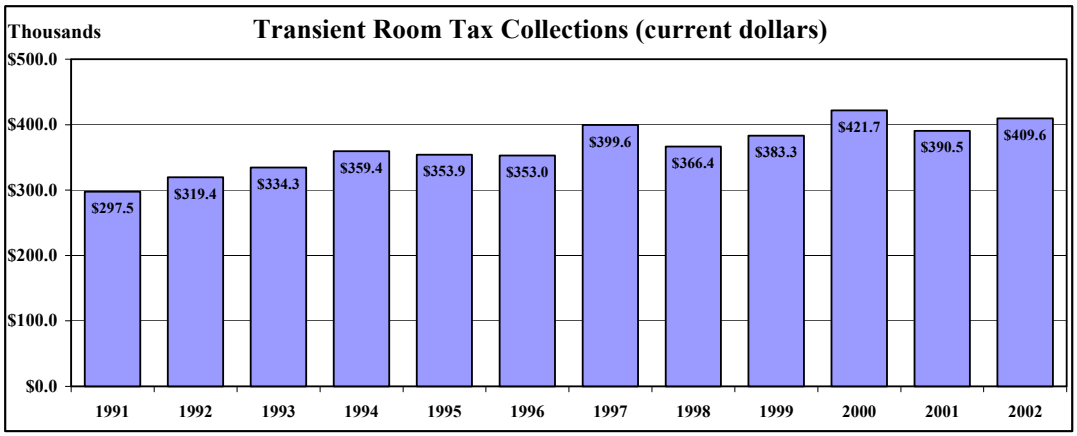
Iron County Tourism Profile





Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

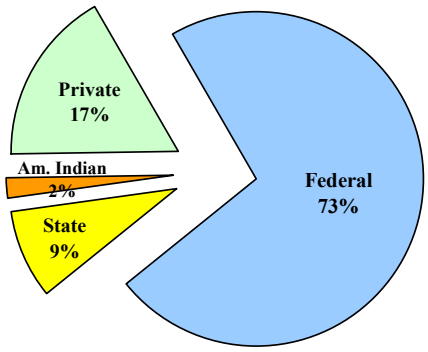
JUAB COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	7,460	7,832	8,076	8,238	8,474		8,569	1.1%	21
Total Non-Ag Employment	2,351	2,467	2,480	2,508	2,670		2,736	2.5%	21
Non-Ag Avg Monthly Wage	$1,549	$1,609	$1,655	$1,780	$1,823		$2,039	11.8%	14
Per Capita Income	$14,350	$15,122	$14,982	$15,502	$15,849		$15,920	0.4%	27
Unemployment Rate	3.8%	4.5%	5.0%	3.7%	5.0%		7.8%	2.8%	21
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$18.2	$18.6	$19.1	$17.9	$18.3	$13.5	$13.5	0.0%	23
Travel & Tourism Related Employment	334	345	358	338	363	520	535	2.9%	22
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$378	$387	$397	$371	$380	$456	$455	-0.2%	22
Gross Taxable Room Rents	$1,693	$1,770	$1,908	$1,978	$1,913		$2,493	30.3%	22
Transient Room Tax	$50.8	$53.1	$57.2	$59.3	$57.4		$74.8	30.3%	22
Restaurant Tax	$60.8	$67.9	$81.2	$67.5	$74.3		$79.6	7.1%	19
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (million	$58.3	$61.0	$67.8	$73.8	$69.5		$104.5	50.4%	20
REGIONAL VISITATION COUNTS									
Palisade S.P.	102,806	271,548	127,547	142,253	145,878		134,524	-7.8%	
Yuba S.P.	70,319	68,316	77,612	144,911	120,881		112,381	-7.0%	
Fremont Indian S.P.	99,677	105,205	95,670	94,054	79,405		83,648	5.3%	
Territorrial Statehouse S.P.	39,766	32,016	42,329	54,444	37,237		28,451	-23.6%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**2,171,389**	**100.0%**
Federal Government	**1,575,422**	**72.6%**
BLM	1,424,627	65.6%
US Forest Service	100,292	4.6%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	14,916	0.7%
USFS & BLM Wilderness Area	18,886	0.9%
Other*	16,700	0.8%
State Government	**183,673**	**8.5%**
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	14,183	0.7%
State Trust Lands	169,490	7.8%
American Indian	**45,188**	**2.1%**
Private**	**367,106**	**16.9%**

*Includes Military and Bankhead Jones land
**May include some local government land

Land Ownership - 1999



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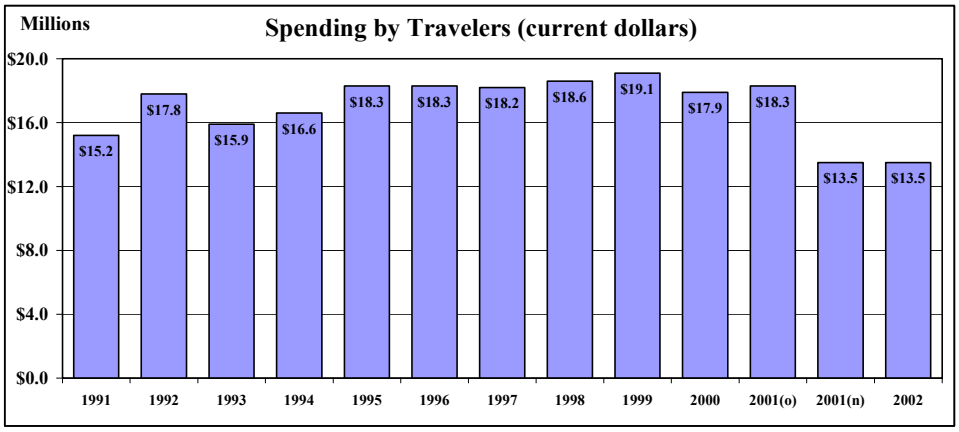
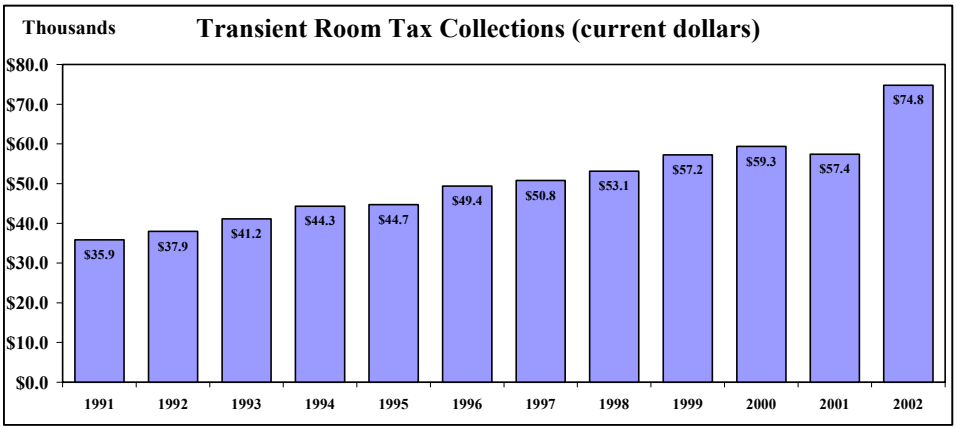
Juab County Tourism Profile





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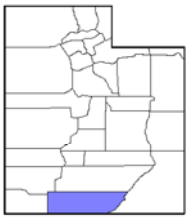


KANE COUNTY TOURISM PROFILE

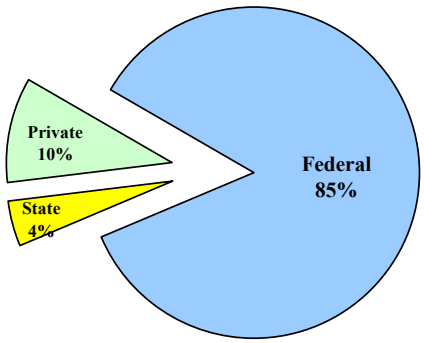
County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	5,933	6,061	5,986	6,046	6,012		6,121	1.8%	23
Total Non-Ag Employment	2,543	2,702	2,697	2,806	2,908		2,614	-10.1%	22
Non-Ag Avg Monthly Wage	$1,286	$1,354	$1,384	$1,545	$1,646		$1,601	-2.7%	27
Per Capita Income	$20,218	$21,130	$21,672	$23,561	$24,751		$24,874	0.5%	4
Unemployment Rate	5.0%	4.1%	4.0%	3.1%	3.5%		4.2%	0.7%	1
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$54.5	$55.7	$49.6	$48.0	$44.9	$53.3	$49.7	-6.8%	11
Travel & Tourism Related Employment	1,000	1,031	929	909	894	1,162	1,047	-9.9%	13
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$1,133	$1,159	$1,031	$999	$935	$1,020	$890	-12.7%	13
Gross Taxable Room Rents	$8,940	$8,255	$9,217	$9,464	$9,015		$8,380	-7.0%	10
Transient Room Tax	$268.2	$247.7	$276.5	$283.9	$270.5		$251.4	-7.1%	10
Restaurant Tax	$67.3	$77.1	$75.1	$79.0	$79.1		$80.9	2.3%	18
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (million	$91.6	$92.7	$100.0	$107.4	$101.9		$99.8	-2.1%	21
REGIONAL VISITATION COUNTS									
I-15 UT/AZ Traffic Count	5,796,200	6,139,300	6,359,030	6,396,625	6,674,025		7,206,925	8.0%	
SR-11 UT/AZ Traffic Count	1,423,500	1,454,525	1,512,925	1,509,275	1,480,075			-100.0%	
SR-89 UT/AZ Traffic Count	635,830	651,525	693,500	943,525	923,450			-100.0%	
Glen Canyon N.R.A.	2,430,781	2,442,990	2,639,860	2,568,111	2,340,031		2,101,775	-10.2%	
Zion N.P.	2,445,534	2,370,048	2,449,664	2,432,348	2,227,490		2,647,775	18.9%	
Bryce Canyon N.P.	1,174,824	1,166,331	1,081,521	1,099,275	1,068,619		1,068,619	0.0%	
Cedar Breaks N.M.	608,399	578,974	597,460	550,657	690,652		586,938	-15.0%	
Grand Staircase-Escalante N.M.	788,611	849,628	1,141,131	572,176	683,286		670,069	-1.9%	
Coral Pink Sand Dunes S.P.	164,544	188,164	164,893	106,601	131,675		87,694	-33.4%	
Kodachrome Basin S.P.	63,958	63,380	67,440	65,007	55,940		55,245	-1.2%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**2,553,375**	**100.0%**
Federal Government	**2,180,569**	**85.4%**
BLM	1,633,909	64.0%
US Forest Service	125,342	4.9%
National Recreation Areas	381,627	14.9%
National Parks	18,265	0.7%
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	21,426	0.8%
Other*	--	--
State Government	**109,212**	**4.3%**
Utah State Parks & Recreation	1,746	0.1%
Utah State Wildlife Reserves	--	--
State Trust Lands	107,466	4.2%
American Indian	**--**	**--**
Private**	**263,594**	**10.3%**

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



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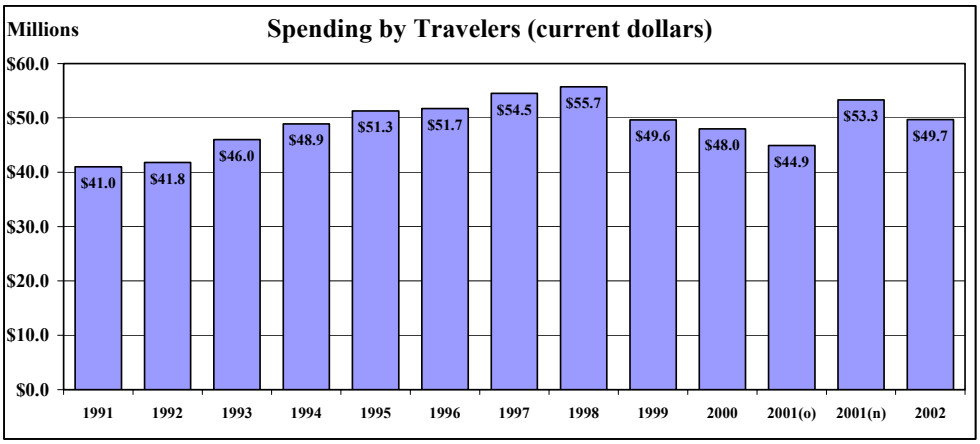
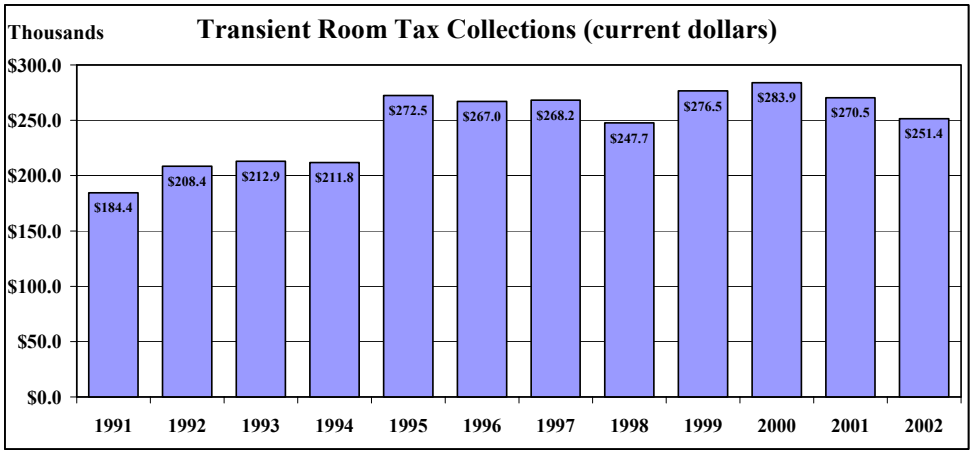
Kane County Tourism Profile





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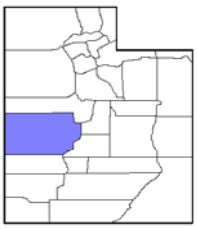


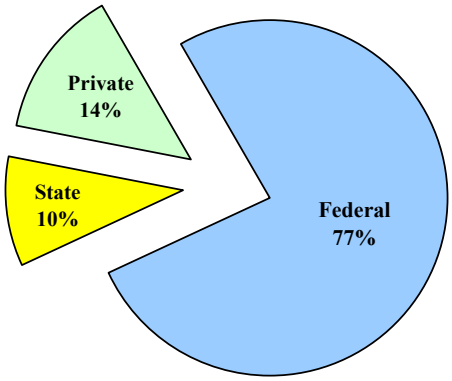
MILLARD COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	12,284	12,295	12,416	12,405	12,433		12,446	0.1%	18
Total Non-Ag Employment	3,676	3,596	3,596	3,515	3,508		3,799	8.3%	19
Non-Ag Avg Monthly Wage	$1,910	$1,974	$2,001	$2,174	$2,273		$2,388	5.1%	6
Per Capita Income	$15,131	$16,539	$16,526	$16,652	$18,634		$19,222	3.2%	17
Unemployment Rate	3.8%	4.8%	4.5%	4.0%	4.9%		5.4%	0.5%	10
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$23.0	$24.3	$24.8	$23.8	$23.0	$21.2	$21.2	0.0%	20
Travel & Tourism Related Employment	423	449	464	450	457	619	675	9.0%	20
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$479	$505	$515	$494	$478	$542	$574	5.9%	20
Gross Taxable Room Rents	$2,142	$1,997	$2,179	$2,337	$2,439		$2,758	13.1%	20
Transient Room Tax	$64.3	$59.9	$65.4	$70.1	$73.2		$82.7	13.0%	20
Restaurant Tax	--	--	--	--	--		--	--	--
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (million	$103.0	$102.3	$108.6	$107.4	$120.7		$128.8	6.7%	18
REGIONAL VISITATION COUNTS									
Capitol Reef N.P.	625,680	656,026	680,153	612,656	527,760		523,458	-0.8%	
Palisade S.P.	102,806	271,548	127,547	142,253	145,878		134,524	-7.8%	
Yuba S.P.	70,319	68,316	77,612	144,911	120,881		112,381	-7.0%	
Fremont Indian S.P.	99,677	105,205	95,670	94,054	79,405		83,648	5.3%	
Territorrial Statehouse S.P.	39,766	32,016	42,329	54,444	37,237		28,451	-23.6%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**4,251,047**	**100.0%**
Federal Government	**3,251,613**	**76.5%**
BLM	2,882,743	67.8%
US Forest Service	368,870	8.7%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
State Government	**420,500**	**9.9%**
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	24,261	0.6%
State Trust Lands	396,238	9.3%
American Indian	**1,157**	**0.0%**
Private**	**577,777**	**13.6%**

*Includes Military and Bankhead Jones land
**May include some local government land

Land Ownership - 1999



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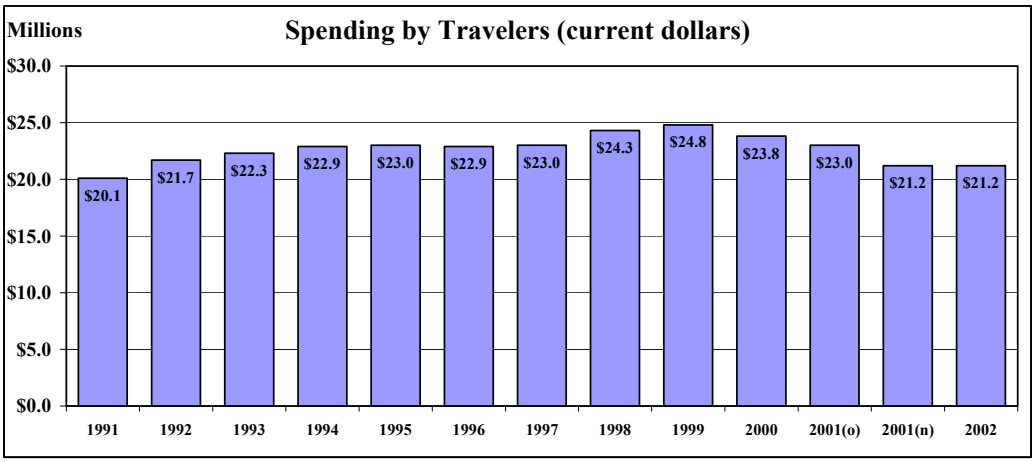
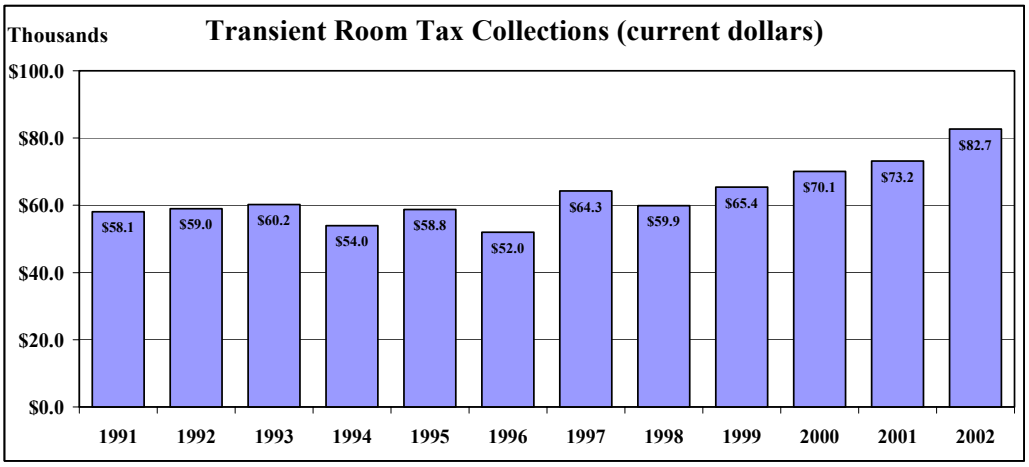
Millard County Tourism Profile





Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

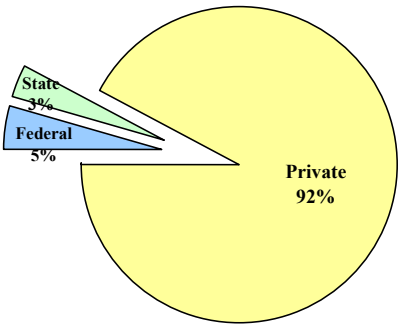
MORGAN COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	6,747	6,852	6,991	7,129	7,285		7,380	1.3%	22
Total Non-Ag Employment	1,528	1,560	1,522	1,561	1,636		1,634	-0.1%	25
Non-Ag Avg Monthly Wage	$1,923	$1,947	$2,001	$2,070	$2,133		$2,103	-1.4%	13
Per Capita Income	$18,886	$20,074	$20,222	$21,596	$22,517		$22,618	0.4%	9
Unemployment Rate	3.8%	3.9%	4.1%	3.6%	3.6%		5.0%	1.4%	6
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$6.6	$6.5	$6.8	$6.8	$7.0	$10.0	$10.0	0.0%	25
Travel & Tourism Related Employment	122	121	128	129	140	194	194	0.0%	27
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$138	$136	$142	$142	$146	$170	$165	-2.9%	27
Gross Taxable Room Rents	$36	$29	$32	$38	$78		$261	235.9%	28
Transient Room Tax	$1.1	$0.9	$1.0	$1.1	$2.3		$7.8	239.1%	28
Restaurant Tax	$15.5	$15.7	$21.4	$19.9	$22.2		$19.4	-12.6%	24
Car Rental Tax	--	--	--	--	$0.0		--	NA	--
Gross Taxable Retail Sales (million	$34.6	$43.2	$52.8	$55.1	$55.3		$48.7	-11.9%	25
REGIONAL VISITATION COUNTS									
I-80 UT/WY Traffic Count	4,294,225	4,375,525	4,731,130	4,861,800	5,082,625		5,238,845	3.1%	
Lagoon Amusement Park	1,100,000	1,150,000	1,210,000	1,200,000	1,100,000		1,100,000	0.0%	
Willard Bay S.P.	276,059	300,702	307,114	340,580	302,189		308,206	2.0%	
This Is The Place S.P.	550,763	300,931	290,036	294,178	293,661		269,683	-8.2%	
Antelope Island S.P.	264,315	362,128	329,751	343,410	291,163		288,907	-0.8%	
Great Salt Lake S.P.	460,989	56,585	136,496	142,433	144,272		136,238	-5.6%	
Rockport S.P.	275,571	210,015	245,406	152,605	117,505		89,497	-23.8%	
East Canyon S.P.	92,121	83,322	87,769	99,617	105,737		102,040	-3.5%	
Golden Spike N.H.S.	50,989	46,203	47,012	45,273	44,510		47,242	6.1%	
Ft. Buenaventura S.P.	46,866	42,813	44,217	47,441	24,154		12,400	-48.7%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**389,688**	**100.0%**
Federal Government	**17,751**	**4.6%**
BLM	741	0.2%
US Forest Service	17,010	4.4%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
State Government	**12,403**	**3.2%**
Utah State Parks & Recreation	841	0.2%
Utah State Wildlife Reserves	6,824	1.8%
State Trust Lands	4,739	1.2%
American Indian	**--**	**--**
Private**	**359,534**	**92.3%**

*Includes Military and Bankhead Jones land
**May include some local government land

Land Ownership - 1999



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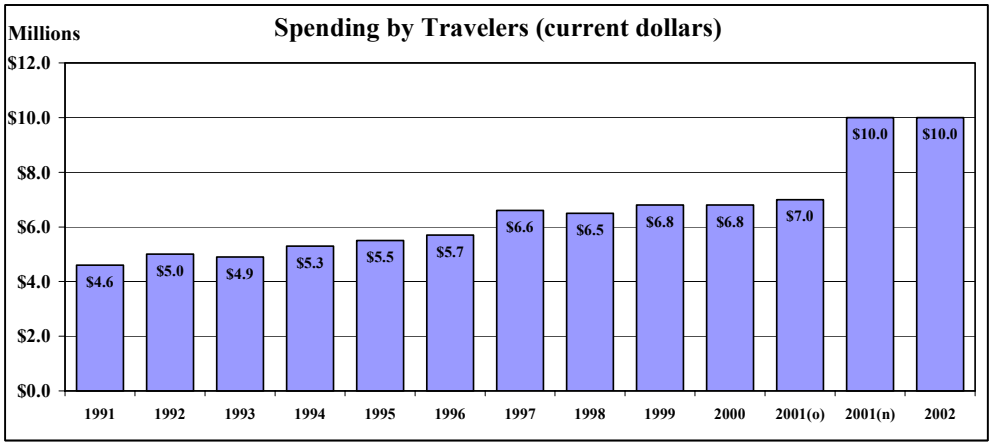
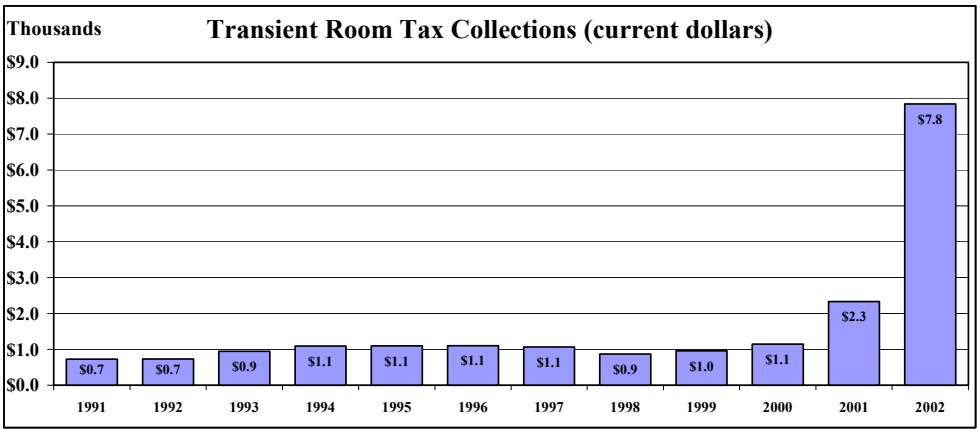
Morgan County Tourism Profile





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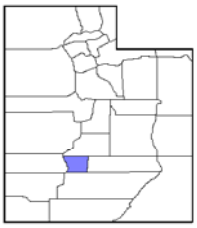


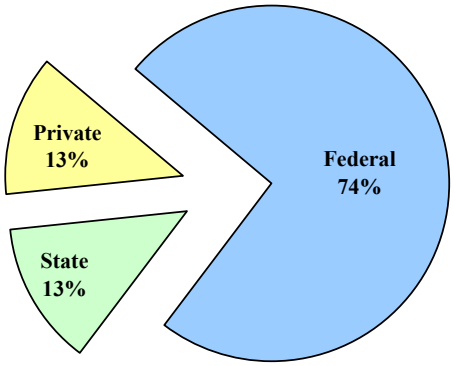
PIUTE COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999(r)	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	1,370	1,364	1,426	1,435	1,383		1,361	-1.6%	28
Total Non-Ag Employment	226	226	236	242	276		276	0.0%	29
Non-Ag Avg Monthly Wage	$1,399	$1,497	$1,596	$1,617	$1,519		$1,619	6.6%	26
Per Capita Income	$14,049	$15,743	$15,353	$14,844	$17,195		$17,033	-0.9%	24
Unemployment Rate	4.9%	4.7%	6.1%	4.7%	7.7%		8.1%	0.4%	23
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$1.1	$1.2	$1.7	$1.8	$2.0	$2.6	$2.6	0.0%	29
Travel & Tourism Related Employment	20	23	32	35	40	55	48	-12.7%	29
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$22	$26	$36	$39	$42	$52	$47	-9.6%	29
Gross Taxable Room Rents	$153	$187	$174	$170	$148		$203	37.3%	29
Transient Room Tax	$4.6	$5.6	$5.2	$5.1	$4.4		$6.1	-13.3%	29
Restaurant Tax	--	--	--	--	--		--	--	--
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (million	$4.6	$5.2	$5.6	$5.7	$5.7		$6.2	8.8%	29
REGIONAL VISITATION COUNTS									
Grand Staircase-Escalante N.M.	788,611	849,628	1,141,131	572,176	683,286		670,069	-1.9%	
Capitol Reef N.P.	625,680	656,026	680,153	612,656	527,760		523,458	-0.8%	
Fremont Indian S.P.	99,677	105,205	95,670	94,054	79,405		83,648	5.3%	
Otter Creek S.P.	20,237	18,381	15,053	20,594	42,633		61,895	45.2%	
Piute S.P.	29,470	19,301	19,236	18,522	14,495		10,656	-26.5%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**484,652**	**100.0%**
Federal Government	**359,973**	**74.3%**
BLM	163,947	33.8%
US Forest Service	196,026	40.4%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
State Government	**62,934**	**13.0%**
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	4,340	0.9%
State Trust Lands	58,594	12.1%
American Indian	**--**	**--**
Private**	**61,745**	**12.7%**

*Includes Military and Bankhead Jones land
**May include some local government land

Land Ownership - 1999



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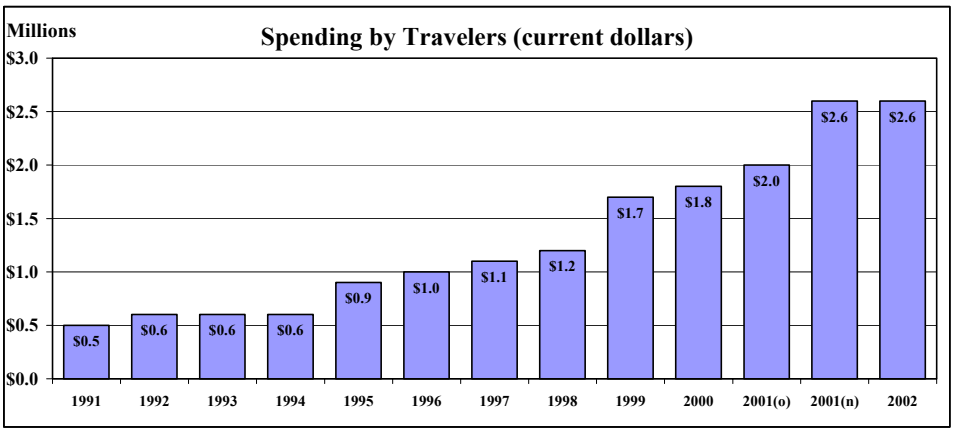
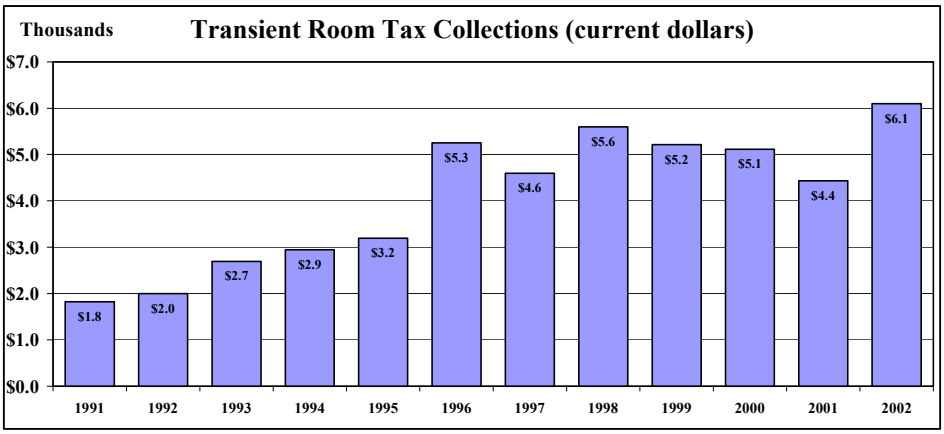
Piute County Tourism Profile





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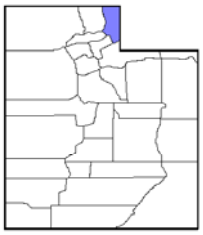
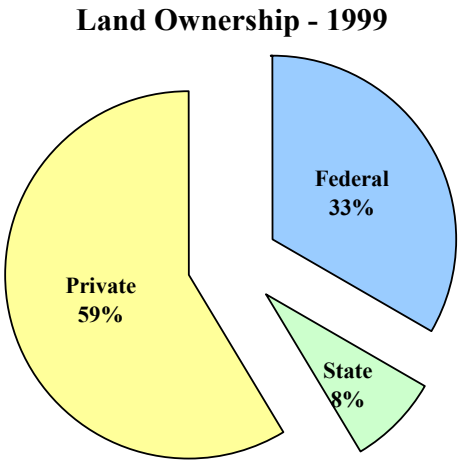


RICH COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	1,828	1,866	1,924	1,961	1,958		1,966	0.4%	27
Total Non-Ag Employment	507	530	547	559	580		606	4.5%	27
Non-Ag Avg Monthly Wage	$1,180	$1,229	$1,238	$1,297	$1,373		$1,393	1.5%	29
Per Capita Income	$15,482	$15,729	$17,153	$16,418	$16,581		$16,293	-1.7%	25
Unemployment Rate	3.2%	3.5%	3.7%	3.7%	3.9%		5.2%	1.3%	8
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$8.8	$9.3	$9.8	$10.1	$10.0	$3.1	$2.7	-12.9%	28
Travel & Tourism Related Employment	162	172	183	191	199	173	182	5.2%	28
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$184	$194	$203	$210	$208	$152	$155	2.0%	28
Gross Taxable Room Rents	$1,222	$1,349	$1,579	$1,744	$1,752		$2,306	31.6%	23
Transient Room Tax	$36.6	$40.5	$47.4	$52.3	$52.6		$69.2	31.6%	23
Restaurant Tax	$41.2	$54.3	$47.8	$48.5	$93.7		$66.2	-29.3%	21
Car Rental Tax	--	--	--	--	$0		--	NA	--
Gross Taxable Retail Sales (million	$12.4	$14.6	$15.6	$16.7	$16.2		$17.3	6.8%	27
REGIONAL VISITATION COUNTS									
SR-89 UT/ID Traffic Count	669,775	753,725	784,750	870,525	870,525		846,800	-2.7%	
Bear Lake (3 Locations)	194,201	277,616	277,541	289,349	311,374		310,175	-0.4%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**658,012**	**100.0%**
Federal Government	**219,853**	**33.4%**
BLM	169,658	25.8%
US Forest Service	50,194	7.6%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
State Government	**52,371**	**8.0%**
Utah State Parks & Recreation	49	0.0%
Utah State Wildlife Reserves	2,642	0.4%
State Trust Lands	49,679	7.5%
American Indian	**--**	**--**
Private**	**385,789**	**58.6%**

*Includes Military and Bankhead Jones land
**May include some local government land



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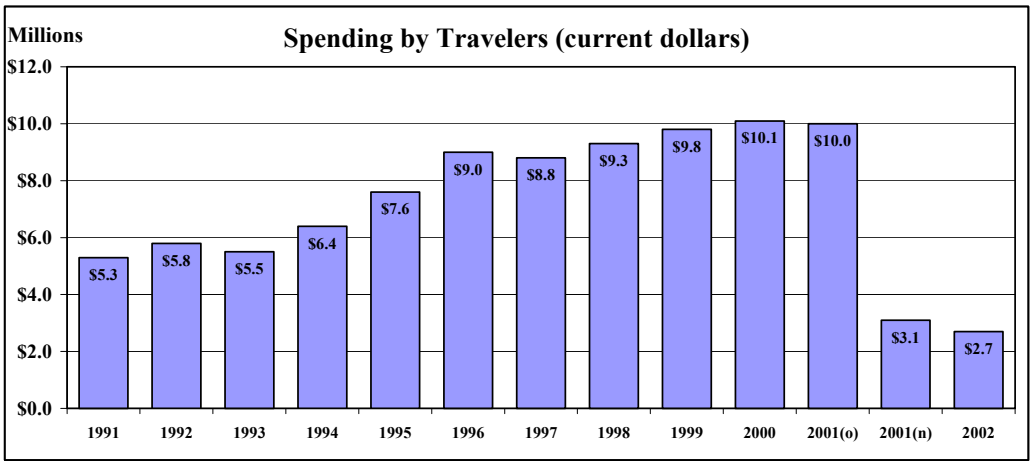
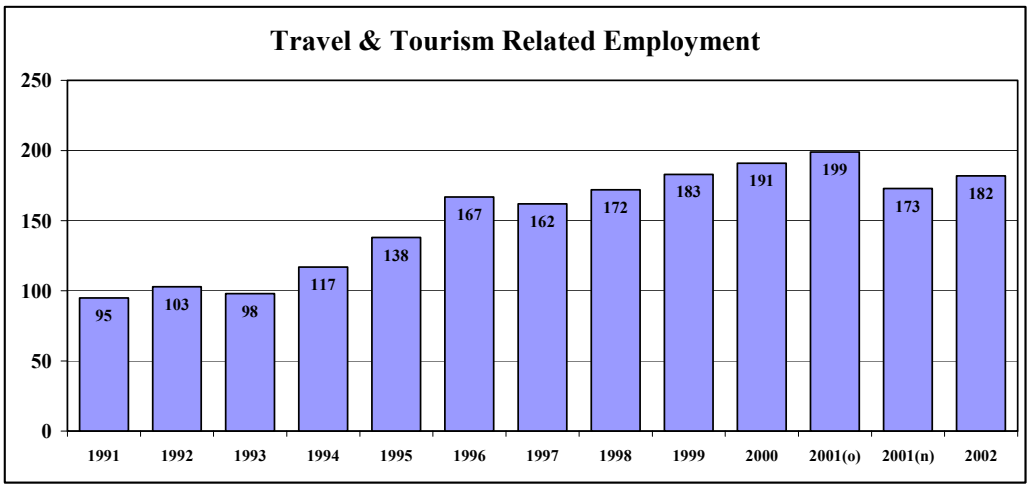
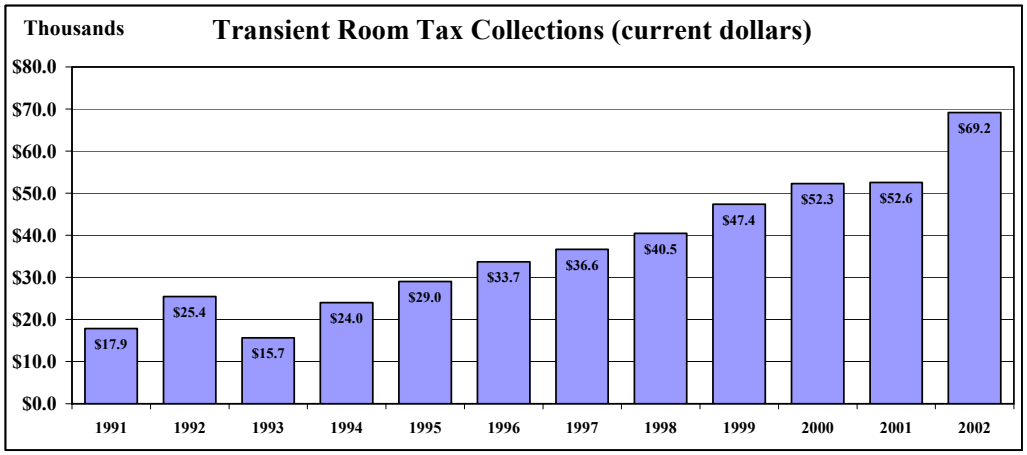
Rich County Tourism Profile







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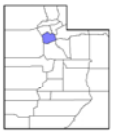


SALT LAKE COUNTY TOURISM PROFILE

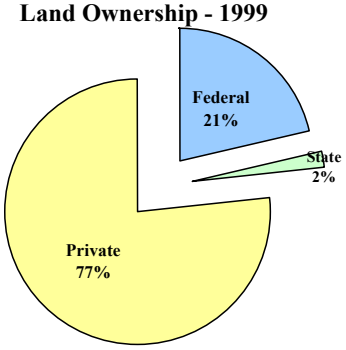
County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	871,580	881,840	891,116	898,387	910,507		919,308	1.0%	1
Total Non-Ag Employment	504,458	519,572	531,329	545,179	545,412		533,603	-2.2%	1
Non-Ag Avg Monthly Wage	$2,331	$2,433	$2,533	$2,661	$2,740		$2,789	1.8%	2
Per Capita Income	$23,821	$25,051	$26,029	$27,587	$28,188		$28,121	-0.2%	2
Unemployment Rate	2.7%	3.4%	3.4%	3.0%	4.3%		6.3%	2.0%	13
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$1,934.5	$1,981.1	$2,038.1	$2,060.8	$2,013.5	$2,018.0	$1,787.0	-11.4%	1
Travel & Tourism Related Employment	35,527	36,662	38,197	39,013	40,049	42,796	41,933	-2.0%	1
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$40,239	$41,208	$42,392	$42,865	$41,880	$37,559	$35,647	-5.1%	1
Gross Taxable Room Rents	$234,264	$238,480	$229,798	$235,286	$243,673		$299,822	23.0%	1
Transient Room Tax	$8,199.2	$8,346.8	$8,042.9	$8,235.0	$8,528.5		$8,994.7	5.5%	1
Restaurant Tax	$9,008.0	$9,422.1	$10,016.5	$10,498.0	$10,836.6		$12,068.3	11.4%	1
Car Rental Tax	$3,448	$3,798.6	$9,163.3	$8,940.2	$9,167.8		$8,708.0	-5.0%	1
Gross Taxable Retail Sales (millions)	$13,279.9	$14,480.8	$15,032.4	$15,941.5	$15,864.9		$15,706.9	-1.0%	1
REGIONAL VISITATION COUNTS									
SLCVB Information Centers	771,729	723,784	836,352	1,069,765	1,501,716		1,564,260	4.2%	
Council Hall Welcome Center	50,882	46,746	40,714	49,224	47,501		45,843	-3.5%	
S.L. Airport Passengers	21,068,314	20,297,371	19,944,556	19,900,770	18,914,891		18,652,758	-1.4%	
Skier Days at Utah Resorts	3,101,735	3,144,328	2,976,696	3,278,291	2,974,574		3,141,212	5.6%	
L.D.S. Family History Research Ctrs.	1,114,248	1,090,990	934,069	859,474	786,142		802,512	2.1%	
Utah's Hogle Zoo	821,458	640,596	774,406	721,071	650,732		618,420	-5.0%	
This Is The Place H.P.	550,763	300,931	290,036	294,178	293,661		269,683	-8.2%	
L.D.S. Museum of History and Art	307,973	231,313	202,038	271,481	234,258		213,168	-9.0%	
Bingham Canyon Copper Mine	167,792	139,720	152,652	159,842	169,992		172,833	1.7%	
Great Salt Lake S.P.	460,989	56,585	136,496	142,433	144,272		136,238	-5.6%	
Hansen Planetarium	287,631	152,855	157,425	130,958	116,664		88,741	-23.9%	
Children's Museum of Utah	68,523	97,116	103,704	116,619	108,436		119,444	10.2%	
Utah Musuem of Natural History	83,040	74,194	99,480	77,450	74,841		72,615	-3.0%	
Utah Musuem of Fine Arts	109,685	112,072	94,135	75,599	58,312		66,224	13.6%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**492,213**	**100.0%**
Federal Government	**105,577**	**21.4%**
BLM	2,905	0.6%
US Forest Service	48,523	9.9%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	40,449	8.2%
Other*	13,699	2.8%
State Government	**8,824**	**1.8%**
Utah State Parks & Recreation	1,168	0.2%
Utah State Wildlife Reserves	7,379	1.5%
State Trust Lands	277	0.1%
American Indian	**--**	**--**
Private**	**377,812**	**76.8%**

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



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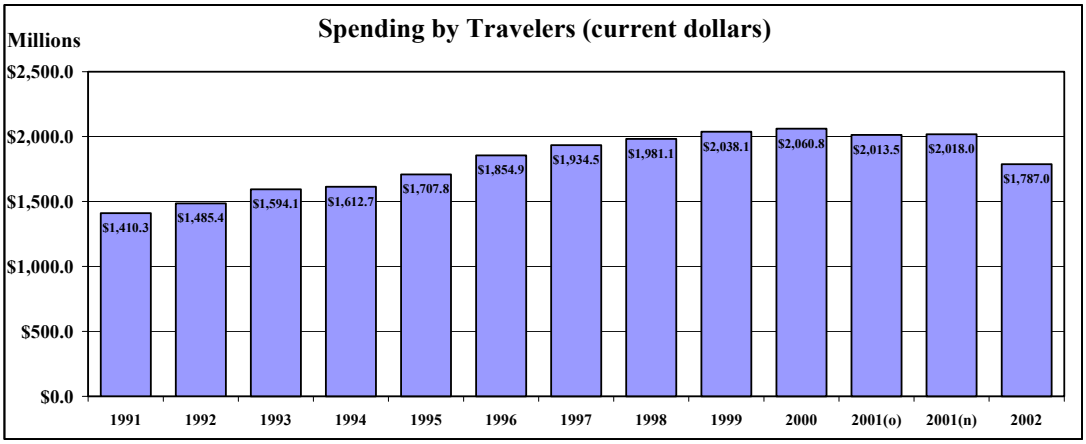
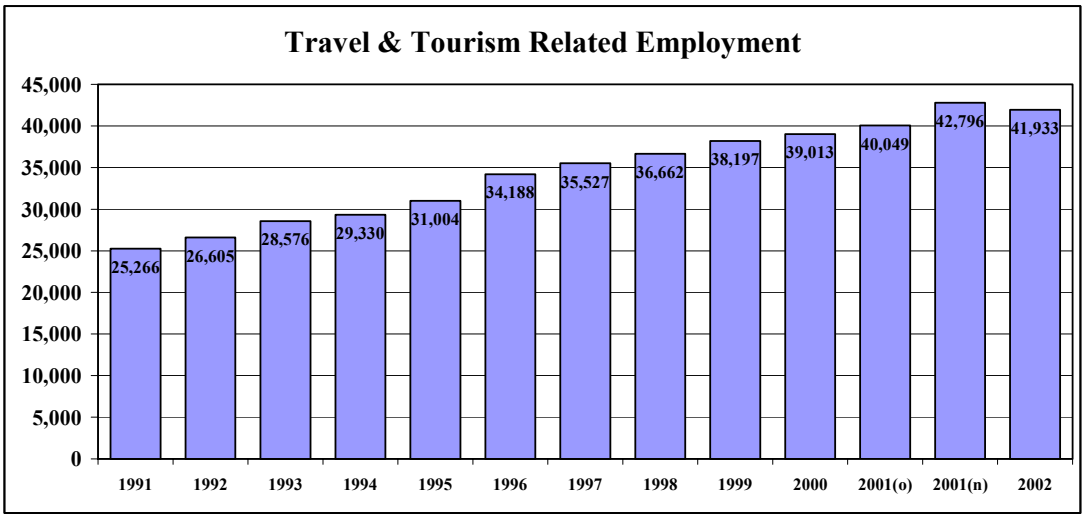
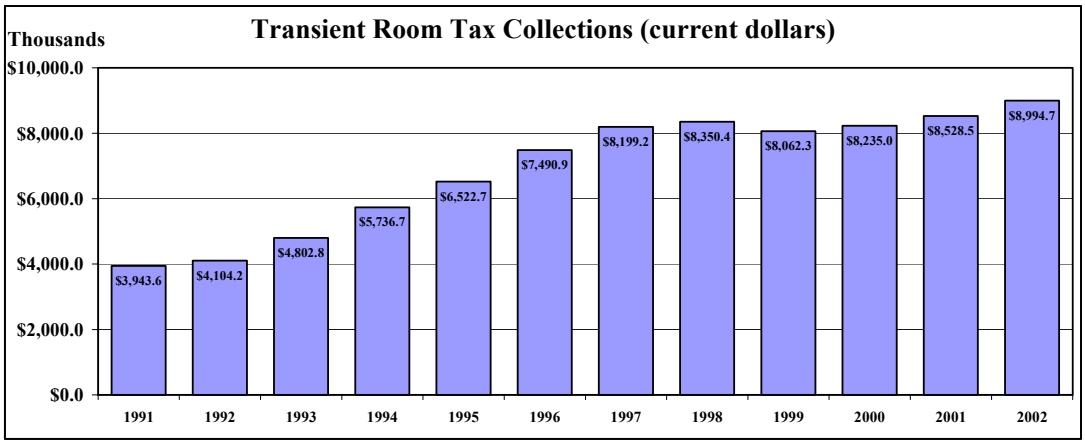
Salt Lake County Tourism Profile







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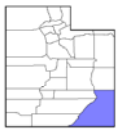


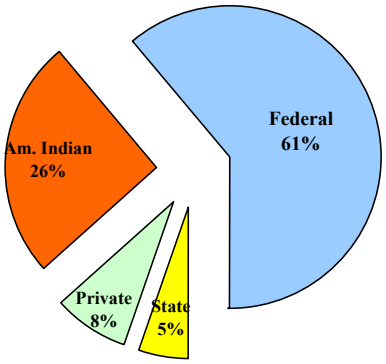
SAN JUAN COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2002(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	14,149	14,339	14,403	14,413	13,630		13,781	1.1%	17
Total Non-Ag Employment	4,106	4,234	4,333	4,035	3,833		3,959	3.3%	18
Non-Ag Avg Monthly Wage	$1,572	$1,724	$1,787	$1,819	$1,856		$1,833	-1.2%	20
Per Capita Income	$11,634	$12,416	$12,406	$12,349	$13,108		$13,220	0.9%	29
Unemployment Rate	8.4%	8.2%	7.9%	9.2%	9.1%		9.3%	0.2%	26
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$43.9	$44.8	$45.7	$43.1	$37.4	$21.9	$21.9	0.0%	18
Travel & Tourism Related Employment	807	829	857	816	744	803	833	3.7%	17
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$914	$931	$951	$897	$778	$704	$708	0.6%	17
Gross Taxable Room Rents	$8,148	$8,455	$8,637	$8,243	$7,700		$7,390	-4.0%	13
Transient Room Tax	$244.4	$253.7	$259.1	$247.3	$231.0		$221.7	-4.0%	13
Restaurant Tax	--	--	--	--	--		--	--	--
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (million	$79.4	$102.4	$96.1	$89.3	$87.5		$88.8	1.5%	22
REGIONAL VISITATION COUNTS									
SR 491 UT/CO Traffic Count	757,375	777,450	813,950	771,975	773,800		792,505	2.4%	
SR 163 UT/AZ Traffic Count	662,475	680,725	707,735	700,800	708,100		742,775	4.9%	
SR 262 UT/CO Traffic Count	518,300	532,900	552,975	547,500	552,975		580,350	5.0%	
SR 191 UT/AZ Traffic Count	383,250	402,230	427,780	412,450	400,040		418,290	4.6%	
Glen Canyon N.R.A.	2,430,781	2,442,990	2,639,860	2,568,111	2,340,031		2,101,775	-10.2%	
Canyonlands N.P.	432,697	436,524	446,160	401,558	368,592		375,549	1.9%	
Monument Valley Navajo Tribal P	387,394	376,767	380,322	358,573	270,556		225,000	-16.8%	
Rainbow Bridge N.M.	197,791	195,916	234,550	197,614	189,750		167,736	-11.6%	
Dead Horse Point S.P.	185,122	170,010	207,367	173,680	156,627		164,737	5.2%	
Natural Bridges N.M.	141,573	126,360	129,173	112,573	97,171		109,709	12.9%	
Hovenweep N.M.	24,465	23,699	47,593	43,325	37,421		31,239	-16.5%	
Goosenecks S.P.	5,665	5,736	11,070	33,007	33,265		28,107	-15.5%	
Edge of the Cedars S.P.	22,868	19,808	23,789	22,438	16,459		18,877	14.7%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**5,005,561**	**100.0%**
Federal Government	**3,054,127**	**61.0%**
BLM	2,076,670	41.5%
US Forest Service	403,623	8.1%
National Recreation Areas	262,260	5.2%
National Parks	265,427	5.3%
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	46,146	0.9%
Other*	--	--
State Government	**263,650**	**5.3%**
Utah State Parks & Recreation	1,067	0.0%
Utah State Wildlife Reserves	--	--
State Trust Lands	262,582	5.2%
American Indian	**1,275,007**	**25.5%**
Private**	**412,778**	**8.2%**

*Includes Military and Bankhead Jones land
**May include some local government land

Land Ownership - 1999



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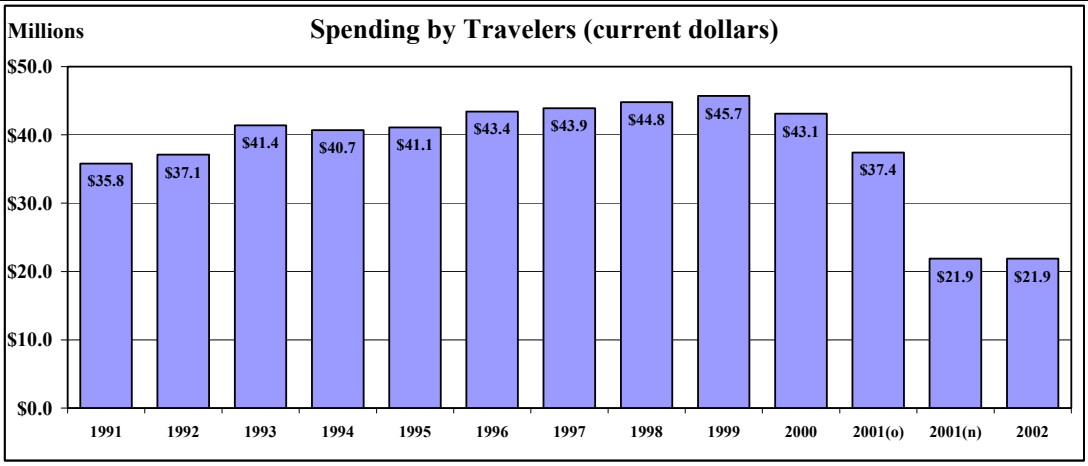
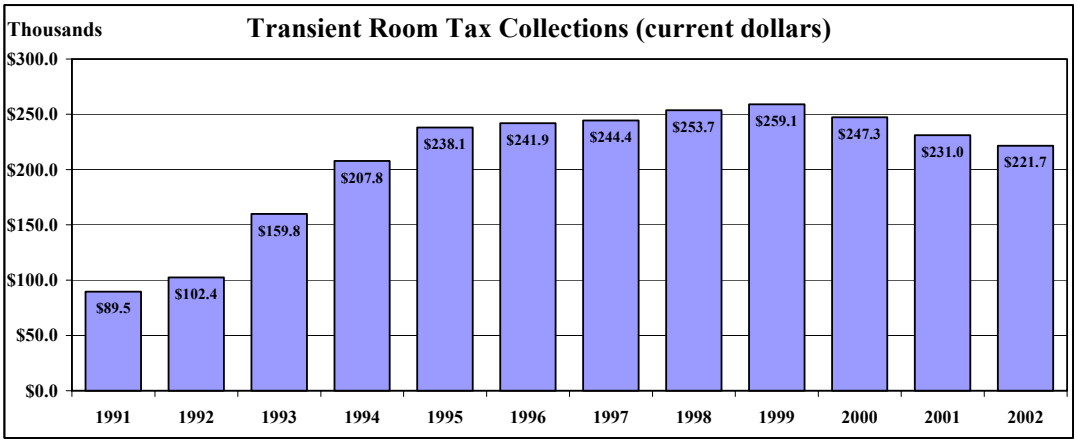
San Juan County Tourism Profile





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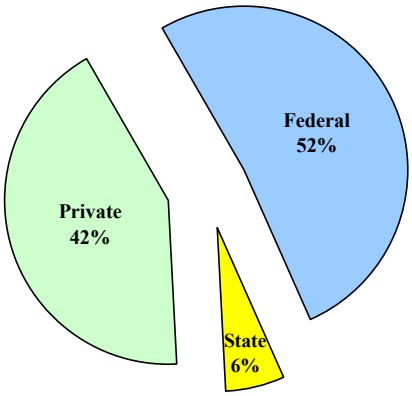
SANPETE COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	21,071	21,853	22,550	22,763	23,193		23,392	0.9%	12
Total Non-Ag Employment	6,216	6,507	6,592	6,841	6,825		6,765	-0.9%	14
Non-Ag Avg Monthly Wage	$1,329	$1,365	$1,430	$1,476	$1,537		$1,590	3.4%	28
Per Capita Income	$13,331	$13,877	$14,121	$14,462	$15,077		$15,427	2.3%	28
Unemployment Rate	5.2%	6.1%	5.5%	4.6%	5.7%		7.1%	1.4%	19
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$24.8	$24.2	$23.5	$24.2	$21.3	$21.8	$21.8	0.0%	19
Travel & Tourism Related Employment	456	448	441	458	424	823	818	-0.6%	18
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$516	$503	$489	$503	$443	$722	$696	-3.6%	18
Gross Taxable Room Rents	$1,199	$1,324	$1,337	$1,182	$1,617		$1,508	-6.7%	25
Transient Room Tax	$36.0	$39.7	$40.1	$35.5	$48.5		$45.2	-6.8%	25
Restaurant Tax	$66.4	$69.2	$73.5	$80.0	$87.4		$82.1	-6.1%	17
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (million	$109.4	$117.9	$125.8	$143.2	$158.4		$158.2	-0.1%	16
REGIONAL VISITATION COUNTS									
Palisade S.P.	102,806	271,548	127,547	142,253	145,878		134,524	-7.8%	
Yuba S.P.	70,319	68,316	77,612	144,911	120,881		112,381	-7.0%	
Scofield S.P.	103,603	96,755	102,311	89,971	76,648		99,167	29.4%	
Millsite S.P.	47,557	48,297	44,327	43,878	40,829		28,920	-29.2%	
Territorrial Statehouse S.P.	39,766	32,016	42,329	54,444	37,237		28,451	-23.6%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**1,022,609**	**100.0%**
Federal Government	**528,591**	**51.7%**
BLM	136,952	13.4%
US Forest Service	390,869	38.2%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	769	0.1%
State Government	**59,914**	**5.9%**
Utah State Parks & Recreation	48	0.0%
Utah State Wildlife Reserves	27,560	2.7%
State Trust Lands	32,305	3.2%
American Indian	**--**	**--**
Private**	**434,105**	**42.5%**

*Includes Military and Bankhead Jones land
**May include some local government land

Land Ownership - 1999



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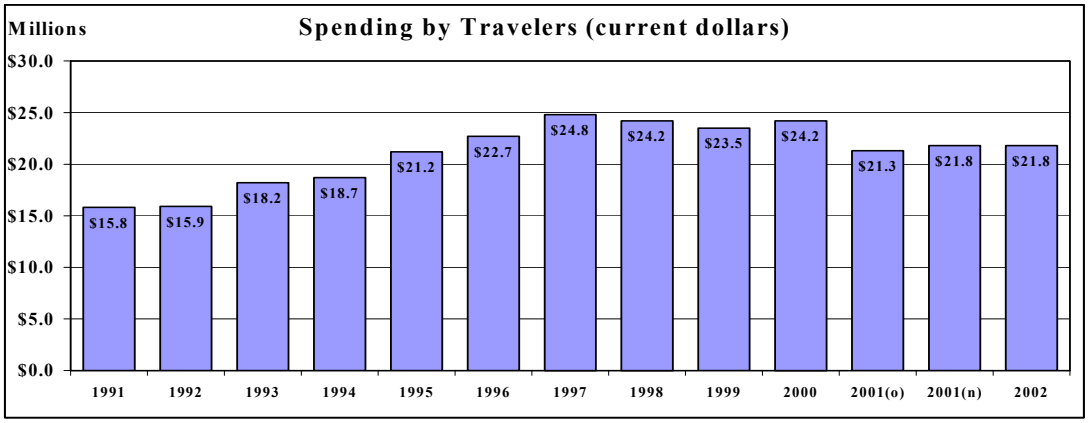
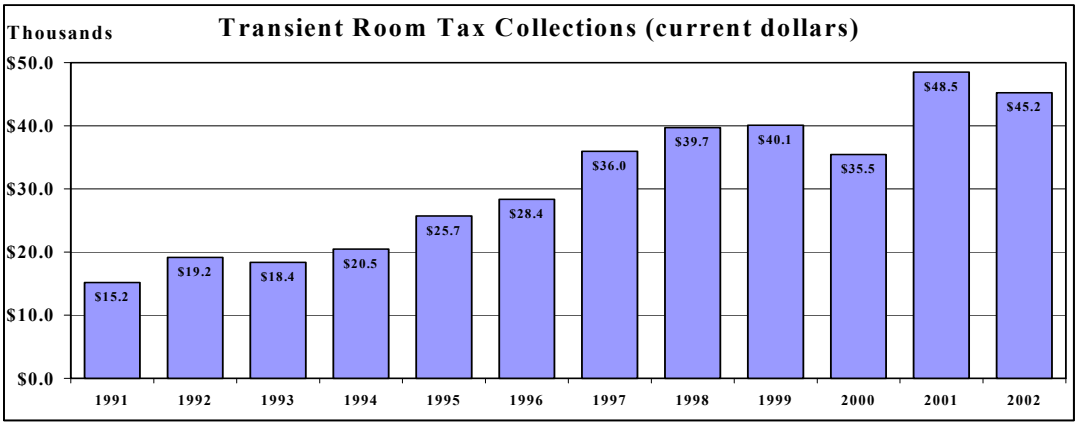
Sanpete County Tourism Profile





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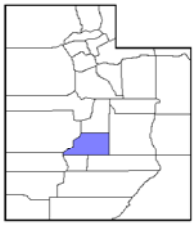


SEVIER COUNTY TOURISM PROFILE

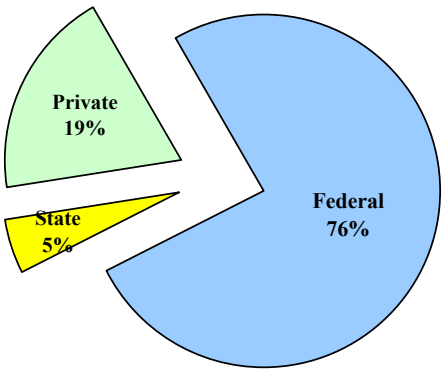
County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	18,091	18,498	18,693	18,842	19,009		19,091	0.4%	14
Total Non-Ag Employment	6,693	6,842	7,071	7,188	7,239		7,309	1.0%	13
Non-Ag Avg Monthly Wage	$1,641	$1,698	$1,739	$1,791	$1,876		$1,925	2.6%	18
Per Capita Income	$16,071	$16,389	$16,762	$17,474	$18,505		$19,041	2.9%	19
Unemployment Rate	3.9%	4.7%	4.3%	3.9%	4.6%		5.6%	1.0%	11
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$37.3	$36.8	$35.9	$35.4	$33.9	$37.2	$46.0	23.7%	13
Travel & Tourism Related Employment	684	680	673	671	675	1,178	1,194	1.4%	11
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$775	$765	$747	$737	$706	$1,034	$1,015	-1.8%	11
Gross Taxable Room Rents	$5,204	$5,085	$5,693	$5,774	$6,133		$6,742	9.9%	14
Transient Room Tax	$156.1	$152.6	$170.8	$173.2	$184.0		$202.3	9.9%	14
Restaurant Tax	$119.7	$143.3	$134.3	$128.3	$144.1		$150.6	4.5%	15
Car Rental Tax	--	--	--	$5.7	$1.9		$2.5	31.6%	7
Gross Taxable Retail Sales (millior	$179.5	$247.5	$212.5	$219.2	$219.6		$229.9	4.7%	13
REGIONAL VISITATION COUNTS									
Capitol Reef N.P.	625,680	656,026	680,153	612,656	527,760		523,458	-0.8%	
Palisade S.P.	102,806	271,548	127,547	142,253	145,878		134,524	-7.8%	
Yuba S.P.	70,319	68,316	77,612	144,911	120,881		112,381	-7.0%	
Fremont Indian S.P.	99,677	105,205	95,670	94,054	79,405		83,648	5.3%	
Otter Creek S.P.	20,237	18,381	15,053	20,594	42,633		61,895	45.2%	
Millsite S.P.	47,557	48,297	44,327	43,878	40,829		28,920	-29.2%	
Territorrial Statehouse S.P.	39,766	32,016	42,329	54,444	37,237		28,451	-23.6%	
Piute S.P.	29,470	19,301	19,236	18,522	14,495		10,656	-26.5%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**1,222,107**	**100.0%**
Federal Government	**928,423**	**76.0%**
BLM	207,482	17.0%
US Forest Service	716,521	58.6%
National Recreation Areas	--	--
National Parks	4,420	0.4%
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
State Government	**59,297**	**4.9%**
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	3,375	0.3%
State Trust Lands	55,922	4.6%
American Indian	**1,213**	**0.1%**
Private**	**233,175**	**19.1%**

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



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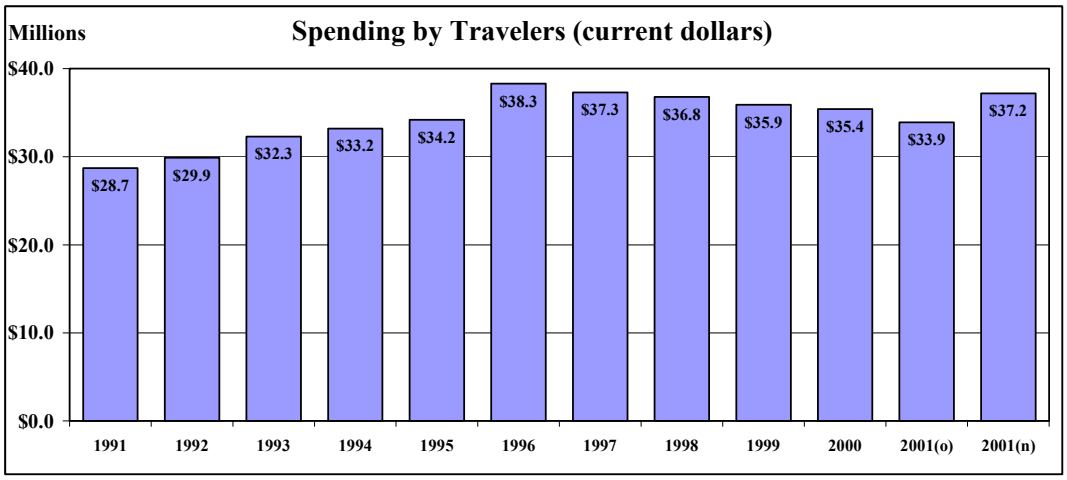
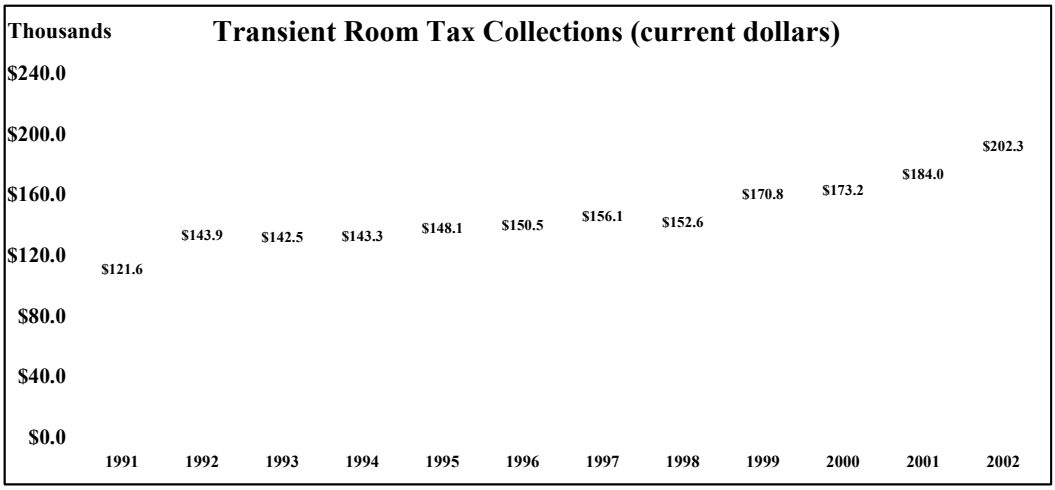
Sevier County Tourism Profile





Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

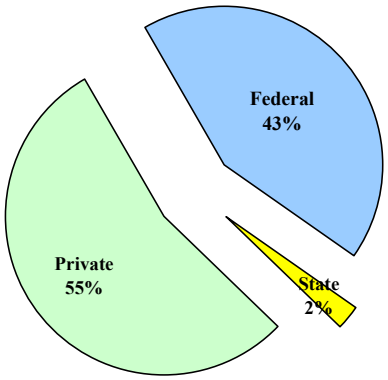
SUMMIT COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	26,634	27,970	29,004	29,736	30,957		31,857	2.9%	10
Total Non-Ag Employment	13,764	14,337	14,558	15,221	15,897		16,421	3.3%	8
Non-Ag Avg Monthly Wage	$1,807	$1,933	$1,996	$2,143	$2,225		$2,229	0.2%	10
Per Capita Income	$36,047	$37,189	$37,846	$39,702	$42,102		$43,064	2.3%	1
Unemployment Rate	3.4%	4.5%	4.9%	4.1%	5.8%		8.8%	3.0%	25
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$297.1	$307.7	$316.1	$332.3	$332.9	$364.4	$402.1	10.3%	3
Travel & Tourism Related Employment	5,456	5,695	5,924	6,290	6,622	7,108	7,373	11.3%	5
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$6,180	$6,401	$6,575	$6,911	$6,925	$6,238	$6,268	0.5%	5
Gross Taxable Room Rents	$79,855	$88,876	$90,605	$98,626	$107,200		$114,112	6.4%	2
Transient Room Tax	$2,395.7	$2,666.3	$2,718.1	$2,958.8	$3,216.0		$3,423.4	6.4%	2
Restaurant Tax	$736.6	$784.9	$809.1	$905.1	$961.8		$1,065.1	10.7%	5
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (million	$586.0	$631.3	$685.9	$742.9	$830.1		$862.2	3.9%	7
REGIONAL VISITATION COUNTS									
I-80 UT/WY Traffic Count	4,294,225	4,374,525	4,731,130	4,861,800	5,082,625		5,238,845	3.1%	
Echo Welcome Center	200,788	256,294	218,380	218,395	174,956		174,461	-0.3%	
S.L. Int'l. Airport Passengers	21,068,314	20,297,371	19,944,556	19,900,770	18,914,891		18,652,758	-1.4%	
Skier Days at Utah Resorts	3,101,735	3,144,328	2,976,696	3,278,291	2,974,574		3,141,212	5.6%	
Wasatch Mountain S.P.	886,137	880,669	896,917	930,152	923,988		1,215,511	31.6%	
Deer Creek S.P.	99,191	153,055	197,547	253,523	291,124		188,550	-35.2%	
Jordanelle S.P. (2 Locations)	331,762	310,648	342,200	262,010	192,005		168,113	-12.4%	
Rockport S.P.	275,571	210,015	245,406	152,605	117,505		89,497	-23.8%	
East Canyon S.P.	92,121	83,322	87,769	99,617	105,737		102,040	-3.5%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**1,197,959**	**100.0%**
Federal Government	**516,388**	**43.1%**
BLM	1,482	0.1%
US Forest Service	350,638	29.3%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	164,267	13.7%
Other*	--	--
State Government	**28,139**	**2.3%**
Utah State Parks & Recreation	738	0.1%
Utah State Wildlife Reserves	15,849	1.3%
State Trust Lands	11,521	1.0%
American Indian	**--**	**--**
Private**	**653,432**	**54.5%**

*Includes Military and Bankhead Jones land
**May include some local government land

Land Ownership - 1999



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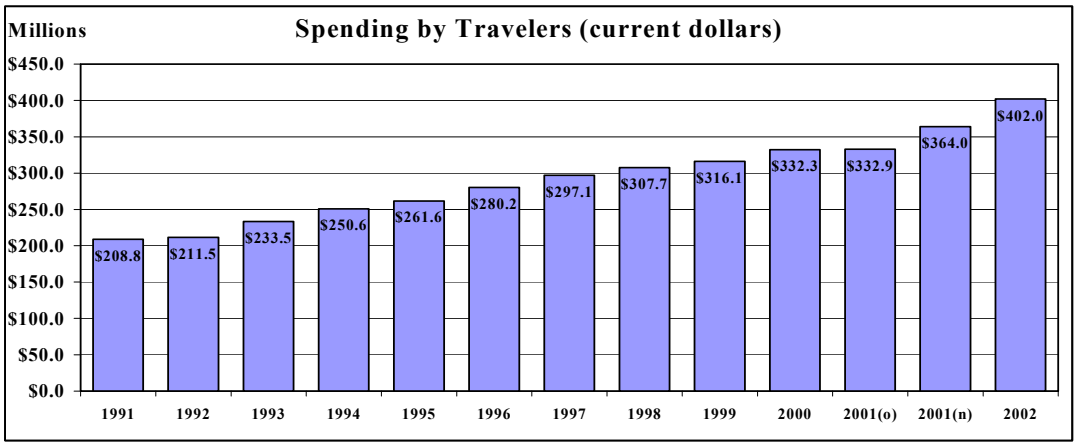
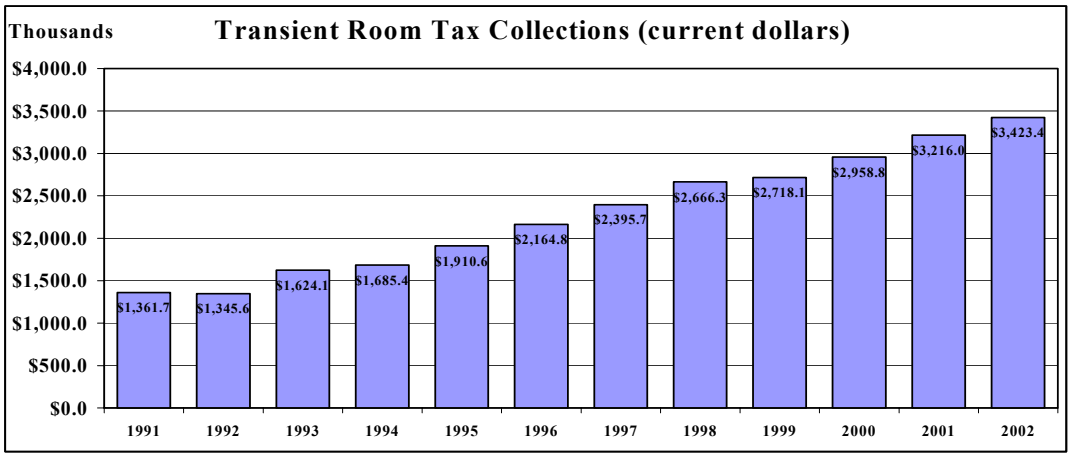
Summit County Tourism Profile





Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

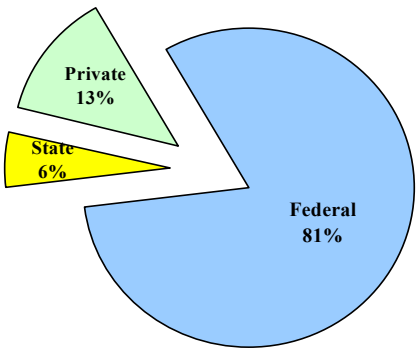
TOOELE COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	33,048	35,351	38,079	40,735	43,996		46,032	4.6%	7
Total Non-Ag Employment	10,392	10,601	10,837	11,129	11,660		11,900	2.1%	10
Non-Ag Avg Monthly Wage	$2,397	$2,460	$2,467	$2,508	$2,585		$2,731	5.6%	3
Per Capita Income	$16,717	$17,188	$17,182	$17,628	$18,434		$18,923	2.7%	20
Unemployment Rate	4.4%	5.0%	5.6%	5.3%	7.4%		9.9%	2.5%	28
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$32.8	$33.3	$36.1	$38.3	$37.6	$36.5	$36.5	0.0%	16
Travel & Tourism Related Employment	602	616	676	726	748	1,018	1,039	2.1%	14
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$682	$692	$750	$798	$782	$893	$883	-1.1%	14
Gross Taxable Room Rents	$4,240	$4,123	$3,756	$4,658	$4,289		$4,276	-0.3%	17
Transient Room Tax	$124.4	$117.7	$112.7	$139.7	$128.7		$128.3	-0.3%	17
Restaurant Tax	$135.5	$159.4	$194.3	$211.4	$212.8		$230.2	8.2%	10
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (millior	$257.6	$282.8	$306.9	$330.3	$363.3		$408.2	12.4%	10
REGIONAL VISITATION COUNTS									
I-80 UT/NV Traffic Count	1,892,525	1,934,500	2,006,040	2,011,150	2,219,565		2,261,540	1.9%	
Willard Bay S.P.	276,059	300,702	307,114	340,580	302,189		308,206	2.0%	
Antelope Island S.P.	264,315	362,128	329,751	343,410	291,163		288,907	-0.8%	
Utah Lake S.P.	705,073	734,995	431,702	405,563	276,475		157,882	-42.9%	
Great Salt Lake S.P.	460,989	56,585	136,496	142,433	144,272		136,238	-5.6%	
Camp Floyd S.P.	10,886	9,231	8,667	8,639	8,054		13,215	64.1%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**4,474,113**	**100.0%**
Federal Government	**3,637,508**	**81.3%**
BLM	1,899,843	42.5%
US Forest Service	135,960	3.0%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	1	0.0%
USFS & BLM Wilderness Area	21,718	0.5%
Other*	1,579,986	35.3%
State Government	**246,963**	**5.5%**
Utah State Parks & Recreation	565	0.0%
Utah State Wildlife Reserves	1,640	0.0%
State Trust Lands	244,759	5.5%
American Indian	**15,643**	**0.3%**
Private**	**573,999**	**12.8%**

*Includes Military and Bankhead Jones land
**May include some local government land

Land Ownership - 1999



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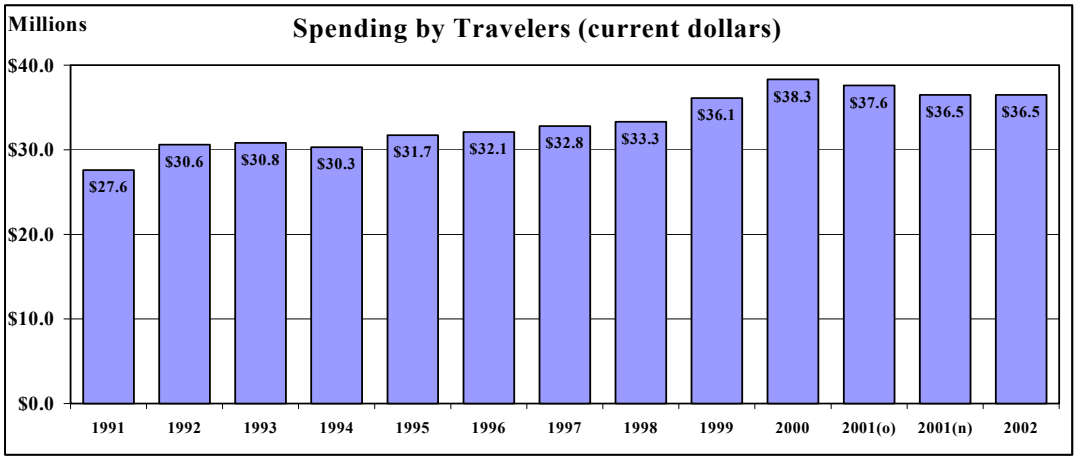
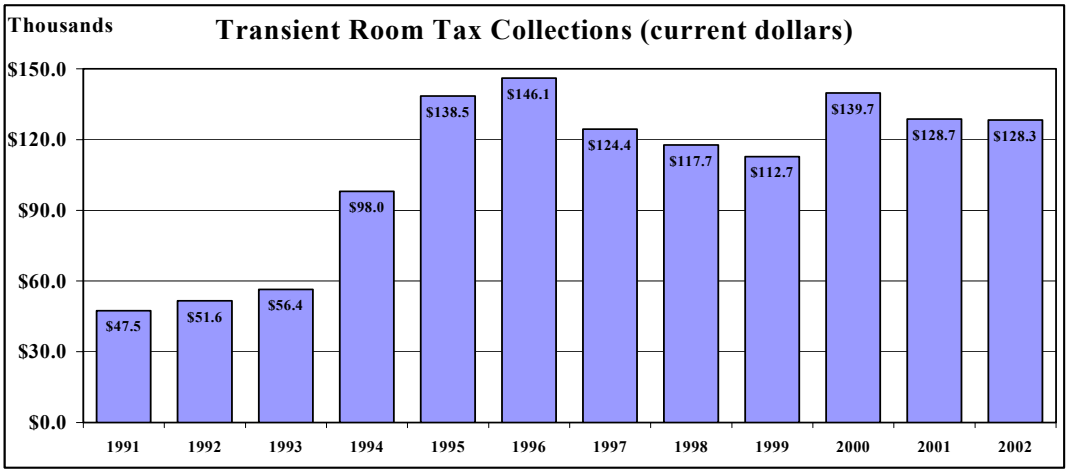
Tooele County Tourism Profile





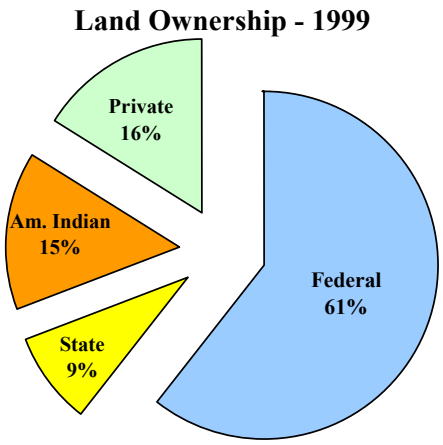
Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

UINTAH COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	24,828	24,970	25,203	25,224	25,728		26,155	1.7%	11
Total Non-Ag Employment	8,328	8,521	8,758	9,265	9,893		9,956	0.6%	11
Non-Ag Avg Monthly Wage	$1,857	$1,901	$1,914	$2,064	$2,274		$2,202	-3.2%	11
Per Capita Income	$14,670	$15,290	$15,431	$16,922	$18,972		$19,347	2.0%	16
Unemployment Rate	5.5%	6.1%	7.2%	4.8%	4.6%		6.8%	2.2%	17
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$41.9	$43.8	$45.0	$45.7	$43.6	$54.2	$54.2	0.0%	9
Travel & Tourism Related Employment	770	811	843	866	867	1,459	1,474	1.0%	9
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$872	$912	$926	$952	$907	$1,280	$1,253	-2.1%	9
Gross Taxable Room Rents	$4,492	$5,305	$5,019	$5,434	$5,439		$5,418	-0.4%	15
Transient Room Tax	$134.7	$159.2	$150.6	$163.0	$163.2		$162.5	-0.4%	15
Restaurant Tax	$145.1	$175.8	$146.0	$167.0	$190.4		$189.0	-0.7%	13
Car Rental Tax	$4.5	$7.8	$19.0	$4.5	$3.1		$4.0	29.0%	6
Gross Taxable Retail Sales (million	$300.3	$335.7	$331.5	$439.8	$497.9		$452.6	-9.1%	9
REGIONAL VISITATION COUNTS									
SR-40 UT/CO Traffic Count	532,535	534,725	559,545	554,800	596,045		608,090	2.0%	
SR-191 UT/WY Traffic Count	122,275	127,750	133,225	149,650	NA		NA	NA	
Flaming Gorge N.R.A.	974,400	1,018,000	1,043,500	1,044,000	940,000		917,000	-2.4%	
Dinosaur N.M.	446,624	420,295	410,742	397,069	326,431		299,142	-8.4%	
Starvation S.P.	98,689	101,652	100,049	95,302	100,337		107,944	7.6%	
Utah Field House S.P.	90,043	98,520	77,293	73,625	64,906		60,780	-6.4%	
Steinaker S.P.	66,714	51,104	59,687	38,541	44,325		29,928	-32.5%	
Red Fleet S.P.	52,905	35,965	29,340	42,456	35,998		46,991	30.5%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**2,877,244**	**100.0%**
Federal Government	**1,740,981**	**60.5%**
BLM	1,411,944	49.1%
US Forest Service	269,380	9.4%
National Recreation Areas	--	--
National Parks	50,682	1.8%
National Wildlife Refuge	8,975	0.3%
USFS & BLM Wilderness Area	--	--
Other*	--	--
State Government	**251,264**	**8.7%**
Utah State Parks & Recreation	956	0.0%
Utah State Wildlife Reserves	9,707	0.3%
State Trust Lands	240,602	8.4%
American Indian	**423,353**	**14.7%**
Private**	**461,646**	**16.0%**

*Includes Military and Bankhead Jones land
**May include some local government land



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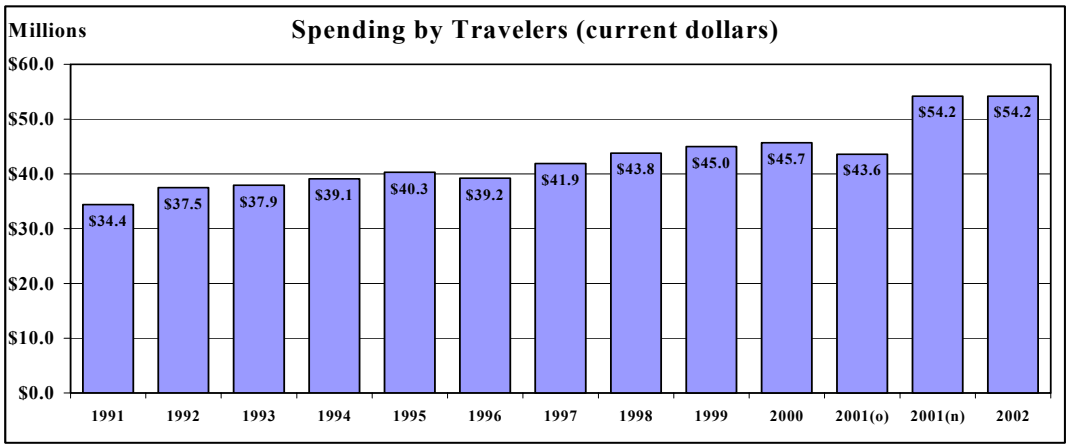
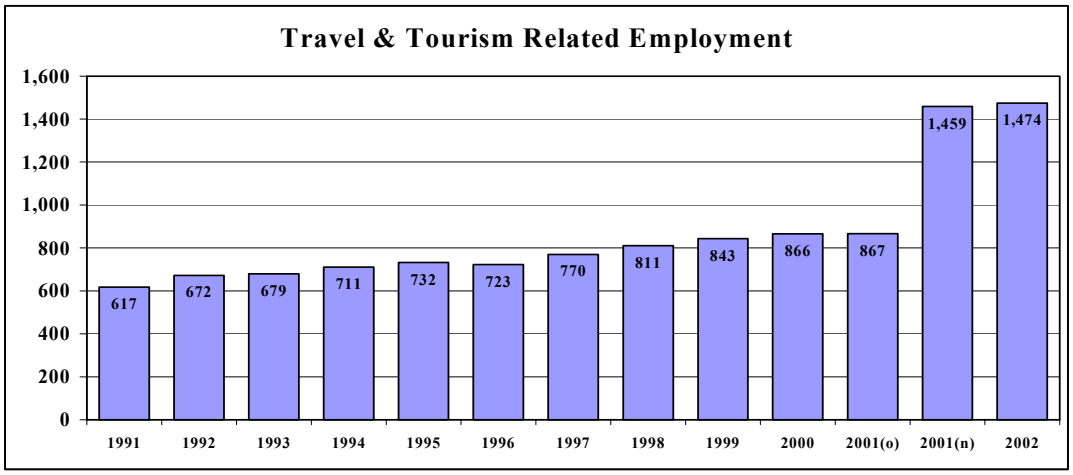
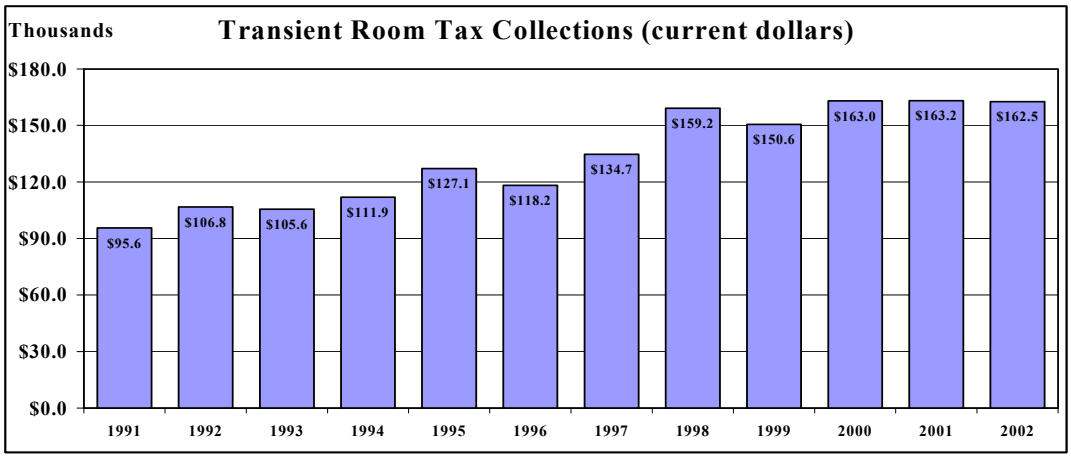
Uintah County Tourism Profile







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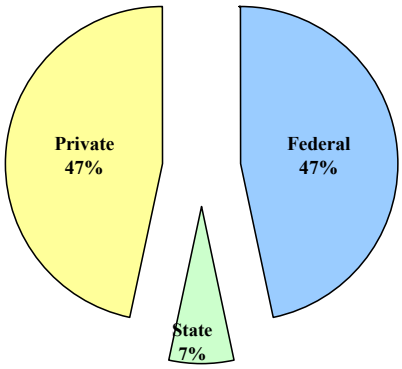
UTAH COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	340,416	353,365	361,631	368,536	380,842		387,817	1.8%	2
Total Non-Ag Employment	135,161	141,702	146,724	152,747	154,778		151,822	-1.9%	2
Non-Ag Avg Monthly Wage	$1,907	$2,000	$2,102	$2,216	$2,243		$2,250	0.3%	8
Per Capita Income	$16,450	$17,380	$17,887	$19,046	$19,271		$19,141	-0.7%	18
Unemployment Rate	2.6%	3.1%	3.2%	2.6%	3.8%		5.9%	2.1%	12
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$286.0	$291.8	$294.6	$310.8	$308.3	$214.0	$214.2	0.1%	6
Travel & Tourism Related Employment	5,252	5,400	5,578	5,883	6,133	8,722	8,595	-1.5%	2
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$5,949	$6,069	$6,191	$6,464	$6,413	$7,655	$7,307	-4.5%	2
Gross Taxable Room Rents	$27,380	$27,755	$31,614	$33,462	$31,687		$35,348	11.6%	4
Transient Room Tax	$821.4	$832.7	$948.4	$1,003.9	$950.6		$1,060.4	11.6%	4
Restaurant Tax	$1,997.5	$2,219.9	$2,499.6	$2,716.4	$2,915.5		$2,884.0	-1.1%	2
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (million	$3,263.6	$3,670.0	$3,938.9	$4,170.7	$4,326.5		$4,394.3	1.6%	2
REGIONAL VISITATION COUNTS									
S.L. Airport Passengers	21,068,314	20,297,371	19,944,556	19,900,770	18,914,891		18,652,758	-1.4%	
Skier Days at Utah Resorts	3,101,735	3,144,328	2,976,696	3,278,291	2,974,574		3,141,212	5.6%	
Wasatch Mountain S.P.	886,137	880,669	896,917	930,152	923,988		1,215,511	31.6%	
Thanksgiving Point	NA	NA	NA	302,000	351,000		239,000	-31.9%	
Deer Creek S.P.	99,191	153,055	197,547	253,523	291,124		188,550	-35.2%	
Utah Lake S.P.	705,073	734,995	431,702	405,563	276,475		157,882	-42.9%	
Jordanelle S.P. (2 Locations)	331,762	310,648	342,200	362,010	192,005		168,113	-12.4%	
Timpanogos Cave N.M.	112,777	119,074	122,768	115,115	126,270		114,736	-9.1%	
Veterans' Memorial S.P.	22,711	22,231	20,612	24,889	13,184		0	-100.0%	
Camp Floyd S.P.	10,886	9,231	8,667	8,639	8,054		13,215	64.1%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**1,276,030**	**100.0%**
Federal Government	**595,747**	**46.7%**
BLM	99,577	7.8%
US Forest Service	440,729	34.5%
National Recreation Areas	--	--
National Parks	235	0.0%
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	37,764	8.2%
Other*	17,442	1.4%
State Government	**86,066**	**6.7%**
Utah State Parks & Recreation	106	0.0%
Utah State Wildlife Reserves	37,053	2.9%
State Trust Lands	48,876	3.8%
American Indian	**--**	**--**
Private**	**594,218**	**46.6%**

*Includes Military and Bankhead Jones land
**May include some local government land

Land Ownership - 1999



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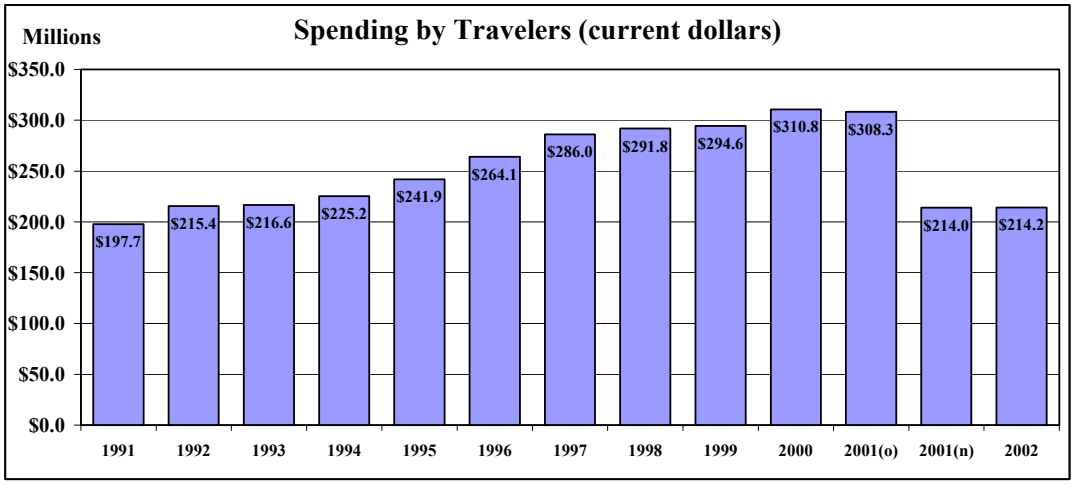
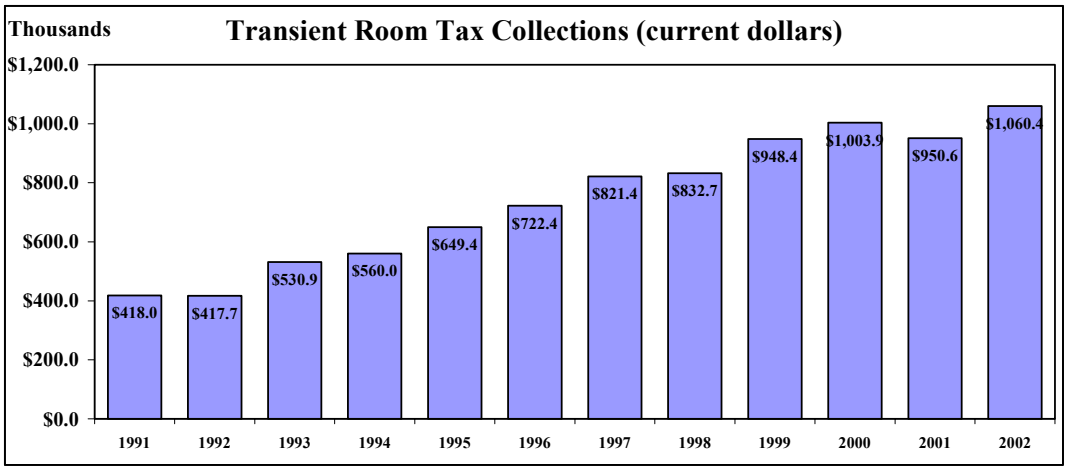
Utah County Tourism Profile





Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

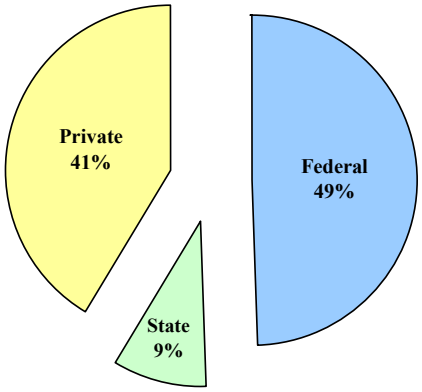
WASATCH COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	13,316	13,953	14,577	15,215	16,203		16,996	4.9%	15
Total Non-Ag Employment	3,816	4,096	4,686	4,698	4,753		4,887	2.8%	16
Non-Ag Avg Monthly Wage	$1,454	$1,583	$1,689	$1,834	$1,898		$1,999	5.3%	15
Per Capita Income	$19,193	$20,144	$20,966	$21,740	$21,969		$22,081	0.5%	10
Unemployment Rate	3.9%	4.9%	5.0%	4.5%	5.5%		7.9%	2.4%	22
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$40.7	$44.5	$47.9	$49.2	$47.1	$52.5	$52.5	0.0%	10
Travel & Tourism Related Employment	747	823	898	932	936	1,353	1,395	3.1%	10
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$846	$925	$997	$1,024	$979	$1,188	$1,186	-0.2%	10
Gross Taxable Room Rents	$6,290	$6,458	$6,868	$7,273	$6,983		$8,333	19.3%	11
Transient Room Tax	$188.7	$193.7	$206.0	$218.2	$209.5		$250.0	19.3%	11
Restaurant Tax	$145.1	$156.8	$190.3	$185.4	$209.7		$204.1	-2.7%	12
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (millio	$118.5	$136.6	$155.8	$171.7	$174.0		$186.6	7.2%	14
REGIONAL VISITATION COUNTS									
I-80 UT/WY Traffic Count	4,294,225	4,374,525	4,731,130	4,861,800	5,082,625		5,238,845	3.1%	
SR-40 UT/CO Traffic Count	532,535	534,725	559,545	554,800	596,045		608,090	2.0%	
Skier Days at Utah Resorts	3,101,735	3,144,328	2,976,696	3,278,291	2,974,574		3,141,212	5.6%	
Wasatch Mountain S.P.	886,137	880,669	896,917	930,152	923,988		1,215,511	31.6%	
Deer Creek S.P.	99,191	153,055	197,547	253,523	291,124		188,550	-35.2%	
Utah Lake S.P.	705,073	734,995	431,702	405,563	276,475		157,882	-42.9%	
Jordanelle S.P. (2 Locations)	331,762	310,648	342,200	262,010	192,005		168,113	-12.4%	
Timpanogos Cave N.M.	112,777	119,074	122,768	115,115	126,270		114,736	-9.1%	
Rockport S.P.	275,571	210,015	245,406	152,605	117,505		89,497	-23.8%	
Starvation S.P.	98,689	101,652	100,049	95,302	100,337		107,944	7.6%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**758,401**	**100.0%**
Federal Government	**373,665**	**49.3%**
BLM	3,271	0.4%
US Forest Service	370,393	48.8%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
State Government	**69,818**	**9.2%**
Utah State Parks & Recreation	22,974	3.0%
Utah State Wildlife Reserves	28,094	3.7%
State Trust Lands	18,750	2.5%
American Indian	**3,021**	**0.4%**
Private**	**311,896**	**41.1%**

*Includes Military and Bankhead Jones land
**May include some local government land

Land Ownership - 1999



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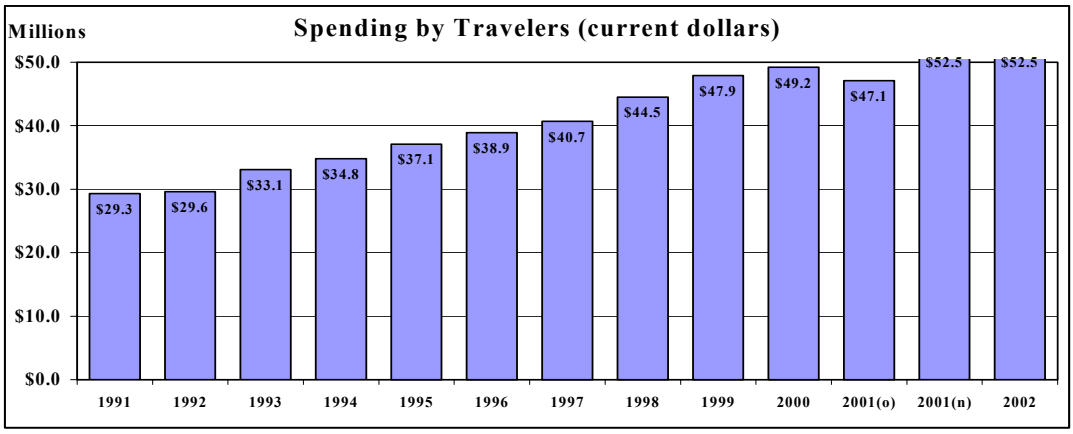
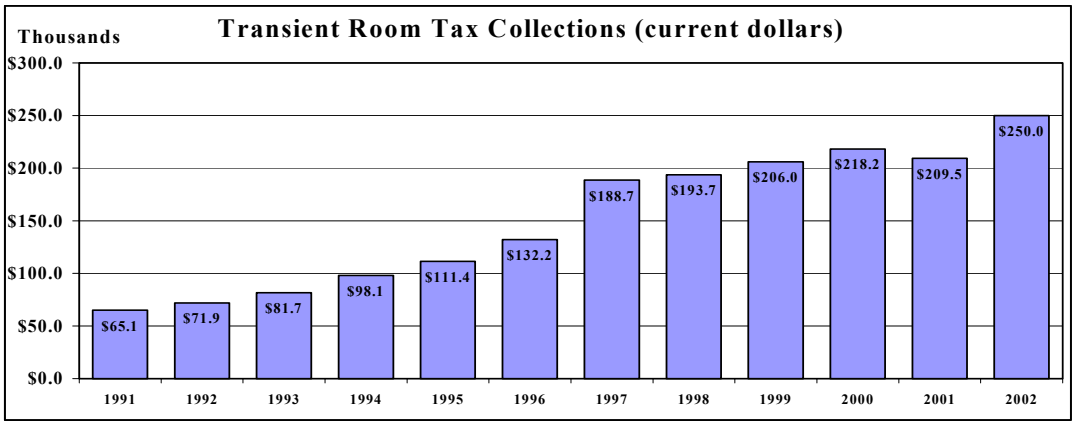
Wasatch County Tourism Profile





Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

WASHINGTON COUNTY TOURISM PROFILE

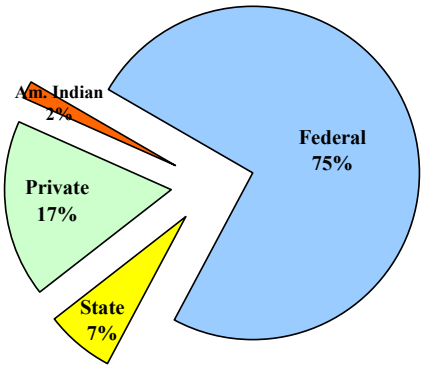
County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	81,520	84,837	88,049	90,354	94,613		99,442	5.1%	5
Total Non-Ag Employment	28,851	30,386	31,914	33,595	35,838		37,353	4.2%	6
Non-Ag Avg Monthly Wage	$1,634	$1,727	$1,776	$1,830	$1,859		$1,903	2.4%	19
Per Capita Income	$17,018	$17,808	$18,001	$18,864	$19,303		$19,654	1.8%	14
Unemployment Rate	3.3%	3.8%	3.6%	3.2%	3.8%		4.6%	0.8%	3
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$218.3	$223.2	$230.4	$233.2	$229.8	$388.6	$447.4	15.1%	2
Travel & Tourism Related Employment	4,009	4,131	4,319	4,415	4,571	6,844	7,152	4.5%	6
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$4,541	$4,643	$4,793	$4,851	$4,780	$6,006	$6,080	1.2%	6
Gross Taxable Room Rents	$32,202	$34,112	$36,471	$37,946	$39,160		$43,206	10.3%	3
Transient Room Tax	$966.1	$1,023.4	$1,094.1	$1,138.4	$1,174.8		$1,296.2	10.3%	3
Restaurant Tax	$698.4	$784.4	$824.0	$881.7	$925.5		$1,032.3	11.5%	6
Car Rental Tax	--	$8.6	$260.7	$123.4	-$58.4		$110.0	288.5%	2
Gross Taxable Retail Sales (millio	$994.1	$1,066.9	$1,159.5	$1,237.8	$1,376.9		$1,503.2	9.2%	5
REGIONAL VISITATION COUNTS									
I-15 UT/AZ Traffic Count	5,796,200	6,139,300	6,359,030	6,396,625	6,674,025		7,206,925	8.0%	
SR-89 UT/AZ Traffic Count	635,830	651,525	693,500	943,525	923,450		965,425	4.5%	
St. George Welcome Center	185,317	167,690	181,002	190,173	191,554		208,899	9.1%	
Zion N.P.	2,445,534	2,370,048	2,449,664	2,432,348	2,227,490		2,647,775	18.9%	
Bryce Canyon N.P.	1,174,824	1,166,331	1,081,521	1,099,275	1,068,619		886,436	-17.0%	
Quail Creek S.P.	357,077	730,901	826,215	849,034	793,326		663,390	-16.4%	
Cedar Breaks N.M.	608,399	578,974	597,460	550,657	690,652		586,938	-15.0%	
Grand Staircase-Escalante N.M.	788,611	849,628	1,141,131	572,176	683,286		670,069	-1.9%	
Snow Canyon S.P.	646,204	674,498	612,093	502,107	435,210		347,804	-20.1%	
Coral Pink Sand Dunes S.P.	164,544	188,164	164,893	106,601	131,675		87,694	-33.4%	
Gunlock S.P.	67,502	71,212	100,172	76,919	85,365		83,830	-1.8%	
Mountain Meadows S.H.S.	41,187	19,227	11,071	17,581	27,428		57,542	109.8%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**1,554,131**	**100.0%**
Federal Government	**1,158,477**	**74.5%**
BLM	629,170	40.5%
US Forest Service	345,188	22.2%
National Recreation Areas	--	--
National Parks	132,018	8.5%
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	52,101	3.4%
Other*	--	--
State Government	**103,925**	**6.7%**
Utah State Parks & Recreation	6,297	0.4%
Utah State Wildlife Reserves	--	--
State Trust Lands	97,628	6.3%
American Indian	**27,590**	**1.8%**
Private**	**264,140**	**17.0%**

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



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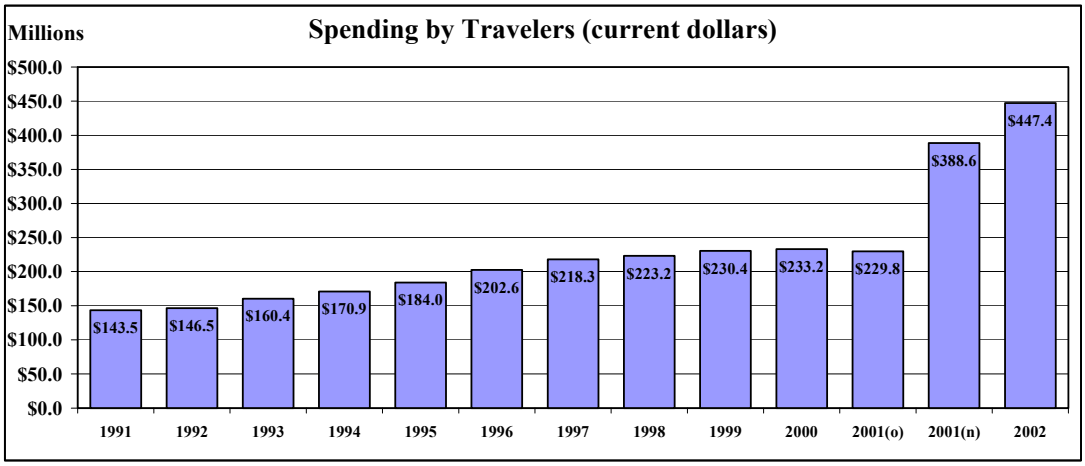
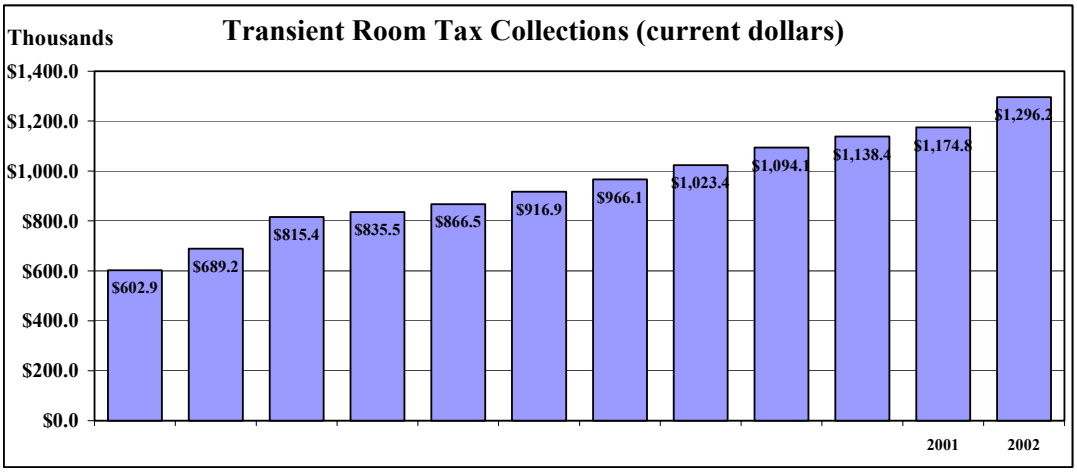
Washington County Tourism Profile





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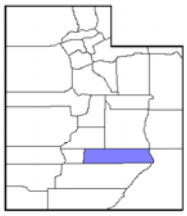


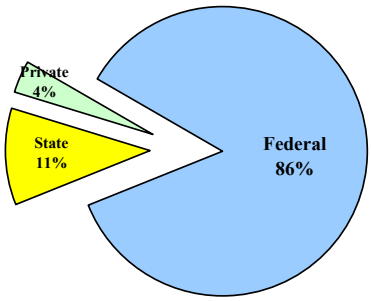
WAYNE COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	2,442	2,413	2,442	2,509	2,544		2,567	0.9%	26
Total Non-Ag Employment	923	971	991	1,091	1,122		1,069	-4.7%	26
Non-Ag Avg Monthly Wage	$1,360	$1,405	$1,463	$1,491	$1,572		$1,639	4.3%	25
Per Capita Income	$15,421	$17,703	$18,456	$18,479	$19,776		$20,248	2.4%	12
Unemployment Rate	4.9%	6.1%	5.9%	4.6%	5.3%		6.6%	1.3%	15
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$11.6	$13.4	$12.9	$13.7	$12.8	$6.9	$6.9	0.0%	27
Travel & Tourism Related Employment	212	249	242	260	255	294	283	-3.7%	26
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$241	$280	$269	$286	$267	$258	$240	-7.0%	26
Gross Taxable Room Rents	$2,735	$2,950	$3,170	$3,373	$2,815		$2,892	2.7%	19
Transient Room Tax	$82.0	$88.5	$95.1	$101.2	$84.4		$86.8	2.8%	19
Restaurant Tax	$24.2	$28.0	$31.3	$38.8	$33.4		$33.7	0.9%	23
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (millior	$18.6	$22.7	$23.0	$23.5	$23.6		$23.6	0.0%	26
REGIONAL VISITATION COUNTS									
Glen Canyon N.R.A.	2,430,781	2,442,990	2,639,860	2,568,111	2,340,031		2,101,775	-10.2%	
Grand Staircase-Escalante N.M.	788,611	849,628	1,141,131	572,176	683,286		670,069	-1.9%	
Capitol Reef N.P.	625,680	656,026	680,153	612,656	527,760		523,458	-0.8%	
Canyonlands N.P.	432,697	436,524	446,160	401,558	368,592		375,549	1.9%	
Goblin Valley S.P.	70,829	70,860	82,978	71,110	75,702		72,004	-4.9%	
Otter Creek S.P.	20,237	18,381	15,053	20,594	42,633		61,895	45.2%	
Anasazi S.P.	49,307	44,584	42,276	38,560	32,975		28,896	-12.4%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**1,577,264**	**100.0%**
Federal Government	**1,350,765**	**85.6%**
BLM	893,447	56.6%
US Forest Service	159,976	10.1%
National Recreation Areas	98,370	6.2%
National Parks	198,973	12.6%
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
State Government	**170,904**	**10.8%**
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	753	0.0%
State Trust Lands	170,151	10.8%
American Indian	**--**	**--**
Private**	**55,595**	**3.5%**

*Includes Military and Bankhead Jones land
**May include some local government land

Land Ownership - 1999



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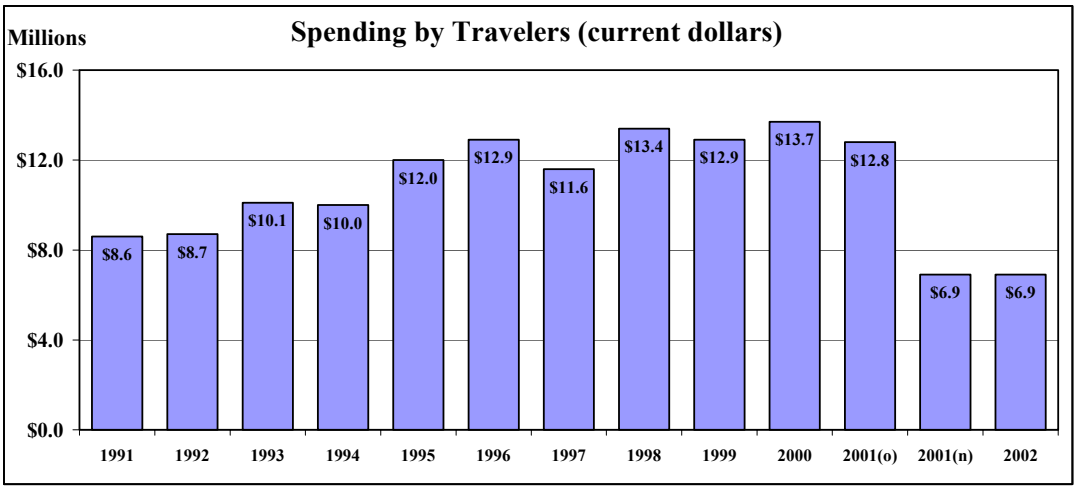
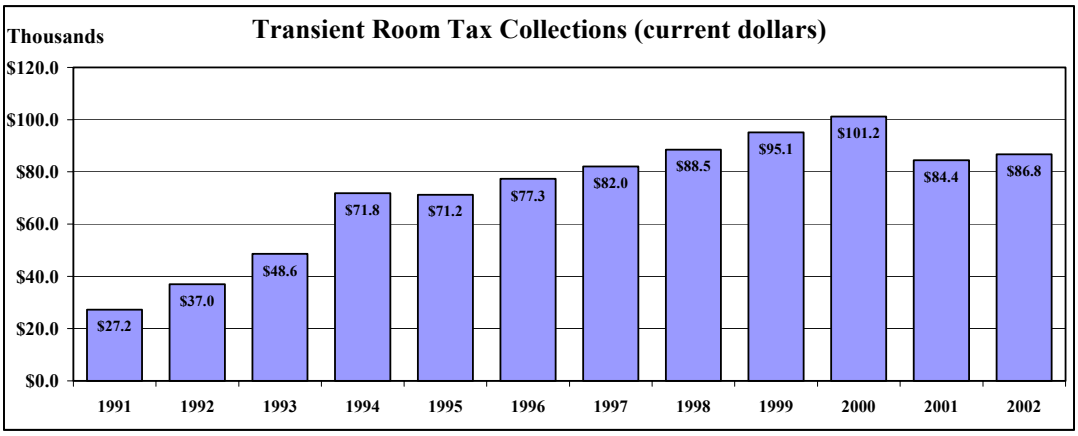
Wayne County Tourism Profile





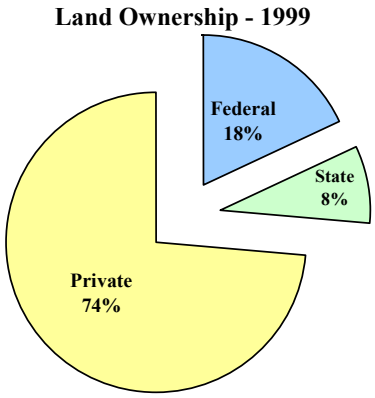
Note: 2001(o) represents statistics using last year's methodology (old). 2001(n) represents statistics using a new methodology (new). See the methodology section in the appendix for details.

WEBER COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	188,334	190,846	193,697	196,533	200,447		204,167	1.9%	4
Total Non-Ag Employment	86,408	86,315	88,230	88,342	87,185		87,052	-0.2%	4
Non-Ag Avg Monthly Wage	$1,979	$2,077	$2,153	$2,208	$2,286		$2,313	1.2%	7
Per Capita Income	$20,407	$21,369	$21,538	$22,431	$22,981		$23,269	1.3%	6
Unemployment Rate	3.9%	4.8%	4.5%	4.2%	5.0%		6.5%	1.5%	14
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	$203.3	$207.6	$217.4	$216.2	$212.8	$218.0	$218.3	0.1%	5
Travel & Tourism Related Employment	3,733	3,841	4,075	4,092	4,233	8,005	8,001	0.0%	4
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	$4,229	$4,317	$4,523	$4,496	$4,427	$7,025	$6,801	-3.2%	4
Gross Taxable Room Rents	$16,992	$16,348	$15,936	$16,857	$16,877		$19,549	15.8%	7
Transient Room Tax	$509.8	$490.4	$478.1	$505.7	$506.3		$586.5	15.8%	7
Restaurant Tax	$1,420.5	$1,469.1	$1,571.4	$1,562.0	$1,568.1		$1,670.5	6.5%	4
Car Rental Tax	$23	$23.7	$57.8	$58.0	$90.1		$77.4	-14.1%	4
Gross Taxable Retail Sales (millions)	$2,151.3	$2,264.1	$2,375.4	$2,456.6	$2,510.7		$2,552.4	1.7%	4
REGIONAL VISITATION COUNTS									
S.L. Airport Passengers	21,068,314	20,297,371	19,944,556	19,900,770	18,914,891		18,652,758	-1.4%	
Willard Bay S.P.	276,059	300,702	307,114	340,580	302,189		308,206	2.0%	
Antelope Island S.P.	264,315	362,128	329,751	343,410	291,163		288,907	-0.8%	
Hill Aerospace Museum	172,000	160,000	159,000	160,000	147,000			-100.0%	
Great Salt Lake S.P.	460,989	56,585	136,496	142,433	144,272		136,238	-5.6%	
East Canyon S.P.	92,121	83,322	87,769	99,617	105,737		102,040	-3.5%	
Hyrum S.P.	48,910	54,383	67,238	74,207	75,000		76,319	1.8%	
Golden Spike N.H.S.	50,989	46,203	47,012	45,273	44,510		47,242	6.1%	
Ft. Buenaventura S.P.	46,866	42,813	44,217	47,441	24,154		12,400	-48.7%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	**368,762**	**100.0%**
Federal Government	**66,978**	**18.2%**
BLM	41	0.0%
US Forest Service	63,150	17.1%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	3,787	1.0%
State Government	**30,537**	**8.3%**
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	29,170	7.9%
State Trust Lands	1,367	0.4%
American Indian	**--**	**--**
Private**	**271,247**	**73.6%**

*Includes Military and Bankhead Jones land
**May include some local government land



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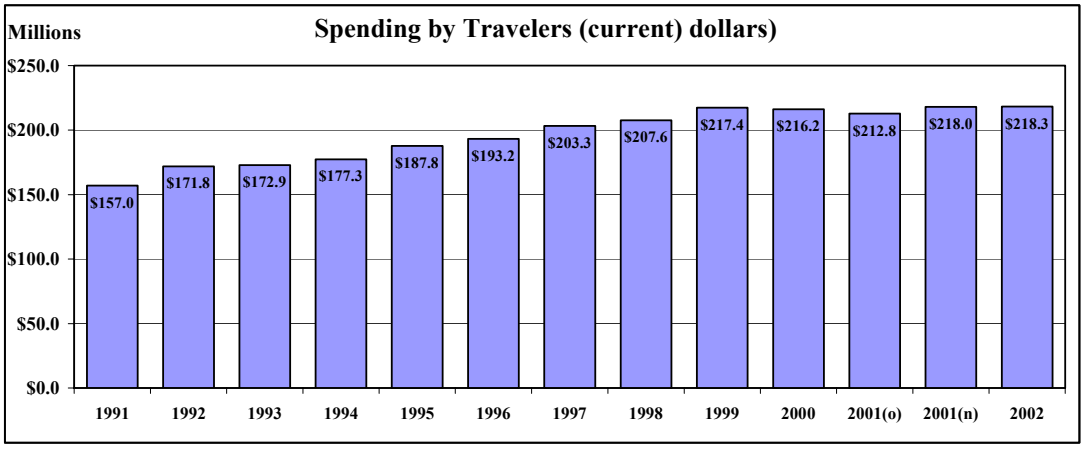
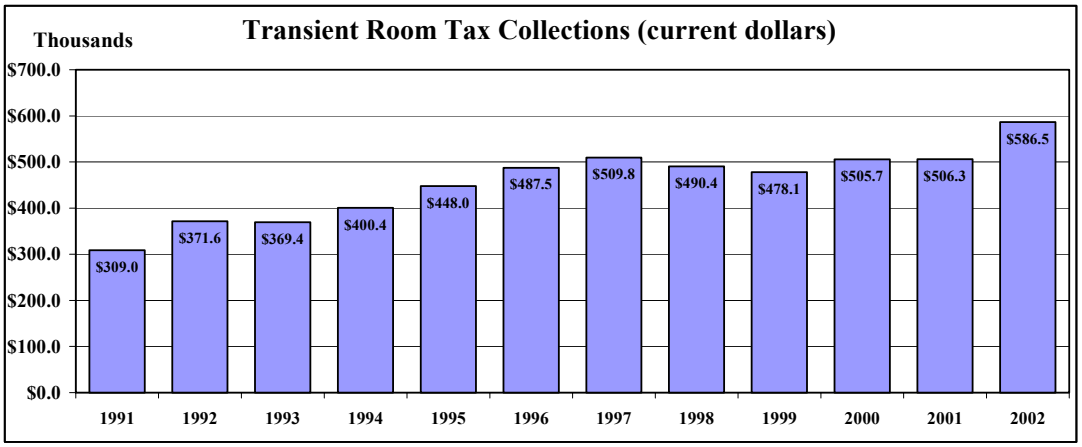
Weber County Tourism Profile





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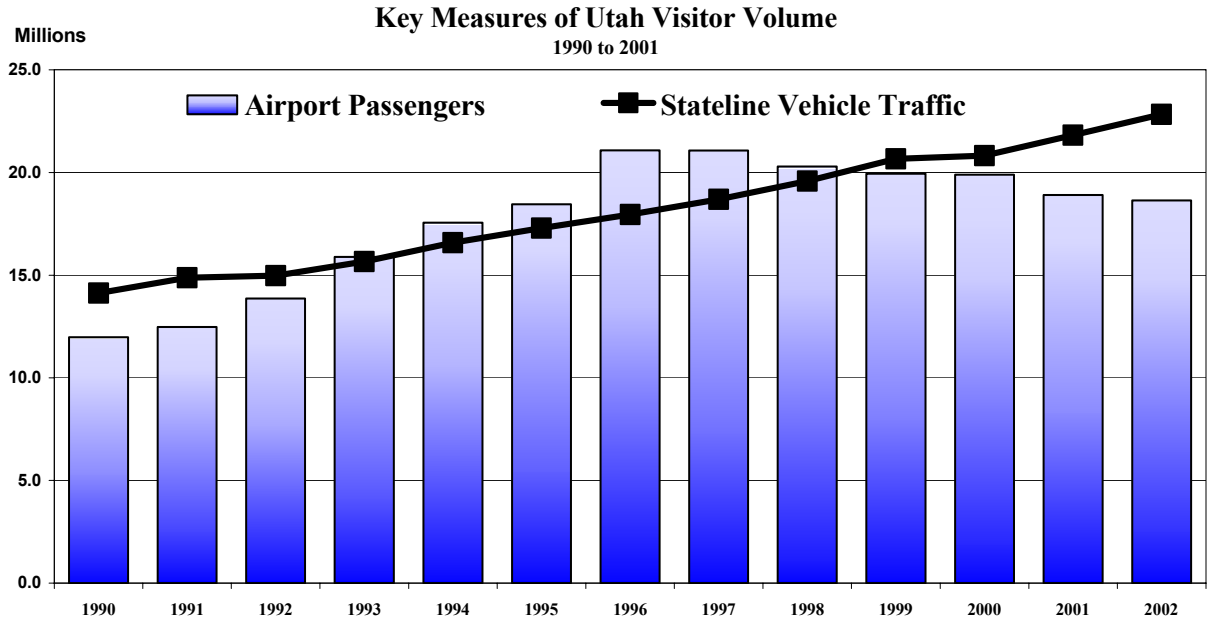
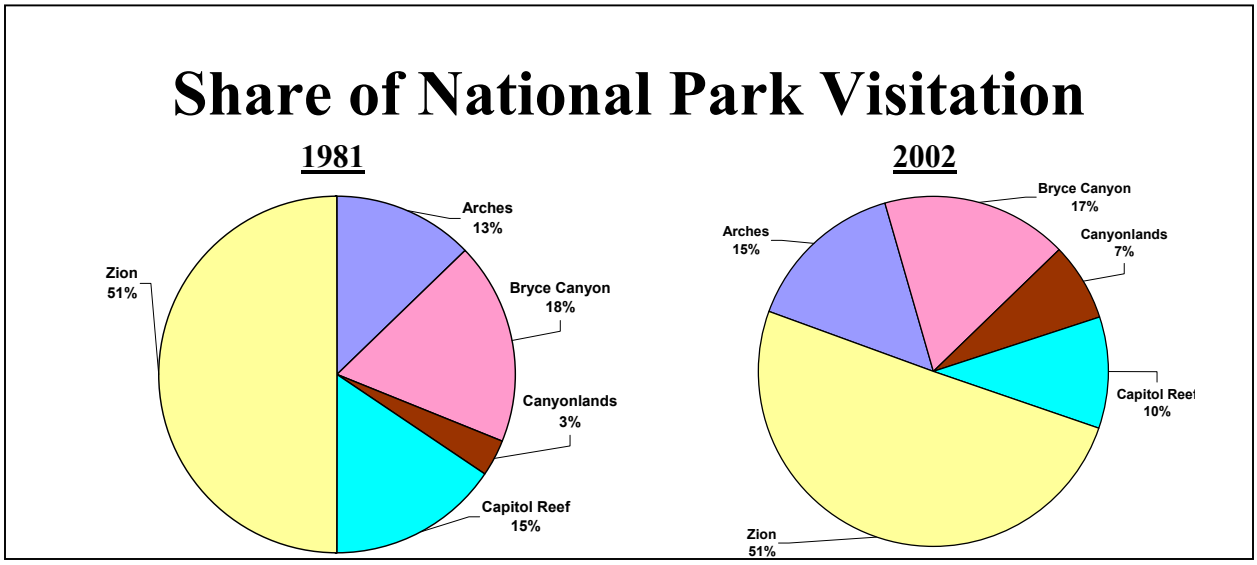
APPENDICES





Utah Tourism Indicator History
Economic Impact Methodology
Tax Codes for Utah Tourism Taxes

APPENDIX A
Utah Tourism Indicators: 1981 to 2002

Year	Travel-Related Employment	Traveler Spending	Hotel Room Rents (Current $)	National Park Visits	State Park Visits	Salt Lake Int'l. Airport Passengers	Skier Visits	Traffic Count at Interstat Borders	Hotel/Motel Occupancy Rates
1981	50,000	$1,100,000,000	$113,273,174	2,577,112	6,430,174	4,149,316	2,038,544	N/A	N/A
1982	52,000	$1,400,000,000	$124,787,207	2,443,787	6,436,488	5,861,477	2,317,255	N/A	N/A
1983	54,000	$1,600,000,000	$140,728,877	2,465,294	5,214,498	7,059,964	2,369,901	N/A	N/A
1984	58,000	$1,850,000,000	$161,217,797	2,616,301	4,400,103	7,514,113	2,436,544	N/A	N/A
1985	60,700	$2,000,000,000	$165,280,248	2,804,693	4,846,637	8,984,780	2,491,191	N/A	N/A
1986	62,500	$2,150,000,000	$175,807,344	3,224,694	5,387,791	9,990,986	2,440,668	N/A	N/A
1987	64,500	$2,300,000,000	$196,960,612	3,566,069	5,489,539	10,163,883	2,368,985	N/A	N/A
1988	67,000	$2,450,000,000	$220,687,694	3,941,791	5,072,123	10,408,233	2,572,154	N/A	N/A
1989	71,000	$2,570,000,000	$240,959,095	4,135,399	4,917,615	11,898,847	2,500,134	N/A	N/A
1990	79,000	$2,660,000,000	$261,017,079	4,425,086	5,033,776	11,982,276	2,751,551	14,135,000	63.8%
1991	82,000	$2,900,000,000	$295,490,324	4,829,317	5,425,129	12,477,926	2,560,805	14,886,000	69.4%
1992	86,000	$3,050,000,000	$312,895,967	5,280,100	5,908,000	13,870,609	2,850,000	14,985,000	70.3%
1993	91,000	$3,250,000,000	$352,445,691	5,338,707	6,950,063	15,894,404	2,800,000	15,669,000	71.9%
1994	96,000	$3,350,000,000	$378,024,547	5,111,400	6,953,400	17,564,149	3,113,800	16,589,000	73.7%
1995	100,000	$3,550,000,000	$429,189,045	5,381,717	7,070,702	18,460,000	2,954,690	17,301,000	73.5%
1996	107,000	$3,800,000,000	$477,409,577	5,749,110	7,478,764	21,088,482	3,042,767	17,963,000	73.1%
1997	112,000	$4,000,000,000	$519,160,181	5,537,260	7,184,639	21,068,314	3,101,735	18,696,000	68.0%
1998	117,000	$4,100,000,000	$540,424,182	5,466,090	6,943,780	20,297,371	3,144,328	19,590,000	63.8%
1999	121,500	$4,200,000,000	$545,328,875	5,527,478	6,768,016	19,944,556	2,976,769	20,675,000	61.6%
2000	125,500	$4,250,000,000	$567,708,954	5,322,266	6,555,299	19,900,770	3,278,291	20,817,000	60.9%
2001(old)	128,500	$4,150,000,000	$578,445,705	4,946,487	6,075,456	18,914,891	2,974,574	21,825,000	59.9%
2001(new)	95,132	$4,010,000,000							
2002	97,565	$4,005,000,000	$666,718,674	5,147,950	5,755,782	18,652,758	3,141,212	22,834,000	62.1%
Percent Change									
2001-2002	2.6%	-0.1%	15.3%	4.1%	-5.3%	-1.4%	5.6%	4.6%	3.7%
1981-2002	95.1%	264.1%	488.6%	99.8%	-10.5%	349.5%	54.1%	61.5%	-1.7%
Average Annual Rate of Change									
1981-2002	3.2%	6.3%	8.8%	3.3%	-0.5%	7.4%	2.1%	2.3%	-0.1%

National Park Recreation Visits: 1981 to 2002

Year	Arches	Bryce Canyon	Canyonlands	Capitol Reef	Zion	Total National Parks
1981	326,508	474,092	89,915	397,789	1,288,808	2,577,112
1982	339,415	471,517	97,079	289,486	1,246,290	2,443,787
1983	287,875	472,633	100,022	331,734	1,273,030	2,465,294
1984	345,180	495,104	102,533	296,230	1,377,254	2,616,301
1985	363,464	500,782	116,672	320,503	1,503,272	2,804,693
1986	419,444	578,018	172,987	383,742	1,670,503	3,224,694
1987	468,916	718,342	172,384	428,808	1,777,619	3,566,069
1988	520,455	791,348	212,100	469,556	1,948,332	3,941,791
1989	555,809	808,045	257,411	515,278	1,998,856	4,135,399
1990	620,719	862,659	276,831	562,477	2,102,400	4,425,086
1991	705,882	929,067	339,315	618,056	2,236,997	4,829,317
1992	799,831	1,018,174	395,698	675,837	2,390,626	5,280,166
1993	773,678	1,107,951	434,844	610,707	2,392,580	5,319,760
1994	777,178	1,028,134	429,921	605,324	2,270,871	5,111,428
1995	859,374	994,548	448,769	648,864	2,430,162	5,381,717
1996	856,016	1,269,600	447,527	678,012	2,498,001	5,749,156
1997	858,525	1,174,824	432,697	625,680	2,445,534	5,537,260
1998	837,161	1,166,331	436,524	656,026	2,370,048	5,466,090
1999	869,980	1,081,521	446,160	680,153	2,449,664	5,527,478
2000	786,429	1,099,275	401,558	612,656	2,432,348	5,332,266
2001	754,026	1,068,619	368,592	527,760	2,227,490	4,946,487
2002	769,672	886,436	375,549	523,458	2,592,835	5,147,950
Percent Change						
2001-2002	2.1%	-17.0%	1.9%	-0.8%	16.4%	4.1%
1981-2002	135.7%	87.0%	317.7%	31.6%	101.2%	99.8%
Average Annual Rate of Change						
1981-2002	4.2%	3.0%	7.0%	1.3%	3.4%	3.3%

Sources: Utah State Tax Commission, Utah Division of Workforce Services, National Park Service, Utah Division of Parks and Recreation, Salt Lake City Department of Airports, Ski Utah, Utah Department of Transportation, Rocky Mountain Lodging Report, Utah Department of Community and Economic Development and Utah Division of Travel Development

APPENDIX B
Economic Impact Models

ESTIMATING TRAVEL AND TOURISM RELATED SPENDING AND EMPLOYMENT IN UTAH

SUMMARY

Estimating Traveler and Tourist spending in Utah, and the number of jobs that result from it, is an inexact science. This is because Travel and Tourism is not an industry in the traditional sense, i.e., an industry classification by which employment, wages, and output are reported and measured. Rather, it is an array of goods and services associated with the activity of travel. In the late '80's to early '90's, due to data limitations and timeliness, estimates of the Utah Travel and Tourism industry were made using proxies such as highway traffic counts, national park visitations, and national traveler surveys. As data has become better and more timely, specifically at the state level, estimates of travel and tourism spending and related employment are no longer primarily based on aggregating secondary data such as visitor counts. These techniques have given way to using employment and taxable sales and services reports to estimate the size of both the state-level and county-level travel and tourism industry, yielding what are considered to be much more reliable estimates. In addition, 2001 marked the change-over from the old Standard Industry Classification (SIC) to the North American Industrial Classification System (NAICS) for reporting industry employment and wages. This change-over has prompted the recalculation of travel and tourism related employment and spending in Utah, based on NAICs-defined industry location quotients for employment.

DEFINING THE TRAVEL AND TOURISM INDUSTRY

The single largest problem when trying to measure travel and tourism is that it is not an industry in the strict sense, but an array of goods and services associated with an activity, and which generally constitute a share of other, defined industries. That is, the share of an industry's output that goes to Travel and Tourism is difficult to determine directly on the supply side (e.g., employment and wages), since Travel and Tourism is a demand-side concept.

Moreover, when measuring the impact of travel and tourism, a major concern is to determine the "export" sector of travel and tourism; that is, the new spending that is brought to a country, state or county from non-resident visitors. Obviously, from a county perspective, money spent by a tourist from another part of Utah is no different than money spent by a visitor from another state. From a state perspective however, tourism is an export activity only when the spending is by a non-Utah resident. Likewise, international travel is a primary concern for national travel and tourism organizations. For this reason, in the past the Department of Community and Economic Development and Utah Travel Council used two different sets of data for assessing statewide versus county-based tourism.

The definition developed by the World Travel and Tourism Council is now the one generally used when assessing the size of the Travel and Tourism "industry". Travel and Tourism is defined as the "activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." In addition, a distance component, usually between 50 and 100 miles from home, is generally added to provide a boundary for "usual environment". While this definition is intended to exclude, for example, commuting to and from work, it does include spending resulting from both business and leisure activities, regardless of the duration of the trip (less than a year). Unfortunately, it also includes activities like "shopping" trips outside one's "usual environment". Also, necessarily, this definition does not distinguish between a non-resident traveler and a Utah resident.

ESTIMATING TRAVEL AND TOURISM EMPLOYMENT

The first statewide estimates of travel and tourism-related employment were estimates based on such things as airline passengers, traffic counts on major highways around the state and national park visitation figures. Originally, the county level travel and tourism employment estimates were simply the disaggregated state estimate, shared out relatively proportionally and adjusted for differences in visitation and traffic counts, etc. Among the flaws in this approach, however, was that this estimate of travel and tourist related employment did not provide any data to distinguish between Utah residents' in-state travel, non-resident travelers, and individuals "just passing through". Consequently, it resulted in estimates for some counties that were counter-intuitive.

A new model was developed in 1995 based on an analysis of SIC employment data at the four-digit level. A list of ninety-five SIC defined travel and tourism-affected industries were selected by a workgroup of economists from the

Utah Department of Workforce Services, the Department of Community and Economic Development and the Governor's Office of Planning and Budget. Location quotients (the ratio of employment in each industry compared to the national average) were calculated for the ninety-five selected industries. Additional adjustments were made for a few industries, such as airlines, that could be considered almost completely tourism and travel dependent. In order to simplify the analysis, the ratio of travel and tourism employment (as defined by the location quotient) to total nonagricultural employment was combined as a weighted average to nineteen broader categories at the two-digit SIC codes. The county-level employment model, like the state model, was based on an analysis of SIC employment data at the four-digit level for which county level location quotients were calculated for the selected industries. Adjustments were made to compensate for any under- or over-estimating due to special local circumstances and for the industries, such as airlines, noted above.

Because significant short-term changes in the location quotients were considered unlikely, these ratios have been used to calculate tourism-related employment in subsequent years. Periodic re-calculations were planned approximately every five years. However, this consensus was reached before either the full effects of the boom economy in the 1990's or the 2002 Winter Olympics were realized.

Moreover, 2001 began the conversion from SIC based industry codes to the new NAICS. As a result, the Department of Community and Economic Development has converted the old travel and tourism SIC codes to the new NAICS coding and updated the location quotients used to determine travel and tourism related employment. Because it now seems that travel and tourism related employment and spending may fluctuate more than previously thought, and because state and national data is available on an increasingly timely basis, the hope is to update the state and county location quotients at least every other year.

In addition to the direct travel related employment figures, statewide indirect tourism employment is calculated based on the RIMS II employment multipliers for the travel and tourism related industries included in the above model. Whereas direct tourism employment represents jobs immediately created by tourism spending, indirect and induced employment represent additional employment that occurs as the initial spending spreads through the economy. Indirect and induced jobs are created as travel industry businesses purchase goods and services from local suppliers or as travel and tourism employees spend their salaries on local goods and services.

ESTIMATING TRAVELER AND TOURIST SPENDING

Previously, like the employment estimates, total statewide traveler spending was generated through a "bottom-up" model. Estimates were first made for total non-resident visitation based on airport passenger counts and vehicle traffic counts at state borders along Interstates and major highways. This estimate was then multiplied by the average stay and per-day spending derived from traveler surveys, to determine a preliminary estimate of total traveler spending. The non-resident estimate was then adjusted using visitation counts at destinations throughout the state, tax data, occupancy rates and anecdotal experience from the state's various industry partners to arrive at what was felt to be a reasonably consistent and accurate "total".

County estimates were based on the assumption that traveler spending and employment are directly proportional. That is, each additional travel related job results from an additional ($X) amount of traveler spending. Using the county-based estimates for travel related employment, percentage shares of traveler spending were calculated for each county based on the ratio of the number of travel related jobs in a given county divided by the aggregation of travel-related jobs in all counties. However, over time it has become clear that using this method presents some major problems:

- First, it treated all TTR jobs as being equal throughout the state. However, the tourism industry is not identical throughout all counties. For example, in some counties it is more "destination" tourism and others more "windshield" tourism. Thus, some counties have a relatively higher share of travel-related employment and lower share of travel-related spending than others, due to lower average wages and the purchase of lower value goods and services by travelers.
- Disaggregating the statewide estimates of traveler and tourist spending did not adequately account for in-state vs. non-resident travel; despite using airport passenger counts and vehicle traffic counts to try to make adjustments.
- Moreover, there is a great deal of inter-county travel in Utah for non-leisure activities, such as shopping and commuting to and from work that also result in "traveler" spending.
- "Snowbirds" and other part-year visitors and residents act and spend like travelers, and cannot be separated from gross estimates of traveler spending.

For these and other reasons, the original methodology was not only cumbersome but, at the county level, often misleading. This year the Department of Community and Economic Development and Division of Travel Development used county-level taxable sales and services and personal income data to arrive at both state and county level traveler spending estimates. County travel and tourism related spending was calculated from taxable sales and services, weighted by county total personal income to account for residents, times county share of travel and tourism related employment. This methodology is an attempt to account for in-state vs. non-resident tourist as well as inter-county travel. Statewide travel and tourism spending is the aggregate total of county spending, adjusted by an estimate of inter-county non-"leisure travel" spending derived from the county taxable sales and personal income data. The state estimate was then checked against survey-derived estimates of traveler spending in Utah.

ESTIMATING STATE AND LOCAL TAX REVENUE

Combining traveler and tourism spending patterns, derived from various surveys, and Utah's tax structure suggests that direct state and local tax collections constitute approximately 8.5% of traveler spending. Of this total, the local tax portion is estimated at some 26% and the remaining 74% is allocated to the State.

ESTIMATING NON-RESIDENTS VISITS

The methodology for computing total non-resident visitation is based on national traveler destination surveys, checked against air traffic at Salt Lake International Airport and vehicle traffic counts on the top fifteen highways and Interstates. The number of international visitors is based on recent surveys of international visitation to national parks and travel trends reported by the U.S. Department of Commerce's In-Flight Survey and other survey data.

LOCATION QUOTIENTS
Location Quotients (LQ) – state industry employment as a percent of total state non-farm employment compared to U.S. industry employment as a percent of total U.S. non-farm employment.
LQ = (Es,i/Es,Tot) / (EUS,i/EUS,Tot)
E = Employment
s = State (Utah)
i = Industry (NAICS Code)
% export related = (LQ-1) / LQ Tot = Total Travel and Tourist Related Employment

TRAVEL AND TOURIST RELATED NAICS CODES

Retail Trade:
- 441 Motor Vehicle and Parts Dealers- location quotient employment
- 442 Furniture and Home Furnishings Stores- location quotient employment
- 443 Electronics and Appliance Stores- location quotient employment
- 444 Building Material, Garden Equipment and Supplies- location quotient employment
- 445 Food and Beverage Stores- location quotient employment
- 446 Health and Personal Care Stores- location quotient employment
- 447 Gasoline Stations- location quotient employment
- 448 Clothing and Clothing Accessories Stores- location quotient employment
- 451 Sporting Goods, Hobby, Book, and Music Stores- location quotient employment
- 452 General Merchandise Stores- location quotient employment
- 453 Miscellaneous Store Retailers- location quotient employment

Transportation and Warehousing:
- 481 Air Transportation- all employment
- 482 Rail Transportation- location quotient employment
- 483 Water Transportation- location quotient employment
- 485 Transit and Ground Passenger Transportation- location quotient employment
- 487 Scenic and Sightseeing Transportation- location quotient employment
- 488 Support Activities for Transportation- location quotient employment

Real Estate and Rental and Leasing:
- 531 Real Estate- location quotient employment
- 532 Rental and Leasing Services- location quotient employment

Administrative, Support, Waste Management and Remediation Services:
561 Administrative and Support Services- all travel agencies, tour operators, convention bureaus

Health Care and Social Assistance:
621 Ambulatory Health Care Services- location quotient employment

Arts, Entertainment, and Recreation:
711 Performing Arts and Spectator Sports- location quotient employment
712 Museums, Historical Sites, and Similar Institutions- all employment
713 Amusement, Gambling, and Recreation Industries- location quotient employment

Accommodation and Food Services:
721 Accommodation- location quotient employment
722 Food Services and Drinking Places- higher of location quotient or 25% of total employment

Other Services (except Public Administration):
811 Repair and Maintenance- location quotient employment
812 Personal and Laundry Services- location quotient employment

Public Administration:
922 Justice, Public Order, and Safety Activities- location quotient employment
924 Administration of Environmental Quality Programs- location quotient employment

DATA SOURCES

The primary data sources for estimating Travel and Tourism related employment and spending are: the Utah Tax Commission, the Utah Department of Workforce Services, the National Park Service and Utah State Parks, and the Utah Department of Transportation. All data are for the calendar year and may, therefore, differ from reports which show fiscal year data. One exception is the category "skier visits." Skier visitation numbers are generally recorded during a ski season, which begins in November of one year and continues through April or May of the following year.

APPENDIX C
Tax Codes on Tourism Taxes

Transient Room Tax

Title 17 – Counties

Title 17, Chapter 31 – Recreational, Tourist, and Convention Bureaus

17-31-2. Purposes of transient room tax -- Purchase or lease of facilities -- Mitigating impacts of recreation, tourism, or conventions -- Issuance of bonds.

(1) Any county legislative body may impose the transient room tax provided for in Section **59-12-301** for the purposes of:

(a) establishing and promoting recreation, tourism, film production, and conventions;

(b) acquiring, leasing, constructing, furnishing, or operating convention meeting rooms, exhibit halls, visitor information centers, museums, and related facilities;

(c) acquiring or leasing land required for or related to the purposes listed in Subsection (1)(b); and

(d) as required to mitigate the impacts of recreation, tourism, or conventions in counties of the fourth, fifth, and sixth class, paying for:

(i) solid waste disposal operations;

(ii) emergency medical services;

(iii) search and rescue activities; and

(iv) law enforcement activities.

(2) A county may use not more than 1/3 of the proceeds of the transient room tax provided in Section **59-12-301** for any combination of the following purposes:

(a) (i) acquiring, leasing, constructing, furnishing, maintaining, or operating:

(A) convention meeting rooms;

(B) exhibit halls;

(C) visitor information centers;

(D) museums; and

(E) related facilities; and

(ii) acquiring or leasing land required for or related to the purposes described in Subsection (2)(a)(i);

(b) as required to mitigate the impacts of recreation, tourism, or conventions in counties of the fourth, fifth, and sixth class, to pay for:

(i) solid waste disposal operations;

(ii) emergency medical services;

(iii) search and rescue activities; and

(iv) law enforcement activities; or

(c) making the annual payment of principal, interest, premiums, and necessary reserves for any or the aggregate of bonds authorized under Subsection (3).

(3) (a) The county legislative body may issue bonds or cause bonds to be issued, as permitted by law, to pay all or part of any costs incurred for the purposes set forth in Subsection (2)(a) or (b) that are permitted to be paid from bond proceeds.

(b) When the proceeds of the transient room tax provided in Section **59-12-301** are not needed for payment of principal, interest, premiums, and reserves on bonds issued as provided in Subsection (2)(c), the county legislative body shall use those proceeds as provided in Subsection (1), subject to the limitation of Subsection (2).

Amended by Chapter 159, 2001 General Session

17-31-3. Reserve fund authorized -- Use of collected funds.

The county legislative body may create a reserve fund and any funds collected but not expended during any fiscal year shall not revert to the general fund of the governing bodies but shall be retained in a special fund to be used in accordance with Sections **17-31-2** through **17-31-5**.

Amended by Chapter 79, 1996 General Session

17-31-4. General powers of board.

The county legislative body may do and perform any and all other acts and things necessary, convenient, desirable, or appropriate to carry out the provisions of Sections **17-31-2** through **17-31-5**.

Amended by Chapter 79, 1996 General Session

17-31-5.5. Independent audit.

The legislative body of each county imposing the transient room tax provided for in Section **59-12-301** shall annually engage an independent auditor to perform an audit to verify that transient room tax funds are used only as authorized by this chapter and to report the findings of the audit to the county legislative body.

Enacted by Chapter 270, 1996 General Session

17-31-8. Tourism tax advisory boards.

(1) (a) Except as provided in Subsection (1)(b), any county that collects the following taxes shall operate a tourism tax advisory board:
(i) the transient room tax allowed under Section **59-12-301**; or
(ii) the tourism, recreation, cultural, and convention facilities tax allowed under Section **59-12-603**.
(b) Notwithstanding Subsection (1)(a), a county is exempt from Subsection (1)(a) if the county has an existing board, council, committee, convention visitor's bureau, or body that substantially conforms with Subsections (2), (3), and (4).
(2) A tourism tax advisory board created under Subsection (1) shall consist of at least five members.
(3) A tourism tax advisory board shall be composed of any of the following members that:
(a) are residents of the county; and
(b) represent the local:
(i) hotel and lodging industry;
(ii) restaurant industry;
(iii) recreational facilities;
(iv) convention facilities;
(v) museums;
(vi) cultural attractions; or
(vii) other tourism-related industries.
(4) A tourism tax advisory board shall advise the county legislative body on the best use of revenues collected from:
(a) the transient room tax allowed under Section **59-12-301**; and
(b) the tourism, recreation, cultural, and convention facilities tax allowed under Section **59-12-603**.
(5) A member of any county tourism tax advisory board:
(a) may not receive compensation or benefits for the member's services; and
(b) may receive per diem and expenses incurred in the performance of the member's official duties.

Enacted by Chapter 159, 2001 General Session

Title 59 – Revenue and Taxation
Title 59, Chapter 12 – Sales and Use Tax Act

59-12-301 (Superseded 07/01/04). Transient room tax -- Rate -- Imposition or repeal of tax -- Tax rate change -- Effective date -- Notice requirements.
(1) (a) Any county legislative body may impose a transient room tax not to exceed 3% of the rent for every occupancy of a suite or room:
(i) on the following entities doing business as motor courts, motels, hotels, inns, or providing similar public accommodations:
(A) a person;
(B) a company;
(C) a corporation; or
(D) a person, group, or organization similar to Subsections (1)(a)(i)(A) through (C); and
(ii) if the suite or room is regularly rented for less than 30 consecutive days.
(b) The revenues raised from the tax imposed under Subsection (1)(a) shall be used for the purposes listed in

Section **17-31-2**.

(c) The tax imposed under Subsection (1)(a) shall be in addition to the tourism, recreation, cultural, and convention tax imposed under Part 6, Tourism, Recreation, Cultural, and Convention Facilities Tax.

(d) A county legislative body imposing a tax under this part shall impose the tax on the rents described in Subsection (1)(a) relating to the Olympic Winter Games of 2002 made to or by an organization exempt from federal income taxation under Section 501(c)(3), Internal Revenue Code, except for rents described in Subsection (1)(a):

(i) paid for in full by the Salt Lake Organizing Committee for the Olympic Winter Games of 2002;

(ii) exclusively used by:

(A) an officer, a trustee, or an employee of the Salt Lake Organizing Committee for the Olympic Winter Games of 2002; or

(B) a volunteer supervised by the Salt Lake Organizing Committee for the Olympic Winter Games of 2002; and

(iii) for which the Salt Lake Organizing Committee for the Olympic Winter Games of 2002 does not receive reimbursement.

(2) Subject to Subsection (3), a county legislative body:

(a) may increase or decrease the transient room tax; and

(b) shall regulate the transient room tax by ordinance.

(3) (a) For purposes of this Subsection (3):

(i) "Annexation" means an annexation to a county under Title 17, Chapter 2, Annexation to County.

(ii) "Annexing area" means an area that is annexed into a county.

(b) (i) If, on or after May 1, 2000, a county enacts or repeals a tax or changes the rate of a tax under this part, the enactment, repeal, or change shall take effect:

(A) on the first day of a calendar quarter; and

(B) after a 75-day period beginning on the date the commission receives notice meeting the requirements of Subsection (3)(b)(ii) from the county.

(ii) The notice described in Subsection (3)(b)(i)(B) shall state:

(A) that the county will enact or repeal a tax or change the rate of a tax under this part;

(B) the statutory authority for the tax described in Subsection (3)(b)(ii)(A);

(C) the effective date of the tax described in Subsection (3)(b)(ii)(A); and

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(D) if the county enacts the tax or changes the rate of the tax described in Subsection (3)(b)(ii)(A), the new rate of the tax.

(c) (i) If, for an annexation that occurs on or after May 1, 2000, the annexation will result in a change in the rate of a tax under this part for an annexing area, the change shall take effect:

(A) on the first day of a calendar quarter; and

(B) after a 75-day period beginning on the date the commission receives notice meeting the requirements of Subsection (3)(c)(ii) from the county that annexes the annexing area.

(ii) The notice described in Subsection (3)(c)(i)(B) shall state:

(A) that the annexation described in Subsection (3)(c)(i) will result in a change in the rate of a tax under this part for the annexing area;

(B) the statutory authority for the tax described in Subsection (3)(c)(ii)(A);

(C) the effective date of the tax described in Subsection (3)(c)(ii)(A); and

(D) the new rate of the tax described in Subsection (3)(c)(ii)(A).

Amended by Chapter 207, 2002 General Session

59-12-302. Collection of tax -- Penalties -- Commission to interpret, audit, and adjudicate transient room tax.

(1) The transient room tax shall be levied at the same time and collected in the same manner as provided in Part 2, except that notwithstanding Section **59-12-206**, each county may collect the tax imposed by it and need not transmit it to the commission or contract with the commission to collect it. The amount collected shall be reported to the commission as provided in Section **59-12-207**.

(2) The tax ordinance adopted by a county pursuant to Section **59-12-301** may include provisions for the imposition of penalties and interest if a person or entity required to pay transient room taxes under this section fails to timely remit the transient room taxes to the collecting agent. A county legislative body may not establish penalties and interest by ordinance that exceed the penalties and interest rates authorized for the commission in Sections **59-1-401** and **59-1-402**.

(3) A county may adopt an ordinance imposing penalties and interest under Subsection (2) only if the county does not contract with the commission to collect the tax.
(4) If a county elects to collect the tax as provided in Subsection (1), the commission shall interpret, audit, and adjudicate the tax imposed under this part.

Amended by Chapter 305, 1997 General Session

Tourism, Recreation, Cultural and Convention Facilities (TRCC) Tax

Title 59 – Revenue and Taxation
Title 59, Chapter 12 – Sales and Use Tax Act

59-12-601. Purpose statement.

(1) The Utah Legislature finds and declares that:
(a) the development of tourism, recreation, cultural, and convention facilities throughout Utah is necessary to insure continued growth in the tourism, recreation, and convention industry in Utah;
(b) modern and state-of-the-art tourism, recreation, cultural, and convention facilities would attract tourists, recreation, and convention business in a substantially greater amount than facilities that are obsolete or do not otherwise fill the needs of such business;
(c) available sources of assistance and capital in the individual counties are inadequate by themselves without state assistance to assure necessary development of tourism, recreation, cultural, and convention facilities;
(d) other states have programs of aid to their political subdivisions to foster the development of tourism, recreation, cultural, and convention facilities; and
(e) fostering the development of tourism, recreation, cultural, and convention facilities is a state purpose affecting the welfare of all state citizens and the growth of the economy statewide.
(2) It is therefore the purpose of this part that the state provide a means to foster the development of tourism, recreation, cultural, and convention facilities in order to further the welfare of the citizens of the state and its economic growth.

Amended by Chapter 265, 1991 General Session

59-12-602. Definitions.

As used in this part:
(1) "Convention facility" means any publicly owned or operated convention center, sports arena, or other facility at which conventions, conferences, and other gatherings are held and whose primary business or function is to host such conventions, conferences, and other gatherings.
(2) "Cultural facility" means any publicly owned or operated museum, theater, art center, music hall, or other cultural or arts facility.
(3) "Recreation facility" or "tourist facility" means any publicly owned or operated park, campground, marina, dock, golf course, water park, historic park, monument, planetarium, zoo, bicycle trails, and other recreation or tourism-related facility.
(4) (a) "Restaurant" includes any coffee shop, cafeteria, luncheonette, soda fountain, or fast-food service where food is prepared for immediate consumption.
(b) "Restaurant" does not include:
(i) any retail establishment whose primary business or function is the sale of fuel or food items for off-premise, but not immediate, consumption; and
(ii) a theater that sells food items, but not a dinner theater.

Amended by Chapter 248, 1995 General Session

59-12-603. County tax -- Bases -- Rates -- Use of revenues -- Collection -- Adoption of ordinance required -- Administration -- Distribution -- Enactment or repeal of tax or tax rate change -- Effective date -- Notice requirements.

(1) In addition to any other taxes, a county legislative body may, as provided in this part, impose a tourism, recreation, cultural, and convention tax as follows:

(a) (i) a county legislative body of any county may impose a tax of not to exceed 3% on all short-term leases and rentals of motor vehicles not exceeding 30 days, except for leases and rentals of motor vehicles made for the purpose of temporarily replacing a person's motor vehicle that is being repaired pursuant to a repair or an insurance agreement;

(ii) beginning on or after January 1, 1999, a county legislative body of any county imposing a tax under Subsection (1)(a)(i) may, in addition to imposing the tax under Subsection (1)(a)(i), impose a tax of not to exceed 4% on all short-term leases and rentals of motor vehicles not exceeding 30 days, except for leases and rentals of motor vehicles made for the purpose of temporarily replacing a person's motor vehicle that is being repaired pursuant to a repair or an insurance agreement;

(b) a county legislative body of any county may impose a tax of not to exceed 1% of all sales of prepared foods and beverages that are sold by restaurants; and

(c) a county legislative body of any county may impose a tax of not to exceed 1/2% of the rent for every occupancy of a suite or room:

(i) on the following entities doing business as motor courts, motels, hotels, inns, or providing similar public accommodations:

(A) a person;

(B) a company;

(C) a corporation; or

(D) a person, group, or organization similar to Subsections (1)(c)(i)(A) through (C); and

(ii) if the suite or room is regularly rented for less than 30 consecutive days.

(2) The revenue from the imposition of the taxes provided for in Subsections (1)(a) through (c) may be used for the purposes of financing tourism promotion, and the development, operation, and maintenance of tourist, recreation, cultural, and convention facilities as defined in Section **59-12-602**.

(3) The tax imposed under Subsection (1)(c) shall be in addition to the transient room tax imposed under Part 3, Transient Room Tax, and may be imposed only by a county of the first class.

(4) (a) A tax imposed under this part shall be levied at the same time and collected in the same manner as provided in Part 2, Local Sales and Use Tax Act, except that the collection and distribution of the tax revenue is not subject to the provisions of Subsection **59-12-205**(2).

(b) A tax imposed under this part may be pledged as security for bonds, notes, or other evidences of indebtedness incurred by a county under Title 11, Chapter 14, Utah Municipal Bond Act, to finance tourism, recreation, cultural, and convention facilities.

(5) (a) In order to impose the tax under Subsection (1), each county legislative body shall annually adopt an ordinance imposing the tax.

(b) (i) The ordinance under Subsection (5)(a) shall include provisions substantially the same as those contained in Part 1, Tax Collection, except that the tax shall be imposed only on those items and sales described in Subsection (1).

(ii) A county legislative body imposing a tax under this part shall impose the tax as provided in this section on the leases, rentals, and sales described in Subsection (1) relating to the Olympic Winter Games of 2002 made to or by an organization exempt from federal income taxation under Section 501(c)(3), Internal Revenue Code, except for leases, rentals, and sales described in Subsection (1):

(A) paid for in full by the Salt Lake Organizing Committee for the Olympic Winter Games of 2002;

(B) exclusively used by:

(I) an officer, a trustee, or an employee of the Salt Lake Organizing Committee for the Olympic Winter Games of 2002; or

(II) a volunteer supervised by the Salt Lake Organizing Committee for the Olympic Winter Games of 2002; and

(C) for which the Salt Lake Organizing Committee for the Olympic Winter Games of 2002 does not receive reimbursement.

(c) The name of the county as the taxing agency shall be substituted for that of the state where necessary, and an additional license is not required if one has been or is issued under Section **59-12-106**.

(6) In order to maintain in effect its tax ordinance adopted under this part, each county legislative body shall, within 30 days of any amendment of any applicable provisions of Part 1, Tax Collection, adopt amendments to its tax ordinance to conform with the applicable amendments to Part 1, Tax Collection.

(7) The commission shall:

(a) administer, collect, and enforce the tax authorized under this part pursuant to:

(i) the same procedures used to administer, collect, and enforce the sales and use tax under Part 1, Tax Collection; and

(ii) Chapter 1, General Taxation Policies;

(b) (i) except as provided in Subsection (7)(c), for a tax under this part other than the tax under Subsection (1)(a)(ii), distribute the revenues to the county imposing the tax; and

(ii) except as provided in Subsection (7)(c), for a tax under Subsection (1)(a)(ii), distribute the revenues according to the distribution formula provided in Subsection (8); and

(c) deduct from the distributions under Subsection (7)(b) an administrative charge for collecting the tax as provided in Section **59-12-206**.

(8) The commission shall distribute the revenues generated by the tax under Subsection (1)(a)(ii) to each county collecting a tax under Subsection (1)(a)(ii) according to the following formula:

(a) the commission shall distribute 70% of the revenues based on the percentages generated by dividing the revenues collected by each county under Subsection (1)(a)(ii) by the total revenues collected by all counties under Subsection (1)(a)(ii); and

(b) the commission shall distribute 30% of the revenues based on the percentages generated by dividing the population of each county collecting a tax under Subsection (1)(a)(ii) by the total population of all counties collecting a tax under Subsection (1)(a)(ii).

(9) (a) For purposes of this Subsection (9):

(i) "Annexation" means an annexation to a county under Title 17, Chapter 2, Annexation to County.

(ii) "Annexing area" means an area that is annexed into a county.

(b) (i) If, on or after May 1, 2000, a county enacts or repeals a tax or changes the rate of a tax under this part, the enactment, repeal, or change shall take effect:

(A) on the first day of a calendar quarter; and

(B) after a 75-day period beginning on the date the commission receives notice meeting the requirements of Subsection (9)(b)(ii) from the county.

(ii) The notice described in Subsection (9)(b)(i)(B) shall state:

(A) that the county will enact or repeal a tax or change the rate of a tax under this part;

(B) the statutory authority for the tax described in Subsection (9)(b)(ii)(A);

(C) the effective date of the tax described in Subsection (9)(b)(ii)(A); and

(D) if the county enacts the tax or changes the rate of the tax described in Subsection (9)(b)(ii)(A), the new rate of the tax.

(c) (i) If, for an annexation that occurs on or after May 1, 2000, the annexation will result in a change in the rate of a tax under this part for an annexing area, the change shall take effect:

(A) on the first day of a calendar quarter; and

(B) after a 75-day period beginning on the date the commission receives notice meeting the requirements of Subsection (9)(c)(ii) from the county that annexes the annexing area.

(ii) The notice described in Subsection (9)(c)(i)(B) shall state:

(A) that the annexation described in Subsection (9)(c)(i) will result in a change in the rate of a tax under this part for the annexing area;

(B) the statutory authority for the tax described in Subsection (9)(c)(ii)(A);

(C) the effective date of the tax described in Subsection (9)(c)(ii)(A); and

(D) the new rate of the tax described in Subsection (9)(c)(ii)(A).

Amended by Chapter 11, 2001 Special Session 1

Motor Vehicle Rental Tax

Title 59 – Revenue and Taxation

Title 59, Chapter 12 – Sales and Use Tax Act

59-12-1201. Motor vehicle rental tax -- Rate -- Exemptions -- Collection -- Deposits.

(1) (a) Except as provided under Subsection (2), there is imposed a tax of 2.5% on all short-term leases and rentals of motor vehicles not exceeding 30 days.

(b) The tax imposed in this section is in addition to all other state, county, or municipal fees and taxes imposed on rentals of motor vehicles.

(c) A tax under this part shall be imposed on the short-term leases and rentals described in Subsection (1)(a) relating to the Olympic Winter Games of 2002 made to or by an organization exempt from federal income taxation

under Section 501(c)(3), Internal Revenue Code, except for short-term leases and rentals described in Subsection (1)(a):

(i) paid for in full by the Salt Lake Organizing Committee for the Olympic Winter Games of 2002;

(ii) exclusively used by:

(A) an officer, a trustee, or an employee of the Salt Lake Organizing Committee for the Olympic Winter Games of 2002; or

(B) a volunteer supervised by the Salt Lake Organizing Committee for the Olympic Winter Games of 2002; and

(iii) for which the Salt Lake Organizing Committee for the Olympic Winter Games of 2002 does not receive reimbursement.

(2) A motor vehicle is exempt from the tax imposed under Subsection (1) if:

(a) the motor vehicle is registered for a gross laden weight of 12,001 or more pounds;

(b) the motor vehicle is rented as a personal household goods moving van; or

(c) the lease or rental of the motor vehicle is made for the purpose of temporarily replacing a person's motor vehicle that is being repaired pursuant to a repair agreement or an insurance agreement.

(3) (a) The commission shall administer, collect, and enforce the tax authorized under this section pursuant to the same procedures used in the administration, collection, and enforcement of the sales and use tax under Title 59, Chapter 12, Part 1, Tax Collection, and Title 59, Chapter 1, General Taxation Policies.

(b) The commission may retain a maximum of 1-1/2% of the tax collected under this section for the costs of rendering its services under this section.

(c) Except as provided under Subsection (3)(b), all revenue received by the commission under this section shall be deposited daily with the state treasurer and credited monthly to the Transportation Corridor Preservation Revolving Loan Fund under Section **72-2-117**.

(4) The tax under this section is not subject to the distribution of tax revenues provided under Sections **59-12-205** and **59-12-103**.

Amended by Chapter 291, 1998 General Session
Amended by Chapter 270, 1998 General Session

Resort Communities Sales Tax

Title 59 – Revenue and Taxation

Title 59, Chapter 12 – Sales and Use Tax Act

59-12-401. Resort communities tax -- Base -- Rate -- Collection fees.

(1) (a) Except as provided in Subsection (1)(b), and in addition to other sales taxes, a city or town in which the transient room capacity is greater than or equal to 66% of the permanent census population may impose a sales tax of up to 1% on the transactions described in Subsection **59-12-103**(1).

(b) Notwithstanding Subsection (1)(a), a city or town may not impose a tax under this section on:

(i) wholesale sales;

(ii) the sale of a single item for which consideration paid is $2,500 or more;

(iii) the sales and uses described in Section **59-12-104** to the extent the sales and uses are exempt from taxation under Section **59-12-104**; and

(iv) any amounts paid or charged by a vendor that collects a tax under Subsection **59-12-107**(1)(b).

(2) (a) An amount equal to the total of any costs incurred by the state in connection with the implementation of Subsection (1) which exceed, in any year, the revenues received by the state from its collection fees received in connection with the implementation of Subsection (1) shall be paid over to the state General Fund by the cities and towns which impose the tax provided for in Subsection (1).

(b) Amounts paid under Subsection (2)(a) shall be allocated proportionally among those cities and towns according to the amount of revenue the respective cities and towns generate in that year through imposition of that tax.

Amended by Chapter 253, 2000 General Session

59-12-402. Additional resort communities sales tax -- Base -- Rate -- Collection fees -- Resolution and voter approval requirements -- Election requirements -- Notice requirements -- Ordinance requirements.

(1) (a) Except as provided in Subsection (1)(b), and subject to the limitations of Subsections (2) through (6), the governing body of a municipality in which the transient room capacity is greater than or equal to 66% of the permanent census population may, in addition to the sales tax authorized under Section **59-12-401**, impose an additional resort communities sales tax in an amount that is less than or equal to 1/2% on the transactions described in Subsection **59-12-103**(1).

(b) Notwithstanding Subsection (1)(a), the governing body of a municipality may not impose a tax under this section on:

(i) wholesale sales;

(ii) the sale of a single item for which consideration paid is $2,500 or more;

(iii) the sales and uses described in Section **59-12-104** to the extent the sales and uses are exempt from taxation under Section **59-12-104**; and

(iv) any amounts paid or charged by a vendor that collects a tax under Subsection **59-12-107**(1)(b).

(2) (a) An amount equal to the total of any costs incurred by the state in connection with the implementation of Subsection (1) which exceed, in any year, the revenues received by the state from its collection fees received in connection with the implementation of Subsection (1) shall be paid over to the state General Fund by the cities and towns which impose the tax provided for in Subsection (1).

(b) Amounts paid under Subsection (2)(a) shall be allocated proportionally among those cities and towns according to the amount of revenue the respective cities and towns generate in that year through imposition of that tax.

(3) To impose an additional resort communities sales tax under this section, the governing body of the municipality shall:

(a) pass a resolution approving the tax; and

(b) except as provided in Subsection (6), obtain voter approval for the tax as provided in Subsection (4).

(4) To obtain voter approval for an additional resort communities sales tax under Subsection (3)(b), a municipality shall:

(a) hold the additional resort communities sales tax election during:

(i) a regular general election; or

(ii) a municipal general election; and

(b) publish notice of the election:

(i) 15 days or more before the day on which the election is held; and

(ii) in a newspaper of general circulation in the municipality.

(5) An ordinance approving an additional resort communities sales tax under this section shall provide an effective date for the tax as provided in Section **59-12-403**.

(6) (a) Except as provided in Subsection (6)(b), a municipality is not subject to the voter approval requirements of Subsection (3)(b) if, on or before January 1, 1996, the municipality imposed a license fee or tax on businesses based on gross receipts pursuant to Section **10-1-203**.

(b) The exception from the voter approval requirements in Subsection (6)(a) does not apply to a municipality that, on or before January 1, 1996, imposed a license fee or tax on only one class of businesses based on gross receipts pursuant to Section **10-1-203**.

Amended by Chapter 319, 2000 General Session
Amended by Chapter 253, 2000 General Session

59-12-403. Imposition or repeal of tax -- Tax rate change -- Effective date -- Notice requirements.

(1) For purposes of this section:

(a) "Annexation" means an annexation to a city or town under Title 10, Chapter 2, Part 4, Annexation.

(b) "Annexing area" means an area that is annexed into a city or town.

(2) (a) If, on or after May 1, 2000, a city or town enacts or repeals a tax or changes the rate of a tax under this part, the enactment, repeal, or change shall take effect:

(i) on the first day of a calendar quarter; and

(ii) after a 75-day period beginning on the date the commission receives notice meeting the requirements of Subsection (2)(b) from the city or town.

(b) The notice described in Subsection (2)(a)(ii) shall state:

(i) that the city or town will enact or repeal a tax or change the rate of a tax under this part;

(ii) the statutory authority for the tax described in Subsection (2)(b)(i);
(iii) the effective date of the tax described in Subsection (2)(b)(i); and
(iv) if the city or town enacts the tax or changes the rate of the tax described in Subsection (2)(b)(i), the new rate of the tax.
(3) (a) If, for an annexation that occurs on or after May 1, 2000, the annexation will result in a change in the rate of a tax under this part for an annexing area, the change shall take effect:
(i) on the first day of a calendar quarter; and
(ii) after a 75-day period beginning on the date the commission receives notice meeting the requirements of Subsection (3)(b) from the city or town that annexes the annexing area.
(b) The notice described in Subsection (3)(a)(ii) shall state:
(i) that the annexation described in Subsection (3)(a) will result in a change in the rate of a tax under this part for the annexing area;
(ii) the statutory authority for the tax described in Subsection (3)(b)(i);
(iii) the effective date of the tax described in Subsection (3)(b)(i); and
(iv) the new rate of the tax described in Subsection (3)(b)(i).

Enacted by Chapter 319, 2000 General Session

Botanical, Cultural and Zoo Tax

Title 59 – Revenue and Taxation
Title 59, Chapter 12 – Sales and Use Tax Act

59-12-701. Purpose statement.
The Utah Legislature finds and declares that:
(1) Recreational and zoological facilities and the botanical, cultural, and zoological organizations of the state of Utah enhance the quality of life of Utah's citizens, as well as the continuing growth of Utah's tourist, convention, and recreational industries.
(2) Utah was the first state in this nation to create and financially support a state arts agency, now the Utah Arts Council, which is committed to the nurturing and growth of cultural pursuits.
(3) Utah has provided, and intends to continue, the financial support of recreational and zoological facilities and the botanical, cultural, and zoological organizations of this state.
(4) The state's support of its recreational and zoological facilities and its botanical, cultural, and zoological organizations has not been sufficient to assure the continuing existence and growth of these facilities and organizations, and the Legislature believes that local government may wish to play a greater role in the support of these organizations.
(5) Without jeopardizing the state's ongoing support of its recreational and zoological facilities and its botanical, cultural, and zoological organizations, the Legislature intends to permit the counties of the state of Utah to enhance public financial support of Utah's publicly owned or operated recreational and zoological facilities, and botanical, cultural, and zoological organizations owned or operated by institutions or private nonprofit organizations, through the imposition of a county sales and use tax.
(6) In a county of the first class, it is necessary and appropriate to allocate a tax imposed under this part in a manner that provides adequate predictable support to a fixed number of botanical and cultural organizations and that gives the county legislative body discretion to allocate the tax revenues to other botanical and cultural organizations.

Amended by Chapter 296, 2003 General Session

59-12-702. Definitions.
As used in this part:
(1) "Administrative unit" means a division of a private nonprofit organization or institution that:
(a) would, if it were a separate entity, be a botanical organization or cultural organization; and
(b) consistently maintains books and records separate from those of its parent organization.
(2) "Botanical organization" means:
(a) a private nonprofit organization or institution having as its primary purpose the advancement and preservation of plant science through horticultural display, botanical research, and community education; or
(b) an administrative unit.
(3) (a) "Cultural organization":
(i) means:

(A) a private nonprofit organization or institution having as its primary purpose the advancement and preservation of:
(I) natural history;
(II) art;
(III) music;
(IV) theater; or
(V) dance; and
(B) an administrative unit; and
(ii) includes, for purposes of Subsections **59-12-704**(1)(d) and (6) only:
(A) a private nonprofit organization or institution having as its primary purpose the advancement and preservation of history;
(B) a municipal or county cultural council having as its primary purpose the advancement and preservation of:
(I) history;
(II) natural history;
(III) art;
(IV) music;
(V) theater; or
(VI) dance.
(b) "Cultural organization" does not include:
(i) any agency of the state;
(ii) except as provided in Subsection (3)(a)(ii)(B), any political subdivision of the state;
(iii) any educational institution whose annual revenues are directly derived more than 50% from state funds; or
(iv) in a county of the first or second class, any radio or television broadcasting network or station, cable communications system, newspaper, or magazine.
(4) "Institution" means any of the institutions listed in Subsections **53B-1-102**(1)(b) through (l).
(5) "Recreational facility" means any publicly owned or operated park, campground, marina, dock, golf course, playground, athletic field, gymnasium, swimming pool, trail system,

or other facility used for recreational purposes.
(6) "Rural radio station" means a nonprofit radio station based in a county of the third, fourth, fifth, or sixth class.
(7) In a county of the first class, "zoological facilities" means any public, public-private partnership, or private nonprofit buildings, exhibits, utilities and infrastructure, walkways, pathways, roadways, offices, administration facilities, public service facilities, educational facilities, enclosures, public viewing areas, animal barriers, animal housing, animal care facilities, and veterinary and hospital facilities related to the advancement, exhibition, or preservation of mammals, birds, reptiles, or amphibians.
(8) (a) (i) Except as provided in Subsection (8)(a)(ii), "zoological organization" means a public, public-private partnership, or private nonprofit organization having as its primary purpose the advancement and preservation of zoology.
(ii) In a county of the first class, "zoological organization" means a nonprofit organization having as its primary purpose the advancement and exhibition of mammals, birds, reptiles, or amphibians to an audience of 75,000 or more persons annually.
(b) "Zoological organization" does not include any agency of the state, educational institution, radio or television broadcasting network or station, cable communications system, newspaper, or magazine.

Amended by Chapter 296, 2003 General Session

59-12-703 (Superseded 07/01/04). Opinion question election -- Imposition of tax -- Revision of county ordinances to reflect statutory changes -- Uses of tax monies.
(1) (a) (i) Except as provided in Subsection (1)(a)(ii), a county legislative body may submit an opinion question to the residents of that county, by majority vote of all members of the legislative body, so that each resident of the county has an opportunity to express the resident's opinion on the imposition of a local sales and use tax of .1% on the transactions described in Subsection **59-12-103**(1), to fund recreational and zoological facilities, botanical, cultural, and zoological organizations, and rural radio stations in that county.
(ii) Notwithstanding Subsection (1)(a)(i), a county legislative body may not impose a tax under this section on:
(A) the sales and uses described in Section **59-12-104** to the extent the sales and uses are exempt from taxation under Section **59-12-104**; and
(B) any amounts paid or charged by a vendor that collects a tax under Subsection **59-12-107**(1)(b).
(b) The election shall follow the procedures outlined in Title 11, Chapter 14, Utah Municipal Bond Act.

(2) (a) If the county legislative body determines that a majority of the county's registered voters voting on the imposition of the tax have voted in favor of the imposition of the tax as prescribed in Subsection (1)(a), the county legislative body may impose the tax by a majority vote of all members of the legislative body on the transactions:

(i) described in Subsection (1); and

(ii) within the county, including the cities and towns located in the county.

(b) A county legislative body may revise county ordinances to reflect statutory changes to the distribution formula or eligible recipients of revenues generated from a tax imposed under Subsection (2)(a):

(i) after the county legislative body submits an opinion question to residents of the county in accordance with Subsection (1)(b) giving them the opportunity to express their opinion on the proposed revisions to county ordinances; and

(ii) if the county legislative body determines that a majority of those voting on the opinion question have voted in favor of the revisions.

(3) The monies generated from any tax imposed under Subsection (2) shall be used for funding:

(a) recreational and zoological facilities located within the county or a city or town located in the county; and

(b) ongoing operating expenses of:

(i) recreational facilities described in Subsection (3)(a);

(ii) botanical, cultural, and zoological organizations within the county; and

(iii) rural radio stations within the county.

(4) Taxes imposed under this part shall be:

(a) levied at the same time and collected in the same manner as provided in Part 2, Local Sales and Use Tax Act, except that the collection and distribution of the tax revenue is not subject to Subsection **59-12-205**(2); and

(b) levied for a period of ten years and may be reauthorized at the end of the ten-year period in accordance with this section.

(5) (a) For purposes of this Subsection (5):

(i) "Annexation" means an annexation to a county under Title 17, Chapter 2, Annexation to County.

(ii) "Annexing area" means an area that is annexed into a county.

(b) (i) If, on or after May 1, 2000, a county enacts or repeals a tax or changes the rate of a tax under this part, the enactment, repeal, or change shall take effect:

(A) on the first day of a calendar quarter; and

(B) after a 75-day period beginning on the date the commission receives notice meeting the requirements of Subsection (5)(b)(ii) from the county.

(ii) The notice described in Subsection (5)(b)(i)(B) shall state:

(A) that the county will enact or repeal a tax or change the rate of a tax under this part;

(B) the statutory authority for the tax described in Subsection (5)(b)(ii)(A);

(C) the effective date of the tax described in Subsection (5)(b)(ii)(A); and

(D) if the county enacts the tax or changes the rate of the tax described in Subsection (5)(b)(ii)(A), the new rate of the tax.

(c) (i) If, for an annexation that occurs on or after May 1, 2000, the annexation will result in a change in the rate of a tax under this part for an annexing area, the change shall take effect:

(A) on the first day of a calendar quarter; and

(B) after a 75-day period beginning on the date the commission receives notice meeting the requirements of Subsection (5)(c)(ii) from the county that annexes the annexing area.

(ii) The notice described in Subsection (5)(c)(i)(B) shall state:

(A) that the annexation described in Subsection (5)(c)(i) will result in a change in the rate of a tax under this part for the annexing area;

(B) the statutory authority for the tax described in Subsection (5)(c)(ii)(A);

(C) the effective date of the tax described in Subsection (5)(c)(ii)(A); and

(D) the new rate of the tax described in Subsection (5)(c)(ii)(A).

Amended by Chapter 296, 2003 General Session

59-12-704. Distribution of revenues -- Advisory board creation -- Determining operating expenses.

(1) Except as provided in Subsections (3)(b) and (5), and subject to the requirements of this section, any revenues collected by a county of the first class under this part shall be distributed annually by the county legislative body to support recreational and zoological facilities and botanical, cultural, and zoological organizations within that first class county as follows:

(a) 30% of the revenue collected by the county under this section shall be distributed by the county legislative body to support recreational facilities located within the county;

(b) (i) subject to Subsection (1)(b)(ii) and except as provided in Subsection (1)(b)(iii), 12-1/8% of the revenue

collected by the county under this section shall be distributed by the county legislative body to support no more than three zoological facilities and organizations located within the county, with 94.5% of that revenue being distributed to zoological facilities and organizations with average annual operating expenses of $2,000,000 or more and 5.5% of that revenue being distributed to zoological facilities and organizations with average annual operating expenses of less than $2,000,000;

(ii) except as provided in Subsection (1)(b)(iii), the county legislative body shall distribute the monies described in Subsection (1)(b)(i) among the zoological facilities and organizations in proportion to their average annual operating expenses as determined under Subsection (3); and

(iii) if a zoological facility or organization is created or relocated within the county after June 1, 2003, the county legislative body shall distribute the monies described in Subsection (1)(b)(i) as it determines appropriate;

(c) (i) 48-7/8% of the revenue collected by the county under this section shall be distributed to no more than 23 botanical and cultural organizations with average annual operating expenses of more than $250,000 as determined under Subsection (3);

(ii) subject to Subsection (1)(c)(iii), the county legislative body shall distribute the monies described in Subsection (1)(c)(i) among the organizations and in proportion to their average annual operating expenses as determined under Subsection (3); and

(iii) the amount distributed to any organization described in Subsection (1)(c)(i) may not exceed 35% of the organization's operating budget; and

(d) (i) 9% of the revenue collected by the county under this section shall be distributed to botanical and cultural organizations that do not receive revenue under Subsection (1)(c)(i); and

(ii) the county legislative body shall determine how the monies shall be distributed among the organizations described in Subsection (1)(d)(i).

(2) (a) The county legislative body of each county shall create an advisory board to advise the county legislative body on disbursement of funds to botanical and cultural organizations under Subsection (1)(c)(i).

(b) (i) The advisory board under Subsection (2)(a) shall consist of seven members appointed by the county legislative body.

(ii) In a county of the first class, two of the seven members of the advisory board under Subsection (2)(a) shall be appointed from the Utah Arts Council.

(3) (a) Except as provided in Subsection (3)(b), to be eligible to receive monies collected by the county under this part, a botanical, cultural, and zoological organization located within a county of the first class shall, every three years:

(i) calculate their average annual operating expenses based upon audited operating expenses for three preceding fiscal years; and

(ii) submit to the appropriate county legislative body:

(A) a verified audit of annual operating expenses for each of those three preceding fiscal years; and

(B) the average annual operating expenses as calculated under Subsection (3)(a)(i).

(b) Notwithstanding Subsection (3)(a), the county legislative body may waive the operating expenses reporting requirements under Subsection (3)(a) for organizations described in Subsection (1)(d)(i).

(4) When calculating average annual operating expenses as described in Subsection (3), each botanical, cultural, and zoological organization shall use the same three-year fiscal period as determined by the county legislative body.

(5) (a) By July 1 of each year, the county legislative body of a first class county may index the threshold amount in Subsections (1)(c) and (d).

(b) Any change under Subsection (5)(a) shall be rounded off to the nearest $100.

(6) (a) Beginning on July 1, 2001, in a county except for a county of the first class, the county legislative body shall by ordinance provide for the distribution of the entire amount of the revenues generated by the tax imposed by this section as provided in this Subsection (6).

(b) Pursuant to an interlocal agreement established in accordance with Title 11, Chapter 13, Interlocal Cooperation Act, a county described in Subsection (6)(a) may distribute to a city, town, or political subdivision within the county revenues generated by a tax under this part.

(c) The revenues distributed under Subsection (6)(a) or (b) shall be used for one or more organizations or facilities defined in Section **59-12-702** regardless of whether the revenues are distributed:

(i) directly by the county described in Subsection (6)(a) to be used for an organization or facility defined in Section **59-12-702**; or

(ii) in accordance with an interlocal agreement described in Subsection (6)(b).

(7) A county legislative body may retain up to 1.5% of the proceeds from a tax under this part for the cost of administering the provisions of this part.

(8) The commission may retain an amount not to exceed 1-1/2% of the tax collected under this part for the cost of administering this part.

Amended by Chapter 296, 2003 General Session

59-12-705. Free or reduced admission day available to all state residents.

Each botanical, cultural, or zoological organization that receives monies from a tax imposed under the authority of this part and that periodically offers a waived or discounted admission fee shall make such waived or discounted admission available to all residents of the state.

Enacted by Chapter 284, 1996 General Session

Municipal Transient Room Tax

Title 59 – Revenue and Taxation

Title 59, Chapter 12 – Sales and Use Tax Act

59-12-351. Definitions.

For purposes of this part:

(1) "Public accommodation" means a place providing temporary sleeping accommodations that is regularly rented to the public and includes:

(a) a motel;

(b) a hotel;

(c) a motor court;

(d) an inn;

(e) a bed and breakfast establishment;

(f) a condominium; and

(g) a resort home.

(2) "Rents" include:

(a) rents; and

(b) timeshare fees or dues.

(3) "Transient" means a person who occupies a public accommodation for less than 30 consecutive days.

Amended by Chapter 11, 2001 Special Session 1

59-12-352. Transient room tax authority for municipalities -- Purposes for which revenues may be used.

(1) (a) The governing body of a municipality may impose a transient room tax on the rents charged to transients occupying public accommodations in an amount that is less than or equal to 1% of the rents charged.

(b) A governing body of a municipality imposing a tax under this section shall impose the tax on the rents described in Subsection (1)(a) relating to the Olympic Winter Games of 2002 made to or by an organization exempt from federal income taxation under Section 501(c)(3), Internal Revenue Code, except for rents described in Subsection (1)(a):

(i) paid for in full by the Salt Lake Organizing Committee for the Olympic Winter Games of 2002;

(ii) exclusively used by:

(A) an officer, a trustee, or an employee of the Salt Lake Organizing Committee for the Olympic Winter Games of 2002; or

(B) a volunteer supervised by the Salt Lake Organizing Committee for the Olympic Winter Games of 2002; and

(iii) for which the Salt Lake Organizing Committee for the Olympic Winter Games of 2002 does not receive reimbursement.

(2) Subject to the limitations of Subsection (1), a governing body of a municipality may, by ordinance, increase or decrease the transient room tax under this part.

(3) A governing body of a municipality shall regulate the transient room tax under this part by ordinance.

(4) Revenues generated by the transient room tax under this part may be used for general fund purposes.

Amended by Chapter 291, 1998 General Session

59-12-353. Additional municipal transient room tax to repay bonded or other indebtedness.

(1) (a) Subject to the limitations of Subsection (2), the governing body of a municipality may, in addition to the municipal transient room tax authorized under Section **59-12-352**, impose a transient room tax on the rents described

in Subsection **59-12-352**(1)(a) in an amount that is less than or equal to 1/2% if the governing body of the municipality:

(i) before January 1, 1996, levied and collected a license fee or tax under Section **10-1-203**; and

(ii) before January 1, 1997, took official action to obligate the municipality in reliance on the license fees or taxes under Subsection (1)(a)(i) to the payment of debt service on bonds or other indebtedness, including lease payments under a lease purchase agreement.

(b) A governing body of a municipality imposing a tax under this section shall impose the tax on the rents described in Subsection **59-12-352**(1)(a) relating to the Olympic Winter Games of 2002 made to or by an organization exempt from federal income taxation under Section 501(c)(3), Internal Revenue Code, except for rents described in Subsection **59-12-352**(1)(a):

(i) paid for in full by the Salt Lake Organizing Committee for the Olympic Winter Games of 2002;

(ii) exclusively used by:

(A) an officer, a trustee, or an employee of the Salt Lake Organizing Committee for the Olympic Winter Games of 2002; or

(B) a volunteer supervised by the Salt Lake Organizing Committee for the Olympic Winter Games of 2002; and

(iii) for which the Salt Lake Organizing Committee for the Olympic Winter Games of 2002 does not receive reimbursement.

(2) The governing body of a municipality may impose the transient room tax under this section until the sooner of:

(a) the day on which the following have been paid in full:

(i) the debt service on bonds or other indebtedness, including lease payments under a lease purchase agreement described in Subsection (1)(a)(ii); and

(ii) refunding obligations that the municipality incurred as a result of the debt service on bonds or other indebtedness, including lease payments under a lease purchase agreement described in Subsection (1)(a)(ii); or

(b) 25 years from the day on which the municipality levied the transient room tax under this section.

Amended by Chapter 291, 1998 General Session

59-12-354. Collection of tax -- Penalties -- Commission to interpret, audit, and adjudicate transient room tax.

(1) Except as provided in Subsection (2), a governing body of a municipality levying a transient room tax under this part shall levy the tax at the same time and collect the tax in the same manner as provided in Part 2, Local Sales and Use Tax Act.

(2) Notwithstanding Section **59-12-206**, a municipality imposing a transient room tax under this part:

(a) may collect the tax and is not required to:

(i) transmit revenues generated by the tax to the commission; or

(ii) contract with the commission to collect the tax;

(b) shall report the revenues it collects to the commission as provided in Section **59-12-207**; and

(c) subject to the limitations of Subsections (3) and (4), may adopt an ordinance imposing penalties and interest on a person who:

(i) is required to pay the tax under this part; and

(ii) does not remit the tax to the collecting agent in a timely manner.

(3) A governing body of a municipality adopting an ordinance imposing penalties and interest under Subsection (2)(c) may impose penalties and interest in amounts that are less than or equal to the penalties and interest rates authorized for the commission under Sections **59-1-401** and **59-1-402**.

(4) A municipality may adopt an ordinance imposing penalties and interest under Subsection (2)(c) only if the municipality does not contract with the commission to collect the tax.

(5) If a municipality elects to collect the tax as provided in Subsection (2), the commission shall interpret, audit, and adjudicate the tax imposed under this part.

Amended by Chapter 319, 2000 General Session

59-12-355. Imposition or repeal of tax -- Tax rate change -- Effective date -- Notice requirements.

(1) For purposes of this section:

(a) "Annexation" means an annexation to a city or town under Title 10, Chapter 2, Part 4, Annexation.

(b) "Annexing area" means an area that is annexed into a city or town.

(2) (a) If, on or after May 1, 2000, a city or town enacts or repeals a tax or changes the rate of a tax under this part, the enactment, repeal, or change shall take effect:

(i) on the first day of a calendar quarter; and

(ii) after a 75-day period beginning on the date the commission receives notice meeting the requirements of Subsection (2)(b) from the city or town.

(b) The notice described in Subsection (2)(a)(ii) shall state:

(i) that the city or town will enact or repeal a tax or change the rate of a tax under this part;

(ii) the statutory authority for the tax described in Subsection (2)(b)(i);

(iii) the effective date of the tax described in Subsection (2)(b)(i); and

(iv) if the city or town enacts the tax or changes the rate of the tax described in Subsection (2)(b)(i), the new rate of the tax.

(3) (a) If, for an annexation that occurs on or after May 1, 2000, the annexation will result in a change in the rate of a tax under this part for an annexing area, the change shall take effect:

(i) on the first day of a calendar quarter; and

(ii) after a 75-day period beginning on the date the commission receives notice meeting the requirements of Subsection (3)(b) from the city or town that annexes the annexing area.

(b) The notice described in Subsection (3)(a)(ii) shall state:

(i) that the annexation described in Subsection (3)(a) will result in a change in the rate of a tax under this part for the annexing area;

(ii) the statutory authority for the tax described in Subsection (3)(b)(i);

(iii) the effective date of the tax described in Subsection (3)(b)(i); and

(iv) the new rate of the tax described in Subsection (3)(b)(i).

Enacted by Chapter 319, 2000 General Session