

Moab Area Residents' Opinions on Tourism: Longitudinal Survey Results 2021-2022

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Survey responses in 2022 differed from those of Moab area respondents in 2021. Given these are the first two of a series of longitudinal surveys, it is not possible to say whether one set of responses is more typical or whether one is part of a trend. However, the differences point to areas of interest for current decision-makers and those reviewing future surveys.

Almost all Moab area respondents describe having a great deal of tourism in their area (97%), and nearly as many (92%) consider tourism important to their economy. Four of every ten say their household income depends on tourism (45%). Respondents split on whether tourism's effects are more positive or more negative, with slightly more saying negative (31%, positive and 41%, negative). Another quarter says the impacts of tourism are equally positive and negative (28%).

Moab area respondents' in 2022 indicated more positive assessments of the effect of tourism on the quality of amenities such as gas stations and retail stores (40%-52%), the number of dining options (49%-66%), the quality of recreational opportunities (40%-58%), the ability to access recreational opportunities (32%-58%), and the opportunity to meet and better understand people from different backgrounds (38%-54%), with the majority of 2022

respondents indicating a positive view of tourism's effect in these areas. Additionally, Moab area respondents gave a more positive assessment of tourism's effect on the natural environment, health and human safety, and infrastructure when compared to responses from 2021, however in these cases, the majority of respondents still viewed the effect as unfavorable (16%-48%, 18%-37%, and 13%-24% respectively).

In addition to not knowing whether the sentiments expressed in 2021 or 2022 are closer to an ongoing trend, we are unsure of respondents in one of the two survey samples—although selected randomly—differed from residents in an important way that influenced their responses.

There are three open-ended survey questions. Appendix E includes all verbatim responses to these questions.

The Appendices include the following:

- A Survey Methodology
- B Demographic Profile of Moab Area Respondents
- C 2022 Local Area Survey Questionnaire
- D Moab 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...?

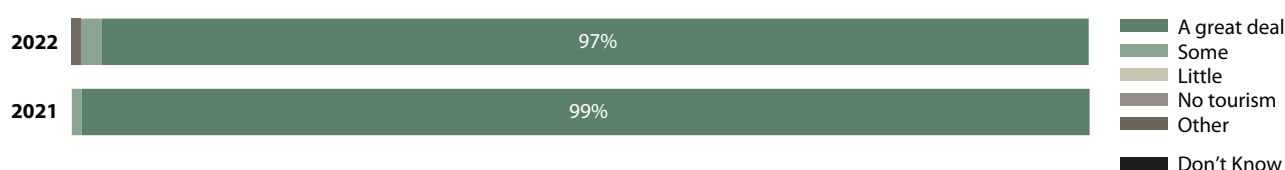


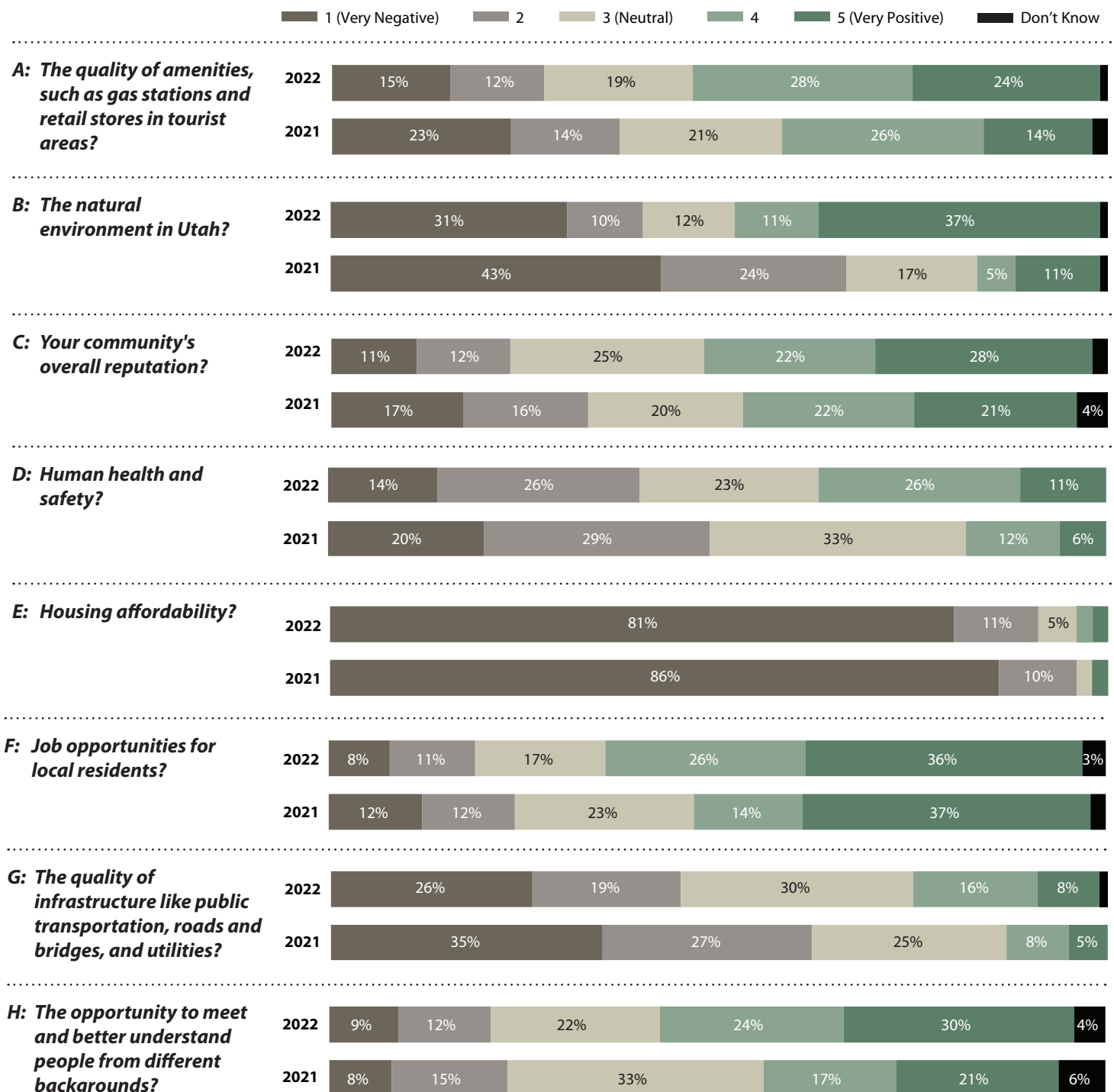
Figure 2: Does any of your household income depend on tourism-related activities?



Effects of Tourism in Utah

Over half of respondents give positive ratings regarding the impact tourism has on job opportunities for local residents (62%), the chance to meet and better understand people from different backgrounds (54%), and the quality of amenities like gas stations and retail stores (52%). Similar to 2021, nearly all survey participants (92%) say tourism negatively impacts housing affordability in the area. Interestingly, the percentage saying tourism positively impacts the natural environment in Utah is up significantly from 2021 results (from 16% to 48%).

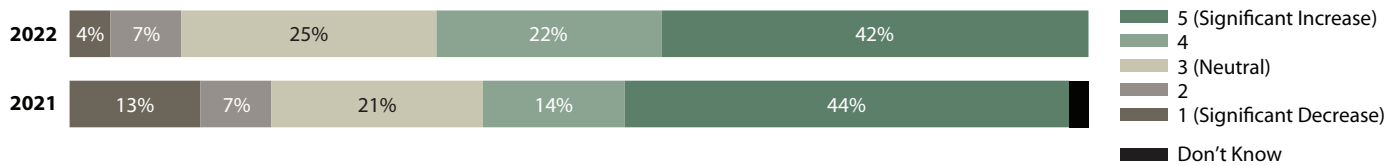
Figure 3 (A-H): For the next few statements, we would like your opinion on the effect of tourism in your local area.. On a scale of one-to-five, with one meaning "very negative," and five meaning "very positive," how would you describe tourism's effect on...



Amenities

Two-thirds of survey participants (66%) say the number of amenities in the Moab area has increased due to tourism.

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?

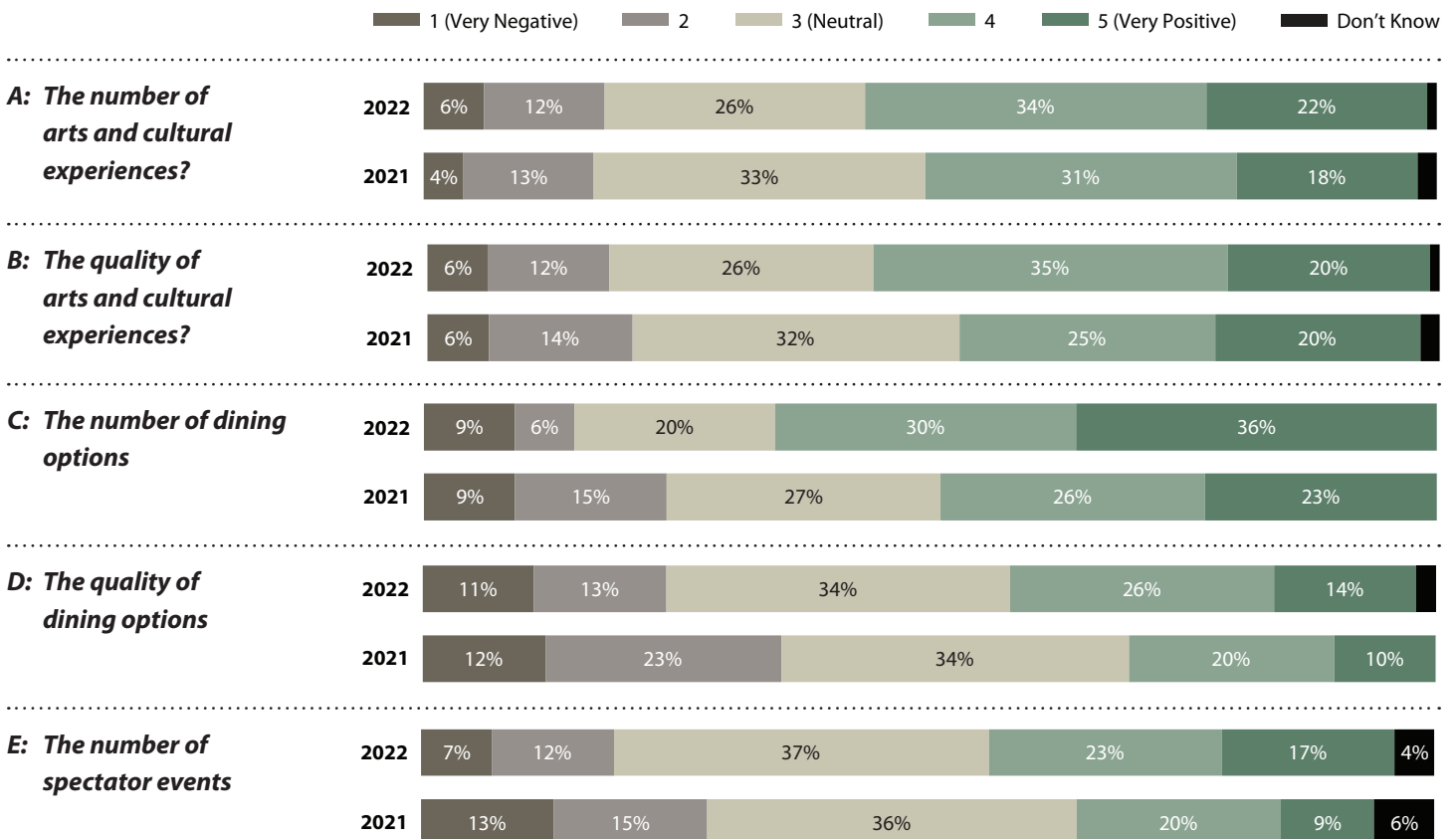


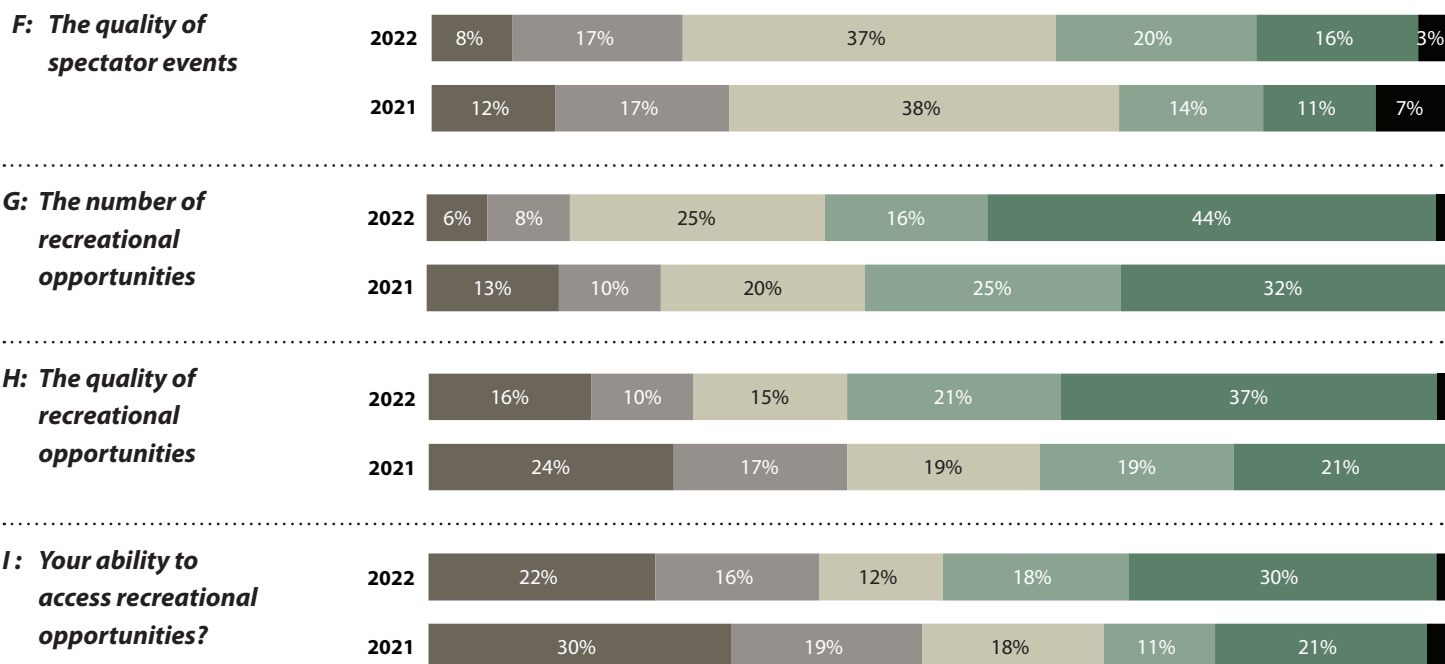
Effect of Tourism on Quality, Quantity, and Access

When questioned about the impact of tourism on the quality and number of various options, events, and opportunities, 2022 respondents gave more positive ratings across the board than in 2021 respondents. They indicated tourism's most positive impacts are on the number of dining options (66%), recreational opportunities (60%), arts and cultural experiences (56%), and the quality of recreational opportunities (58%) and arts and cultural experiences (55%).

Just under half of respondents (48%) say tourism positively impacts residents' ability to access recreational activities, up sixteen percentage points from the previous survey. Still, 2022 results show just over a third of respondents see a negative tourism impact on their ability to access these activities.

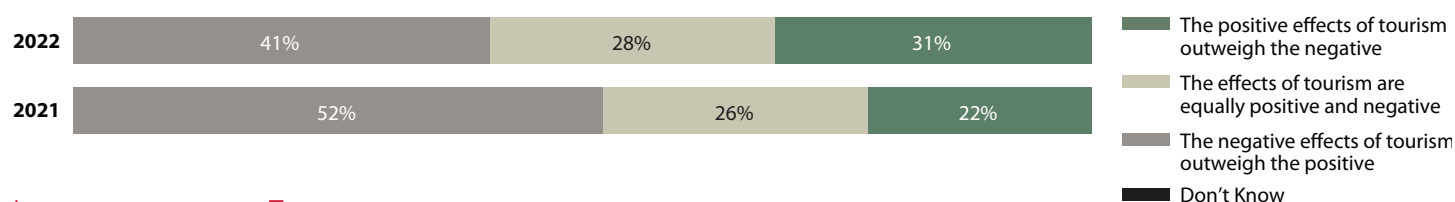
Figure 5 (A–I): The following few statements ask about the effect of tourism on the quality, quantity, and access to experiences your local area. Using the same one-to-five scale, with one meaning "very negative" and five meaning "very positive," how would you describe tourism's effect on...





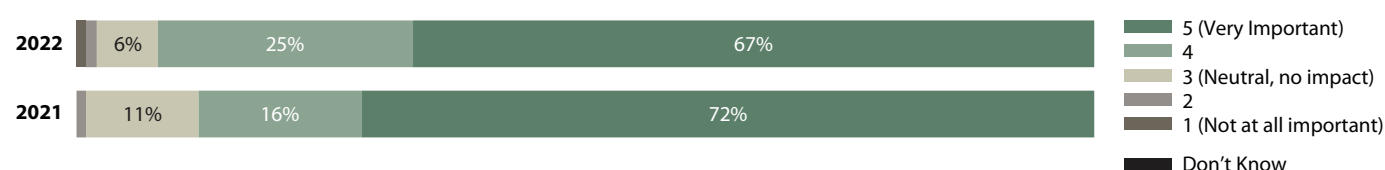
Overall Positive/Negative Tourism Effect

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

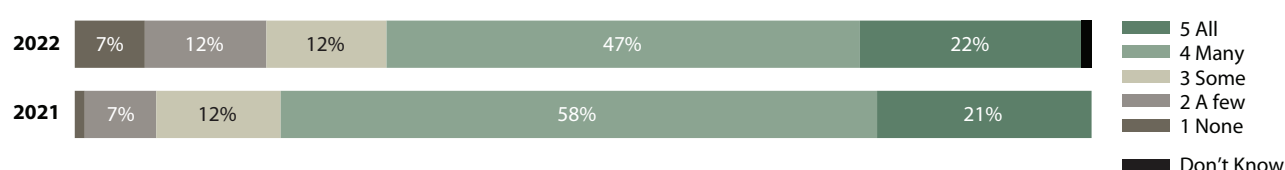
Figure 7: Overall, how important is tourism to the local economy in your area?
Please use a one-to-five scale, with one meaning "not at all important," and five meaning "very important."



Accommodating Tourism

Most residents (69%) say there are more visitors in many or all local places (69%) than their community can accommodate. This percentage is down from 79% in 2021.

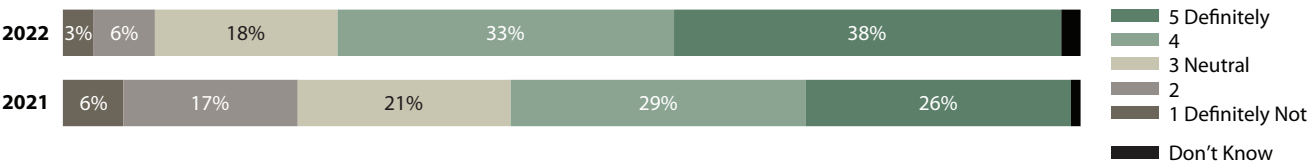
Figure 8: Are there places in your local community where the number of visitors is more than your area is able to accommodate? Would you say...



Positive Experience

The percentage of residents agreeing that their community can provide visitors with a positive experience is up from 55% in 2021 to 71% in the most recent survey.

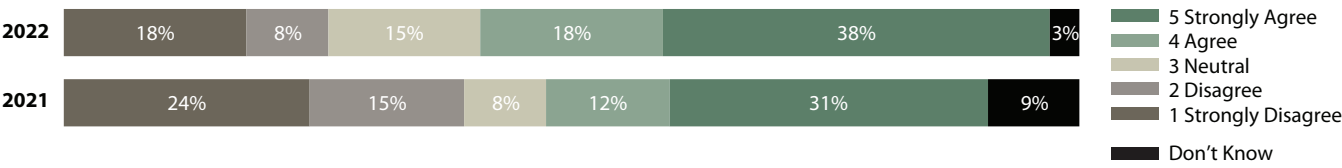
Figure 9: Do you feel your community is able to provide a positive visitor experience? Use a one-to-five scale, with one meaning “definitely not” and five meaning “definitely.”



Role of Government

More residents feel that the state tourism office should support local tourism efforts than in 2021 (56% in 2022 from 43% in 2021).

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

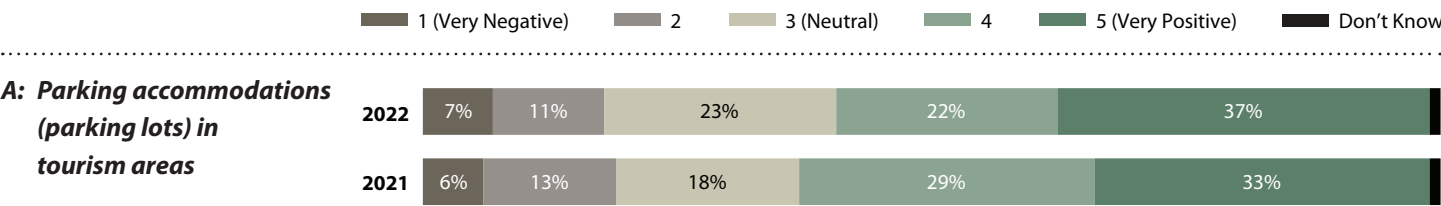


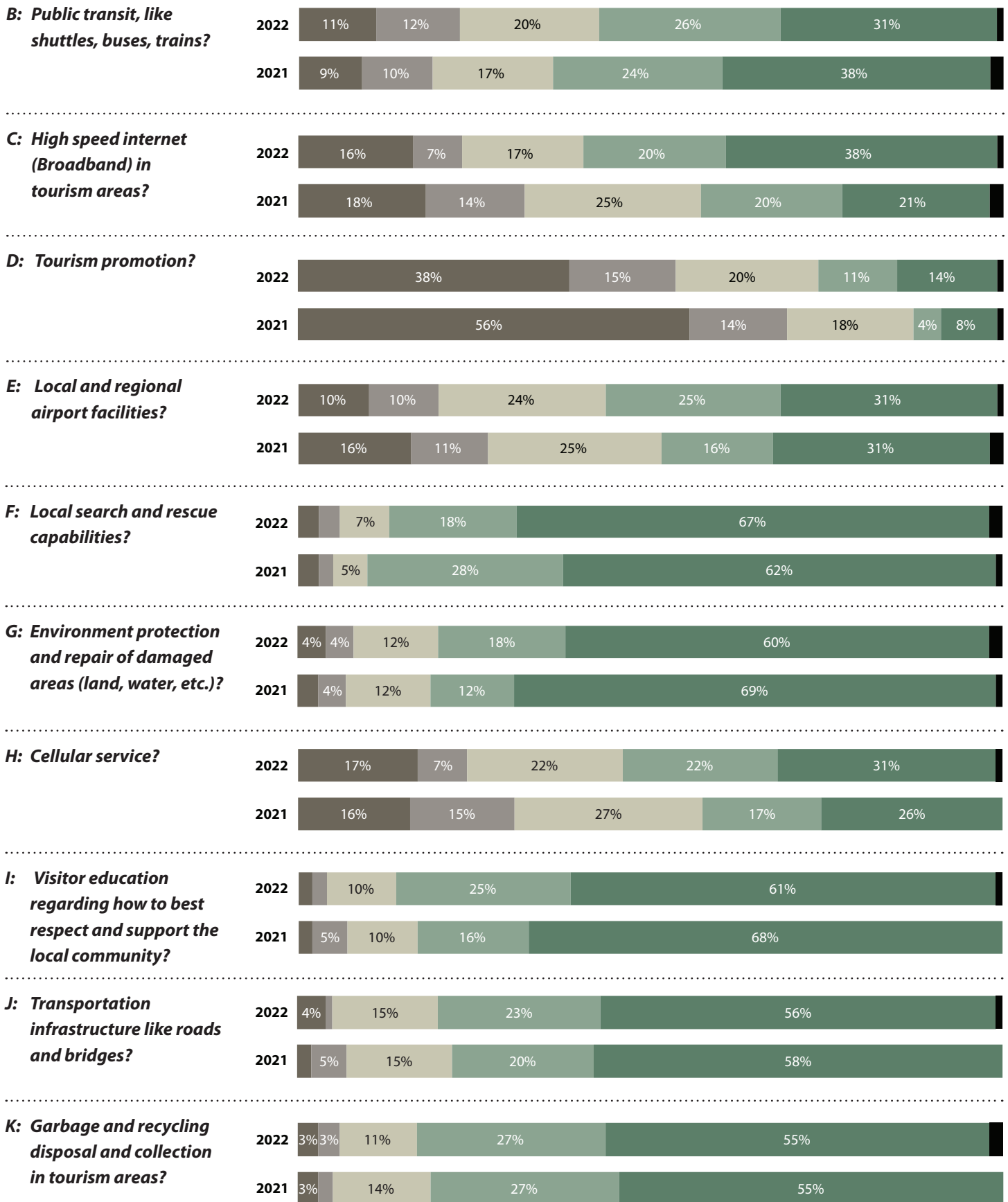
Use of Visitor-Related Tax

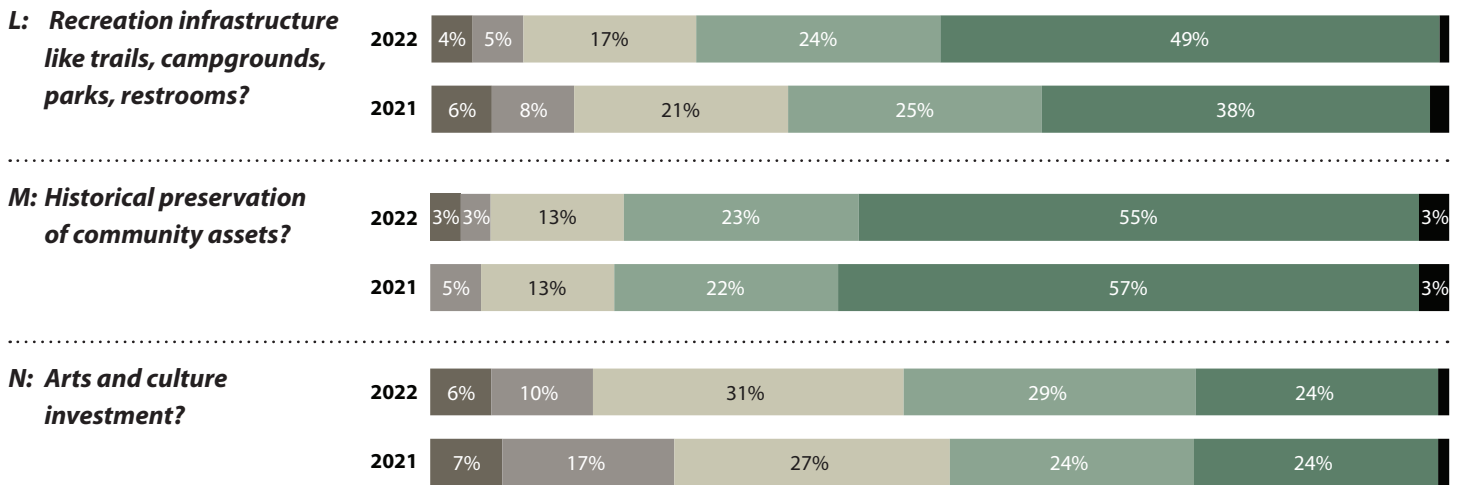
When questioned about the spending of tourism tax dollars, Moab area residents indicate numerous areas should receive some funds. Spending areas receiving given the highest importance are educating visitors on supporting and respecting the community (86%), local search and rescue (85%), garbage and recycling services (82%), historical preservation (79%), and transportation infrastructure (79%).

Tourism promotion is the only spending category that residents are more inclined to say spending tax dollars is not important (53%), with only 25% saying it should receive tax dollars.

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.”



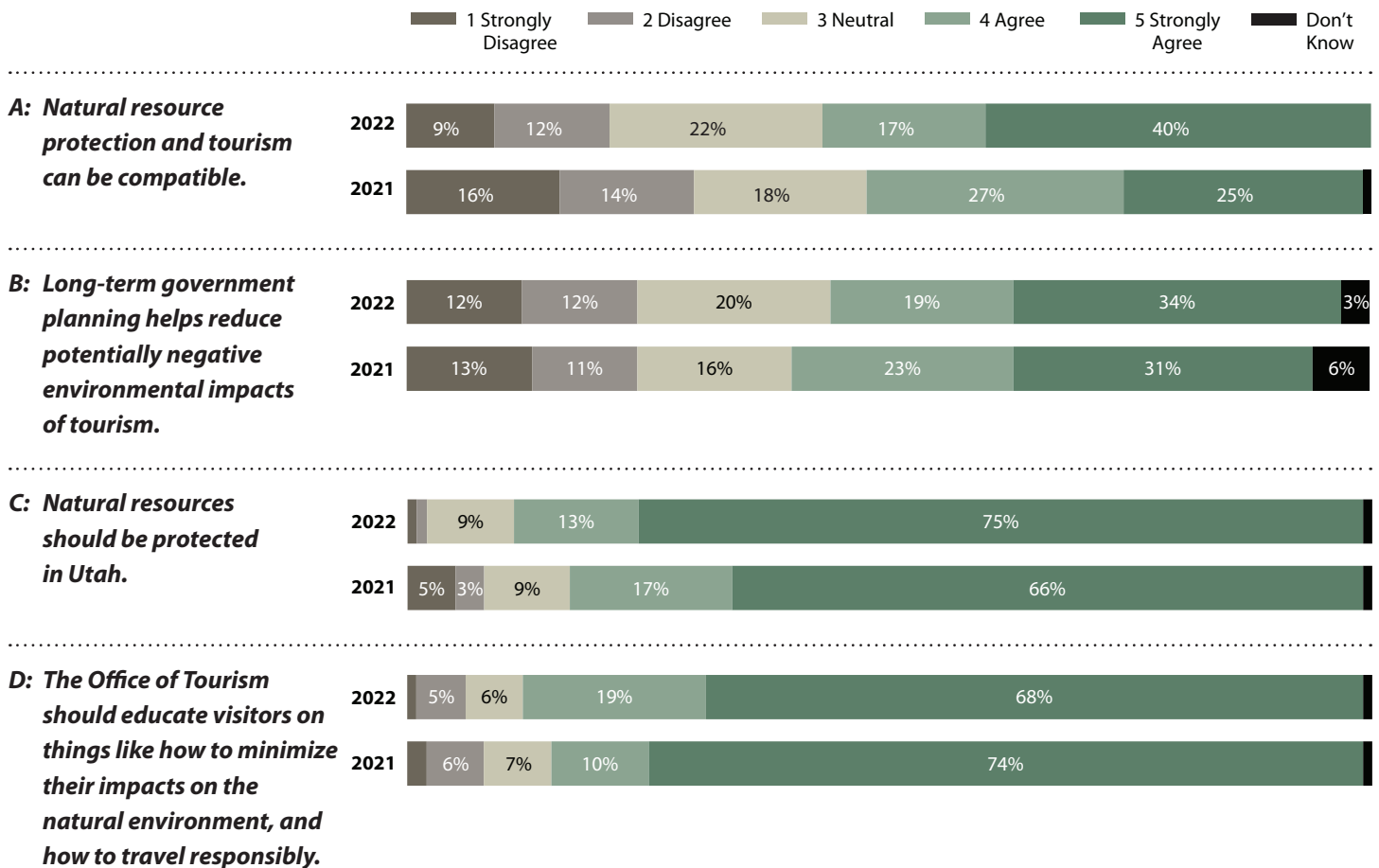




Environmental Sustainability

Area residents feel strongly that Utah should protect its natural resources (88%) and that visitors should be educated on minimizing their environmental impact and traveling responsibly (87%). Fewer respondents agree that natural resource protection and tourism are compatible (57%) and that government planning helps reduce tourism's potential negative impacts (53%). The 2022 results on these questions are similar to those from the previous 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?

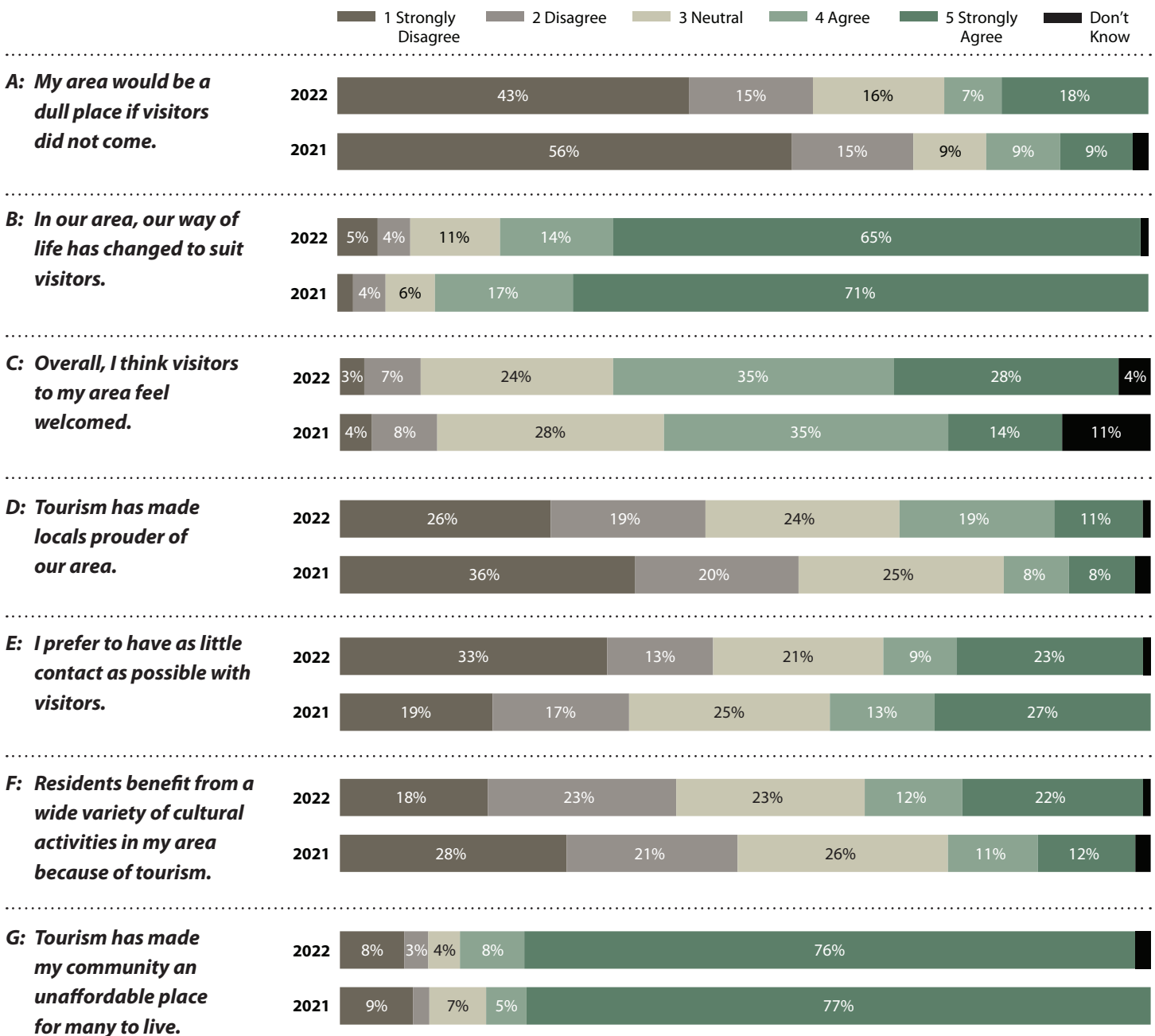


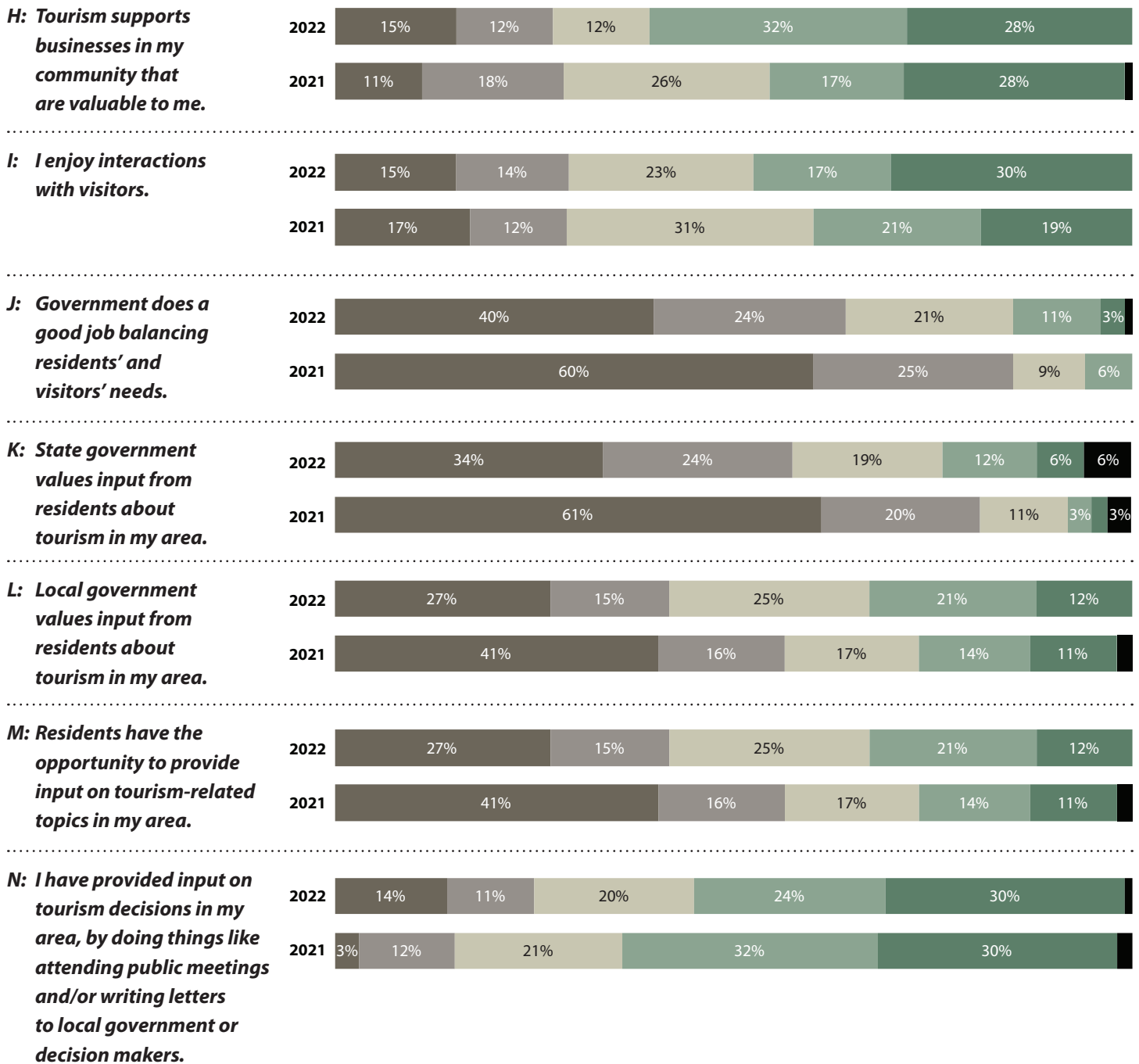
Perception of Visitors/Tourism

Similar to the 2021 results, most respondents in the recent survey say their community is not an affordable place to live due to tourism (84%) and that their way of life has changed to suit visitors (79%). More respondents in 2022 say, visitors feel welcomed than in the previous survey (63% from 49%) and that tourism has made locals proud of the area (30% from 16%). Survey participants disagree that their area would be dull without visitors (58%), which is down from the 2021 result (71%).

Only one-third of respondents agree that the local government values resident input regarding tourism in Moab, and fewer say that the state government values this input (18%). The opinion is less clear regarding whether residents have the opportunity to provide input on tourism issues, with 38% indicating they do not and 29% saying they do. Interestingly, over half of the respondents say they have provided input to local government (54%).

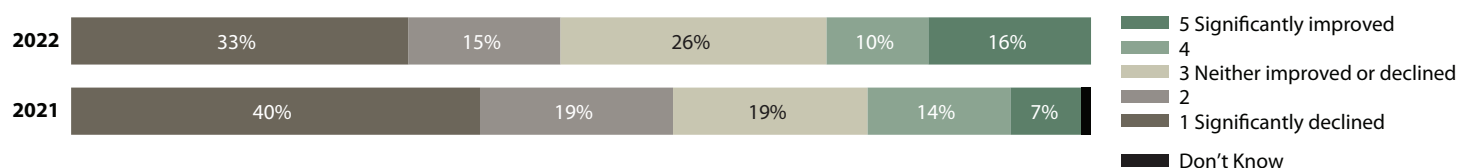
Figure 13 (A-N): Now, in regard to your perceptions of visitors... Please tell me whether you agree or disagree with the following statements with one meaning you "strongly disagree" and five meaning you "strongly agree."





Tourism Impact on Quality of Life

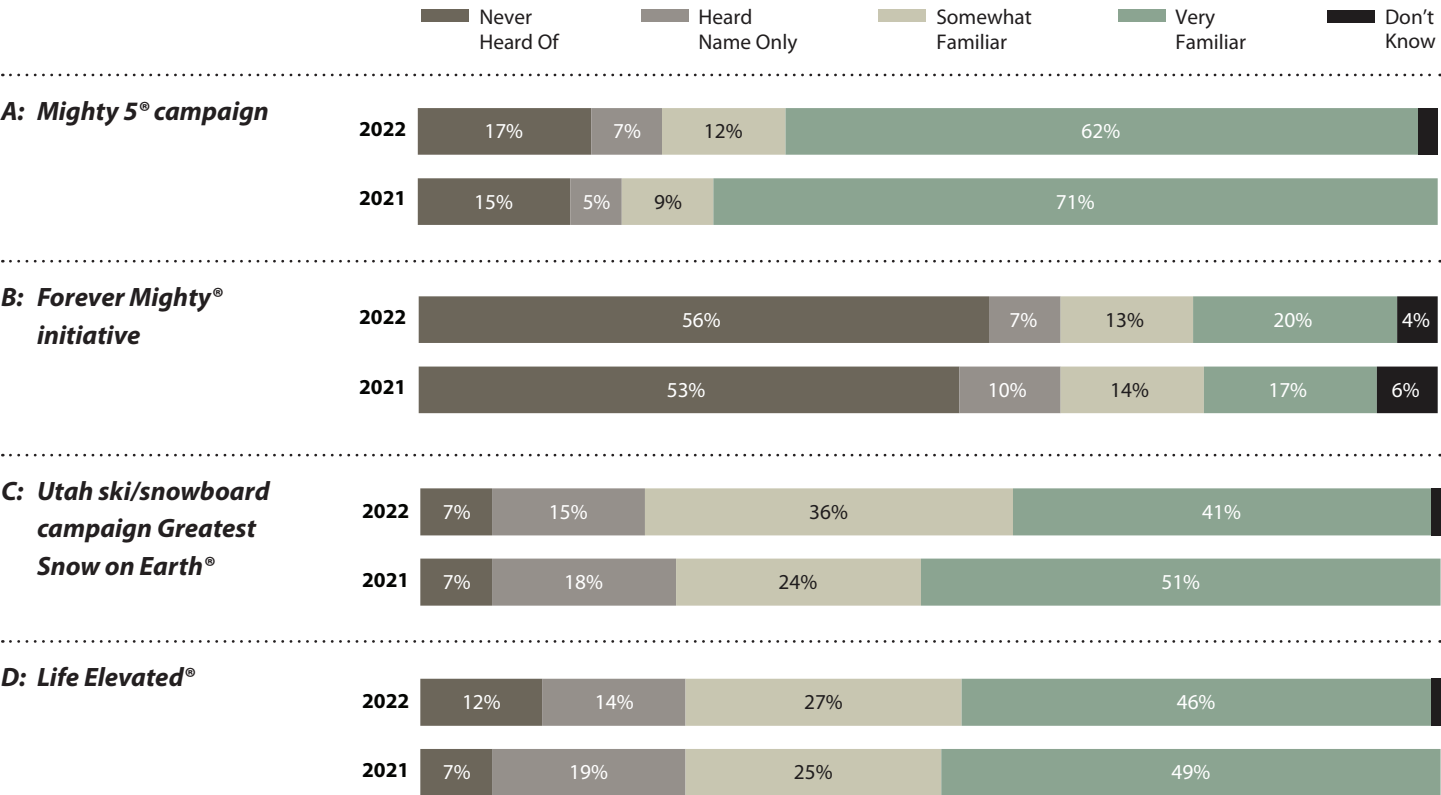
Figure 14: Would you say the overall quality of life in your community has declined/improved because of tourism, using a 1-5 scale with one meaning "significantly declined" and five meaning "significantly improved."



Marketing Campaign

One in every four Moab area respondents is familiar with the state’s tourism-related marketing campaigns Greatest Snow on Earth® (77%), Mighty 5® (74%), and Life Elevated® (73%) campaigns. Only 33% say they are familiar with the Forever Mighty® initiative.

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 Moab area 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 Moab 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 104-response survey has a margin of error of +/-9.6% at the 95% confidence level. The error rate can differ on individual questions. A profile of the 2022 survey respondents is in Appendix B. The telephone survey averaged 12 minutes and contained one open-ended question. Appendix E includes all verbatim responses to a question on any comments, concerns, and suggestions not covered in the questionnaire.

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	47%	54%
	Female	53%	45%
	Other	0%	1%
Age	18-29	6%	8%
	30-39	13%	12%
	49-49	16%	15%
	50-59	17%	19%
	60-69	32%	21%
	70 and over	17%	25%
Household Income	<20,000	6%	4%
	\$20,000-\$39,999	14%	11%
	\$40,000-\$59,999	14%	19%
	\$60,000-\$79,999	24%	22%
	\$80,000-\$99,999	12%	17%
	\$100,000-\$150,000	16%	17%
	Over \$150,000	13%	10%

		2021	2022
Education	Some high school	1%	0%
	High school graduate	10%	14%
	Some college/assoc. degree/ voc. cert.	37%	34%
	College graduate	26%	32%
	Graduate work or degree	25%	20%
Ethnicity	White	92%	95%
	Hispanic/non-white	8%	5%
Utah Residency	Less than 5 years	3%	2%
	5 to 10 years	7%	7%
	11 to 20 years	13%	11%
	More than 20 years	77%	81%

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 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 local economy in your area? Please use a 1-5 scale, with 1 meaning "not at all important," 5 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 their 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 1-5 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.”

	Strongly Disagree 1	2	Neutral 3	4	Strongly Agree 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 1-5 scale, with 1 being “strongly disagree” and 5 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 where one is “significantly declined,” and five is “significantly improved”?

Significant declined 1	2	Neutral 3	4	Significant 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

Moab 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 Utah. May I ask you some questions?

What is your county of residence?

	2021	2022
Grand County <i>n=</i>	108	104

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>	108	104
A great deal of tourism	99%	97%
Some tourism	1%	2%
Little tourism	0%	0%
No tourism	0%	0%
Other (specify)	0%	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>	108	104
Yes	47%	45%
No	51%	54%
Other (specify)	2%	1%

GENERAL VIEW OF TOURISM

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...

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

	2021	2022
<i>n=</i>	108	104
1 - Very negative	23%	15%
2	14%	12%
3	21%	19%
4	26%	28%
5 - Very positive	14%	24%
Don't know	2%	1%
Mean (1-5)	2.93	3.33

- 3B. The natural environment in Utah

	2021	2022
<i>n=</i>	108	104
1 - Very negative	43%	31%
2	24%	10%
3	17%	12%
4	5%	11%
5 - Very positive	11%	37%
Don't know	1%	1%
Mean (1-5)	2.17	3.13

- 3C. Your community's overall reputation

	2021	2022
<i>n=</i>	108	104
1 - Very negative	17%	11%
2	16%	12%
3	20%	25%
4	22%	22%
5 - Very positive	21%	28%
Don't know	4%	2%
Mean (1-5)	3.16	3.45

3D. Human health and safety

	2021	2022
<i>n</i> =	108	104
1 - Very negative	20%	14%
2	29%	26%
3	33%	23%
4	12%	26%
5 - Very positive	6%	11%
Don't know	0%	0%
Mean (1-5)	2.54	2.92

3E. Housing affordability

	2021	2022
<i>n</i> =	108	104
1 - Very negative	86%	81%
2	10%	11%
3	2%	5%
4	0%	2%
5 - Very positive	2%	2%
Don't know	0%	0%
Mean (1-5)	1.21	1.34

3F. Job opportunities for local residents

	2021	2022
<i>n</i> =	108	104
1 - Very negative	12%	8%
2	12%	11%
3	23%	17%
4	14%	26%
5 - Very positive	37%	36%
Don't know	2%	3%
Mean (1-5)	3.53	3.73

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

	2021	2022
<i>n</i> =	108	104
1 - Very negative	35%	26%
2	27%	19%
3	25%	30%
4	8%	16%
5 - Very positive	5%	8%
Don't know	0%	1%
Mean (1-5)	2.20	2.60

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

	2021	2022
<i>n</i> =	108	104
1 - Very negative	8%	9%
2	15%	12%
3	33%	22%
4	17%	24%
5 - Very positive	21%	30%
Don't know	6%	4%
Mean (1-5)	3.29	3.57

EFFECTS OF TOURISM –

Statement mean scores by year (1-5 scale with 1 meaning very negative and 5 meaning very positive)

	2021	2022
(3A) The quality of amenities such as gas stations and retail stores in the tourist areas	2.93	3.33
(3B) The natural environment in Utah	2.17	3.13
(3C) Your community's overall reputation	3.16	3.45
(3D) Human health and safety	2.54	2.92
(3E) Housing affordability	1.21	1.34
(3F) Job opportunities for local residents	3.53	3.73
(3G) The quality of infrastructure like public transportation, roads and bridges, and utilities	2.20	2.60
(3H) The opportunity to meet and better understand people from different backgrounds	3.29	3.57

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> =	107	104
1 - Significant decrease	13%	4%
2	7%	7%
3	21%	25%
4	14%	22%
5 - Significant increase	44%	42%
Don't know	2%	0%
Mean (1-5)	3.70	3.92

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 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...

5A. The NUMBER of arts and cultural experiences

	2021	2022
<i>n</i> =	108	104
1 – Very negative	4%	6%
2	13%	12%
3	33%	26%
4	31%	34%
5 – Very positive	18%	22%
Don't know	2%	1%
Mean (1-5)	3.46	3.55

5B. The QUALITY of arts and cultural experiences

	2021	2022
<i>n</i> =	108	104
1 – Very negative	6%	6%
2	14%	12%
3	32%	26%
4	25%	35%
5 – Very positive	20%	20%
Don't know	2%	1%
Mean (1-5)	3.40	3.51

5C. The NUMBER of dining options

	2021	2022
<i>n</i> =	108	104
1 – Very negative	9%	9%
2	15%	6%
3	27%	20%
4	26%	30%
5 – Very positive	23%	36%
Don't know	0%	0%
Mean (1-5)	3.39	3.78

5D. The QUALITY of dining options

	2021	2022
<i>n</i> =	108	104
1 – Very negative	12%	11%
2	23%	13%
3	34%	34%
4	20%	26%
5 – Very positive	10%	14%
Don't know	0%	2%
Mean (1-5)	2.94	3.21

5E. The NUMBER of spectator events

	2021	2022
<i>n</i> =	108	103
1 – Very negative	13%	7%
2	15%	12%
3	36%	37%
4	20%	23%
5 – Very positive	9%	17%
Don't know	6%	4%
Mean (1-5)	2.98	3.34

5F. The QUALITY of spectator events

	2021	2022
<i>n</i> =	107	102
1 – Very negative	12%	8%
2	17%	17%
3	38%	37%
4	14%	20%
5 – Very positive	11%	16%
Don't know	7%	3%
Mean (1-5)	2.95	3.19

5G. The NUMBER of recreational opportunities

	2021	2022
<i>n</i> =	107	104
1 – Very negative	13%	6%
2	10%	8%
3	20%	25%
4	25%	16%
5 – Very positive	32%	44%
Don't know	0%	1%
Mean (1-5)	3.52	3.86

5H. The QUALITY of recreational opportunities

	2021	2022
<i>n</i> =	108	104
1 – Very negative	24%	16%
2	17%	10%
3	19%	15%
4	19%	21%
5 – Very positive	21%	37%
Don't know	0%	1%
Mean (1-5)	2.97	3.52

5I. Your ABILITY TO ACCESS recreational opportunities

	2021	2022
n=	108	104
1 – Very negative	30%	22%
2	19%	16%
3	18%	12%
4	11%	18%
5 – Very positive	21%	30%
Don't know	2%	1%
Mean (1-5)	2.75	3.17

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	3.46	3.55
(5B) The QUALITY of arts and cultural experiences	3.40	3.51
(5C) The NUMBER of dining options	3.39	3.78
(5D) The QUALITY of dining options	2.94	3.21
(5E) The NUMBER of spectator events	2.98	3.34
(5F) The QUALITY of spectator events	2.95	3.19
(5G) The NUMBER of recreational opportunities	3.52	3.86
(5H) The QUALITY of recreational opportunities	2.97	3.52
(5I) Your ABILITY TO ACCESS recreational opportunities	2.75	3.17

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=	108	104
The POSITIVE effects of tourism outweigh the negative	22%	31%
The NEGATIVE effects of tourism outweigh the positive	52%	41%
The effects of tourism are equally positive and negative	26%	28%
Don't know	0%	0%

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=	108	104
1 - Not at all important	0%	1%
2	1%	1%
3	11%	6%
4	16%	25%
5 - Very important	72%	67%
Don't know	0%	0%
Mean (1-5)	4.59	4.57

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=	108	104
None	1%	7%
A few	7%	12%
Some	12%	12%
Many	58%	47%
All	21%	22%
Don't know	0%	1%

- 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=	108	104
1 – Definitely not	6%	3%
2	17%	6%
3	21%	18%
4	29%	33%
5 – Definitely	26%	38%
Don't know	1%	2%
Mean (1-5)	3.51	4.00

- 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>	108	104
1 – Strongly disagree	24%	18%
2	15%	8%
3 – (neutral)	8%	15%
4	12%	18%
5 – Strongly agree	31%	38%
Don't know	9%	3%
Mean (1-5)	3.13	3.50

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>	108	104
1 – Not at all important	6%	7%
2	13%	11%
3 – (neutral)	18%	23%
4	29%	22%
5 – Very important	33%	37%
Don't know	1%	1%
Mean (1-5)	3.70	3.72

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

	2021	2022
<i>n=</i>	108	104
1 – Not at all important	9%	11%
2	10%	12%
3 – (neutral)	17%	20%
4	24%	26%
5 – Very important	38%	31%
Don't know	2%	1%
Mean (1-5)	3.73	3.55

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

	2021	2022
<i>n=</i>	108	104
1 – Not at all important	18%	16%
2	14%	7%
3 – (neutral)	25%	17%
4	20%	20%
5 – Very important	21%	38%
Don't know	2%	1%
Mean (1-5)	3.14	3.58

11D. Tourism promotion?

	2021	2022
<i>n=</i>	108	104
1 – Not at all important	56%	38%
2	14%	15%
3 – (neutral)	18%	20%
4	4%	11%
5 – Very important	8%	14%
Don't know	1%	1%
Mean (1-5)	1.94	2.47

11E. Local and regional airport facilities?

	2021	2022
<i>n=</i>	108	104
1 – Not at all important	16%	10%
2	11%	10%
3 – (neutral)	25%	24%
4	16%	25%
5 – Very important	31%	31%
Don't know	2%	1%
Mean (1-5)	3.35	3.58

11F. Local search and rescue capabilities?

	2021	2022
<i>n=</i>	108	104
1 – Not at all important	3%	3%
2	2%	3%
3 – (neutral)	5%	7%
4	28%	18%
5 – Very important	62%	67%
Don't know	1%	2%
Mean (1-5)	4.46	4.47

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

	2021	2022
n=	108	104
1 – Not at all important	3%	4%
2	4%	4%
3 – (neutral	12%	12%
4	12%	18%
5 – Very important	69%	60%
Don't know	1%	2%
Mean (1-5)	4.41	4.28

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

	2021	2022
n=	108	104
1 – Not at all important	3%	3%
2	2%	3%
3 – (neutral	14%	11%
4	27%	27%
5 – Very important	55%	55%
Don't know	0%	2%
Mean (1-5)	4.29	4.30

11H. Cellular service?

	2021	2022
n=	108	104
1 – Not at all important	16%	17%
2	15%	7%
3 – (neutral	27%	22%
4	17%	22%
5 – Very important	26%	31%
Don't know	0%	1%
Mean (1-5)	3.22	3.43

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

	2021	2022
n=	108	104
1 – Not at all important	6%	4%
2	8%	5%
3 – (neutral	21%	17%
4	25%	24%
5 – Very important	38%	49%
Don't know	2%	1%
Mean (1-5)	3.83	4.11

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

	2021	2022
n=	108	104
1 – Not at all important	2%	2%
2	5%	2%
3 – (neutral	10%	10%
4	16%	25%
5 – Very important	68%	61%
Don't know	0%	1%
Mean (1-5)	4.43	4.42

11M. Historical preservation of community assets?

	2021	2022
n=	108	104
1 – Not at all important	0%	3%
2	5%	3%
3 – (neutral	13%	13%
4	22%	23%
5 – Very important	57%	55%
Don't know	3%	3%
Mean (1-5)	4.36	4.28

11J. Transportation infrastructure like roads and bridges?

	2021	2022
n=	108	104
1 – Not at all important	2%	4%
2	5%	1%
3 – (neutral	15%	15%
4	20%	23%
5 – Very important	58%	56%
Don't know	0%	1%
Mean (1-5)	4.29	4.27

11N. Arts and culture investment?

	2021	2022
n=	108	104
1 – Not at all important	7%	6%
2	17%	10%
3 – (neutral	27%	31%
4	24%	29%
5 – Very important	24%	24%
Don't know	1%	1%
Mean (1-5)	3.41	3.56

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?	3.70	3.72
(11B) Public transit, like shuttles, buses, trains?	3.73	3.55
(11C) High speed internet (broadband) in tourism areas?	3.14	3.58
(11D) Tourism promotion?	1.94	2.47
(11E) Local and regional airport facilities?	3.35	3.58
(11F) Local search and rescue capabilities?	4.46	4.47
(11G) Environment protection and repair of damaged areas (land, water, etc.)?	4.41	4.28
(11H) Cellular service?	3.22	3.43
(11I) Visitor education regarding how to best respect and support the local community?	4.43	4.42
(11J) Transportation infrastructure like roads and bridges?	4.29	4.27
(11K) Garbage and recycling disposal and collection in tourism areas?	4.29	4.30
(11L) Recreation infrastructure like trails, campgrounds, parks, restrooms?	3.83	4.11
(11M) Historical preservation of community assets?	4.36	4.28
(11N) Arts and culture investment?	3.41	3.56

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=	108	104
1 – Strongly disagree	16%	9%
2	14%	12%
3	18%	22%
4	27%	17%
5 – Strongly agree	25%	40%
Don't know	1%	0%
Mean (1-5)	3.32	3.69

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

	2021	2022
n=	108	104
1 – Strongly disagree	13%	12%
2	11%	12%
3	16%	20%
4	23%	19%
5 – Strongly agree	31%	34%
Don't know	6%	3%
Mean (1-5)	3.52	3.51

12C. Natural resources should be protected in Utah

	2021	2022
n=	108	104
1 – Strongly disagree	5%	1%
2	3%	1%
3	9%	9%
4	17%	13%
5 – Strongly agree	66%	75%
Don't know	1%	1%
Mean (1-5)	4.37	4.62

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=	108	104
1 – Strongly disagree	2%	1%
2	6%	5%
3	7%	6%
4	10%	19%
5 – Strongly agree	74%	68%
Don't know	1%	1%
Mean (1-5)	4.50	4.50

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	3.32	3.69
(12B) Long-term government planning helps reduce potentially negative environmental impacts of tourism	3.52	3.51
(12C) Natural resources should be protected in Utah	4.37	4.62
(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	4.50	4.50

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> =	108	104
1 – Strongly disagree	56%	43%
2	15%	15%
3	9%	16%
4	9%	7%
5 – Strongly agree	9%	18%
Don't know	2%	0%
Mean (1-5)	2.00	2.41

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

	2021	2022
<i>n</i> =	108	104
1 – Strongly disagree	2%	5%
2	4%	4%
3	6%	11%
4	17%	14%
5 – Strongly agree	71%	65%
Don't know	0%	1%
Mean (1-5)	4.52	4.33

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

	2021	2022
<i>n</i> =	108	104
1 – Strongly disagree	4%	3%
2	8%	7%
3	28%	24%
4	35%	35%
5 – Strongly agree	14%	28%
Don't know	11%	4%
Mean (1-5)	3.53	3.81

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

	2021	2022
<i>n</i> =	108	104
1 – Strongly disagree	36%	26%
2	20%	19%
3	25%	24%
4	8%	19%
5 – Strongly agree	8%	11%
Don't know	2%	1%
Mean (1-5)	2.31	2.69

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

	2021	2022
<i>n</i> =	108	104
1 – Strongly disagree	19%	33%
2	17%	13%
3	25%	21%
4	13%	9%
5 – Strongly agree	27%	23%
Don't know	0%	1%
Mean (1-5)	3.13	2.76

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

	2021	2022
<i>n</i> =	108	104
1 – Strongly disagree	28%	18%
2	21%	23%
3	26%	23%
4	11%	12%
5 – Strongly agree	12%	22%
Don't know	2%	1%
Mean (1-5)	2.58	2.97

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

	2021	2022
<i>n</i> =	108	104
1 – Strongly disagree	9%	8%
2	2%	3%
3	7%	4%
4	5%	8%
5 – Strongly agree	77%	76%
Don't know	0%	2%
Mean (1-5)	4.38	4.44

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

	2021	2022
<i>n=</i>	108	104
1 – Strongly disagree	11%	15%
2	18%	12%
3	26%	12%
4	17%	32%
5 – Strongly agree	28%	28%
Don't know	1%	0%
Mean (1-5)	3.33	3.44

13I. I enjoy interactions with visitors.

	2021	2022
<i>n=</i>	108	104
1 – Strongly disagree	17%	15%
2	12%	14%
3	31%	23%
4	21%	17%
5 – Strongly agree	19%	30%
Don't know	0%	0%
Mean (1-5)	3.13	3.32

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

	2021	2022
<i>n=</i>	108	104
1 – Strongly disagree	60%	40%
2	25%	24%
3	9%	21%
4	6%	11%
5 – Strongly agree	0%	3%
Don't know	0%	1%
Mean (1-5)	1.60	2.11

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

	2021	2022
<i>n=</i>	108	104
1 – Strongly disagree	61%	34%
2	20%	24%
3	11%	19%
4	3%	12%
5 – Strongly agree	2%	6%
Don't know	3%	6%
Mean (1-5)	1.60	2.28

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

	2021	2022
<i>n=</i>	108	104
1 – Strongly disagree	41%	27%
2	16%	15%
3	17%	25%
4	14%	21%
5 – Strongly agree	11%	12%
Don't know	2%	0%
Mean (1-5)	2.38	2.75

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

	2021	2022
<i>n=</i>	108	104
1 – Strongly disagree	37%	22%
2	19%	16%
3	22%	33%
4	10%	20%
5 – Strongly agree	11%	9%
Don't know	0%	0%
Mean (1-5)	2.39	2.77

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>	108	104
1 – Strongly disagree	3%	14%
2	12%	11%
3	21%	20%
4	32%	24%
5 – Strongly agree	30%	30%
Don't know	2%	1%
Mean (1-5)	3.75	3.45

PERCEPTION OF VISITORS/TOURISM - Statement mean scores (one-to-five scale with 1one meaning strongly disagree and five meaning strongly agree)

	2021	2022
(13A) My area would be a dull place if visitors did not come.	2.00	2.41
(13B) In our area, our way of life has changed to suit visitors	4.52	4.33
(13C) Overall, I think visitors to my area feel welcomed.	3.53	3.81
(13D) Tourism has made locals prouder of our area.	2.31	2.69
(13E) I prefer to have as little contact as possible with visitors.	3.13	2.76
(13F) Residents benefit from a wide variety of cultural activities in my area because of tourism.	2.58	2.97
(13G) Tourism has made my community an unaffordable place for many to live.	4.38	4.44
(13H) Tourism supports businesses in my community that are valuable to me.	3.33	3.44
(13I) I enjoy interactions with visitors.	3.13	3.32
(13J) Government does a good job balancing residents' and visitors' needs	1.60	2.11
(13K) State government values input from residents about tourism in my area	1.60	2.28
(13L) Local government values input from residents about tourism in my area.	2.38	2.75
(13M) Residents have the opportunity to provide input on tourism-related topics in my area.	2.39	2.77
(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.	3.75	3.45

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 1-5 scale, where one is "significantly declined" and five is "significantly improved"?

	2021	2022
<i>n=</i>	108	104
1 – Significantly declined	40%	33%
2	19%	15%
3	19%	26%
4	14%	10%
5 – Significantly improved	7%	16%
Don't know	1%	0%
Mean (1-5)	2.29	2.62

MARKETING CAMPAIGN

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

15A. Mighty 5® Campaign

	2021	2022
<i>n=</i>	108	104
Never heard of	15%	17%
Heard name only	5%	7%
Somewhat familiar	9%	12%
Very familiar	71%	62%
Don't know	0%	2%

15B. Forever Mighty® Initiative

	2021	2022
<i>n=</i>	108	104
Never heard of	53%	56%
Heard name only	10%	7%
Somewhat familiar	14%	13%
Very familiar	17%	20%
Don't know	6%	4%

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

	2021	2022
<i>n=</i>	108	104
Never heard of	7%	7%
Heard name only	18%	15%
Somewhat familiar	24%	36%
Very familiar	51%	41%
Don't know	0%	1%

15D. Life Elevated®

	2021	2022
<i>n=</i>	108	104
Never heard of	7%	12%
Heard name only	19%	14%
Somewhat familiar	25%	27%
Very familiar	49%	46%
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>	108	104
Man	47%	54%
Woman	53%	45%
Some other way	0%	1%

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

	2021	2022
<i>n=</i>	108	104
18 to 29	6%	8%
30 to 39	13%	12%
40 to 49	16%	15%
50 to 59	17%	19%
60 to 69	32%	21%
70 or Older	17%	25%

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

	2021	2022
<i>n=</i>	107	100
Some high school or less	1%	0%
High school graduate	10%	14%
Some college/assoc. degree /vocational certificate	37%	34%
College graduate (4 years)	26%	32%
Graduate work or degree	25%	20%

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

	2021	2022
<i>n=</i>	106	103
Less than 5 years	3%	2%
5 to 10 years	7%	7%
11 to 20 years	13%	11%
More than 20 years	77%	81%

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

	2021	2022
<i>n=</i>	104	102
Hispanic/Latino	4%	1%
American Indian or Alaska Native	0%	0%
Asian or Asian American	0%	0%
Black or African American	0%	1%
Pacific Islander / Native Hawaiian	0%	0%
White	92%	95%
Multiple races/ethnicities	4%	1%
Other (specify)	0%	1%
Don't know	0%	1%

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

	2021	2022
<i>n=</i>	104	90
Less than \$20,000	6%	4%
\$20,000 to \$39,999	14%	11%
\$40,000 to \$59,999	14%	19%
\$60,000 to \$79,999	24%	22%
\$80,000 to \$99,999	12%	17%
\$100,000 to \$150,000	16%	17%
Over \$150,000	13%	10%

Appendix E – Verbatim Moab 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 – 7 comments

- I don't think that there really is. They have pretty much reimagined Moab for tourism. There's more motels and stuff in this town than there is in the next three or four towns combined. There are a couple times a year where there's not enough room here, and there are people who will book motels in the surrounding areas. That's like, two or three times a year. Other than that, it's able to accommodate pretty much everybody who comes through.
- You need a reservation to get into Arches National Park now which is very unfriendly/inconvenient.
- I think that local administration and law enforcement have a pretty good grasp on keeping numbers to minimum in areas.
- People can just go to a different place if something is full. People all deciding to go to the same place at the same time is stupid.
- We always seem to come through for our visitors, leaving them with affinity for Moab, Utah, and public lands. We can do better in some instances, but our local government is very unfriendly to business and does not want tourism. We would be a very poor community without tourism. Local government has mismanaged it rather than embracing it so we can all thrive together.
- I believe the local tourism is very much a positive for Moab. The quality of all the restaurants, grocery stores, other stores, and amenities has improved greatly over what it was a decade or two ago.
- All is good, send more.

(2) A few – 10 comments

- That is hard to answer.
- There are quite a few lines to be able get into them.
- There are some trailheads with not enough parking, and we need bigger parking lots.
- There are only a few hotels.

- Supply and demand
- The county commission won't spend money on infrastructure unless it's a hotel. They single out communities to try to criminalize certain activities. The problem isn't tourism, it's how it's being managed.
- The restrictive housing because the people in power don't want more growth.
- When it gets full here, the main issue is parking. It's not so much that you can't find a hotel room. With housing, because of the tourism, Airbnb bought up all the houses so no one can just live here. You have to, like, live in a trailer or be rich. Usually the only problem when it's full here is that people can't find parking, but they can still find a place to stay.
- Some restaurants have wait times.
- Arches National Park hits its limit for folks often now. Traffic and noise on our residential roads is out of hand.

(3) Some – comments

- I've heard some people complain about different things.
- There were lots of local hidden gems that are not anymore.
- We reach full capacity a lot, like Arches National Park will often reach full. Sometimes restaurants run out of food and hotels will get full.
- When it comes to the town, it does not have many people when it comes to a big event on the weekend. The events only happens a few times a year.
- We've got a number of things that are leading to damage to the environment.
- The town can only support so much. It's very crowded.
- The town will just explode. Right now, it's the off season so there's hardly anyone here, but in six weeks we'll have 100,000 visitors a day.
- The restaurants are jammed packed during spring, summer, and fall. Moab doesn't have enough restaurants in town.
- Traffic
- Some busy times you can't get in to the national park.
- Both residential communities and downtown are impacted by overnight accommodations and traffic volume and noise.

(4) Many – 49 comments

- We have a lot more tourists than we have amenities.
- Trail parking is difficult and loading people on commercial buses
- The sewer system is overrun with the amount of hotels. They do not have enough restaurants for the summer amount. The roads are awful.
- There are just a lot of hotels and restaurants. The issue is you go out to places and there is a waiting list to get into it.
- We get a influx of tourists and we can't keep up. The community can't keep up with the tourism we get.
- You can't find parking spaces at the grocery store, but this is not all the time. Right now there are no tourists and it's great, but at the same time we need tourism which is floating Moab. There are so many ways to look at.
- Infrastructure seems to be greatly affected by the number of visitors, so it affects the system.
- It seems like people can't find enough places to stay. Traffic is bad. We need a couple more roads. The main roads are crowded. Stores are crowded, grocery stores are packed during tourists seasons. In the town, shopping is the biggest thing. There are not enough hotels.
- The traffic makes it hard to get to where you need to go for locals, and it also makes it hard to go out to eat for locals.
- I would say that just driving down Main Street, there is not enough traffic control. A lot of infrastructure is not keeping up with growth and not considering the local limitations. We could use another grocery store.
- There are entry systems that can't accommodate everyone. There are long lines at restaurants and all public areas, even hikes and trails are packed.
- A lot of people come to Moab and there's not a lot of places to accommodate that amount of tourists.
- We really are a small town and during the summer we get double the amount of people who live here visiting at one time. It affects our food, because it gets taken up, grocery stores are cleared out, and we run out of gas a lot. There's lots of nightly rentals.
- We have too many hotels. Money is used for tourists and not local community.
- No comment
- The local government doesn't keep up with the tourist.
- Archer National Park is limiting, lack of hotels and restaurants
- We've not been able to manage the numbers coming in and out of our national parks. The number of tourists you can see during the season hinders emergency vehicles so we need to improve infrastructure.
- During peak seasons there is not enough parking, camping, or lodging to meet the demands of the tourists/locals.
- There are a lot of overcrowded places.
- Too many long lines
- We have so many tourists that they overflow into neighboring towns almost an hour away. It makes town feel almost unlivable during the busy season.
- Tourists destroy the environment. They make it impossible to get a restaurant table. The noise they create causes me anxiety.
- The interests of the tourists seem to outweigh locals.
- Empty shelves in grocery stores, long lines at gas pumps, national parks overused, lack of access without reservations
- Too many people
- Lodging and restaurant spots can fill during tourist season.
- Too much noise, too many cars, too much traffic
- The traffic generated by tourism makes it very difficult to do simple things, like making left hand turns. Gas and grocery prices get jacked up to make outrageous profits at the expense of the local residents.
- The attraction to Moab is gone. Too many people most of the year.
- More visitors than the fragile desert environment can sustain.
- Too many people everywhere
- The overcrowding in Arches is caused by the Mighty 5 campaign. Some local businesses are driven by greed over quality, and they oppose limits on visitors despite visitor dissatisfaction due to overcrowding. Traffic in Moab is horrible and the noise is sometimes unbearable.
- Desert environment, especially during a drought, cannot sustain the ravages of so many visitors.
- We have more tourists than this town can handle. The grocery stores and restaurants are overwhelmed and customers are not happy, so they take it out on the workers.
- Too many people accessing what used to be a quiet and less known attractions; we're overwhelmed.
- Grocery stores and the backcountry locations I have enjoyed prior
- All the 'local spots' are gone.
- People come here to enjoy the public lands and the main attractions have become extremely crowded

and negatively impacted: human waste, trash, environmental degradation, noise pollution.

- The amount of visitors to the area has led to crowding at many recreation areas, amenities, local restaurants, stores, etc.
- National parks, bike and hiking trails, grocery store
- Grocery store, trying to buy gas, road rage
- Too many people, too many various recreational vehicles, the outdoors has been urbanized
- Restaurants, parks, RV facilities and parks
- No workforce housing = not enough workers in all businesses in Moab
- Restaurants, national parks are over capacity
- Crowded trails, obnoxious UTVs driving all over town
- Crowded City Market, heavy traffic on Main Street, overflowing BLM campsites, overflow of tourist ATVs into residential areas
- Lines at restaurants are ridiculously long. Our grocery stores are gutted of available goods nearly every week, and our gas prices remain artificially high because we're not in a competitive area.

(5) All – 22 comments

- Increase the size of the Main Street going to Moab. High tourist season makes Moab seem small.
- We can't accommodate any of the locals because everything is an overnight rental. We have people renting 10 people to a trailer. The cost of living is insane; the people working here can't afford to live here.
- We have so few residents versus tourists that it's impossible to keep up with the demand.
- It's more all for tourists instead of those who live here.
- We've been pushing tourist growth so much that the capacities to hold them have exceeded the capacity of the land for people. We have too much noise and crowding, and the place can only sustain so much of it.
- We have a ton of visitors and a limited amount of space.
- We have several hundred percent more tourists than we can handle.
- There are more tourists that visit than Moab can handle.
- So many people, the waiting lines are too long
- Because of the effects of tourism, the infrastructure here can't support the people coming here daily.
- You can't even get into the grocery stores. It's too crowded.

- I work at a local store and the population here is 13,000, but here we average somewhere around 17,000.
- As a small town, there's traffic, not enough parking area, and all hotels and camp grounds are full. Our city can't take that many tourists, the stores get full.
- You can't go to grocery stores or Main Street to get into any stores. There's a two-hour wait out to eat. Tourists can't get around because of parking and public restrooms are a problem.
- There are lots of opportunities for people. 90% of land is open and if people don't like the crowds then people can go to one of the parks.
- For eight months out of the year there are people illegally camping all over the place. BLM, SITLA and USFS cannot manage the crowds. In 2021, illegal campers started a wildfire that overran my community, destroying five homes and leaving the place looking like a moonscape.
- Moab is overrun with tourists in peak season. It and Utah should not spend another cent on advertising and should instead place a heavy tax on tourists to help overcome the crippling burden they place on the locals and infrastructure, and more importantly offset the incredible harm done to the natural environment.
- The community depends on tourism, yet our commissioners etc. do everything they can to discourage it.
- Parking, traffic congestion, grocery store congestion, trail congestion, campsite damage are all due to overuse and mistreatment
- I live near a road and the traffic is going too fast and some are very noisy and I don't like it at all. They need to get it stopped.
- Tourism is out of control and has ruined this town. The damage is done and continues. I, for one, am heartbroken from the drastic changes here.
- Arches National Park and the Sand Flats area are very over run.

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 – 3 comments

- I think people cannot get into Arches National Park without a reservation. If you can get in, people still have to wait one hour. I think they overdid it, including over advertising.
- Just too many damn people and the new advertising campaign for Canadians will take away our community from us year-round. Shame on the state for thinking they know what's best for the community!
- There are way too many visitors in our little town. It needs to stop.

(2) – 6 comments

- Since it is so overcrowded, visitors I talk with say they will go elsewhere. The ATVs have taken over, and the noise and environmental impact are severe.
- There are just too many people. The lines are long, and businesses are slow. There are people everywhere.
- Too many people go to the same places.
- Too many tourists to make it enjoyable. It's like waiting in line at Disneyland for two hours for a five-minute ride. It's less fun for everyone with so many people.
- Way too noisy and congested.
- We can't provide what the tourists need. There are more tourists than locals.

(3) Neutral – 19 comments

- All services are geared to tourists.
- Depends on the visitor.
- I think a lot of people really don't want it, maybe they're financially stable in a different way. Other people need it and want to encourage people to come, but some just want people to go away.
- If you're a tourist, you like it.
- In-season we have more tourists than we are equipped to handle, and it makes us look bad.
- It's what they do.
- It's all relative. For folks visiting a cute little town in the desert, residents experience rapid increases in all costs, especially housing, increased noise, and shortages.
- Many first-time visitors are delighted by the landscapes and scenery, but return visitors are shocked by the impacts of the massive amount of tourism.
- Many visitors probably have a positive experience. Many other visitors are offended by all the motor

noise. Many backcountry visitors and recreationalists have their experience greatly diminished by too many others being there.

- No comment.
- Positive for visitors, negative for residents.
- Some tourists enjoy their visit here, but I lived here long enough that I talked to people. I work at a hospital and people talk about how they don't want to come back, and I don't blame them.
- The cost of living outweighs our pay. Second homes and nightly rentals have caused a housing crisis. The noise of ATVs and all the extra pollution collected in the valley is making our mountains sick.
- The quality of the visitor experience is declining due to overselling the area through advertising. I hear many say they won't come back due to noise and overcrowding.
- There are a lot of places to stay and eat at to accommodate everyone. There are good experiences, but I fear the inability to move about freely and get into the parks.
- There is not enough housing for workers, so businesses are unable to staff as needed, which affects all visitors.
- Too many people take away from the visitor's experience.
- We get a lot of complaints about the late times at restaurants, the shortage of hotel rooms, and the high gas prices.
- We're still hanging in there. I hear a lot of comments about how they're never coming back because of the noise and crowding.

(4) – 34 comments

- As the gateway to Arches and Canyonlands National Parks, we shine.
- Because of the beauty and the recreation opportunities.
- Because of the crowds, it's overly crowded.
- Everyone likes to come back to Moab, so we are doing something right if people like to go on vacation here.
- I don't know.
- I feel like Moab, even though it's touristy, it's kind of out of the way for getting various amenities. There are no big-name places here for that sort of thing, so we constantly have tourists that come in looking for things and don't want to pay the prices.
- I think businesses are able to, and only some select few locals try to make visitors feel unwelcomed.
- I think if you are a visitor, you don't experience the

overcrowding the same as the locals do.

- I think it's due to the current situation of the infrastructure.
- I think that most visitors feel positive about their experiences despite the crowding.
- I think there are plenty of hotels and trails, but, again, after the tourists come home and back into town it is jammed back, including the restaurants.
- It would be great if tourists made reservations ahead of time or it should inform people when it gets busy, so they don't get stuck in lines.
- It's a good place to visit.
- It's all they want: tourism, not industry.
- It's mainly for tourists, and tourists usually find what they want.
- Moab goes out of its way to accommodate tourists, but you can't please everyone.
- Most people are receptive to visitors, and I don't think there's been a negative impact and its visitor friendly.
- Most people who visit usually come back.
- No comment.
- Our local government caters to the tourists. It is what keeps the town alive, so the stores cater to them, also. Our grocery stores and gas stations have extremely high prices that the locals pay year-round, and the tourists only pay it for a few days.
- People are upset about the new regulations, but still like to visit.
- People are welcome.
- People keep coming here so the tourist economy must be doing something to make visitors happy.
- People love to come here, so it must be positive.
- The crowds are a downside.
- The number of people coming in outweighs the experience.
- The resources, amenities, and infrastructure are not here. The worker population is too low. I don't like how it's managed by the county commission and city council.
- There are abundant recreation opportunities in the area, such as two national parks.
- There's a lot of investment into tourism around here, but the tourist overcrowding is diminishing the outdoor experience for everyone.
- There's a lot the people can do in the area, and there are experienced guides who can take people to do anything, and it's pretty safe.
- There's a lot to offer.
- They get enough revenue that they could make it

positive, but they really don't.

- We do have a very nice place for visitors and cater to that, but the infrastructure can't support that, but we do make it friendly for tourists.
- We would be bankrupt if we didn't.

(5) Definitely – 40 comments

- Due to the interactions with the people who have been to Moab, they have generally positive experiences.
- Every outdoor activity is here, and the scenery is the greatest.
- Everybody wants to see it.
- Give them what they want for exchange of money, trade quality of life, quality of outdoors, so some folks and governments can get more money.
- Great.
- I think we have the capability to provide a positive experience for people to visit.
- It is a tourist town, and we take care of the tourists.
- It's a tourist town. I believe that is their job, they try to accommodate tourists. I think those who live here try to give them that experience. I believe it is a very good community.
- Lots of hotels, the scenery is very nice, lots of places to go.
- Lots of opportunities, people are very welcoming.
- Lots of people come here to spend time and always come back.
- Moab is a great place.
- Moab is a tourist town; we wouldn't exist without tourist.
- Most of the people in Moab are friendly, caring and work toward creating a pleasant place to live and play.
- Mostly because of all the land around the area, all the red rocks, etc.
- No comment.
- Our community members do, but local government does not.
- People accept whoever comes here. They are willing and able to do what needs to be done to show them we appreciate them for coming.
- People are always happy to come here.
- People are very friendly and helpful.
- People coming to Moab are catered to the point that visitor experience is given much higher importance than caring for our resources in order to maintain long term viability (trails, campsites, attractions).
- People enjoy the outdoor activities in the area.
- People keep coming back year after year. It is a

beautiful place.

- People love it when they come there. We used to run a campground and they loved the beauty.
- The community has built its resources around tourism, so we tend to treat the tourists very well.
- The cops aren't bad, for the most part everyone is cool.
- The people are very compassionate here and motivated to give a good experience.
- The volume speaks to it. Our reputation is great.
- There are tourists all year round.
- There is no place like ours, and we have high-class amenities.
- They do.
- Visitors love it here. We don't need more advertising. Word of mouth works.
- We are a beautiful tourist destination with something for everyone. We are an amazing location, and we should share it with everyone.
- We definitely cater to visitors over locals.
- We have good people in our community.
- We have so many different activities available with such a massive area around us. With the exception of the national park, you are never really denied anything you want to do.
- We understand that tourism is our bread and butter.
- We're great.
- We're prepared for them all the time.
- We're used to it.

Moab: 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] – 106 comments

- Change tourist tax - in Moab they are TRT - rules so we can spend on mitigation and protection instead of promotion. Utah needs to put visitor satisfaction and resource protection ahead of greed.
- Changing our leaders.
- Crime.
- Cut us a break and let us have our town back for at least part of the year. Many locals have had to move because of the huge jumps in property taxes and services costs. Tourism and many of the bone-head decisions of the state legislature concerning UTVs and nightly rentals have destroyed Moab as a functioning community where people want to live and work. It's too bad.
- Don't bite the hand that feeds you. If you build it, they will come. Nature built it, we must manage how they come.

- Emergency services and the hospitals need more support. Also, the housing issue is becoming too expensive for people to afford.
- Everything is covered.
- Grand and San Juan counties are overrun with UTVs.
- Honestly, in our region, we have a shortage of parking for tourists and residents alike.
- I can't think of anything.
- I can't think of anything; I appreciate how inclusive the survey is.
- I don't think we need to spend taxpayers' dollars on advertising. We need more enforcement and to quit promoting the OHV, more consequences for people who damage our public lands, to keep our neighborhoods safe.
- I don't have any to add to that. (3)
- I feel a great need for employee housing and local housing programs - overall improvement of local housing for locals.
- I feel like my life in Moab isn't as important as someone else's visit to Moab.
- I like that it brings in money, but I feel bad for people like me who can't afford housing.
- I think it's too focused on the money that's being driven in, and they need to focus on natural resource conservation, the cost of living, and jobs.
- I think Moab needs tourism and we could have tourism if it was managed differently - there wouldn't be as many negative impacts.
- I think our county commission should resign because they are anti-tourists and that is the only thing citizens here rely on for income.
- I think that covered it. The state government needs to be managing tourism.
- I think that's it.
- I think the one thing is affordable housing. It has a huge impact on me directly. It is hard to find a place because of rent increases. There are not enough long-term rentals available. Noise pollution from off-road vehicles is also a big concern.
- I think they oversell it. I think if they keep advertising it will become too much and too crowded.
- I think we are paying higher prices in our town because of tourists. Gas, for one thing, I will shop for out of town.
- I think we've hit all the bases.
- I think you've covered everything.
- I went around the world for the Army, and when I came back here the cost of living skyrocketed. Over

three years, the price of my house has gone up a lot. Ten to fifteen years ago, when I left originally, it was easy to buy a house. The price went through the roof.

- I would just like to urge the state and local government to find a happy medium between locals' needs and tourism before proposing new laws.
- I would like state tourism to support infrastructure and resource preservation, and not to support advertising for more tourism.
- I would like to see low-income housing made available, and I would like to see it kept track of. Like you have to show you work there and pay rent, and those people can only rent those apartments.
- I would say overall tourism money should be spent on infrastructure, building a better community for people who live there and not bringing in visitors. Improve roads and schools. Tourism ruins it.
- I would say that our government does everything they can do to prevent affordable housing and opportunities for regulations that make sense. I think the government is not proactive, but instead reactive.
- I would say the importance of making sure that all levels of government are contributing to the management of tourism, since all levels of government are benefiting from the revenue of tourism.
- If we did not have tourism in our town, we would have a failing economy.
- Important long-term issues like water availability have not been studied or dealt with. The state needs to help locals with education and regulations regarding use.
- In Moab, the more state funds that could be given to the city to do helpful things and where the city can control where and how it is spent would be useful.
- Is noise a problem because of tourism? Think UTV, aircraft, and lots of other activities. Governments can plan, but what about executing the plan? Do laws and rules change to favor tourism- at the expense of locals? Hmm, yes. Do the federal and other governments increase staff to keep up with increase visitors? No. Look up and understand FTE. Do you feel tourism is under control or out of control?
- Issues such as crowding, environmental degradation, and noise pollution from off-highway vehicles have reduced the quality of life in our area.
- It is for tourists and what needs to be done for the residents. If residents cannot afford to live here and they move away, who will do low paying customer service jobs?
- It would be good if some of the transient room tax could be used more for the impacts of tourism instead

of marketing.

- Keep them coming.
- Local control of TRT taxes.
- Moab has much to offer, we should be happy that others can enjoy where we live.
- Moab is being loved to death. I don't know if Moab needs less advertisement or just needs to educate visitors to be respectful in the community and how to use trails.
- Moab makes money. Moab needs to be unionized. Moab needs more local community-oriented activities. Our youth is struggling! We have too many kids that try committing suicide.
- Moab needs no more promotion. We have a problem.
- Moab needs to get it together.
- More tourists' tax dollars should go to improve local people in their own community and not go back into other opportunities for visitors.
- Need noise restrictions.
- No comment. (4)
- None. (7)
- Nothing. (7)
- Our local government does a terrible job of balancing the quality of life for residents with tourism. I feel they do it intentionally because they don't want tourism. They want local residents to be miserable, so they fight tourism. Moab would not survive without tourism. We don't have the educated residents to attract high paying skilled jobs and great companies and we don't have the housing to grow an entirely new economic base. Tourism is our economy, and it needs to be embraced so there we can strive for and make a plan for proper good balance and harmony for residents.
- People have become self-centric. They have adopted an attitude that they won't be back again, so they will do whatever they want to maximize their own experience, regardless of the future impacts it may have. This is simply unsustainable.
- Rudeness of tourists to hospitality industry workers.
- Send more.
- Spend less on advertising.
- Stop it! The noise and congestion must be mitigated! All for greedy deep pockets. Very sad.
- Thanks for asking.
- The ATV issues - noise pollution, habitat destruction, driving in neighborhoods, exhaust fumes, etc.
- The cost of housing is so high. All the local government is concerned about is bringing more tourists in. They are not concerned about the people that live here and how hard it is to get an affordable

place to live. They keep bringing in more motels, bed and breakfasts, and anything that pertains to tourists and not to the local people. We do not have enough houses here for anyone anymore. Our taxes keep going up to where people are moving out because they can't afford them anymore. A lot of people would stay here if they could afford to buy a house, but they can't so they move. People would love to move here, but they can't find an affordable house to rent or buy, but they can find all kinds of motels to rent. Some people live in their cars.

- The environmental stuff is really important, and we need to work on issues about the impact on locals for housing.
- The housing situation is chaotic at the moment. People have second and third homes here.
- The influx of outsiders has shifted the local political control to those from the outside, further hurting local control and perspective, e.g., elected officials.
- The lack of housing is because of tourism.
- The local Moab government isn't very supportive of local businesses. I have very negative opinions of Moab government.
- The state has too much control over local issues, such as UTV regulations and nightly rental activity.
- The state legislature continually overrides the efforts local government makes to reduce the impact of out-of-control tourism. Why can Salt Lake City ban ATVs from running rampant on city streets while Moab can't? The tourist tax that Utah collects should be used for community needs, not required to be spent on more advertising to bring even more people. Out of control tourism and especially ATVs are destroying this place!
- The timed entry at Zion National Park has declined because of this, and sadly it is returning again this year.
- The transient room tax should be increased and limits on how it can be spent should be removed so that communities can actually use the money to ameliorate the problems that increased visitation causes.
- There has to be a limit, but no one will discuss it. Greed has prevailed in Moab for ever larger and larger tourism, now it's ugly and too late. Utah Legislature now dictates how we can run our communities, i.e., zoning and housing. It's shameful.
- There is a great need for affordable housing, but that's not news for people in Moab.
- There is nothing.
- There needs to be a balance between how much should be done.

- They spent enough money.
- This has been a somewhat biased survey favoring tourism. I suspect it is funded by the Travel Bureau or Chamber of Commerce.
- Tourism has ruined small-town Moab.
- Tourism is a necessary economic driver and we do depend on it, but it has reached a critical level where it is no longer sustainable for the quality of life of residents. I personally depend on it for a living, but if it stopped expanding or reduced by some percentage like 25% it wouldn't hurt my family at all and would be better for the quality of life for residents and the quality of experience of visitors.
- Tourism is a necessary evil, but I would really like to see Moab move toward more sustainable growth in areas other than tourism.
- Tourism is very important to Utah and especially Moab. I welcome all influence that the state can have on Moab to help promote and boost tourism in our area.
- Tourism money should be able to be used for local infrastructure and programs to help the local community and not just promoting more tourism.
- Tourism ruined this town, particularly ATVs.
- TRT tax should stay in the county where it is collected.
- Wants us to look into 'do it like a local'.
- We need fewer tourists and more affordable housing in Moab. Also, the surrounding environment is getting ruined by so many tourists. It's literally loved to death, and it's not sustainable.
- We ride horses. There are lots of activities. I'm concerned about noise from Jeeps and ATVs; noise is a big issue in the area. A lot of people in town don't like the noise. I don't like people going downside streets with louder vehicles. It's a smaller family community.
- We should stop advertising our area. Everyone already knows we are here. Let's put that money back into our community and help the locals.
- Year-round tourism promotion to stop in winter.
- You should ask people if gas prices in Moab should be lower. It's ridiculous that it's a dollar lower in Grand Junction.



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