

Garfield-Wayne Residents' Opinions on Tourism: Longitudinal Survey Results 2021-2022

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While there are some differences between the results of the 2021 and 2022 surveys, generally, the differences between the years do not change the direction of their sentiment between the surveys.

The 2022 survey results show almost all Garfield-Wayne respondents describe their area as having a great deal of tourism (87%). Twenty-nine percent of respondents say their household income depends on tourism-related activities. Most respondents say tourism is important to the area's economy (86%) and positively affects their community's reputation (81%). Residents also note that visitors to their area feel welcomed (85%), and their community can provide visitors with a positive experience (74%). Residents are much more likely to declare the positive effects of tourism in their area outweigh the negative (47% to 13%, respectively) and are similar to those in the 2022 survey.

The following report presents results for each question in a graph format and includes findings for the 2021 and 2022 surveys. It is common on a five-point scale to combine the two negative responses (such as disagree and strongly disagree) and the two positive responses (agree and strongly agree) to indicate

general respondent perceptions. The report notes differences in responses between 2021 and 2022 years. Since the 2021 and 2022 surveys are only the first two in a set of longitudinal surveys, it is not possible to determine whether the sentiments expressed in 2021 or 2022 are closer to an ongoing trend. It is possible that respondents in one of the two survey samples—although selected randomly—differed from residents in an important way that influenced their responses to these questions. These are areas to watch in future surveys to determine a trend.

There are three open-ended survey questions. All respondents' verbatim responses are included in Appendix E.

The Appendices include the following:

- A Survey Methodology
- B Demographic Profile of Garfield-Wayne Area Respondents
- C 2022 Local Area Survey Questionnaire
- D Garfield/Wayne Area Results from 2021 and 2022 (text format)
- E Verbatim Responses to Open-Ended Questions

Experience with Tourism

**Figure 1: Thinking about your community or the general area around you, how would you describe the amount of tourism?
Would you say there is...?**

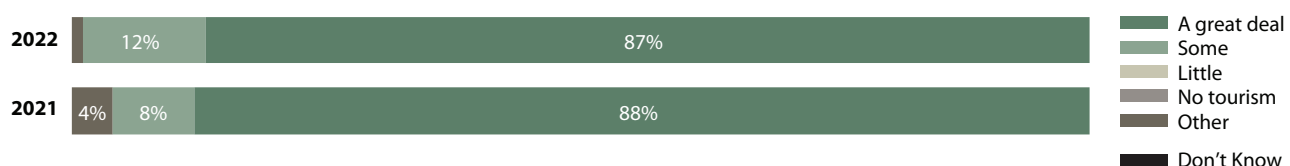
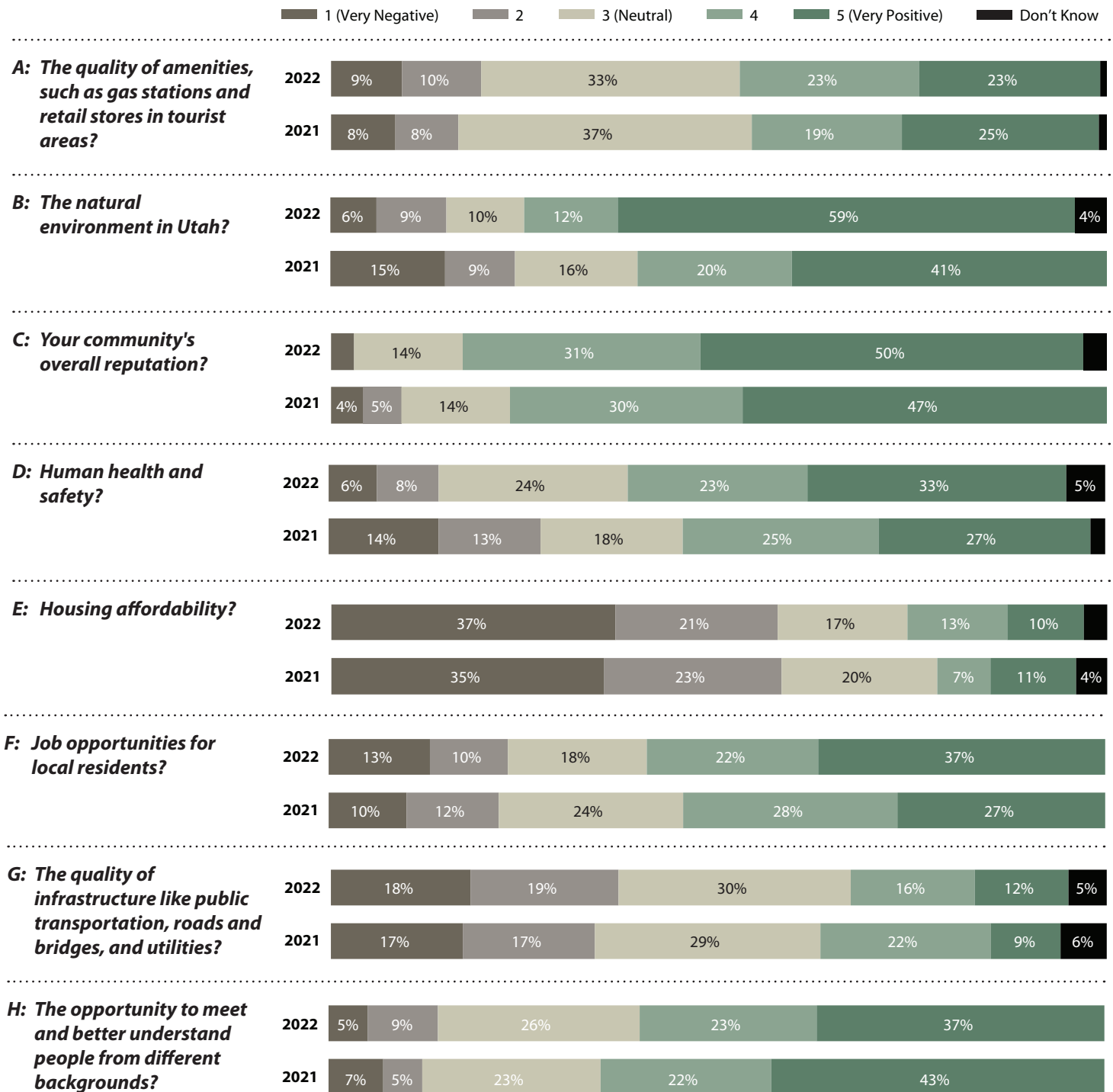


Figure 2: Does any of your household income depend on tourism-related activities?



Effects of Tourism in Utah

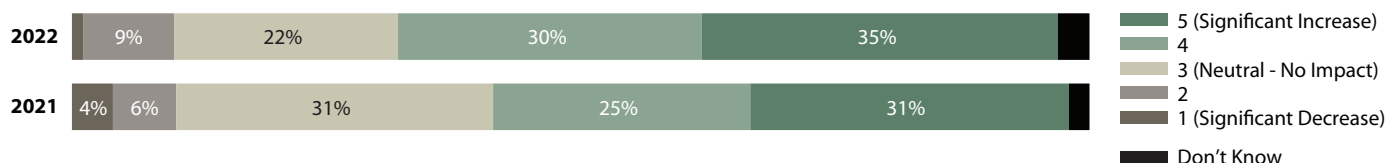
Figure 3 (A-H): For the next few statements, we would like your opinion on the effect of tourism in your local area. On a scale of one-to-five, with one meaning "very negative," and five meaning "very positive," how would you describe tourism's effect on...



Amenities

There is a slight increase in the 2022 survey of residents that say the number of amenities in their area has increased due to the overall effect of tourism (56% to 65%).

Figure 4: On a scale of one-to-five, with one meaning "significant decrease" and five meaning "significant increase," what do you think is tourism's overall effect on the number of amenities in your area such as gas stations and retail stores?

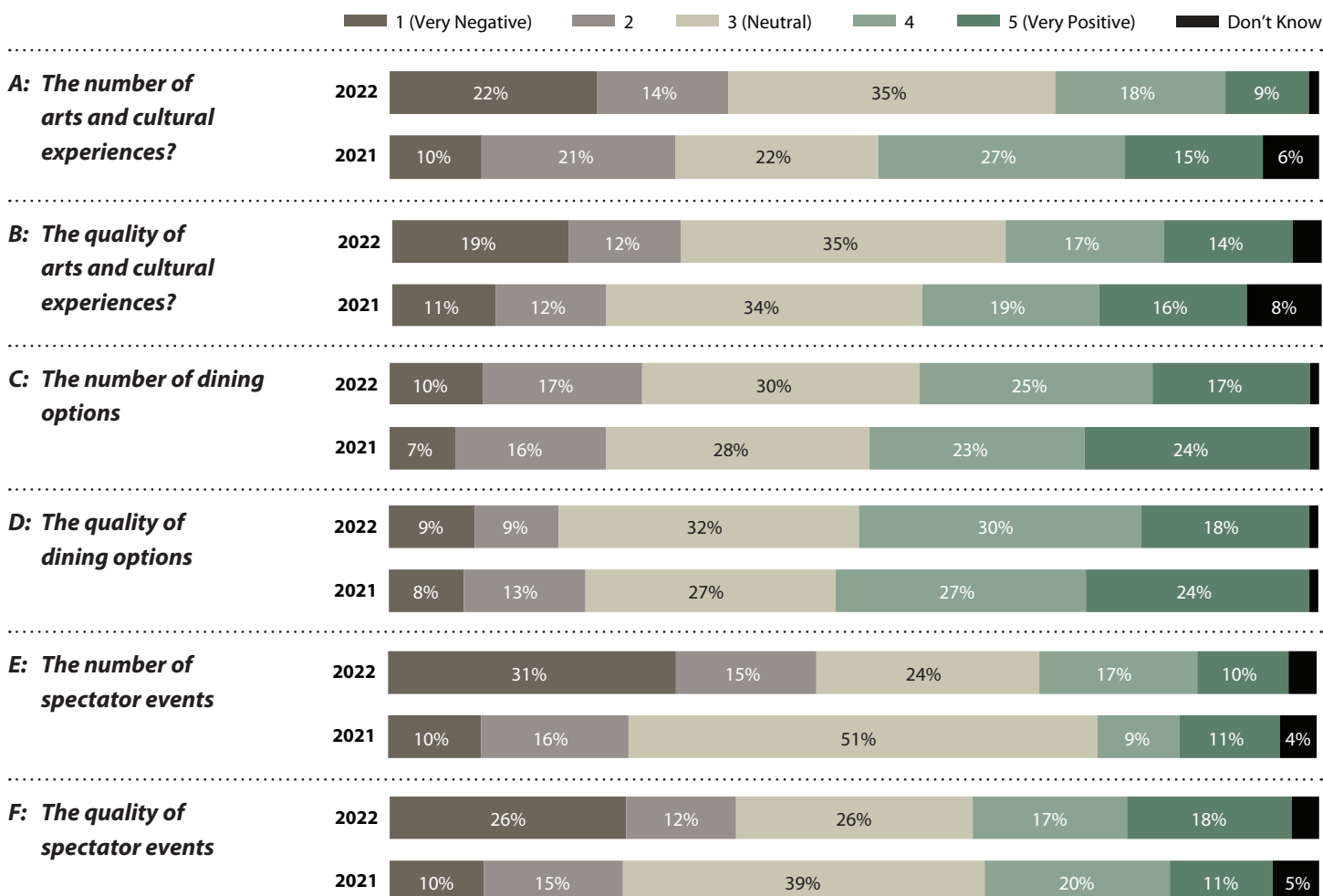


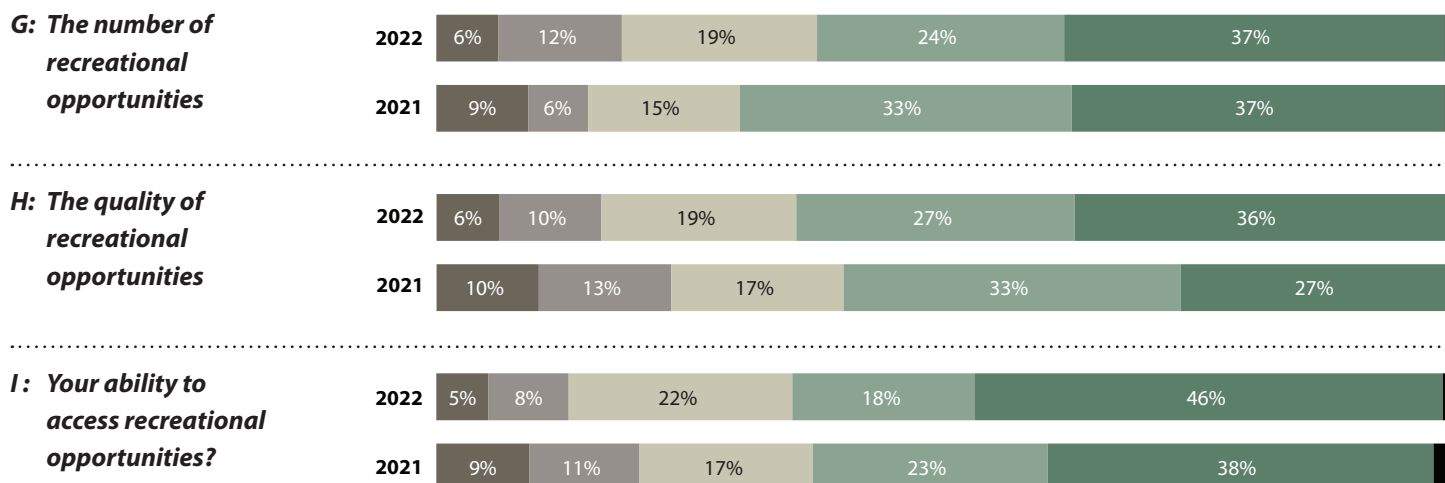
Effect of Tourism on Quality, Quantity, and Access

There was also an increase of 20 negative assessment percentage points regarding the number of spectator events (26-46%) and a decrease in positive assessment of the number of arts and cultural experiences (42-27%).

In the survey update, most respondents note the positive effects of tourism on recreational opportunities, including the quality (63%), the number of (61%), and their ability to access these opportunities. Slightly less positive ratings are given to the quality (48%) and number (42%) of dining options.

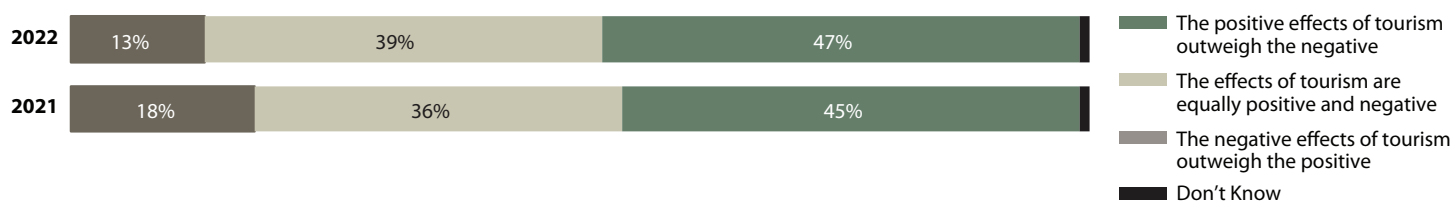
Figure 5 (A–I): The following few statements ask about the effect of tourism on the quality, quantity, and access to experiences in your local area. Using the same one-to-five scale, with one meaning "very negative" and five meaning "very positive," how would you describe tourism's effect on...





Opinion on Tourism

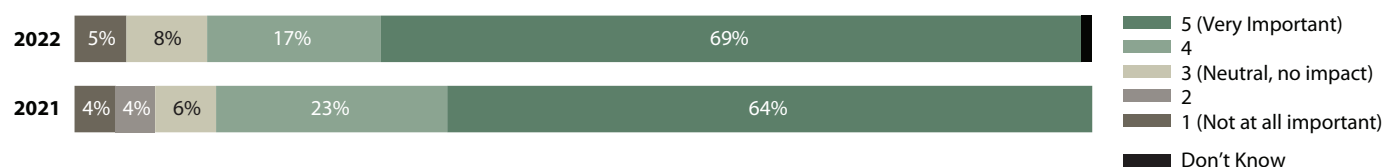
Figure 6: Still, thinking about the effects of tourism in your community, which of the following statements would you say most accurately reflects your opinion?



Importance to Economy

Figure 7: Overall, how important is tourism to the local economy in your area?

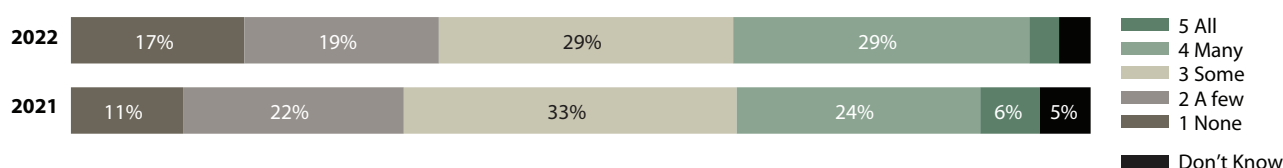
Please use a one-to-five scale, with one meaning "not at all important," and five meaning "very important."



Accommodating Tourism

Garfield-Wayne area residents have mixed opinions on whether there are places in their community that cannot accommodate the number of visitors.

Figure 8: Are there places in your local community where the number of visitors is more than your area is able to accommodate? Would you say...



Positive Experience

Nearly three-fourths of residents (74%) feel their community provides a positive experience to those visiting the area; only 4% disagree.

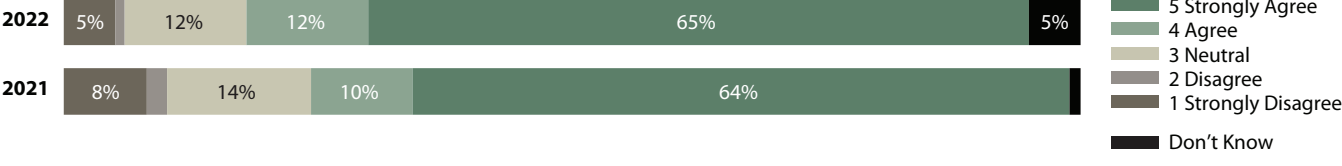
Figure 9: Do you feel your community is able to provide a positive visitor experience? Use a one-to-five scale, with one meaning “definitely not” and five meaning “definitely.”



Role of Government

Residents feel strongly that the state tourism office should support local tourism efforts (65% strongly agree and 12% agree). Results are similar for both the 2021 and 2022 surveys.

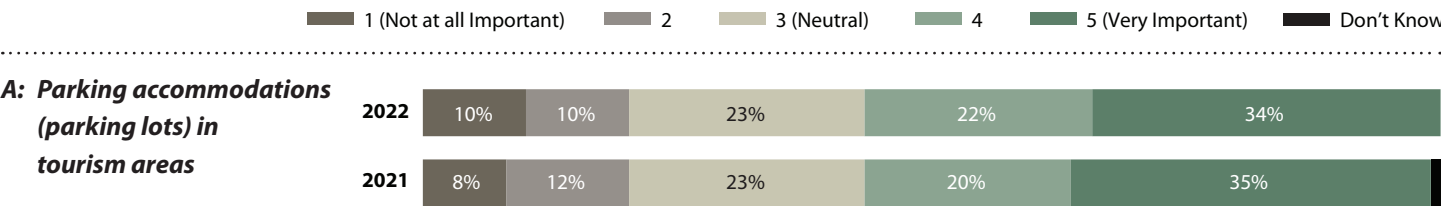
Figure 10: How much do you agree or disagree with the following statement? “The state tourism office should support local tourism efforts...”



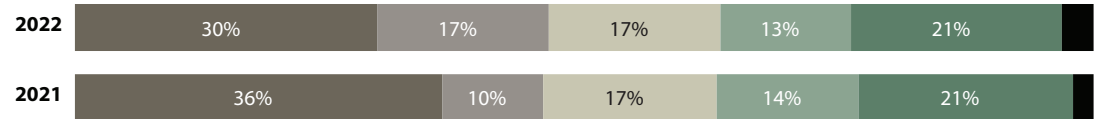
Use of Visitor-Related Tax

Given a list of possible spending options for visitor-related taxes, respondents placed the highest importance on putting dollars toward local search and rescue capabilities (90%). Three-quarters say funding should go to infrastructure related to transportation (74%) and recreation infrastructure, like trails, campgrounds, parks, and restrooms (74%). Several other options ranged from 50% to 70% in importance to survey participants. Spending alternatives rated lower in importance include putting visitor tax dollars toward public transit (34%), local and regional airport facilities (26%), and investment in arts and culture (39%).

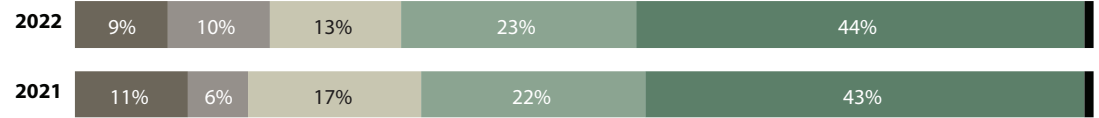
Figure 11 (A–N): The following list contains possible categories of spending for visitor-related taxes. Choices vary based on local decision-making. Please use a one-to-five scale to indicate how important you feel the following categories of spending are for future use of visitor taxes in your community, with one meaning “not at all important” and five meaning “very important.”



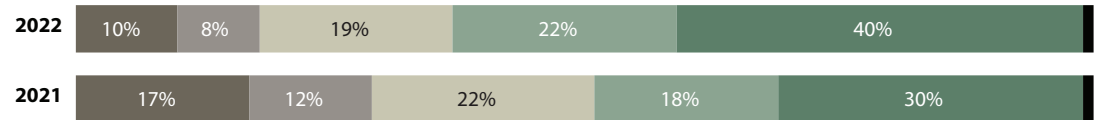
B: Public transit, like shuttles, buses, trains?



C: High speed internet (Broadband) in tourism areas?



D: Tourism promotion?



E: Local and regional airport facilities?



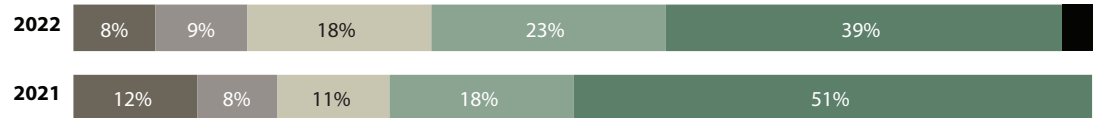
F: Local search and rescue capabilities?



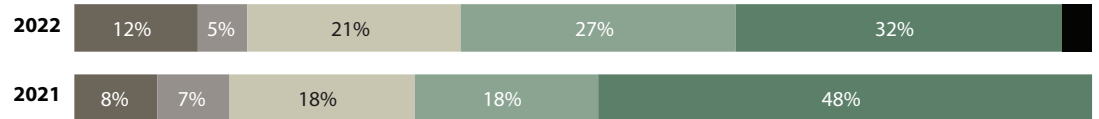
G: Environment protection and repair of damaged areas (land, water, etc.)?



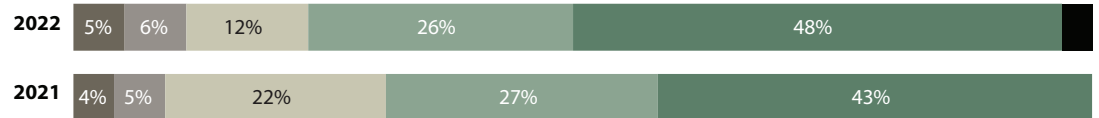
H: Cellular service?



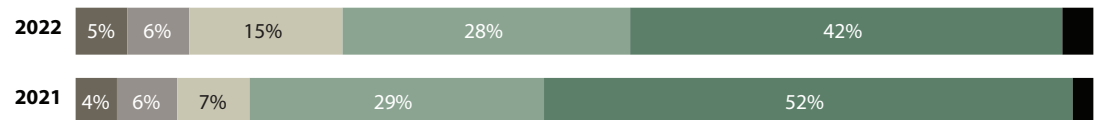
I: Visitor education regarding how to best respect and support the local community?

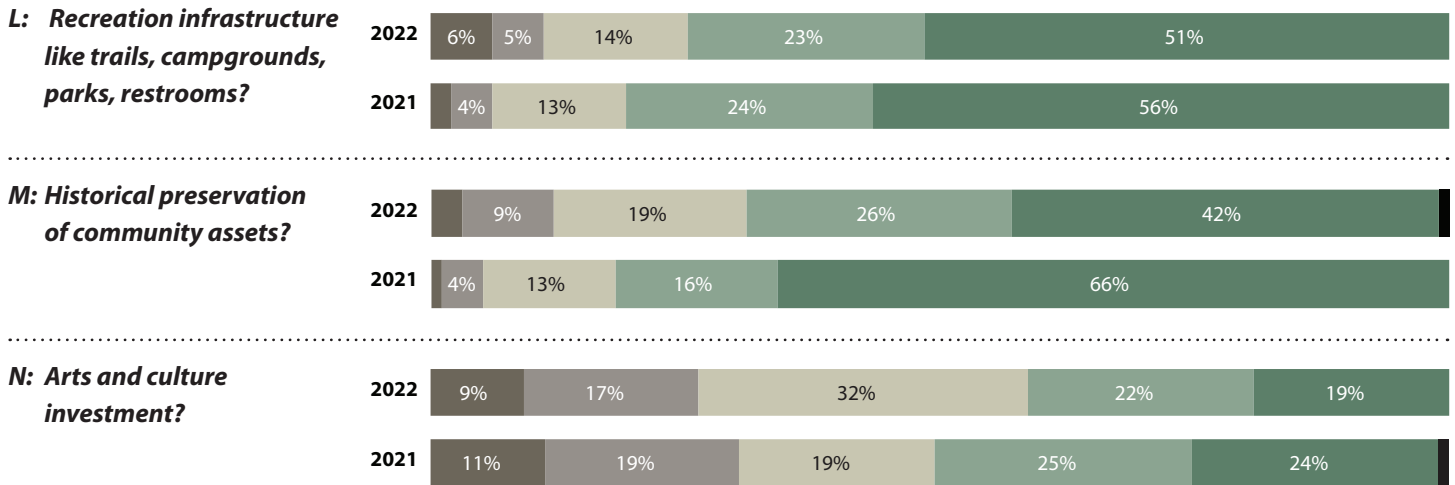


J: Transportation infrastructure like roads and bridges?



K: Garbage and recycling disposal and collection in tourism areas?

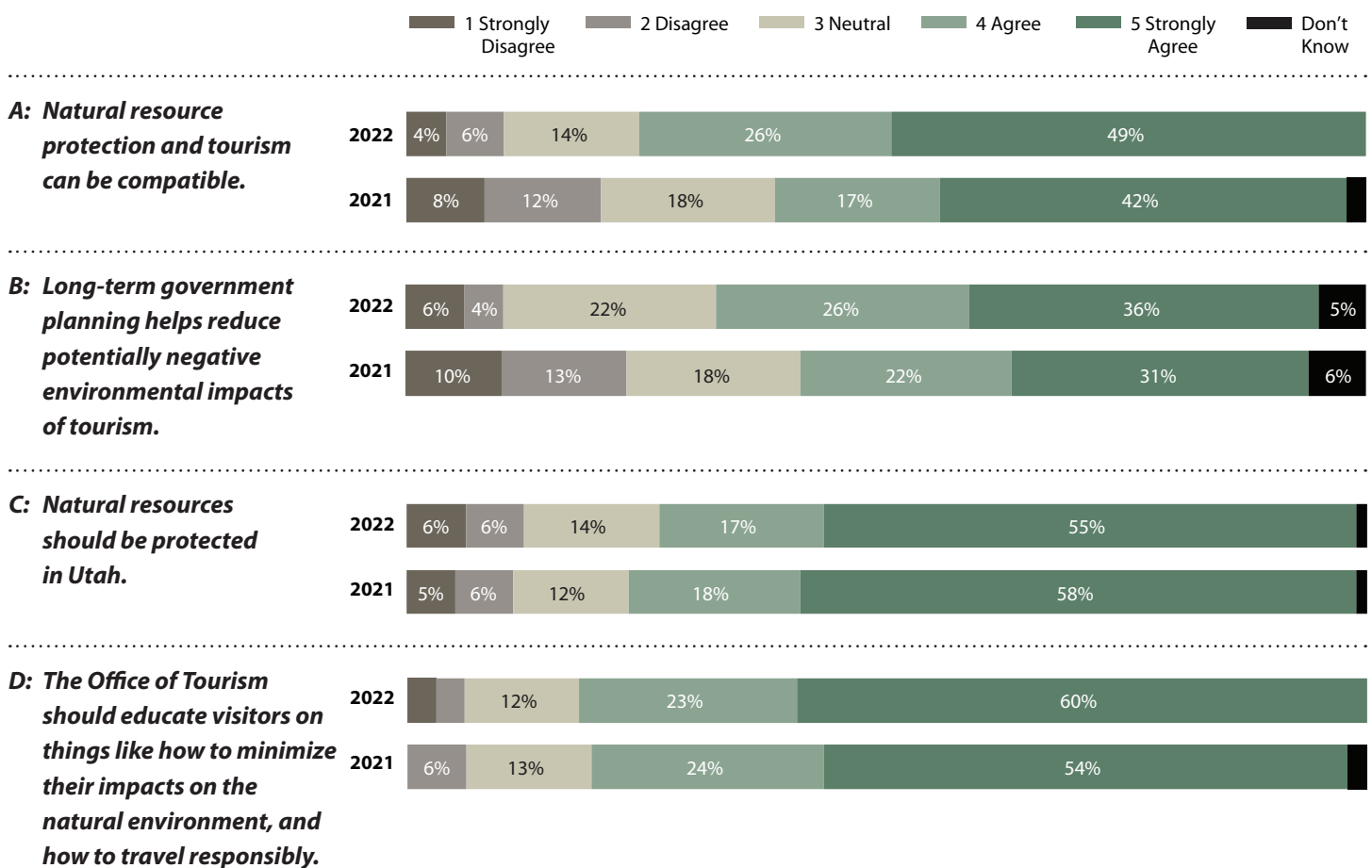




Environmental Sustainability

A large percentage of respondents (83%) agree that the state tourism office should educate visitors on minimizing their environmental impacts, and 62% feel long-term government planning can positively impact the environmental effects of tourism. The number of residents saying that tourism and the protection of natural resources can be compatible is up from 59% in 2021 to 75% in the newest survey.

Figure 12 (A-D): Now I am going to read a few statements focused on environmental sustainability. Using a one-to-five scale, with one being "strongly disagree" and five being "strongly agree," how much do you agree or disagree with the following statements?

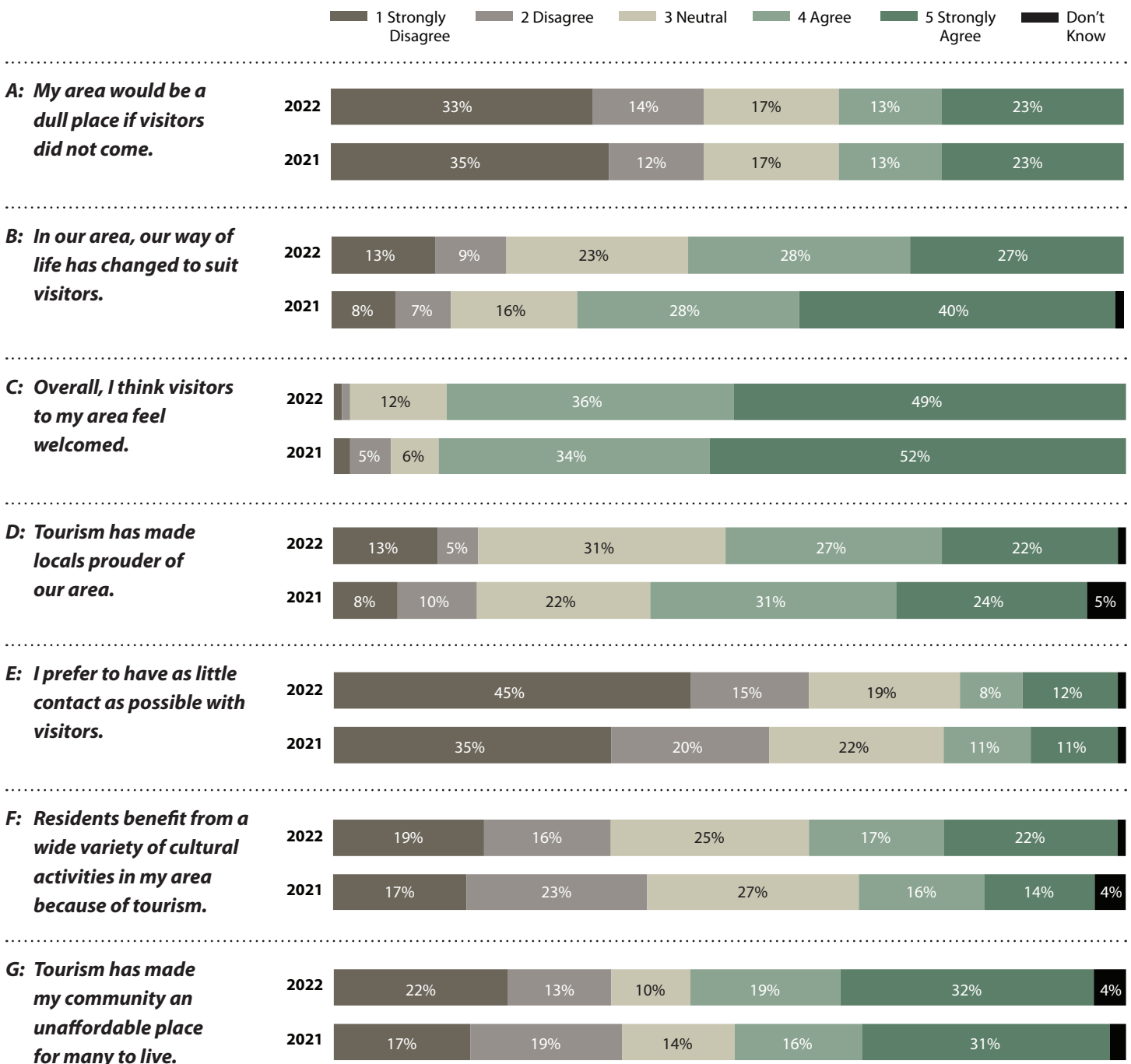


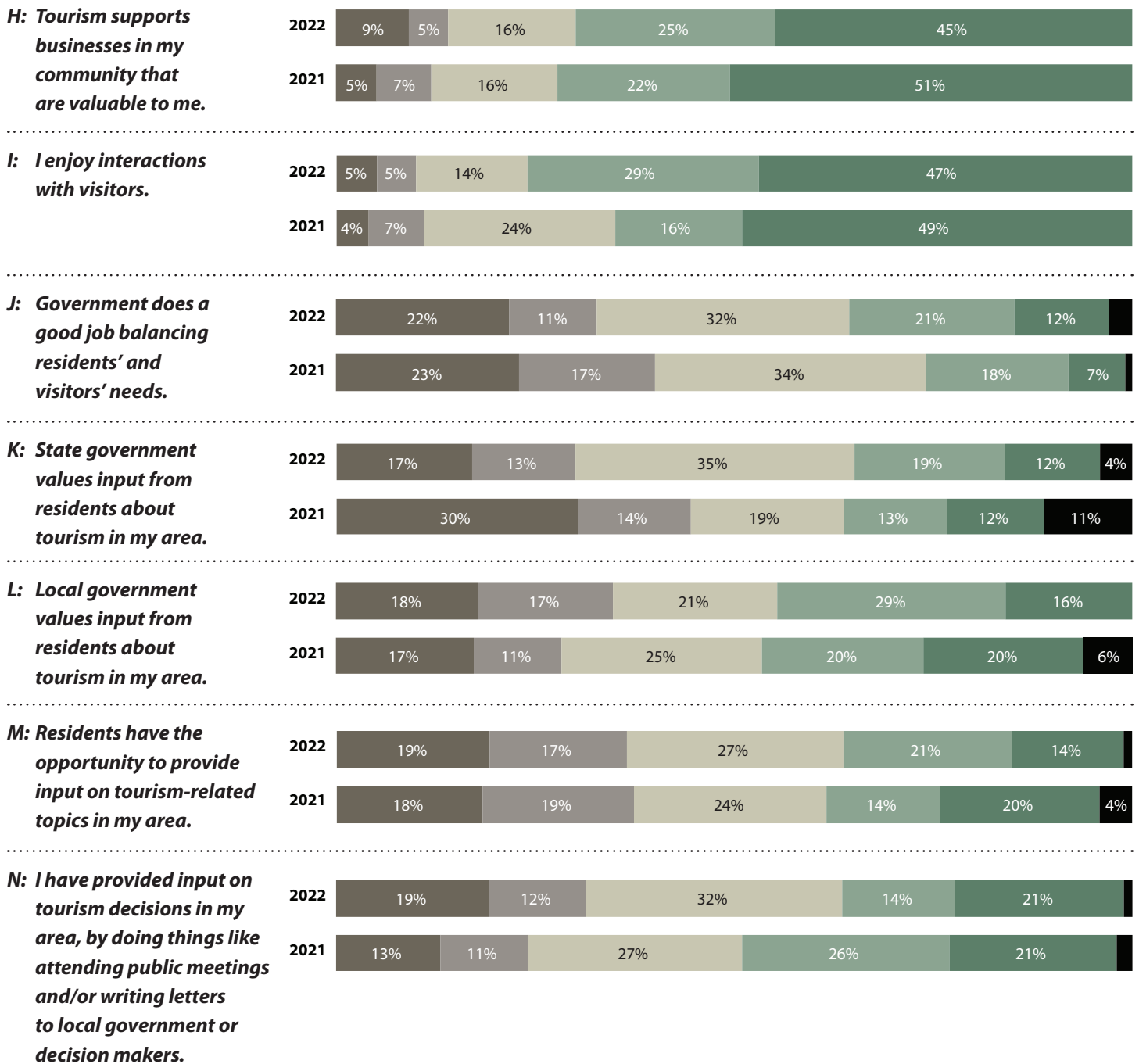
Perception of Visitors/Tourism

Most respondents agree that visitors to their area feel welcomed (85%) and enjoy their interactions with those visiting (76%, up from 65% in 2021). Only 20% prefer having limited contact with visitors. Many respondents acknowledge that tourism supports local businesses that are valuable to them (70%). The percentage saying the way of life in their area has changed to suit visitors is down 2021 from 68% to 56%.

While a third of survey respondents (33%) agree that government does a good job of balancing resident and visitor needs, the same percentage disagree (33%). Less than half of the survey respondents feel that the local government values their input regarding tourism in their area (45%). The number saying state government values local resident input is slightly lower (39%). Opinion splits on whether residents have the opportunity to provide feedback on topics related to tourism (35%).

Figure 13 (A-N): Now, in regard to your perceptions of visitors... Please tell me whether you agree or disagree with the following statements with one meaning you "strongly disagree" and five meaning you "strongly agree."

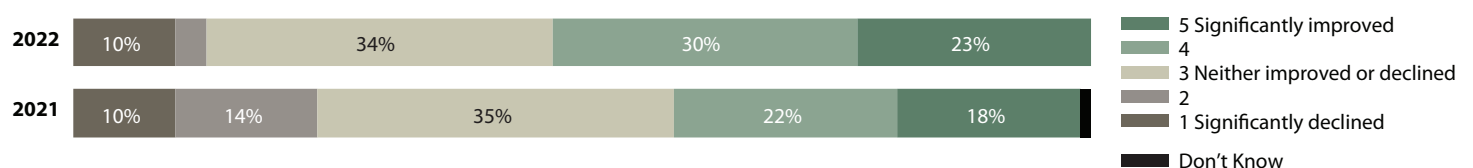




Tourism Impact on Quality of Life

Just over half of Garfield/Wayne residents say tourism has improved the quality of life in their area (53%), up from the 2021 figure of 40%. Only 13% feel that the quality of life is worse due to tourism.

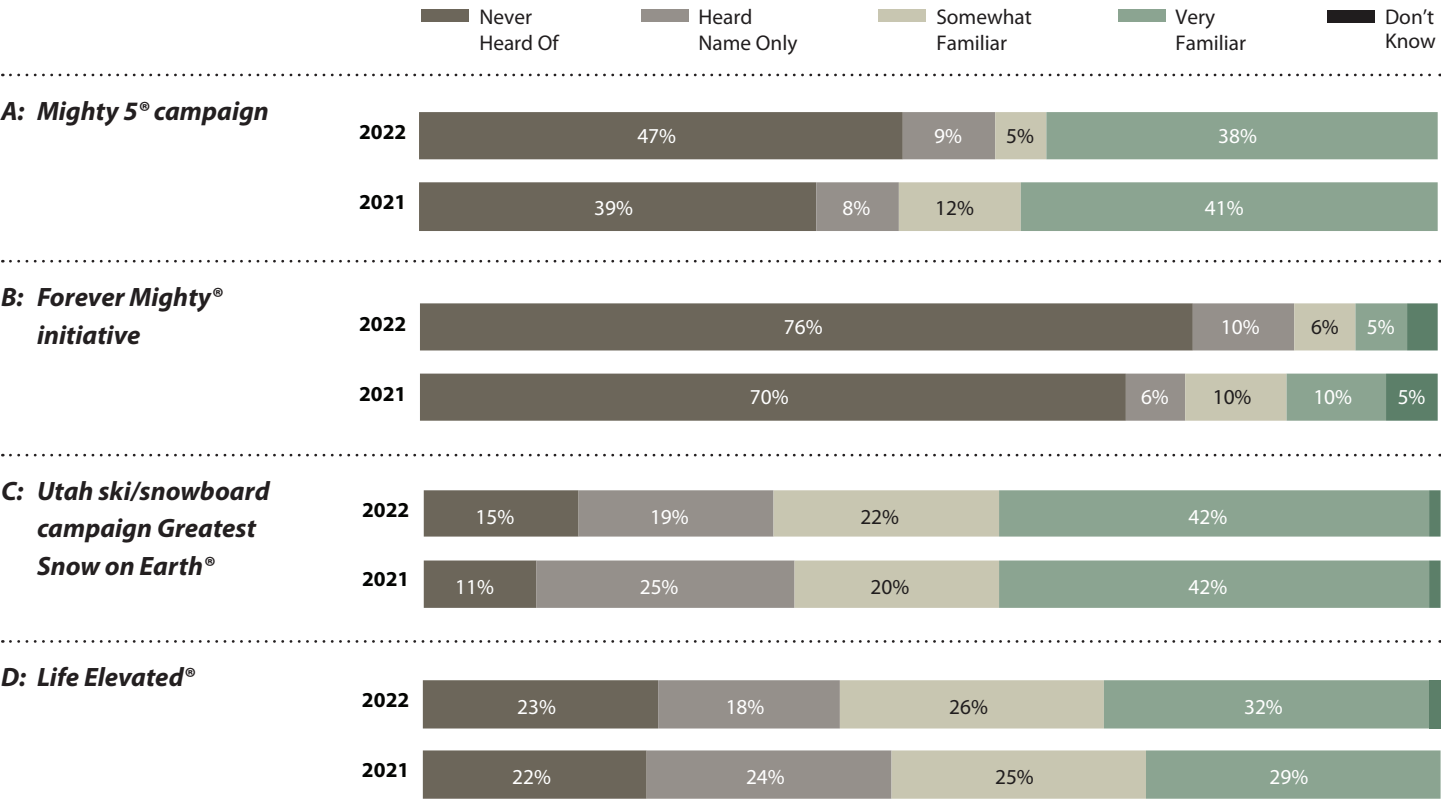
Figure 14: Would you say the overall quality of life in your community has declined/improved because of tourism, on a 1-5 scale with one meaning "significantly declined" and five meaning "significantly improved."



Marketing Campaign

Generally, most respondents remained familiar with The Greatest Snow on Earth® and the Life Elevated® campaigns (82% and 84%, respectively) and far less familiar with the Mighty 5® campaign (23%) and the Forever Mighty® initiative (10%).

Figure 15 (A-D): How familiar are you with the following tourism-related marketing campaigns?



Appendix A – Survey Methodology

In 2021, the Utah Office of Tourism (UOT) contracted with the Kem C. Gardner Policy Institute to survey residents in tourism communities and areas throughout the state. The research team identified twelve tourism areas and conducted a small survey in each. While sample sizes were small, results showed resident opinions and attitudes on tourism differed significantly by location. In late 2022, four local areas were surveyed again as part of a multi-year project to track resident sentiment over time. This brief provides results for the Garfield and Wayne County areas for the 2022 survey.

Working with UOT, the institute finalized the 2022 research survey. Many of the same questions appear on both years' questionnaires allowing for comparison between the years. Appendix C consists of a copy of the 2022 questionnaire. Appendix D shows survey findings from both years in a concise side-by-side text format.

Lighthouse Research surveyed Garfield-Wayne area residents under the direction of Gardner Institute staff between November 2022 and December 2022. Lighthouse Research used a mixed-mode methodology to contact potential respondents to achieve a more representative sample of residents. This sampling method

begins with distributing online survey links to a random selection of known Utah email addresses and proceeds to telephone interviews to attain the desired response level. The 78-response survey has a margin of error of +/-11% at the 95% confidence level. The error rate can differ on individual questions. While the error rate is high, results can give a directional read of residents' attitudes and opinions across time. A profile of the 2022 survey respondents is in Appendix B. The telephone survey averaged 12 minutes and contained three open-ended questions. Appendix E includes all verbatim responses to the open-ended questions in the survey.

Limitations - There are limitations to research conducted using phone and online methods for random resident samples. Only residents with telephone or known email addresses are in the sampling pool, potentially leading to over or under-sampling of particular groups. Also, response rates on most random telephone/online surveys of residents are generally low, and refusal and non-response rates are high. Efforts to minimize these challenges included multiple contact methods, scheduling callbacks at differing hours and days, and weighting data results to represent the population better.

Appendix B – Demographic Profile

Survey participants were asked several demographic questions, including gender, age, income, education, and race/ethnicity (See Table 1).

Table 1: Demographics

		2021	2022
Gender	Male	41%	40%
	Female	59%	60%
	Other	0%	0%
Age	18-29	5%	9%
	30-39	6%	5%
	49-49	20%	9%
	50-59	18%	24%
	60-69	30%	17%
	70 and over	21%	36%
Household Income	<20,000	5%	11%
	\$20,000-\$39,999	18%	16%
	\$40,000-\$59,999	23%	35%
	\$60,000-\$79,999	16%	6%
	\$80,000-\$99,999	18%	5%
	\$100,000-\$150,000	17%	19%
	Over \$150,000	3%	6%

		2021	2022
Education	Some high school	1%	0%
	High school graduate	16%	17%
	Some college/assoc. degree/ voc. cert.	44%	41%
	College graduate	30%	22%
	Graduate work or degree	9%	20%
Ethnicity	White	95%	93%
	Hispanic/non-white	5%	7%
Utah Residency	Less than 5 years	5%	3%
	5 to 10 years	2%	7%
	11 to 20 years	7%	7%
	More than 20 years	85%	84%

Appendix C

2022 Local Area Survey Questionnaire

Hello. I'm calling from _____ and we are interviewing Utah residents regarding their opinions and attitudes about tourism in Utah. May I ask you some questions?

To help us better understand and analyze responses we have a few background questions before we get started.

- What is your county of residence? _____ (OR, Is your county of residence _____?)
- In which city or town do you reside? _____
- What is the zip code for your area? 84 _____

Ok, let's get started...

- Thinking about your community or the general area around you, how would you describe the amount of tourism? Would you say there is...?

A great deal of tourism	Some	Little	No tourism	Other (specify):	Don't know
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- Does any of your household income depend on tourism-related activities?

Yes	No	Other (specify):	Refuse
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GENERAL VIEW OF STATEWIDE TOURISM

- For the next few statements, we would like your opinion on the effect of tourism in your local area.

On a scale of one-to-five, with one meaning "very negative" and five meaning "very positive," how would you describe tourism's effect on...

	Very Negative 1	2	Neutral 3	4	Very Positive 5	Depends	Don't Know
The quality of amenities in such as gas stations and retail stores in tourist areas?							
The natural environment in Utah?							
Utah's overall reputation?							
Human health and safety?							
Housing affordability?							
Job opportunities for Utah residents?							
The quality of infrastructure like public transportation, roads and bridges, and utilities?							
The opportunity to meet and better understand people from different backgrounds?							

AMENITIES

- On a scale of one-to-five, with one meaning "significant decrease" and five meaning "significant increase," how would you describe tourism's effect on the number of amenities in your area (such as gas stations and retail stores)?

Significant decrease 1	2	Neutral - no impact 3	4	Significant increase 5	Depends	Don't know
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EFFECT OF TOURISM ON QUALITY, QUANTITY AND ACCESS

5. The next few statements ask about the effect of tourism on the quality, quantity, and access to experiences in your local area. Using the same one-to-five scale, with one meaning "very negative" and five meaning "very positive," how would you describe tourism's effect on...

	Very Negative 1	2	Neutral 3	4	Very Positive 5	Depends	Don't Know
The number of arts & cultural experiences?							
And the quality of arts & cultural experiences?							
The number of dining options?							
And the quality of dining options?							
The number of spectator events?							
The quality of spectator events?							
The number of recreational opportunities?							
The quality of recreational opportunities?							
Your ability to access recreational opportunities?							

6. Still, thinking about the effects of tourism in your community, in general, which of the following statements would you say most accurately reflects your opinion? (ROTATE)

The positive effects of tourism outweigh the negative	The negative effects of tourism outweigh the positive	The effects of tourism are equally positive and negative	Don't know (INTERVIEWER- DO NOT READ)
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IMPORTANCE TO ECONOMY

7. Overall, how important do you consider tourism to the economy in your local area? Please use a one-to-five scale, with one meaning "not at all important," and five meaning "very important."

Not at all important 1	2	Neutral - no impact 3	4	Very important 5	Depends	Don't know
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ACCOMMODATING TOURISM

8. Are there places in your local community where the number of visitors is more than your area is able to accommodate? Would you say...

All	Many	Some	A few	None	Don't know
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9. Do you feel your community is able to provide a positive visitor experience? Use a one-to-five scale, with one meaning "definitely not" and five meaning "definitely."

Definitely Not 1	2	Neutral 3	4	Definitely 5	Don't know
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9a. And why do you say that? (Open-ended)

ROLE OF GOVERNMENT

10. How much do you agree or disagree with the following statement? "The state tourism office should support local tourism efforts."

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Depends	Don't know
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USE OF VISITOR-RELATED TAX

11. Please use a one-to-five scale to indicate how important you feel the following categories of spending are for future use of visitor taxes in your community, with one meaning “not at all important” and five meaning “very important.”

	Not at all important 1	2	Neutral 3	4	Very Important 5	Don't know
Parking accommodations (parking lots) in tourism areas?						
Public transit, like shuttles, buses, and trains?						
High-speed internet (broadband) in tourism areas?						
Tourism promotion?						
Local and regional airport facilities?						
Local search and rescue capabilities?						
Environment protection and repair of damaged areas (land, water, etc.)?						
Cellular service?						
Visitor education regarding how to best respect and support the local community?						
Transportation infrastructure like roads and bridges?						
Garbage and recycling disposal and collection in tourism areas?						
Recreation infrastructure like trails, campgrounds, parks, and restrooms?						
Historical preservation of community assets?						
Arts and culture investment?						

ENVIRONMENTAL SUSTAINABILITY

12. Now I am going to read a few statements focused on environmental sustainability. Using a one-to-five scale, with one being “strongly disagree” and five being “strongly agree” how much do you agree or disagree with the following statements?

	Strongly Disagree 1	2	Neutral 3	4	Strongly Agree 5	Depends	Don't know
Natural resource protection and tourism can be compatible.							
Long-term government planning helps reduce potentially negative environmental impacts of tourism.							
Natural resources should be protected in Utah.							
The Office of Tourism should educate visitors on things like how to minimize their impacts on the natural environment, and how to travel responsibly.							

PERCEPTION OF VISITORS/TOURISM

13. Now, regarding your perceptions of visitors... Please tell me whether you agree or disagree with the following statements, with one meaning you “strongly disagree” and five meaning you “strongly agree.”

	Strongly Disagree 1	2	Neutral 3	4	Strongly Agree 5	Don't know
My area would be a dull place if visitors did not come.						
In our area, our way of life has changed to suit visitors.						
Overall, I think visitors to my area feel welcomed.						
Tourism has made locals prouder of our area.						
I prefer to have as little contact as possible with visitors.						
Residents benefit from a wide variety of cultural activities in my area because of tourism.						
Tourism has made my community an unaffordable place for many to live.						
Tourism supports businesses in my community that are valuable to me.						
I enjoy interactions with visitors.						
Government does a good job balancing residents' and visitors' needs.						
State government values input from residents about tourism in my area.						
Local government values input from residents about tourism in my area.						
Residents have the opportunity to provide input on tourism-related topics in my area.						
I have provided input on tourism decisions in my area by doing things like attending public meetings and/or writing letters to local government or decision-makers.						

TOURISM IMPACT ON QUALITY OF LIFE

14. Would you say the overall quality of life in your community has declined or improved because of tourism? Please use a one-to-five scale, where one is “significantly declined,” and five is “significantly improved”?

Significantly declined 1	2	Neutral 3	4	Significantly improved 5	Don't know
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MARKETING CAMPAIGN

15. How familiar are you with the following tourism-related marketing campaigns? (ROTATE)

	Never Heard Of	Heard Name Only	Somewhat Familiar	Very Familiar	Don't know
Mighty 5® campaign					
Forever Might® initiative					
The Greatest Snow on Earth®					
Life Elevated®					

ADDITIONAL COMMENTS

16. Finally, what additional comments, concerns or suggestions do you have regarding tourism in Utah or your local area that we haven't covered in the survey? (UNAIDED)

DEMOGRAPHIC QUESTIONS

This last set of questions will help us analyze the results of the survey...

17. Do you describe yourself as a man, a woman, or in some other way?

- ☐ Man
- ☐ Woman
- ☐ Some other way (SPECIFY IF OFFERED)
- ☐ Prefer not to say

18. Into which age category do you fit?

- ☐ 18 to 29 years
- ☐ 30 to 39 years
- ☐ 40 to 49 years
- ☐ 50 to 59 years
- ☐ 60 to 69 years
- ☐ 70 and over
- ☐ Prefer not to say

19. What is the highest level of education you have attained?

- ☐ Some high school
- ☐ High school graduate
- ☐ Some college/associate degree/vocational certificate
- ☐ College graduate (4 years)
- ☐ Graduate work or degree
- ☐ Prefer not to say

20. How long have you been a resident of Utah?

- ☐ Less than 5 years
- ☐ 5 to 10 years
- ☐ 11 to 20 years
- ☐ More than 20 years
- ☐ Prefer not to say

21. With which racial/ethnic identity do you most identify?

- ☐ Hispanic/Latino
- ☐ American Indian or Alaska Native
- ☐ Asian or Asian-American
- ☐ Black or African American
- ☐ Pacific Islander/Native Hawaiian
- ☐ White
- ☐ Multiple races/ethnicities
- ☐ Other (Please specify)
- ☐ Don't know
- ☐ Prefer not to say

Appendix D

Garfield/Wayne Area Survey on Tourism – Results for 2021 and 2022 surveys

Hello. I'm calling from _____ and we are interviewing Utah residents regarding their opinions and attitudes about tourism in your community. May I ask you some questions?

What is your county of residence?

	2021	2022
Garfield/Wayne <i>n=</i>	81	78

In which city or town do you reside? [Open end]

What is the ZIP Code for your area? [Open end]

AMOUNT OF TOURISM

1. Thinking about your community or the general area around you, how would you describe the amount of tourism? Would you say there is...

	2021	2022
<i>n=</i>	81	78
A great deal of tourism	88%	87%
Some tourism	8%	12%
Little tourism	0%	0%
No tourism	0%	0%
Other (specify)	4%	1%
Don't know	0%	0%

HOUSEHOLD INCOME – DEPENDENCE ON TOURISM

2. Does any of your household income depend on tourism-related activities?

	2021	2022
<i>n=</i>	81	78
Yes	42%	29%
No	51%	67%
Other (specify)	7%	4%

GENERAL VIEW OF TOURISM

3. (A-H) For the next few statements, we would like your opinion on the effect of tourism in in your local area. On a scale of one-to-five, with one meaning "very negative," and five meaning "very positive," how would you describe tourism's effect on...

- 3A. The quality of amenities such as gas stations and retail stores in the tourist areas

	2021	2022
<i>n=</i>	81	78
1 - Very negative	8%	9%
2	8%	10%
3	37%	33%
4	19%	23%
5 - Very positive	25%	23%
Don't know	1%	1%
Mean (1-5)	3.45	3.42

- 3B. The natural environment in Utah

	2021	2022
<i>n=</i>	81	78
1 - Very negative	15%	6%
2	9%	9%
3	16%	10%
4	20%	12%
5 - Very positive	41%	59%
Don't know	0%	4%
Mean (1-5)	3.65	4.12

- 3C. Your community's overall reputation

	2021	2022
<i>n=</i>	81	78
1 - Very negative	4%	3%
2	5%	0%
3	14%	14%
4	30%	31%
5 - Very positive	47%	50%
Don't know	0%	3%
Mean (1-5)	4.12	4.29

3D. Human health and safety

	2021	2022
<i>n</i> =	81	78
1 - Very negative	14%	6%
2	13%	8%
3	18%	24%
4	25%	23%
5 - Very positive	27%	33%
Don't know	2%	5%
Mean (1-5)	3.37	3.73

3E. Housing affordability

	2021	2022
<i>n</i> =	81	78
1 - Very negative	35%	37%
2	23%	21%
3	20%	17%
4	7%	13%
5 - Very positive	11%	10%
Don't know	4%	3%
Mean (1-5)	2.34	2.37

3F. Job opportunities for local residents

	2021	2022
<i>n</i> =	81	78
1 - Very negative	10%	13%
2	12%	10%
3	24%	18%
4	28%	22%
5 - Very positive	27%	37%
Don't know	0%	0%
Mean (1-5)	3.49	3.60

3G. The quality of infrastructure like public transportation, roads and bridges, and utilities

	2021	2022
<i>n</i> =	81	77
1 - Very negative	17%	18%
2	17%	19%
3	29%	30%
4	22%	16%
5 - Very positive	9%	12%
Don't know	6%	5%
Mean (1-5)	2.87	2.82

3H. The opportunity to meet and better understand people from different backgrounds

	2021	2022
<i>n</i> =	81	78
1 - Very negative	7%	5%
2	5%	9%
3	23%	26%
4	22%	23%
5 - Very positive	43%	37%
Don't know	0%	0%
Mean (1-5)	3.89	3.78

EFFECTS OF TOURISM –

Statement mean scores by year (one-to-five scale with one meaning very negative and five meaning very positive)

	2021	2022
(3A) The quality of amenities such as gas stations and retail stores in the tourist areas	3.45	3.42
(3B) The natural environment in Utah	3.65	4.12
(3C) Your community's overall reputation	4.12	4.29
(3D) Human health and safety	3.37	3.73
(3E) Housing affordability	2.34	2.37
(3F) Job opportunities for local residents	3.49	3.60
(3G) The quality of infrastructure like public transportation, roads and bridges, and utilities	2.87	2.82
(3H) The opportunity to meet and better understand people from different backgrounds	3.89	3.78

AMENITIES

4. On a scale of one-to-five, with one meaning "significant decrease" and five meaning "significant increase," what do you think is tourism's overall effect on the number of amenities in your area such as gas stations and retail stores?

	2021	2022
<i>n</i> =	81	77
1 - Significant decrease	4%	1%
2	6%	9%
3	31%	22%
4	25%	30%
5 - Significant increase	31%	35%
Don't know	2%	3%
Mean (1-5)	3.77	3.91

EFFECT OF TOURISM ON QUALITY, QUANTITY AND ACCESS

5. (A-I) The next few statements ask about the effect of tourism on the quality, quantity, and access to experiences your local area. Using the same one-to-five scale, with one meaning “very negative” and five meaning “very positive,” how would you describe tourism’s effect on...

5A. The NUMBER of arts and cultural experiences

	2021	2022
<i>n</i> =	81	77
1 – Very negative	10%	22%
2	21%	14%
3	22%	35%
4	27%	18%
5 – Very positive	15%	9%
Don't know	6%	1%
Mean (1-5)	3.17	2.78

5B. The QUALITY of arts and cultural experiences

	2021	2022
<i>n</i> =	81	77
1 – Very negative	11%	19%
2	12%	12%
3	34%	35%
4	19%	17%
5 – Very positive	16%	14%
Don't know	8%	3%
Mean (1-5)	3.18	2.95

5C. The NUMBER of dining options

	2021	2022
<i>n</i> =	81	77
1 – Very negative	7%	10%
2	16%	17%
3	28%	30%
4	23%	25%
5 – Very positive	24%	17%
Don't know	1%	1%
Mean (1-5)	3.42	3.21

5D. The QUALITY of dining options

	2021	2022
<i>n</i> =	81	77
1 – Very negative	8%	9%
2	13%	9%
3	27%	32%
4	27%	30%
5 – Very positive	24%	18%
Don't know	1%	1%
Mean (1-5)	3.45	3.39

5E. The NUMBER of spectator events

	2021	2022
<i>n</i> =	81	78
1 – Very negative	10%	31%
2	16%	15%
3	51%	24%
4	9%	17%
5 – Very positive	11%	10%
Don't know	4%	3%
Mean (1-5)	2.95	2.59

5F. The QUALITY of spectator events

	2021	2022
<i>n</i> =	81	78
1 – Very negative	10%	26%
2	15%	12%
3	39%	26%
4	20%	17%
5 – Very positive	11%	18%
Don't know	5%	3%
Mean (1-5)	3.08	2.89

5G. The NUMBER of recreational opportunities

	2021	2022
<i>n</i> =	81	78
1 – Very negative	9%	6%
2	6%	12%
3	15%	19%
4	33%	24%
5 – Very positive	37%	37%
Don't know	1%	1%
Mean (1-5)	3.84	3.75

5H. The QUALITY of recreational opportunities

	2021	2022
<i>n</i> =	81	78
1 – Very negative	10%	6%
2	13%	10%
3	17%	19%
4	33%	27%
5 – Very positive	27%	36%
Don't know	0%	1%
Mean (1-5)	3.54	3.77

5I. Your ABILITY TO ACCESS recreational opportunities

	2021	2022
n=	81	78
1 – Very negative	9%	5%
2	11%	8%
3	17%	22%
4	23%	18%
5 – Very positive	38%	46%
Don't know	2%	1%
Mean (1-5)	3.73	3.94

EFFECT OF TOURISM ON QUALITY, QUANTITY AND ACCESS

Statement mean scores by year (one-to-five scale with one meaning very negative and five meaning very positive)

	2021	2022
(5A) The NUMBER of arts and cultural experiences	3.17	2.78
(5B) The QUALITY of arts and cultural experiences	3.18	2.95
(5C) The NUMBER of dining options	3.42	3.21
(5D) The QUALITY of dining options	3.45	3.39
(5E) The NUMBER of spectator events	2.95	2.59
(5F) The QUALITY of spectator events	3.08	2.89
(5G) The NUMBER of recreational opportunities	3.84	3.75
(5H) The QUALITY of recreational opportunities	3.54	3.77
(5I) Your ABILITY TO ACCESS recreational opportunities	3.73	3.94

OPINION ON TOURISM

6. Still, thinking about the effects of tourism in your community, which of the following statements would you say most accurately reflects your opinion?

	2021	2022
n=	81	77
The POSITIVE effects of tourism outweigh the negative	45%	47%
The NEGATIVE effects of tourism outweigh the positive	18%	13%
The effects of tourism are equally positive and negative	36%	39%
Don't know	1%	1%

IMPORTANCE TO ECONOMY

7. Overall, how important do you consider tourism to the local economy in your area? Please use a one-to-five scale, with one meaning "not at all important" and five meaning "very important."

	2021	2022
n=	81	78
1 - Not at all important	4%	5%
2	4%	0%
3	6%	8%
4	23%	17%
5 - Very important	64%	69%
Don't know	0%	1%
Mean (1-5)	4.40	4.47

ACCOMODATING TOURISM

8. Are there places in your local community where the number of visitors is more than your area is able to accommodate? Would you say...

	2021	2022
n=	81	78
None	11%	17%
A few	22%	19%
Some	33%	29%
Many	24%	29%
All	6%	3%
Don't know	5%	3%

- 8A. Any why do you say that? [Open Ended]

(All verbatim comments in Appendix C)

POSITIVE EXPERIENCE

9. Do you feel your community is able to provide a positive visitor experience? Please use a one-to-five scale, with one meaning "definitely not," and five meaning "definitely."

	2021	2022
n=	81	78
1 – Definitely not	5%	1%
2	8%	3%
3	10%	22%
4	33%	32%
5 – Definitely	45%	42%
Don't know	0%	0%
Mean (1-5)	4.04	4.12

- 9A. And why do you say that? [Open Ended]

(All verbatim comments in Appendix C)

ROLE OF GOVERNMENT

10. How much do you agree or disagree with the following statement? "The state tourism office should support local tourism efforts."

	2021	2022
<i>n=</i>	81	78
1 – Strongly disagree	8%	5%
2	2%	1%
3 – (neutral)	14%	12%
4	10%	12%
5 – Strongly agree	64%	65%
Don't know	1%	5%
Mean (1-5)	4.20	4.38

USE OF VISITOR-RELATED TAX

11. (A-N) The following list contains possible categories of spending for visitor-related taxes. Choices vary based on local decision-making. "Please use a one-to-five scale to indicate how important you feel the following categories of spending are for future use of visitor taxes in your community, with one meaning "not at all important" and five meaning "very important."

- 11A. Parking accommodations (parking lots) in tourism areas?

	2021	2022
<i>n=</i>	81	77
1 – Not at all important	8%	10%
2	12%	10%
3 – (neutral)	23%	23%
4	20%	22%
5 – Very important	35%	34%
Don't know	1%	0%
Mean (1-5)	3.62	3.58

- 11B. Public transit, like shuttles, buses, trains?

	2021	2022
<i>n=</i>	81	77
1 – Not at all important	36%	30%
2	10%	17%
3 – (neutral)	17%	17%
4	14%	13%
5 – Very important	21%	21%
Don't know	2%	3%
Mean (1-5)	2.73	2.77

- 11C. High speed internet (broadband) in tourism areas?

	2021	2022
<i>n=</i>	81	78
1 – Not at all important	11%	9%
2	6%	10%
3 – (neutral)	17%	13%
4	22%	23%
5 – Very important	43%	44%
Don't know	1%	1%
Mean (1-5)	3.82	3.83

- 11D. Tourism promotion?

	2021	2022
<i>n=</i>	81	78
1 – Not at all important	17%	10%
2	12%	8%
3 – (neutral)	22%	19%
4	18%	22%
5 – Very important	30%	40%
Don't know	1%	1%
Mean (1-5)	3.33	3.74

- 11E. Local and regional airport facilities?

	2021	2022
<i>n=</i>	81	78
1 – Not at all important	25%	29%
2	22%	18%
3 – (neutral)	30%	24%
4	6%	12%
5 – Very important	16%	14%
Don't know	4%	3%
Mean (1-5)	2.65	2.62

- 11F. Local search and rescue capabilities?

	2021	2022
<i>n=</i>	81	78
1 – Not at all important	2%	3%
2	1%	4%
3 – (neutral)	7%	4%
4	27%	17%
5 – Very important	63%	73%
Don't know	0%	0%
Mean (1-5)	4.46	4.54

11G. Environment protection and repair of damaged areas (land, water, etc.)?

	2021	2022
n=	81	78
1 – Not at all important	5%	6%
2	4%	13%
3 – (neutral	14%	14%
4	20%	14%
5 – Very important	54%	49%
Don't know	2%	4%
Mean (1-5)	4.19	3.89

11K. Garbage and recycling disposal and collection in tourism areas?

	2021	2022
n=	81	78
1 – Not at all important	4%	5%
2	6%	6%
3 – (neutral	7%	15%
4	29%	28%
5 – Very important	52%	42%
Don't know	2%	3%
Mean (1-5)	4.22	3.99

11H. Cellular service?

	2021	2022
n=	81	77
1 – Not at all important	12%	8%
2	8%	9%
3 – (neutral	11%	18%
4	18%	23%
5 – Very important	51%	39%
Don't know	0%	3%
Mean (1-5)	3.87	3.79

11L. Recreation infrastructure like trails, campgrounds, parks, restrooms?

	2021	2022
n=	81	78
1 – Not at all important	2%	6%
2	4%	5%
3 – (neutral	13%	14%
4	24%	23%
5 – Very important	56%	51%
Don't know	0%	0%
Mean (1-5)	4.28	4.08

11I. Visitor education regarding how to best respect and support the local community?

	2021	2022
n=	81	77
1 – Not at all important	8%	12%
2	7%	5%
3 – (neutral	18%	21%
4	18%	27%
5 – Very important	48%	32%
Don't know	0%	3%
Mean (1-5)	3.90	3.65

11M. Historical preservation of community assets?

	2021	2022
n=	81	77
1 – Not at all important	1%	3%
2	4%	9%
3 – (neutral	13%	19%
4	16%	26%
5 – Very important	66%	42%
Don't know	0%	1%
Mean (1-5)	4.42	3.96

11J. Transportation infrastructure like roads and bridges?

	2021	2022
n=	81	77
1 – Not at all important	4%	5%
2	5%	6%
3 – (neutral	22%	12%
4	27%	26%
5 – Very important	43%	48%
Don't know	0%	3%
Mean (1-5)	4.01	4.08

11N. Arts and culture investment?

	2021	2022
n=	81	77
1 – Not at all important	11%	9%
2	19%	17%
3 – (neutral	19%	32%
4	25%	22%
5 – Very important	24%	19%
Don't know	1%	0%
Mean (1-5)	3.33	3.26

USE OF VISITOR-RELATED TAX – Spending category mean scores by year (one-to-five scale with one meaning not at all important and five meaning very important)

	2021	2022
(11A) Parking accommodations (parking lots) in tourism areas?	3.62	3.58
(11B) Public transit, like shuttles, buses, trains?	2.73	2.77
(11C) High speed internet (broadband) in tourism areas?	3.82	3.83
(11D) Tourism promotion?	3.33	3.74
(11E) Local and regional airport facilities?	2.65	2.62
(11F) Local search and rescue capabilities?	4.46	4.54
(11G) Environment protection and repair of damaged areas (land, water, etc.)?	4.19	3.89
(11H) Cellular service?	3.87	3.79
(11I) Visitor education regarding how to best respect and support the local community?	3.90	3.65
(11J) Transportation infrastructure like roads and bridges?	4.01	4.08
(11K) Garbage and recycling disposal and collection in tourism areas?	4.22	3.99
(11L) Recreation infrastructure like trails, campgrounds, parks, restrooms?	4.28	4.08
(11M) Historical preservation of community assets?	4.42	3.96
(11N) Arts and culture investment?	3.33	3.26

ENVIRONMENTAL SUSTAINABILITY

12. (A-D): Now I am going to read a few statements focused on environmental sustainability. Using a one-to-five scale, with one being “strongly disagree” and five being “strongly agree,” how much do you agree or disagree with the following statements?

12 A. Natural resource protection and tourism can be compatible

	2021	2022
n=	81	77
1 – Strongly disagree	8%	4%
2	12%	6%
3	18%	14%
4	17%	26%
5 – Strongly agree	42%	49%
Don't know	2%	0%
Mean (1-5)	3.74	4.10

12B. Long-term government planning helps reduce potentially negative environmental impacts of tourism

	2021	2022
n=	81	77
1 – Strongly disagree	10%	6%
2	13%	4%
3	18%	22%
4	22%	26%
5 – Strongly agree	31%	36%
Don't know	6%	5%
Mean (1-5)	3.55	3.86

12C. Natural resources should be protected in Utah

	2021	2022
n=	81	78
1 – Strongly disagree	5%	6%
2	6%	6%
3	12%	14%
4	18%	17%
5 – Strongly agree	58%	55%
Don't know	1%	1%
Mean (1-5)	4.20	4.09

12D. The Office of Tourism should educate visitors on things like how to minimize their impacts on the natural environment, and how to travel responsibly

	2021	2022
n=	81	78
1 – Strongly disagree	0%	3%
2	6%	3%
3	13%	12%
4	24%	23%
5 – Strongly agree	54%	60%
Don't know	2%	0%
Mean (1-5)	4.30	4.36

ENVIRONMENTAL SUSTAINABILITY - Statement mean scores by year (one-to-five scale with one meaning strongly disagree and five meaning strongly agree)

	2021	2022
(12A) Natural resource protection and tourism can be compatible	3.74	4.10
(12B) Long-term government planning helps reduce potentially negative environmental impacts of tourism	3.55	3.86
(12C) Natural resources should be protected in Utah	4.20	4.09
(12D) The Office of Tourism should educate visitors on things like how to minimize their impacts on the natural environment, and how to travel responsibly	4.30	4.36

PERCEPTION OF VISITORS/TOURISM

13. (A-N): Now, in regard to your perceptions of visitors...

Please tell me whether you agree or disagree with the following statements with one meaning you "strongly disagree" and five meaning you "strongly agree."

13A. My area would be a dull place if visitors did not come.

	2021	2022
<i>n</i> =	81	78
1 – Strongly disagree	35%	33%
2	12%	14%
3	17%	17%
4	13%	13%
5 – Strongly agree	23%	23%
Don't know	0%	0%
Mean (1-5)	2.77	2.78

13B. In our area, our way of life has changed to suit visitors.

	2021	2022
<i>n</i> =	81	78
1 – Strongly disagree	8%	13%
2	7%	9%
3	16%	23%
4	28%	28%
5 – Strongly agree	40%	27%
Don't know	1%	0%
Mean (1-5)	3.84	3.47

13C. Overall, I think visitors to my area feel welcomed.

	2021	2022
<i>n</i> =	81	77
1 – Strongly disagree	2%	1%
2	5%	1%
3	6%	12%
4	34%	36%
5 – Strongly agree	52%	49%
Don't know	0%	0%
Mean (1-5)	4.29	4.31

13D. Tourism has made locals prouder of our area.

	2021	2022
<i>n</i> =	81	77
1 – Strongly disagree	8%	13%
2	10%	5%
3	22%	31%
4	31%	27%
5 – Strongly agree	24%	22%
Don't know	5%	1%
Mean (1-5)	3.56	3.41

13E. I prefer to have as little contact as possible with visitors.

	2021	2022
<i>n</i> =	81	78
1 – Strongly disagree	35%	45%
2	20%	15%
3	22%	19%
4	11%	8%
5 – Strongly agree	11%	12%
Don't know	1%	1%
Mean (1-5)	2.41	2.25

13F. Residents benefit from a wide variety of cultural activities in my area because of tourism.

	2021	2022
<i>n</i> =	81	77
1 – Strongly disagree	17%	19%
2	23%	16%
3	27%	25%
4	16%	17%
5 – Strongly agree	14%	22%
Don't know	4%	1%
Mean (1-5)	2.88	3.07

13G. Tourism has made my community an unaffordable place for many to live.

	2021	2022
<i>n</i> =	81	78
1 – Strongly disagree	17%	22%
2	19%	13%
3	14%	10%
4	16%	19%
5 – Strongly agree	31%	32%
Don't know	2%	4%
Mean (1-5)	3.26	3.28

13H. Tourism supports businesses in my community that are valuable to me.

	2021	2022
<i>n</i> =	81	77
1 – Strongly disagree	5%	9%
2	7%	5%
3	16%	16%
4	22%	25%
5 – Strongly agree	51%	45%
Don't know	0%	0%
Mean (1-5)	4.06	3.92

13I. I enjoy interactions with visitors.

	2021	2022
<i>n</i> =	81	77
1 – Strongly disagree	4%	5%
2	7%	5%
3	24%	14%
4	16%	29%
5 – Strongly agree	49%	47%
Don't know	0%	0%
Mean (1-5)	4.00	4.06

13J. Government does a good job balancing residents' and visitors' needs.

	2021	2022
<i>n</i> =	81	76
1 – Strongly disagree	23%	22%
2	17%	11%
3	34%	32%
4	18%	21%
5 – Strongly agree	7%	12%
Don't know	1%	3%
Mean (1-5)	2.70	2.89

13K. State government values input from residents about tourism in my area.

	2021	2022
<i>n</i> =	81	77
1 – Strongly disagree	30%	17%
2	14%	13%
3	19%	35%
4	13%	19%
5 – Strongly agree	12%	12%
Don't know	11%	4%
Mean (1-5)	2.58	2.96

13L. Local government values input from residents about tourism in my area.

	2021	2022
<i>n</i> =	81	77
1 – Strongly disagree	17%	18%
2	11%	17%
3	25%	21%
4	20%	29%
5 – Strongly agree	20%	16%
Don't know	6%	0%
Mean (1-5)	3.18	3.06

13M. Residents have the opportunity to provide input on tourism-related topics in my area.

	2021	2022
<i>n</i> =	81	77
1 – Strongly disagree	18%	19%
2	19%	17%
3	24%	27%
4	14%	21%
5 – Strongly agree	20%	14%
Don't know	4%	1%
Mean (1-5)	3.00	2.93

13N. I have provided input on tourism decisions in my area, by doing things like attending public meetings and/or writing letters to local government or decision makers.

	2021	2022
<i>n</i> =	81	77
1 – Strongly disagree	13%	19%
2	11%	12%
3	27%	32%
4	26%	14%
5 – Strongly agree	21%	21%
Don't know	2%	1%
Mean (1-5)	3.30	3.05

PERCEPTION OF VISITORS/TOURISM - Statement mean scores (one-to-five scale with one meaning strongly disagree and five meaning strongly agree)

	2021	2022
(13A) My area would be a dull place if visitors did not come.	2.77	2.78
(13B) In our area, our way of life has changed to suit visitors.	3.84	3.47
(13C) Overall, I think visitors to my area feel welcomed.	4.29	4.31
(13D) Tourism has made locals prouder of our area.	3.56	3.41
(13E) I prefer to have as little contact as possible with visitors.	2.41	2.25
(13F) Residents benefit from a wide variety of cultural activities in my area because of tourism.	2.88	3.07
(13G) Tourism has made my community an unaffordable place for many to live.	3.26	3.28
(13H) Tourism supports businesses in my community that are valuable to me.	4.06	3.92
(13I) I enjoy interactions with visitors.	4.00	4.06
(13J) Government does a good job balancing residents' and visitors' needs.	2.70	2.89
(13K) State government values input from residents about tourism in my area.	2.58	2.96
(13L) Local government values input from residents about tourism in my area.	3.18	3.06
(13M) Residents have the opportunity to provide input on tourism-related topics in my area.	3.00	2.93
(13N) I have provided input on tourism decisions in my area, by doing things like attending public meetings and/or writing letters to local government or decision makers.	3.30	3.05

TOURISM IMPACT ON QUALITY OF LIFE

14. Would you say the overall quality of life in your community has declined or improved because of tourism, please use a one-to-five scale, where one is "significantly declined" and five is "significantly improved"?

	2021	2022
n=	81	77
1 – Significantly declined	10%	10%
2	14%	3%
3	35%	34%
4	22%	30%
5 – Significantly improved	18%	23%
Don't know	1%	0%
Mean (1-5)	3.24	3.53

MARKETING CAMPAIGN

15. (A-D): How familiar are you with the following tourism-related marketing campaigns?

15A. Mighty 5® Campaign

	2021	2022
n=	81	78
Never heard of	39%	47%
Heard name only	8%	9%
Somewhat familiar	12%	5%
Very familiar	41%	38%
Don't know	0%	0%

15B. Forever Mighty® Initiative

	2021	2022
n=	81	78
Never heard of	70%	76%
Heard name only	6%	10%
Somewhat familiar	10%	6%
Very familiar	10%	5%
Don't know	5%	3%

15C. Utah ski/snowboard campaign Greatest Snow on Earth®

	2021	2022
n=	81	78
Never heard of	11%	15%
Heard name only	25%	19%
Somewhat familiar	20%	22%
Very familiar	42%	42%
Don't know	1%	1%

15D. Life Elevated®

	2021	2022
n=	81	78
Never heard of	22%	23%
Heard name only	24%	18%
Somewhat familiar	25%	26%
Very familiar	29%	32%
Don't know	0%	1%

ADDITIONAL COMMENTS

16. Finally, what additional comments, concerns, or suggestions do you have regarding tourism in Utah or your local area that we haven't covered in the survey?
[Open end]
(All verbatim comments in Appendix C)

DEMOGRAPHICS QUESTIONS

17. Do you describe yourself as a man, a woman, or in some other way? (ASKED AT BEGINNING OF INTERVIEW)

	2021	2022
<i>n=</i>	81	78
Man	41%	40%
Woman	59%	60%
Some other way	0%	0%

18. Which of the following ranges includes your age? (ASKED AS SCREENING QUESTION AT BEGINNING OF INTERVIEW)

	2021	2022
<i>n=</i>	81	76
18 to 29	5%	9%
30 to 39	6%	5%
40 to 49	20%	9%
50 to 59	18%	24%
60 to 69	30%	17%
70 or Older	21%	36%

19. What is the highest level of education you have attained?

	2021	2022
<i>n=</i>	81	76
Some high school or less	1%	0%
High school graduate	16%	17%
Some college/assoc. degree /vocational certificate	44%	41%
College graduate (4 years)	30%	22%
Graduate work or degree	9%	20%

20. How long have you been a resident of Utah?

	2021	2022
<i>n=</i>	81	76
Less than 5 years	5%	3%
5 to 10 years	2%	7%
11 to 20 years	7%	7%
More than 20 years	85%	84%

21. With which racial/ethnic identity do you most identify?

	2021	2022
<i>n=</i>	81	74
Hispanic/Latino	1%	0%
American Indian or Alaska Native	4%	0%
Asian or Asian American	0%	1%
Black or African American	0%	0%
Pacific Islander / Native Hawaiian	0%	0%
White	95%	93%
Multiple races/ethnicities	0%	5%
Other (specify)	0%	0%
Don't know	0%	0%

22. Which of the following categories best describes your total household income?

	2021	2022
<i>n=</i>	81	62
Less than \$20,000	5%	11%
\$20,000 to \$39,999	18%	16%
\$40,000 to \$59,999	23%	35%
\$60,000 to \$79,999	16%	6%
\$80,000 to \$99,999	18%	5%
\$100,000 to \$150,000	17%	19%
Over \$150,000	3%	6%

Appendix E – Verbatim Garfield-Wayne Area Comments

Are there places in your local community where the number of visitors is more than your area is able to accommodate? And why do you say that? [Open-ended]

- (1) None
- (2) A few
- (3) Some
- (4) Many
- (5) All

(1) None – 13 comments

- Houses have gone to short-term rentals. It messes up housing for locals.
- I believe we don't have lots of people stopping in here. I believe they go to the parks.
- I don't think we have any overcrowding. Our hotels sell out but it's all we have.
- I drive around and see what's going on. I'm involved with it. I make contact with people.
- I think the amount of tourism we have can be accommodated by the services.
- It's working very well. I don't see any problems with the exception of people pre-camping, because they park on BLM land.
- No comment
- Our tourism is very specific: hunting, fishing, event oriented. It can accommodate all of them. Ranching and farming.
- We can accommodate everything.
- We can fit everyone; a lot of events are outside, so they shut down Main Street and it can fit everyone and there is a lot of space for everyone.
- We don't get that many people.
- We have a bunch of motels, and we have a bunch of service stations, and we have a bunch of restaurants.
- We live outside of Bryce Canyon and there's a lot of places for people to stay at or go to. We're just a few miles from Zions, so that's all our town is for tourists.

(2) A few – 15 comments

- Because of the economy
- I think in the area there is a KOA and all summer it is packed. I believe there are only two hotels. In the winter, they are totally closed because I think no one comes through because I believe there is no place to eat or do anything.
- I think there are too many people.
- I used to own a restaurant, and there were times when you were overwhelmed.

- It's just the way I see it.
- Lines for lunch can be long.
- No comment
- Our motels don't fill up like they used to, but we are still able to accommodate.
- Public camping areas are very crowded, and the land that supports those camping areas is becoming very degraded.
- Small town
- Sometimes the hotels are full.
- There are limited motels and more people than rooms.
- There is a lot of traffic, and we could use some more with RV hookups.
- There is lots to see and do, but you have to know what you're looking for.
- We have large motels, but the prices are too high.

(3) Some – 23 comments

- Depending on the time of year, it is expending all the time. I think right now there is not as much as needed in the high season, but we have very seasonal visitors.
- I don't know.
- I think in the summertime we get a lot of people. People are out and about.
- In some areas close to Capitol Reef National Park visitors tend to overuse the public lands.
- More visitors than the area can accommodate.
- Near the national park
- No comment (2)
- No opinion
- Not enough government development of camping with bathroom facilities and water, so people boondock and that is very negative for the environment. The government says they care about that, but they just want to lock down areas instead of safely and healthily providing recreation areas. They know it's a problem but ignore it. There's more government land than private to be able to develop to properly accommodate.
- One end of the county has more tourist attractions than the other so people try to stay on that end.
- Some of the motels are full all the time.
- Sometimes there are just more tourists than the area can accommodate, where you find people just parked along the sides of the road, camping in areas that are designated for camping, etc.
- Sometimes there are more people visiting here than

the area can't accommodate. Things like the shuttle system, etc., get overrun.

- Sometimes there are too many tourists to put in the hotels. We just run out of rooms.
- The number of restaurants is very limited, and most are not open on Sundays.
- There are certain times when there are a lot of people here and it's overwhelming.
- There are times we have so many people coming through here that it's hard to get on the roads and travel.
- Traffic gets built up; the road infrastructure can't handle the number of people going through it.
- We don't have very many motels or restaurants in our area. Since the Europeans stopped coming here, it's been really bad. They were our biggest tourists, and with COVID it's been horrible.
- We have no real motels in our community.
- We have Torrey, which is our most popular and closest to Capitol Reef National Park, so there's quite a lot of options for people to stay and it doesn't get too crowded. Pretty much every other area below Loa, Lyman, and Bicknell gets kind of crowded, and we don't really have enough space for the tourists.
- We're really close to a national park. Public access is pretty easy for recreation, and I guess the national park we're close to is part of the big five, and people try all five in their vacation or trip.

(4) Many – 23 comments

- A bunch of people
- I just know it's difficult during the heavy tourist season. It's hard to get a hotel. For someone just traveling through it's hard to find anything of decent quality. You have to book months in advance. I run an Airbnb and sell out months in advance.
- I think they're loving our parks to death. There's too much advertising and the roads are clogged. They drive too fast through our small town. The people that come are demanding and rude.
- In Teasdale, there's no low-income housing for people anymore. In my local community, there are no hotels, and a lot of houses are being bought.
- No comment
- Not enough places to stay.
- Our current government has embraced tourism, which is fine, but they've done nothing to improve the infrastructure, so when tourists come, the community is overwhelmed.
- The motels we have in the area are filled up. They are

accommodating for what it is.

- The scale
- There are not a lot of hotels, restaurants, or places to camp.
- There are not enough places to put people here when they all show up.
- There are not enough restaurants to support tourism. There is not much shopping, and the hotels are less than desirable. There are many Airbnb's but the overall town needs help in preparing for the tourism season. Many people use the houses for vacation homes, which makes it hard for locals to purchase homes.
- Tourism affects everything here and some of the people who visit us have no respect for our area and they don't take care of it very well.
- Tourism is bringing more people and there's only so much space. We're having a hard time making it all year around instead of seasonal.
- We are growing in tourism population, so we've seen an increase in accommodations.
- We do depend on tourism in these tiny towns around here and we have a few hotels but not many grocery stores or clothing stores, only gift shops, and we don't have many restaurants. Although we do have two liquor stores, that does seem to upset some tourists.
- We don't have adequate restaurants or hotels for the visitors.
- We don't have enough infrastructure and public support.
- We don't have enough services like hotel rooms and not enough utilities to support more.
- We have plenty of motels and bed-and-breakfasts.
- We have such a small community.
- We have trouble accommodating all the campers.
- We just don't have enough accommodation for people during summertime.

(5) All – 2 comments

- The sheer numbers negatively impact the outdoor experience. In the last five years, there's a big increase of tourism in the last five years. Campfires are a worry, trails are overpopulated, and the high speed is a problem, as well. The outdoors experience is diminished.
- There are not the facilities to take care of people, their garbage, their natural bodily functions, and food. Without facilities, it's not a good experience for locals or the people who visit.

Do you feel your community is able to provide a positive visitor experience? Please use a one-to-five scale, with one meaning “definitely not,” and five meaning “definitely.”

[Open-ended]

- (1) Definitely not
- (2)
- (3) Neutral
- (4)
- (5) Definitely

(1) Definitely not – 1 comment

- I think there is nothing here. I think you can't have a positive impact on the tourists if there is nothing here. I think the town population has dropped to 175. I think there are few people who are buying homes and are turning them and renting them.

(2) – 2 comments

- There's not much here.
- The situation is like some idiot Republican Americans who hate government, but loves Social Security, Medicare, Medicaid, food stamps, etc. Some non-tourism related people feed on tourism's money.

(3) Neutral – 17 comments

- I don't know what the tourists want that come here. There's a place for them to stop, but I don't know why they would want to live that way.
- I think because of the natural features of this county. This county is beautiful.
- I think certain businesses try and some just don't care.
- In situations that occurred in the past, such as weather, flooding, or loss of water, then the community can't handle the overflow of people in the area.
- It could be better. We need more lanes in a few places.
- It depends on what kind of tourists visit the area.
- It's neutral because it depends on the person and individual circumstance.
- Most of the businesses and food establishments kind of revolve around the season for tourism.
- No Comment
- Not that many people here, not able to get around that easily.
- Our hotels are aged. We need newer hotels.
- The main things we provide are Airbnb's and Capitol Reef.
- They don't have a lot going on.
- We are in the middle of a tourist area and so when people come here, we talk to them.

- We don't have a lot of places to accommodate in town.
- We just don't have any facilities because of the lack of advertising in our area. Unless we get the Europeans back, we won't have any tourism. Americans just don't travel.
- You get a lot of people, and you can't give them a lot of one-on-one.

(4) – 25 comments

- Everybody here depends on tourism, and they have to be accommodating, polite, and make their experiences good, or they won't come back.
- I think a lot of tourist people enjoy it, but I think they are on their own to make that experience work.
- I think there's a lot of charm in Panguitch and the scenery's really good around it, but I don't think the infrastructure's good enough to get a '5.'
- It is beautiful.
- It would be better if we had more things to do besides hiking.
- It's very remote, either they go for that reason, or they hate it.
- It's a pretty good place to stay or come to.
- It's friendly and accommodating.
- It's just how I feel.
- I've spoken to a number of tourists that have visited the area, and they have wonderful things to say about Torrey and the surrounding area.
- Lots of good people
- Need new and better motels.
- No comment (2)
- People seem to have a positive experience when they come here because they enjoy it.
- Personal connections or knowing people there, but gas stations aren't super happy about greeting people and looking unpresentable.
- The people are nice, but there needs to be more places to eat, stay, and things to do other than outdoor activities.
- The people who provide services for them are very patient, kind, and their income depends on it, so they have to be.
- There are places for visitors to go and find what's to do in the area, but they're not always open.
- There are very nice people.
- They come to see the national parks.
- Tourism is such an important aspect in our area and community, so the people here really try to provide and cater to tourists to provide a good experience.
- We are very accommodating. We have one of the top

small restaurants in town. In fact, it was voted the best small restaurant in Utah at one point. Everyone is open to helping, giving directions, etc.

- We could have a few more diversity when it comes to restaurants and activities.
- We do have beautiful outdoors in our area and the people are friendly.

(5) Definitely – 33 comments

- Boulder has maintained a small-town look and feel. We don't have giant gas stations, etc.
- Everybody does the best they can to provide opportunities for tourists.
- Everyone is kind and caring and is a hard worker.
- Good experience overall for tourists
- Good people, great history, smiles abound.
- Great place
- Great town
- I haven't seen any problems. Traffic is heavy, but it isn't a problem.
- I think this is a beautiful area. People come and see it.
- It's a really nice area to come to.
- It's a beautiful place.
- It's just a fact.
- Our community thrives on tourism. We love the people who come through here, and there are a lot of people who love to serve.
- People here are very friendly. We have a lot of national parks.
- People who make money off tourists are very accommodating.
- Plenty of places to stay, lots of parks.
- Pretty small town, people love it because of there, there is a lot of open space.
- Some people in our communities, their livelihood depends on tourism, so they want to provide a good experience to keep them coming back.
- The area is beautiful and there's lots of hiking.
- The people. Everybody has their own thing; you might be greeted by a rancher doing rancher things. They are great local hosts to visitors. Hunters, ATVs, horseback riding. The usual Utah activities.
- The resources and we have a lot of recreation things. The national park is extremely close. I think it's camping opportunities and lots of things recreational to do.
- They do different activities and do a good job.
- This is what Panguitch is for, it's all for tourist attractions.
- Tourism helps my town function and grow, and

the locals go out of their way to make positive experiences for the tourists.

- Very friendly, down to earth people
- We have a good population down here fighting to give them a good experience, and we have plenty of places to go.
- We have a good rapport with people who come around - good hotels and restaurants.
- We have a lot of vacation rentals, and the restaurants in the summer are very good.
- We have lots of tourists. We have so many attractions for their entertainment.
- We live by the national parks.
- We provide good food and places to stay.
- We try to go out of our way to make sure that our tourists have a good time.
- We're nice and friendly, and we do the best we can to welcome them to our area.

Wayne/Garfield: Finally, what additional comments, concerns, or suggestions do you have regarding tourism in Utah or your local area that we haven't covered in the survey? [Open-ended] – 78 comments

- Dude ranches/rides are regulated a lot meaning they have certain areas where they can and cannot go and it should be lightened up. People should be able to go on easier rides and it would significantly improve the quality of visitors.
- I don't have any. (2)
- I don't have anything.
- I don't know. (5)
- I don't really have any.
- I don't think I have any right now.
- I don't think I have any.
- I think cell phone coverage is important. With all you can do with a smartphone or basic cell phone, communication is very important. You can turn your cell phone off here, but you should turn it back on in case of an emergency.
- I think sometimes we get too many people here.
- I think that Utah needs to look at their summer home rentals where people are coming in from outside of the state. I think they don't live here and don't check on homes. One problem in my community is night and weekly rentals. They go up in streets in SUVs.
- I think you covered it all.
- I think you've covered it.
- I wish they were more interested in local concerns, both state and federal governments.
- I would appreciate more funding for trails and activity

because it would benefit our community and help get that grant money and utilizing it in our small community. Bike paths and bike trails along Highway 12 would be important for safety.

- I would just like it to go back to where it used to be, where we could use our water without it being contaminated. I don't think it will change, so I'm neutral on it and stay out of their way. The facilities need to be in place before people come in.
- In our area, I think it would help to have the government or the local commissioner care as much for the locals as they do the tourists.
- In our town, the extra congestion of traffic in our area.
- Investments are best made when education is put alongside them on how to navigate the landscape, and we need infrastructure support to safely handle tourism.
- Local people and government should make the calls.
- More signs that can be understood in other languages.
- My big concern, especially in regard to where I live, is that I worry about forest fires getting out of control and happening on a massive scale. They should rethink fire level warning signs. The signs that we have do not seem to do much, and we need blinking lights.
- My feeling is that if we're going to allow the national government to have so much land in Utah, in parks, then Utah ought to support the local area to survive in the area that's affected by the parks.
- No comment (11)
- No comments
- None (8)
- Not really anything
- Not too much
- Nothing (8)
- Nothing really
- Our area relies heavily on tourism, though I see an impact on the attitudes of those working only during the tourism season. They do not like to work the rest of the year because they get paid more by the government to not work. Our town needs more assistance with restaurants and places to stay. We are getting a bike track and it will be extremely hard to accommodate the races when they come. The hotels are so run down that they should be closed and so groups have a hard time coming here. There have been comments about the traffic, but that is less of a concern than the lack of places to eat.
- Please come and enjoy yourself, but don't forget to go home when you're done.
- Put more effort in tourism areas; year-round, not just seasonal. Better hospitality.
- State funding should be provided to small communities in regard to police, fire, ambulance, and search and rescue, and these should be made full-time positions paid for by the state.
- The federal government doesn't really care about the public, safety, nor public health, they just want to keep people out. People are here whether they like it or not. State government needs to take control back and take care of its citizens and visitors. The feds won't do it.
- The government needs to take the locals' opinions more into consideration.
- There is an arts festival that is good and draws people every year. I think the festival needs people who are actually paid. So far it is just volunteers. There is a need for administrative people, especially. I think the festival needs funding.
- They're putting in an RV park near me, and I feel it's an intrusion of my space.
- Too many vacation rentals, and there's not anywhere for the people who live here to rent. It's a joke and I'm upset the local government has allowed that to happen.
- Tourism doesn't always cause stuff but can be a contributing factor.
- Tourism has increased land values to the point where locals can no longer live here.
- Tourism is important to our community.
- Tourism is overflowing here.
- Tourism raises awareness of environmental issues and educates visitors about this part of the country.
- Transparency, more specific statistics over generalization, independence, cronyism over meritocracy, etc. There are unnecessary hands of local governments in tourism income.
- Utah is a wonderful, beautiful place to escape.
- We can balance tourism and agriculture if we make the effort, and we need to find a balance.
- We have a lot of offers that people are not aware of, and the government doesn't want to put the money into this area to help us develop it.
- We need more homes for the people that work where the visitors are coming. There are a lot of employees, but they don't always have a place to live.
- You just have to take it and make it better for Utah.



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