

Northern Utah Area Residents' Opinions on Tourism: Longitudinal Survey Results 2021-2024

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The following brief presents findings from the 2024 Utah Office of Tourism's survey of Northern Utah area residents, (Cache, Box Elder, and Rich counties) comparing them to the results from 2021. While there are differences between the two years' surveys, the overall sentiment remains consistent.

Overview

In 2024, respondents offer insights into their perceptions of tourism in their community. The majority describes the volume of tourism as either "some" or "a little" (57% and 25%, respectively), while only 15% report a "great deal" of tourism. Despite this, half of the participants (50%) view tourism as crucial to their local economy, although only a small fraction (6%) rely on tourism-related activities for income.

The survey also reveals that approximately four out of five respondents (79%) believe their community generally provides a positive experience for visitors, with a similar proportion (78%) agreeing that visitors are made to feel welcome. Moreover, most respondents express that tourism's positive impacts outweigh the negatives (58%), with only 6% holding the opposite view.

Methodological Note

The report visually compares the results of the 2021 and 2024 surveys for each survey question, presenting them side-by-side in graphs. In the written analysis, similar responses on the five-point scale are often grouped together, such as combining 1 and 2, and 4 and 5. Any differences between the results of the two years are noted, though it's important to note that the results have not been tested for statistically significant differences due to the small sample sizes. These surveys represent only the first two in a series of longitudinal studies, so it is premature to identify definitive trends. Variations between the samples may have influenced responses, underscoring the importance of ongoing observations in future surveys.

In addition to quantitative survey findings, there are three open-ended questions. All verbatim responses to these questions are included in Appendix E.

The Appendices include the following:

- A Survey Methodology
- B Demographic Profile
- C 2024 Local Area Survey Questionnaire
- D Northern Utah Area Results for 2021 and 2024
- E Verbatim Comments

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...?

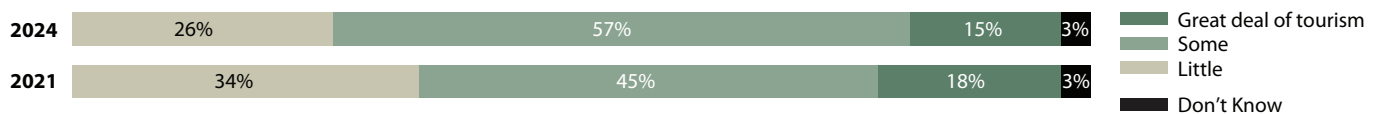


Figure 2: Does any of your household income depend on tourism-related activities?



Effects of Tourism on Community

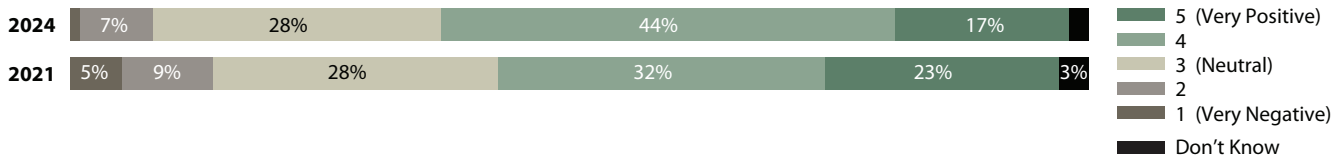
When evaluating a series of statements about the effects of tourism on their community, respondents rate tourism's impact on their community's overall reputation as the most positive effect, with 70% rating it four or five on a scale of one to five (see Figure 3-C). This marks a slight increase from 2021 results. Furthermore, the majority of respondents perceive positive influences from tourism on the natural environment (62%) and the quality of amenities like gas stations and retail stores (61%) when positive responses are combined (see Figures 3-B and 3-A, respectively).

Conversely, regarding housing affordability, more respondents (48%) believe that tourism has a negative impact compared to those who perceive it positively (11%). These findings show minimal change between the results of the two surveys.

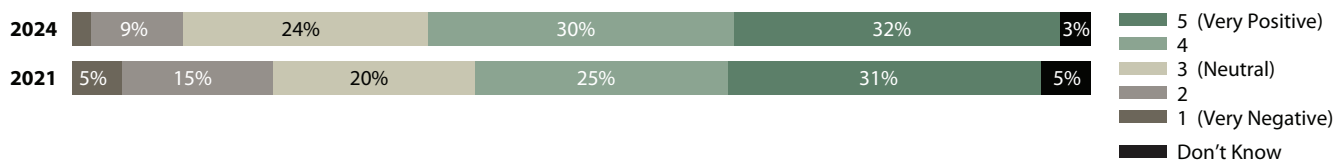
When questioned about the impact of tourism on the number of amenities in their area, almost half of respondents (48%) perceive neither an increase nor a decrease due to tourism – up from the 2021 result of 37%. Forty-three percent of 2024 respondents say the number of amenities has increased (see Figure 4).

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...

A: The quality of amenities such as gas stations and retail store in the tourist areas?



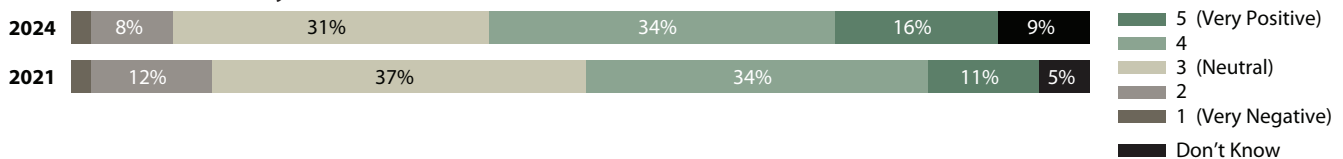
B: The natural environment in Utah?



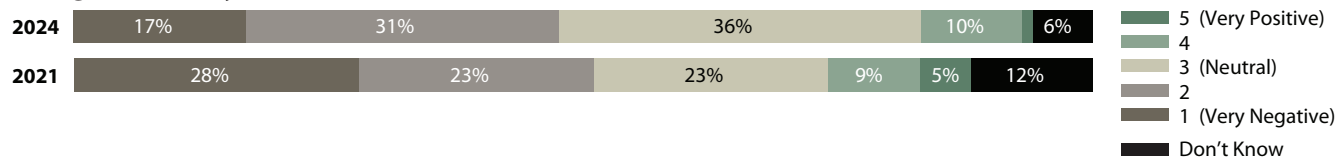
C: Your community's overall reputation?



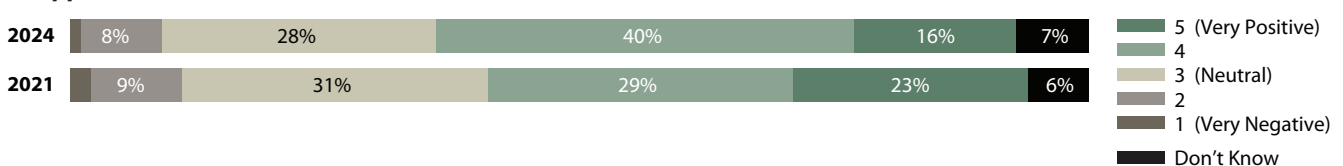
D: Human health and safety?



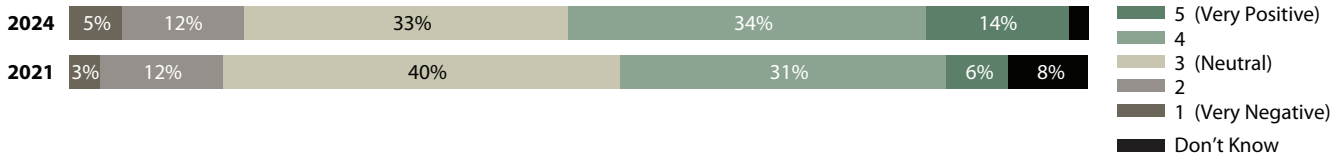
E: Housing affordability?



F: Job opportunities for local residents?



G: The quality of infrastructure like public transportation, roads and bridges, and utilities?



H: The opportunity to meet and better understand people from different backgrounds?

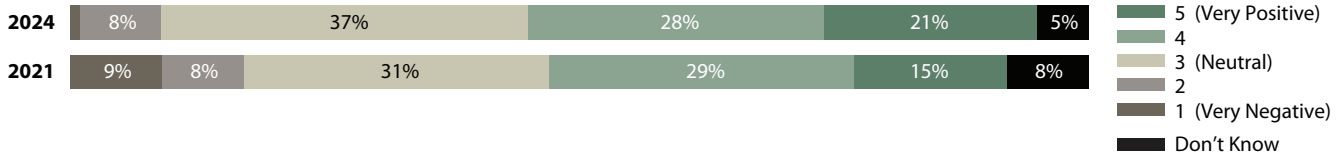
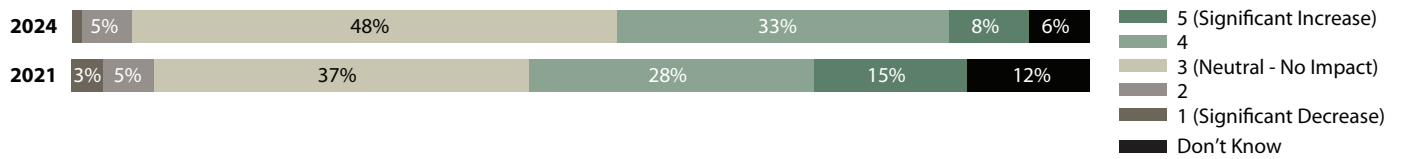


Figure 4: On a scale of one-to-five, with one meaning "significant decrease" and five meaning "significant increase," what do you think is tourism's overall effect on the number of amenities in your area, such as gas stations and retail stores?



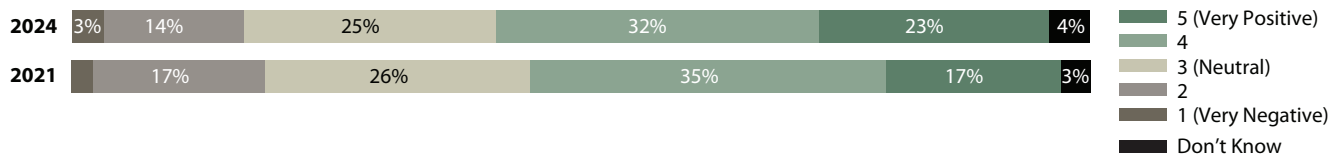
Effect of Tourism on Quality, Quantity, and Access to Experiences

In 2024, two-thirds of respondents note positive effects of tourism on both the "number" and "quality" of recreation opportunities in their community (66% and 65%, respectively) (see Figures 5-G and 5-H). Additionally, 59% state that tourism has a positive effect on their ability to "access" recreational opportunities in their area (see Figure 5-I). These figures reflect a slight increase from the 2021 results.

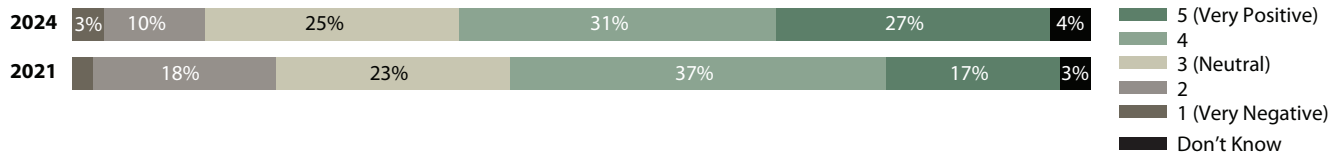
Furthermore, there is an increase in the percentage of respondents who rate tourism's effect on the quality of spectator events positively (scored 4 or 5) compared to 2021 (56% in 2024, 33% in 2021) (see Figure 5-F).

Figure 5 (A-I): The following 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...

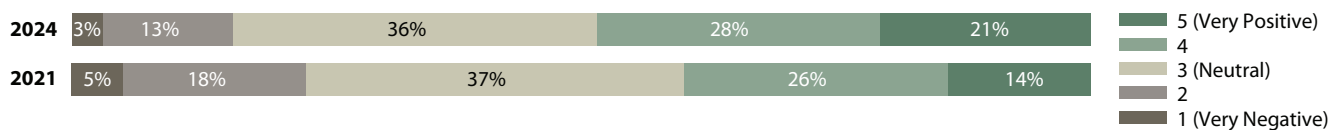
A: The number of arts and cultural experiences?



B: The quality of arts and cultural experiences?



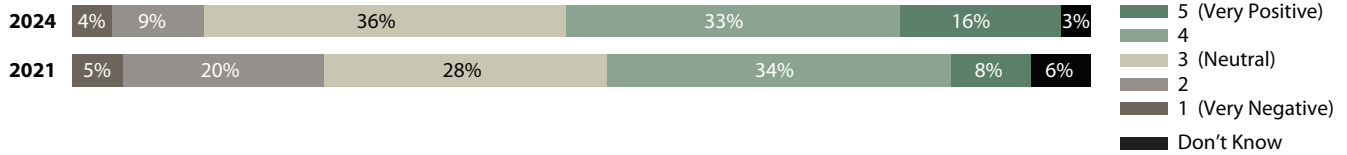
C: The number of dining options?



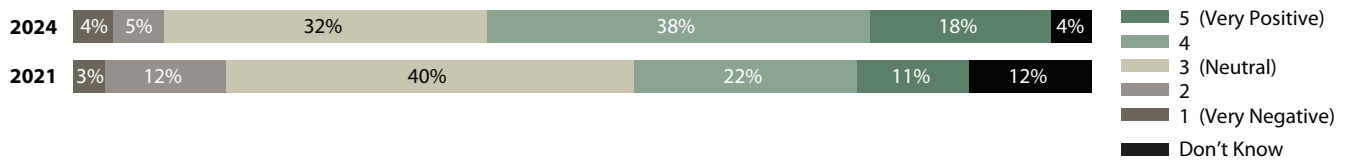
D: The quality of dining options?



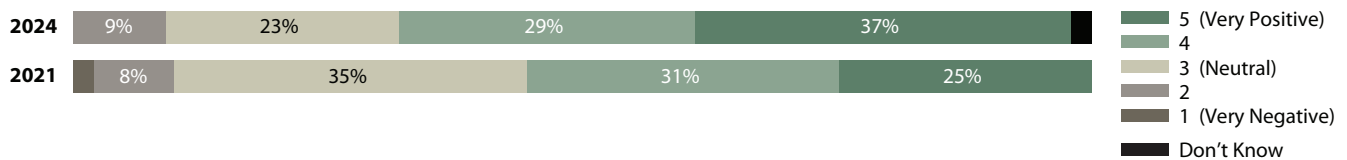
E: The number of spectator events?



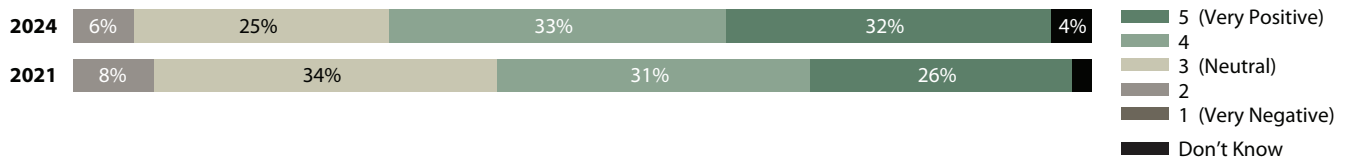
F: The quality of spectator events?



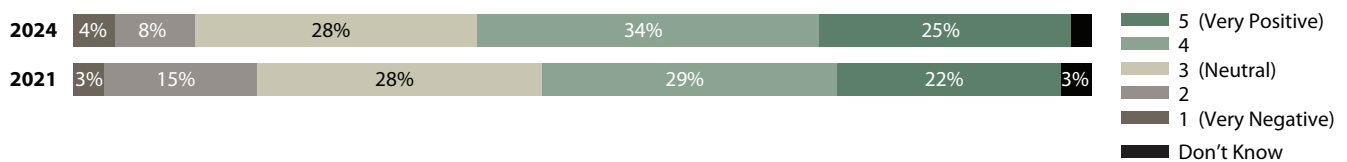
G: The number of recreational opportunities?



H: The quality of recreational opportunities?



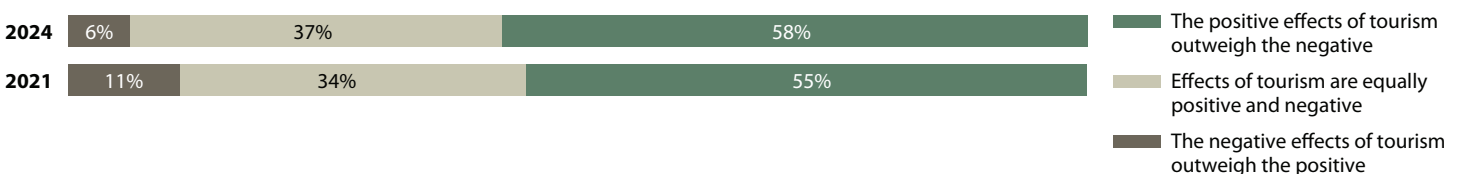
I: Your ability to access recreational opportunities?



Opinion on Tourism

As in 2021, the majority of respondents in 2024 (58%) believe the positive effects of tourism outweigh the negative effects. A small percentage (6%) believe the negative effects outweigh the positive (see Figure 6). Over one in three respondents feel the effects are equally positive and negative (37%).

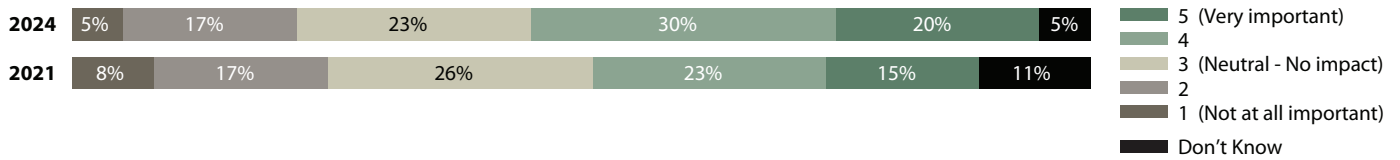
Figure 6: Still, thinking about the effects of tourism in your community, in your opinion, which of the following statements would you say most accurately reflects your opinion?



Importance to Economy

Half of 2024 survey respondents (50%) consider tourism to be important to their local economy. This is an increase from 2021 (38%) and nearly double the portion that indicates it is not important (22%) (see Figure 7).

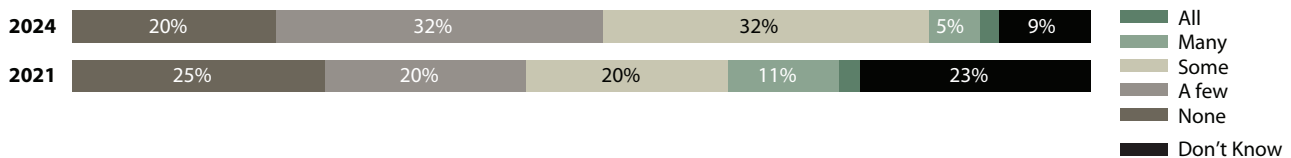
Figure 7: Overall, how important is tourism to the local economy in your area? Please use a one-to-five scale, with one meaning "not at all important" and five meaning "very important."



Accommodating Tourism

Results from both the 2021 and 2024 surveys indicate that the majority of respondents do not perceive a significant issue with accommodating the number of visitors coming to their community. Results show that only 7% of respondents in 2024 feel that "all" or "some" locations could not accommodate visitors, compared with 13% in 2021 (see Figure 8). Furthermore, a majority of 2024 respondents (52%) report that there are either "no" areas or "a few" with this problem. When asked about the reasoning for their chosen response, respondents provide a variety of comments, which are included in Appendix E.

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...



Community Provides a Positive Experience

While the majority of respondents in both the 2021 and 2024 surveys believe their community provides a positive experience for visitors, the 2024 results reveal a slight increase in this sentiment. In 2024, 79% of respondents expressed a positive perception (rate 4 or 5), compared to 65% in the earlier survey (see Figure 9). Residents' varied comments in response to an open-ended question about their reasoning for their response are found in Appendix E.

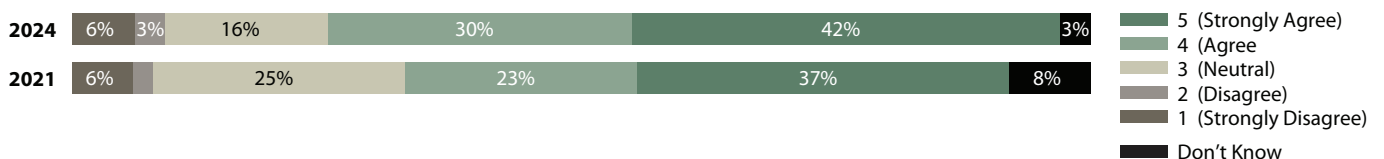
Figure 9: Do you feel your community is able to provide a positive visitor experience? Please use a one-to-five scale, with one meaning "definitely not" and five meaning "definitely."



State Support of Local Tourism Efforts

Most residents (72%) agree that the state tourism office should support local tourism efforts (rate 4 or 5). This percentage has increased slightly from 2021 (60%), but the direction of sentiment remains consistent across both years (see Figure 10).

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

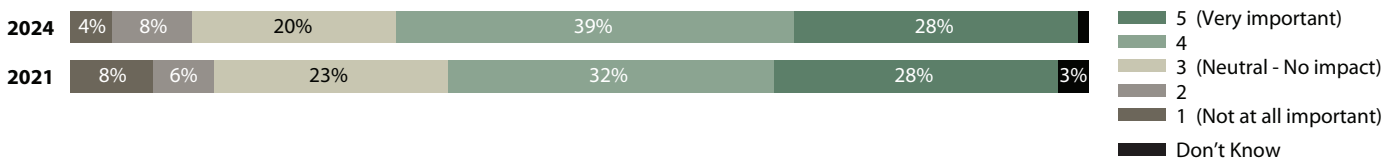
When presented with various spending options for visitor-related taxes, respondents prioritize investing in infrastructure, with 79% expressing the highest importance in funding recreational infrastructure like trails, parks, and restrooms and 76% emphasizing the significance of transportation infrastructure like roads and bridges (see Figure 11-L and 11-J).

While several other spending categories receive high importance ratings (4 or 5) ranging between 50% and 70%, two options exhibit a noticeable decline in importance compared to 2021. Environmental protection and repair of damaged areas drop from 86% to 65%, and historical preservation of community assets decreases from 83% to 69% (see Figures 11-G and 11-M).

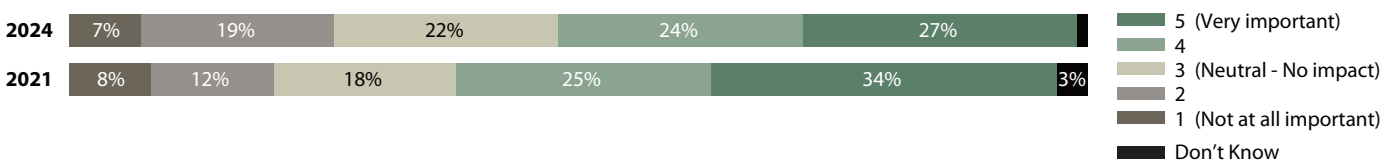
Spending alternatives with the lowest proportion of importance ratings include tourism promotion, deemed important by only 38% of respondents, local and regional airport facilities at 40%, and high-speed internet in tourism areas at 46% (see Figures 11-D, 11-E, and 11-C).

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."

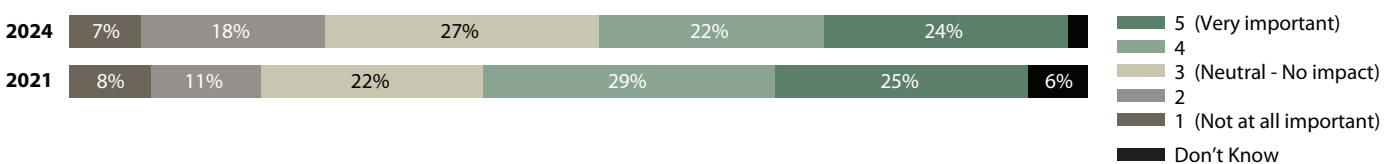
A: Parking accommodations (parking lots) in tourism areas?



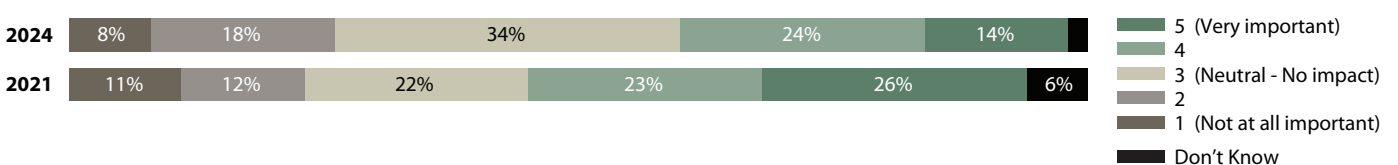
B: Public transit, like shuttles, buses, and trains?



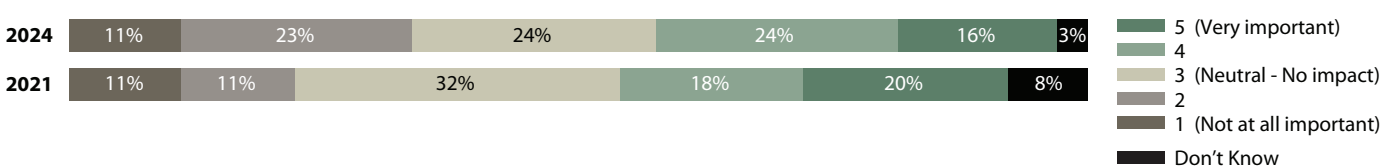
C: High-speed internet (broadband) in tourism areas?



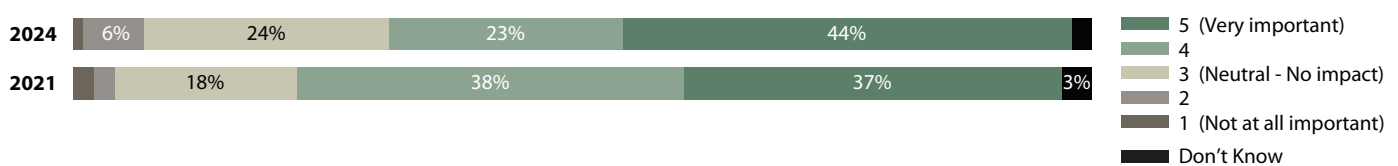
D: Tourism promotion?



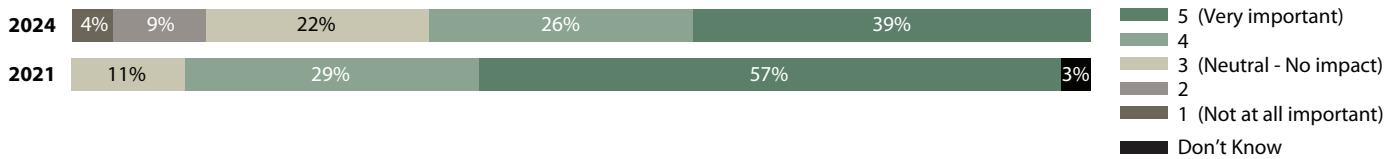
E: Local and regional airport facilities?



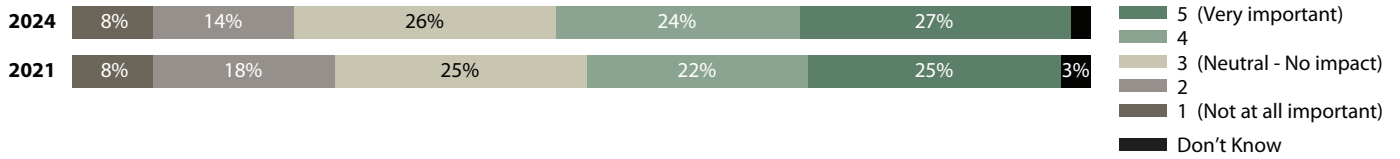
F: Local search and rescue capabilities?



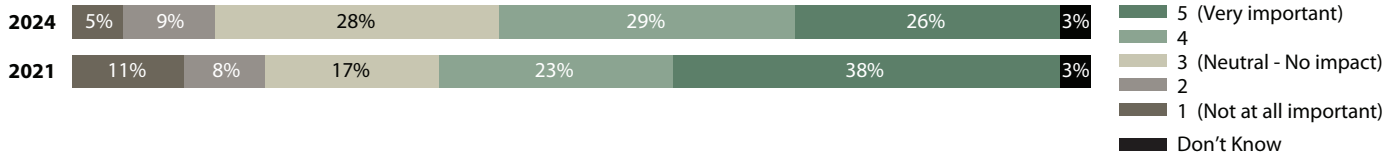
G: Environment protection and repair of damaged areas (land, water, etc.)?



H: Cellular service?



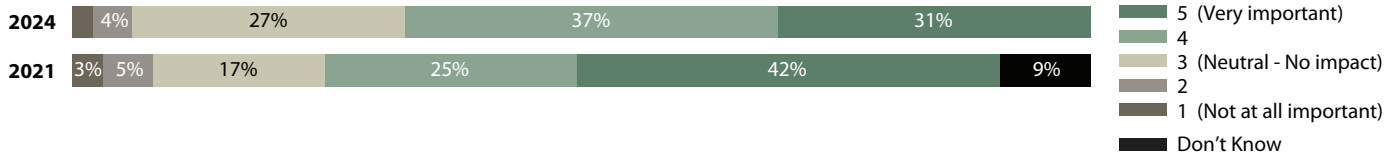
I: Visitor education regarding how to best respect and support the local community?



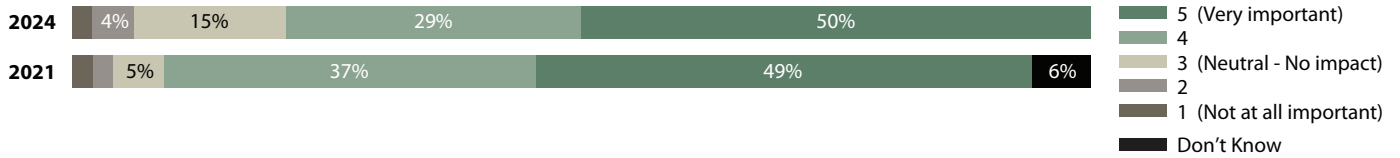
J: Transportation infrastructure like roads and bridges?



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



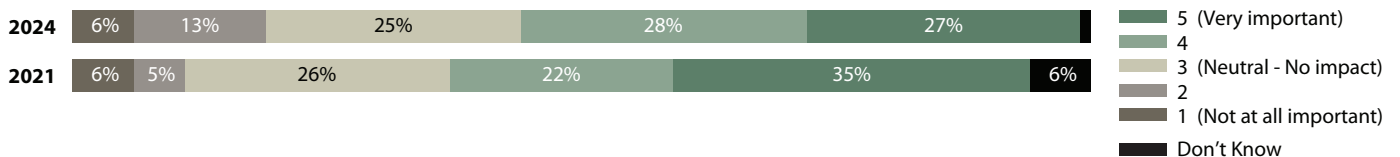
L: Recreation infrastructure like trails, campgrounds, parks, and restrooms?



M: Historical preservation of community assets?



N: Arts and culture investment?



Environmental Sustainability

Similar to the 2021 results, a large percentage of respondents (80%) agree or strongly agree that natural resources in the state should be protected, a decline from 93% in 2021 (see Figure 12-C). A similar proportion (79%) agree or strongly agree that the protection of natural resources and tourism can be compatible (see Figure 12-A). There has been a decrease in the number of respondents who agree that the state tourism office should educate visitors on minimizing their environmental impacts, with 72% of respondents agreeing or strongly agreeing in 2024, compared to 88% in 2021 (see Figure 12-D).

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?

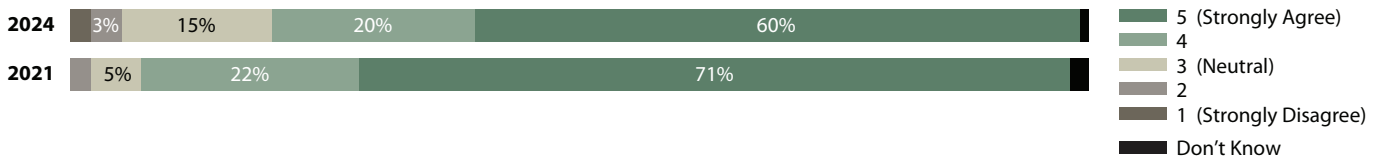
A: Natural resource protection and tourism can be compatible.



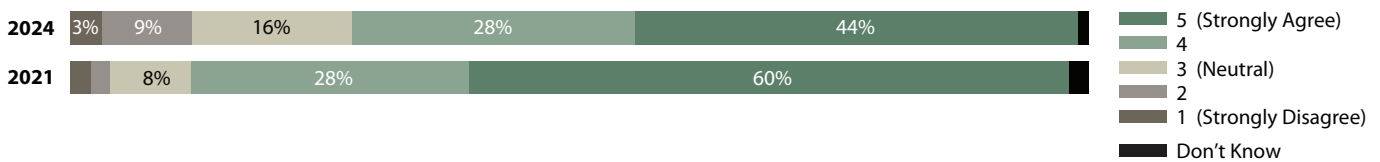
B: Long-term government planning helps reduce the potentially negative environmental impacts of tourism.



C: Natural resources should be protected in Utah.



D: 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

Fourteen statements were used to measure respondents' general perception of tourism in their area. The following results are reported in order of agreement with the statements. In 2024, the majority of respondents (78%) feel visitors are welcomed in their area, up from 71% in 2021 (see Figure 13-C).

Enjoyment of interactions with visitors rose to 66%, a 12-percentage point increase from the previous survey's 54% (see Figure 13-I). Furthermore, nearly half (49%) agree that tourism supports local businesses, while 45% feel that residents are more proud of the area due to tourism, both showing increases from 2021 (see Figures 13-H and 13-D).

Opinions are split on whether residents benefit from a wide range of cultural activities due to tourism, with 35% expressing they do not and 41% stating they do. This contrasts with 2021, where responses are similarly divided, but with a higher percentage indicating no perceived benefit compared to those who did (43% versus 32%, respectively) (see Figure 13-F).

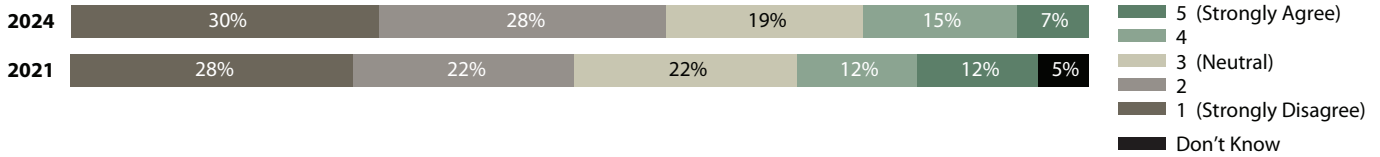
About one in five (22%) say their area would be dull without tourism (see Figure 13-A), and 21% claim that visitors have altered the way of life in the area (see Figure 13-B). Additionally, 20% feel that tourism has made their community an unaffordable place to live (see Figure 13-G), and 18% prefer minimal interaction with visitors (see Figure 13-E).

Opinions are divided on the government’s ability to balance resident and visitor needs, with 25% saying they do well and 23% expressing they do not (see Figure 13-J). In 2021, only 15% agreed that the government balances these needs well.

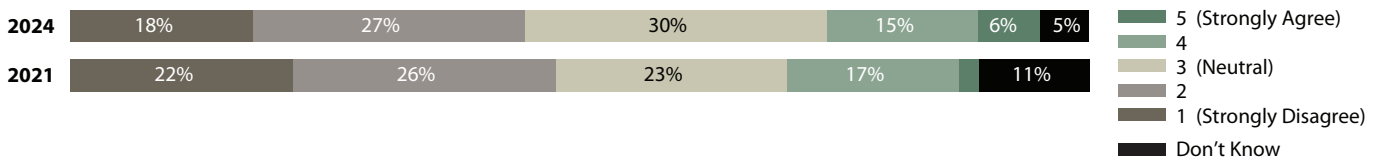
Regarding resident input on tourism issues, only 21% of respondents indicate their opinions on tourism in their area are valued by state government and a slightly higher 31% by local government (see Figures 13K and 13L). Only a quarter of 2024 respondents (26%) claim they have the opportunity to provide input on tourism-related topics, compared with 23% in 2021 (see Figure 13-M).

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

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



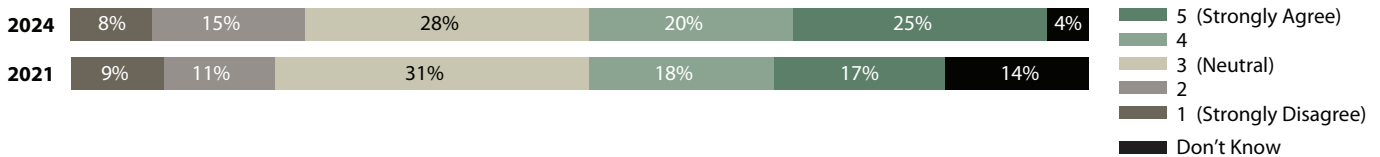
B: In our area, our way of life has changed to suit visitors.



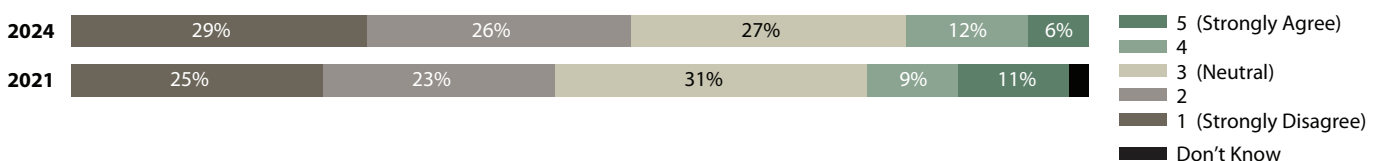
C: Overall, I think visitors to my area feel welcomed.



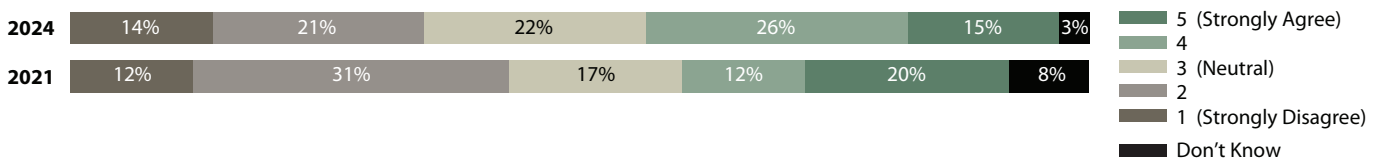
D: Tourism has made locals prouder of our area.



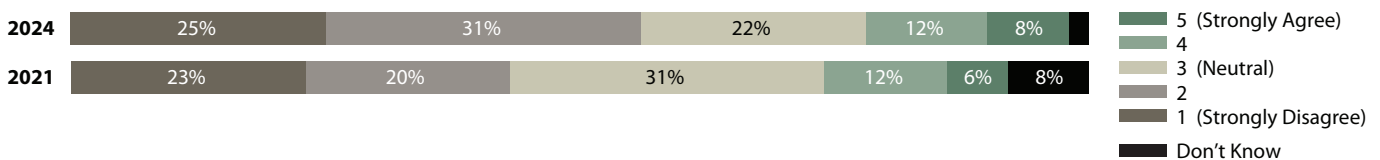
E: I prefer to have as little contact as possible with visitors.



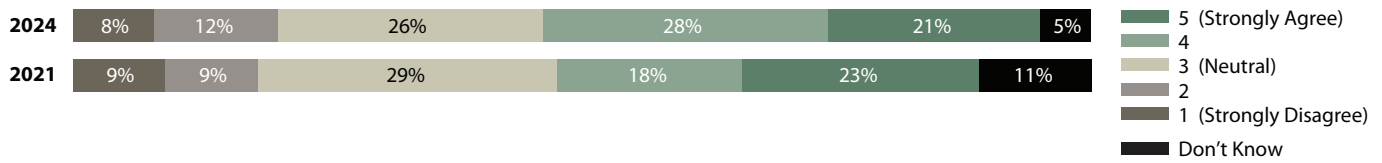
F: Residents benefit from a wide variety of cultural activities in my area because of tourism.



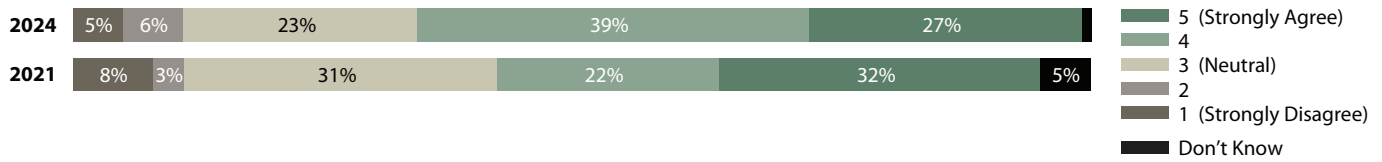
G: Tourism has made my community an unaffordable place for many to live.



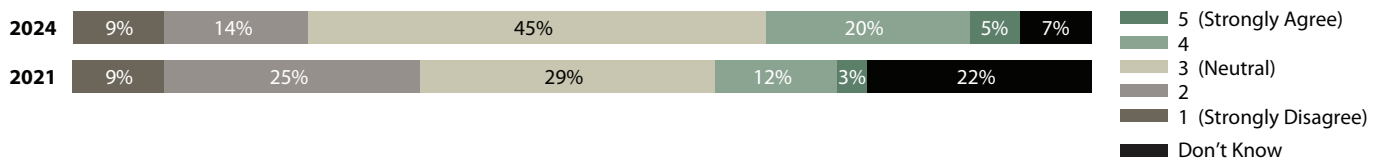
H: Tourism supports businesses in my community that are valuable to me.



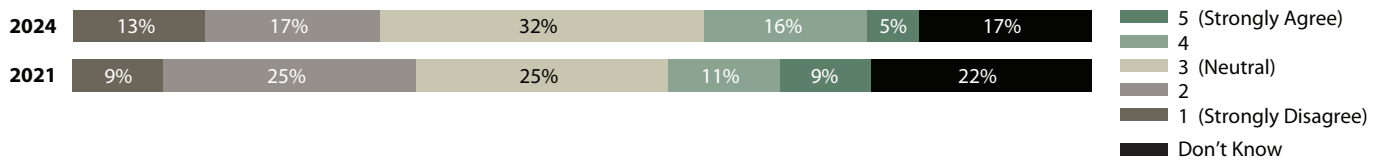
I: I enjoy interactions with visitors.



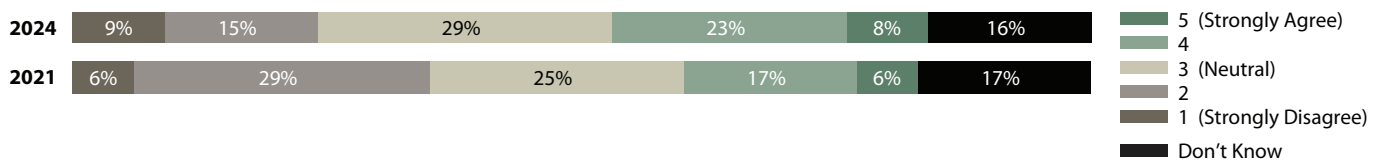
J: Government does a good job balancing residents' and visitors' needs.



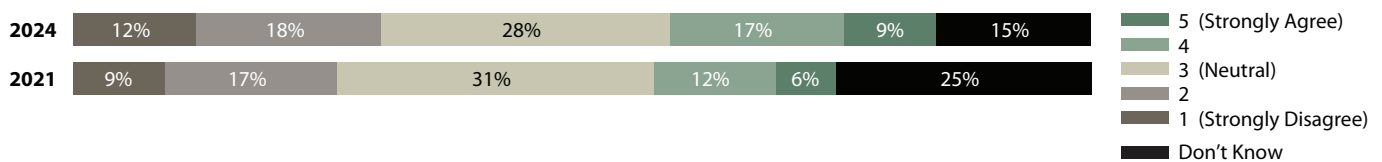
K: State government values input from residents about tourism in my area.



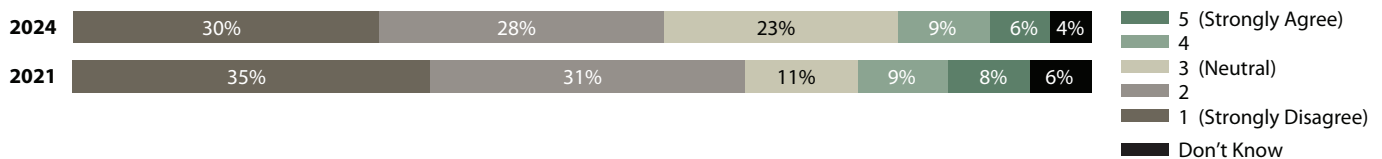
L: Local government values input from residents about tourism in my area.



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



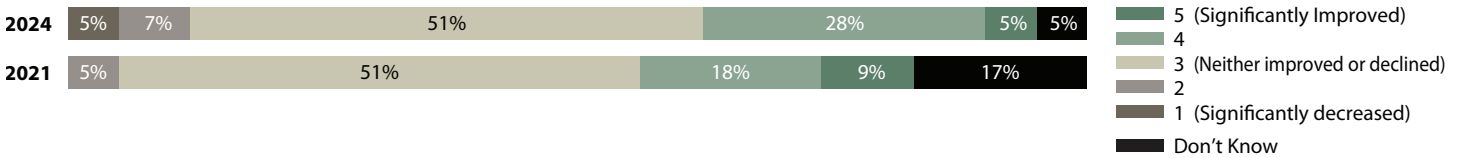
N: I have provided input on tourism decisions in my area by doing things like attending public meetings and/or writing letters to local government or decision-makers.



Impact of Tourism on Quality of Life

In 2024, one-third of residents (33%) believe tourism has improved the quality of life in their area (rating 4 or 5), compared to 27% in 2021. Interestingly, half of the respondents on both surveys (51%) hold the belief that tourism has neither improved nor diminished the quality of life in their community (see Figure 14).

Figure 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, with one meaning "significantly declined" and five meaning "significantly improved."

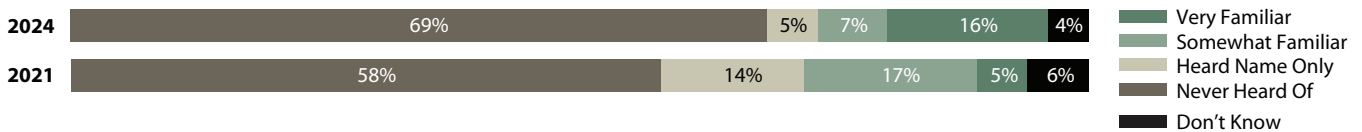


Marketing Campaigns

The "Greatest Snow on Earth®" campaign remains the most familiar tourism-related marketing campaign among northern Utah area respondents, with 87% of those interviewed being "very" or "somewhat" familiar with the campaign (see Figure 15C). The "Life Elevated®" campaign also garners recognition, with 68% of 2024 respondents reporting familiarity. However, the majority of respondents on both surveys indicate they have "never heard of the "Mighty 5®" and "Forever Mighty®" campaigns (69% and 83%, respectively) (See Figures 15A and 15B).

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

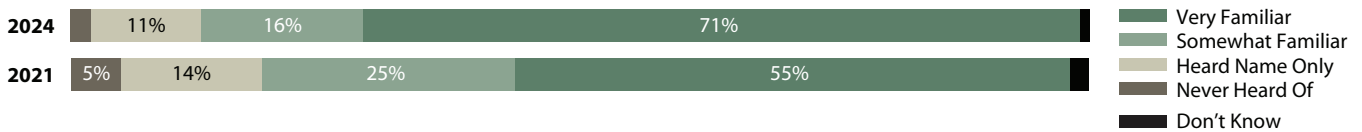
A: Mighty 5® campaign



B: Forever Mighty® initiative



C: The Greatest Snow on Earth®



D: Life Elevated®



Additional Comments

At the end of the survey, respondents were given the opportunity to provide additional comments, concerns, and suggestions regarding tourism in Utah or their local area. All verbatim responses can be found in Appendix E.

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 local tourism areas and conducted a small survey in each. While sample sizes were small, results showed that resident opinions and attitudes on tourism differed significantly by location. In early 2024, surveys were conducted in four of the local tourism areas as part of a multi-year project to track resident sentiment over time. This brief provides results specifically for the Northern Utah area, which includes Cache, Box Elder, and Rich counties.

Working with UOT, the institute finalized the questionnaire to be used in the local area surveys. Many of the same questions appear in both the early survey and the 2024 survey allowing for comparison between the years. Appendix C contains a copy of the 2024 questionnaire. Appendix D shows survey findings from both years in a concise, side-by-side text format.

Lighthouse Research surveyed area residents in the three northern Utah counties under the direction of Gardner Institute staff in January of 2024. Lighthouse Research used a mixed-mode methodology to contact potential respondents, aiming to obtain 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 sample of 106 surveys in the area carries

a margin of error of +/-9.5% at the 95% confidence level. The error rate can differ on individual questions. A profile of the 2024 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. The sampling pool includes only residents with telephone or known email addresses, 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 (weighting was not used on this survey due to the small sample size).

In surveys with small sample sizes, the margin of error tends to be larger, potentially resulting in less reliable data. While this introduces some uncertainty, longitudinal research can help compensate for it by enabling researchers to track changes and trends more accurately over time.

Appendix B - Demographic Profile

Survey participants were asked several demographic questions, including gender, age, income, education, and race/ethnicity.

		2021	2024
Gender	Male	43%	46%
	Female	55%	44%
	Other	2%	0%
Age	18-29	15%	10%
	30-39	12%	10%
	49-49	22%	18%
	50-59	26%	24%
	60-69	17%	21%
	70 and over	8%	17%
Household Income	<20,000	10%	0%
	\$20,000-\$39,999	15%	5%
	\$40,000-\$59,999	15%	11%
	\$60,000-\$79,999	16%	19%
	\$80,000-\$99,999	19%	17%
	\$100,000-\$150,000	15%	26%
	Over \$150,000	11%	22%

		2021	2024
Education	Some high school	0%	0%
	High school graduate	5%	8%
	Some college/assoc. degree / vocational certificate	38%	24%
	College graduate	32%	37%
	Graduate work or degree	25%	31%
Ethnicity	White	90%	94%
	Hispanic/non-white	10%	6%

Appendix C - 2024 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.

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

Ok, let's get started...

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

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

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

On a scale of 1-5, with 1 meaning "very negative" and 5 meaning "very positive," how would you describe the effect of tourism in your local area in the following areas with one meaning "very negative" and five meaning "very positive."

	Very Negative 1	2	Neutral 3	4	Very Positive 5	Depends	Don't Know
The quality of amenities such as gas stations and retail stores in tourist areas?							
The natural environment in your community?							
Your community's overall reputation?							
Human health and safety?							
Housing affordability?							
Job opportunities for local 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

- 4. On a scale of 1-5, with 1 meaning "significant decrease" and 5 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? Would you say...

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 community or local area. Using the same 1-5 scale, with 1 meaning “very negative” and 5 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, 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 there places in your local community where the number of visitors is more than your area is able to accommodate? Would you say...

None	A few	Some	Many	All	Don't know
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8a. And why do you say that? (Open-ended)

POSITIVE EXPERIENCE

9. Do you feel your community is able to provide a positive visitor experience? Please use a 1-5 scale, with 1 meaning "definitely not" and 5 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	Don't know
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USE OF VISITOR-RELATED TAX

The following list contains possible categories of spending for visitor-related taxes. Choices may vary based on local decision-making.

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 Positive 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 one-to-five scale, with one meaning "significantly declined" and five meaning "significantly improved."

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

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 Mighty® 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? (Open-ended)

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? (ASKED AT THE BEGINNING OF THE SURVEY)
- Man
 - Woman
 - Some other way (SPECIFY IF OFFERED)
 - Prefer not to say
18. Into which age category do you fit? (ASKED AT THE BEGINNING OF THE SURVEY)
- 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
22. Which of the following categories best describes your total household income?
- Less than \$20,000
 - \$20,000 to \$39,999
 - \$40,000 to \$59,999
 - \$60,000 to \$79,999
 - \$80,000 to \$99,999
 - \$100,000 to \$150,000
 - Over \$150,000
 - Prefer not to say

Appendix D - Northern Utah Area - Results for 2021 and 2024

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 response we have a few background questions before we get started. What is your county of residence?

	2021	2024
Cache/Box Elder/Rich n=	65	109

In which city or town do you reside? [open-end]
What is the ZIP Code for your area? [open-end]

AMOUNT OF TOURISM

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

	2021	2024
n=	65	109
A great deal of tourism	18%	15%
Some tourism	45%	57%
Little tourism	34%	26%
No tourism	0%	0%
Other (specify)	0%	3%
Don't know	3%	0%

HOUSEHOLD INCOME – DEPENDENCE ON TOURISM

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

	2021	2024
n=	65	109
Yes	9%	6%
No	91%	94%
Other (specify)	0%	1%

GENERAL VIEW OF TOURISM

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

	2021	2024
n=	65	109
1 - Very negative	5%	1%
2	9%	7%
3	28%	28%
4	32%	44%
5 - Very positive	23%	17%
Don't know	3%	2%
Mean (1-5)	3.62	3.71

- The natural environment in Utah

	2021	2024
n=	65	108
1 - Very negative	5%	2%
2	15%	9%
3	20%	24%
4	25%	30%
5 - Very positive	31%	32%
Don't know	5%	3%
Mean (1-5)	3.65	3.84

- Your community's overall reputation

	2021	2024
n=	65	109
1 - Very negative	0%	2%
2	6%	1%
3	20%	20%
4	35%	42%
5 - Very positive	28%	28%
Don't know	11%	6%
Mean (1-5)	3.95	4.01

- Human health and safety

	2021	2024
n=	65	109
1 - Very negative	2%	2%
2	12%	8%
3	37%	31%
4	34%	34%
5 - Very positive	11%	16%
Don't know	5%	9%
Mean (1-5)	3.42	3.59

3E. Housing affordability

	2021	2024
<i>n</i> =	65	108
1 - Very negative	28%	17%
2	23%	31%
3	23%	36%
4	9%	10%
5 - Very positive	5%	1%
Don't know	12%	6%
Mean (1-5)	2.32	2.45

3F. Job opportunities for Utah residents

	2021	2024
<i>n</i> =	65	109
1 - Very negative	2%	1%
2	9%	8%
3	31%	28%
4	29%	40%
5 - Very positive	23%	16%
Don't know	6%	7%
Mean (1-5)	3.67	3.66

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

	2021	2024
<i>n</i> =	65	108
1 - Very negative	3%	5%
2	12%	12%
3	40%	33%
4	31%	34%
5 - Very positive	6%	14%
Don't know	8%	2%
Mean (1-5)	3.27	3.42

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

	2021	2024
<i>n</i> =	65	109
1 - Very negative	9%	1%
2	8%	8%
3	31%	37%
4	29%	28%
5 - Very positive	15%	21%
Don't know	8%	5%
Mean (1-5)	3.37	3.63

MEAN SCORES ON EFFECTS OF TOURISM

(one-to-five scale with one meaning very negative and five meaning very positive)

	2021	2024
(3A) The quality of amenities such as gas stations and retail stores in the tourist areas	3.62	3.71
(3B) The natural environment in Utah	3.65	3.84
(3C) Your community's overall reputation	3.95	4.01
(3D) Human health and safety	3.42	3.59
(3E) Housing affordability	2.32	2.45
(3F) Job opportunities for local residents	3.67	3.66
(3G) The quality of infrastructure like public transportation, roads and bridges, and utilities	3.27	3.42
(3H) The opportunity to meet and better understand people from different backgrounds	3.37	3.63

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? Would you say...

	2021	2024
<i>n</i> =	65	109
1 - Significant decrease	3%	1%
2	5%	5%
3	37%	48%
4	28%	33%
5 - Significant increase	15%	8%
Don't know	12%	6%
Mean (1-5)	3.54	3.46

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 community or 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	2024
<i>n</i> =	65	109
1 - Very negative	2%	3%
2	17%	14%
3	26%	25%
4	35%	32%
5 - Very positive	17%	23%
Don't know	3%	4%
Mean (1-5)	3.51	3.61

5B: The QUALITY of arts and cultural experiences

	2021	2024
<i>n</i> =	65	108
1 – Very negative	2%	3%
2	18%	10%
3	23%	25%
4	37%	31%
5 – Very positive	17%	27%
Don't know	3%	4%
Mean (1-5)	3.51	3.72

5C: The NUMBER of dining options

	2021	2024
<i>n</i> =	65	109
1 – Very negative	5%	3%
2	18%	13%
3	37%	36%
4	26%	28%
5 – Very positive	14%	21%
Don't know	0%	0%
Mean (1-5)	3.26	3.51

5D: The QUALITY of dining options

	2021	2024
<i>n</i> =	65	109
1 – Very negative	6%	4%
2	15%	12%
3	40%	43%
4	26%	31%
5 – Very positive	12%	10%
Don't know	0%	0%
Mean (1-5)	3.23	3.32

5E: The NUMBER of spectator events

	2021	2024
<i>n</i> =	65	109
1 – Very negative	5%	4%
2	20%	9%
3	28%	36%
4	34%	33%
5 – Very positive	8%	16%
Don't know	6%	3%
Mean (1-5)	3.21	3.49

5F: The QUALITY of spectator events

	2021	2024
<i>n</i> =	65	108
1 – Very negative	3%	4%
2	12%	5%
3	40%	32%
4	22%	38%
5 – Very positive	11%	18%
Don't know	12%	4%
Mean (1-5)	3.28	3.63

5G: The NUMBER of recreational opportunities

	2021	2024
<i>n</i> =	65	109
1 – Very negative	2%	0%
2	8%	9%
3	35%	23%
4	31%	29%
5 – Very positive	25%	37%
Don't know	0%	2%
Mean (1-5)	3.69	3.95

5H: The QUALITY of recreational opportunities

	2021	2024
<i>n</i> =	65	109
1 – Very negative	0%	0%
2	8%	6%
3	34%	25%
4	31%	33%
5 – Very positive	26%	32%
Don't know	2%	4%
Mean (1-5)	3.77	3.94

5I: Your ABILITY TO ACCESS recreational opportunities

	2021	2024
<i>n</i> =	65	109
1 – Very negative	3%	4%
2	15%	8%
3	28%	28%
4	29%	34%
5 – Very positive	22%	25%
Don't know	3%	2%
Mean (1-5)	3.52	3.69

MEAN SCORES ON EFFECTS OF TOURISM ON QUALITY, QUANTITY AND ACCESS

(one-to-five scale with one meaning very negative and five meaning very positive)

	2021	2024
(5A) The number of arts and cultural experiences	3.51	3.61
(5B) The quality of arts and cultural experiences	3.51	3.72
(5C) The number of dining options	3.26	3.51
(5D) The quality of dining options	3.23	3.32
(5E) The number of spectator events	3.21	3.49
(5F) The quality of spectator events	3.28	3.63
(5G) The number of recreational opportunities	3.69	3.95
(5H) The quality of recreational opportunities	3.77	3.94
(5I) Your ability to access recreational opportunities	3.52	3.69

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	2024
n=	65	109
The POSITIVE effects of tourism outweigh the negative	55%	58%
The NEGATIVE effects of tourism outweigh the positive	11%	6%
The effects of tourism are equally positive and negative	34%	37%
Don't know	0%	0%

IMPORTANCE TO ECONOMY

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

	2021	2024
n=	65	109
1 - Not at all important	8%	5%
2	17%	17%
3	26%	23%
4	23%	30%
5 - Very important	15%	20%
Don't know	11%	5%
Mean (1-5)	3.24	3.46

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...

	2021	2024
n=	65	109
None	25%	20%
A few	20%	32%
Some	20%	32%
Many	11%	5%
All	2%	2%
Don't know	23%	9%

- 8a. And why do you say that? [Open Ended]

(All verbatim comments in Appendix E)

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	2024
n=	65	109
1 – Definitely not	3%	0%
2	8%	3%
3	20%	17%
4	31%	37%
5 – Definitely	34%	42%
Don't know	5%	2%
Mean (1-5)	3.89	4.21

STATE SUPPORT OF LOCAL TOURISM

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

	2021	2024
n=	65	109
1 – Strongly disagree	6%	6%
2	2%	3%
3 – (neutral)	25%	16%
4	23%	30%
5 – Strongly agree	37%	42%
Don't know	8%	3%
Mean (1-5)	3.90	4.02

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	2024
<i>n</i> =	65	109
1 – Not at all important	8%	4%
2	6%	8%
3 – (neutral)	23%	20%
4	32%	39%
5 – Very important	28%	28%
Don't know	3%	1%
Mean (1-5)	3.68	3.81

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

	2021	2024
<i>n</i> =	65	109
1 – Not at all important	8%	7%
2	12%	19%
3 – (neutral)	18%	22%
4	25%	24%
5 – Very important	34%	27%
Don't know	3%	1%
Mean (1-5)	3.67	3.44

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

	2021	2024
<i>n</i> =	65	109
1 – Not at all important	8%	7%
2	11%	18%
3 – (neutral)	22%	27%
4	29%	22%
5 – Very important	25%	24%
Don't know	6%	2%
Mean (1-5)	3.56	3.37

11D. Tourism promotion?

	2021	2024
<i>n</i> =	65	109
1 – Not at all important	11%	8%
2	12%	18%
3 – (neutral)	22%	34%
4	23%	24%
5 – Very important	26%	14%
Don't know	6%	2%
Mean (1-5)	3.44	3.17

11E. Local and regional airport facilities?

	2021	2024
<i>n</i> =	65	109
1 – Not at all important	11%	11%
2	11%	23%
3 – (neutral)	32%	24%
4	18%	24%
5 – Very important	20%	16%
Don't know	8%	3%
Mean (1-5)	3.28	3.10

11F. Local search and rescue capabilities?

	2021	2024
<i>n</i> =	65	109
1 – Not at all important	2%	1%
2	2%	6%
3 – (neutral)	18%	24%
4	38%	23%
5 – Very important	37%	44%
Don't know	3%	2%
Mean (1-5)	4.11	4.05

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

	2021	2024
<i>n</i> =	65	109
1 – Not at all important	0%	4%
2	0%	9%
3 – (neutral)	11%	22%
4	29%	26%
5 – Very important	57%	39%
Don't know	3%	0%
Mean (1-5)	4.48	3.88

11H. Cellular service?

	2021	2024
<i>n</i> =	65	109
1 – Not at all important	8%	8%
2	18%	14%
3 – (neutral)	25%	26%
4	22%	24%
5 – Very important	25%	27%
Don't know	3%	2%
Mean (1-5)	3.38	3.48

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

	2021	2024
n=	65	109
1 – Not at all important	11%	5%
2	8%	9%
3 – (neutral)	17%	28%
4	23%	29%
5 – Very important	38%	26%
Don't know	3%	3%
Mean (1-5)	3.73	3.64

11J. Transportation infrastructure like roads and bridges?

	2021	2024
n=	65	109
1 – Not at all important	2%	5%
2	2%	4%
3 – (neutral)	15%	15%
4	31%	34%
5 – Very important	46%	42%
Don't know	5%	1%
Mean (1-5)	4.24	4.06

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

	2021	2024
n=	65	108
1 – Not at all important	3%	2%
2	5%	4%
3 – (neutral)	17%	27%
4	25%	37%
5 – Very important	42%	31%
Don't know	9%	0%
Mean (1-5)	4.07	3.91

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

	2021	2024
n=	65	109
1 – Not at all important	2%	2%
2	2%	4%
3 – (neutral)	5%	15%
4	37%	29%
5 – Very important	49%	50%
Don't know	6%	0%
Mean (1-5)	4.39	4.23

11M. Historical preservation of community assets?

	2021	2024
n=	65	109
1 – Not at all important	3%	5%
2	2%	6%
3 – (neutral)	9%	17%
4	37%	30%
5 – Very important	46%	39%
Don't know	3%	2%
Mean (1-5)	4.25	3.95

11N. Arts and culture investment?

	2021	2024
n=	65	109
1 – Not at all important	6%	6%
2	5%	13%
3 – (neutral)	26%	25%
4	22%	28%
5 – Very important	35%	27%
Don't know	6%	1%
Mean (1-5)	3.80	3.56

MEAN SCORES ON EFFECTS OF TOURISM ON QUALITY, QUANTITY AND ACCESS

(one-to-five scale with one meaning not at all important and five meaning very important)

	2021	2024
(11A) Parking accommodations (parking lots) in tourism areas?	3.68	3.81
(11B) Public transit, like shuttles, buses, trains?	3.67	3.44
(11C) High speed internet (broadband) in tourism areas?	3.56	3.37
(11D) Tourism promotion?	3.44	3.17
(11E) Local and regional airport facilities?	3.28	3.10
(11F) Local search and rescue capabilities?	4.11	4.05
(11G) Environment protection and repair of damaged areas (land, water, etc.)?	4.48	3.88
(11H) Cellular service?	3.38	3.48
(11I) Visitor education regarding how to best respect and support the local community?	3.73	3.64
(11J) Transportation infrastructure like roads and bridges?	4.24	4.06
(11K) Garbage and recycling disposal and collection in tourism areas?	4.07	3.91
(11L) Recreation infrastructure like trails, campgrounds, parks, restrooms?	4.39	4.23
(11M) Historical preservation of community assets?	4.25	3.95
(11N) Arts and culture investment?	3.8	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?

12A. Natural resource protection and tourism can be compatible.

	2021	2024
n=	65	109
1 – Strongly disagree	2%	2%
2	2%	1%
3	9%	17%
4	37%	36%
5 – Strongly agree	46%	43%
Don't know	5%	2%
Mean (1-5)	4.31	4.20

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

	2021	2024
n=	65	109
1 – Strongly disagree	3%	5%
2	8%	5%
3	14%	23%
4	25%	27%
5 – Strongly agree	42%	37%
Don't know	9%	5%
Mean (1-5)	4.03	3.90

12C. Natural resources should be protected in Utah.

	2021	2024
n=	65	109
1 – Strongly disagree	0%	2%
2	2%	3%
3	5%	15%
4	22%	20%
5 – Strongly agree	71%	60%
Don't know	2%	1%
Mean (1-5)	4.64	4.34

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	2024
n=	65	109
1 – Strongly disagree	2%	3%
2	2%	9%
3	8%	16%
4	28%	28%
5 – Strongly agree	60%	44%
Don't know	2%	1%
Mean (1-5)	4.45	4.02

MEAN SCORES ON ENVIRONMENTAL SUSTAINABILITY

(one-to-five scale with one meaning strongly disagree and five meaning strongly agree)

	2021	2024
(12A) Natural resource protection and tourism can be compatible.	4.31	4.20
(12B) Long-term government planning helps reduce potentially negative environmental impacts of tourism.	4.03	3.90
(12C) Natural resources should be protected in Utah.	4.64	4.34
(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.	4.45	4.02

PERCEPTION OF VISITORS

13. (A-N) Now, regarding your perceptions of visitors ... Please tell me whether you agree or disagree with the following statements on a one-to-five scale, 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	2024
n=	65	109
1 – Strongly disagree	28%	30%
2	22%	28%
3	22%	19%
4	12%	15%
5 – Strongly agree	12%	7%
Don't know	5%	0%
Mean (1-5)	2.58	2.40

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

	2021	2024
n=	65	109
1 – Strongly disagree	22%	18%
2	26%	27%
3	23%	30%
4	17%	15%
5 – Strongly agree	2%	6%
Don't know	11%	5%
Mean (1-5)	2.45	2.61

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

	2021	2024
n=	65	109
1 – Strongly disagree	6%	1%
2	2%	3%
3	17%	16%
4	46%	51%
5 – Strongly agree	25%	27%
Don't know	5%	3%
Mean (1-5)	3.85	4.03

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

	2021	2024
<i>n</i> =	65	109
1 – Strongly disagree	9%	8%
2	11%	15%
3	31%	28%
4	18%	20%
5 – Strongly agree	17%	25%
Don't know	14%	4%
Mean (1-5)	3.27	3.40

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

	2021	2024
<i>n</i> =	65	109
1 – Strongly disagree	25%	29%
2	23%	26%
3	31%	27%
4	9%	12%
5 – Strongly agree	11%	6%
Don't know	2%	0%
Mean (1-5)	2.58	2.40

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

	2021	2024
<i>n</i> =	65	109
1 – Strongly disagree	12%	14%
2	31%	21%
3	17%	22%
4	12%	26%
5 – Strongly agree	20%	15%
Don't know	8%	3%
Mean (1-5)	2.97	3.07

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

	2021	2024
<i>n</i> =	65	109
1 – Strongly disagree	23%	25%
2	20%	31%
3	31%	22%
4	12%	12%
5 – Strongly agree	6%	8%
Don't know	8%	2%
Mean (1-5)	2.55	2.47

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

	2021	2024
<i>n</i> =	65	109
1 – Strongly disagree	9%	8%
2	9%	12%
3	29%	26%
4	18%	28%
5 – Strongly agree	23%	21%
Don't know	11%	5%
Mean (1-5)	3.41	3.44

13I. I enjoy interactions with visitors.

	2021	2024
<i>n</i> =	65	109
1 – Strongly disagree	8%	5%
2	3%	6%
3	31%	23%
4	22%	39%
5 – Strongly agree	32%	27%
Don't know	5%	1%
Mean (1-5)	3.71	3.77

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

	2021	2024
<i>n</i> =	65	109
1 – Strongly disagree	9%	9%
2	25%	14%
3	29%	45%
4	12%	20%
5 – Strongly agree	3%	5%
Don't know	22%	7%
Mean (1-5)	2.69	2.97

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

	2021	2024
<i>n</i> =	65	109
1 – Strongly disagree	9%	13%
2	25%	17%
3	25%	32%
4	11%	16%
5 – Strongly agree	9%	5%
Don't know	22%	17%
Mean (1-5)	2.82	2.78

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

	2021	2024
<i>n=</i>	65	109
1 – Strongly disagree	6%	9%
2	29%	15%
3	25%	29%
4	17%	23%
5 – Strongly agree	6%	8%
Don't know	17%	16%
Mean (1-5)	2.85	3.08

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

	2021	2024
<i>n=</i>	65	109
1 – Strongly disagree	9%	12%
2	17%	18%
3	31%	28%
4	12%	17%
5 – Strongly agree	6%	9%
Don't know	25%	15%
Mean (1-5)	2.86	2.92

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	2024
<i>n=</i>	65	109
1 – Strongly disagree	35%	30%
2	31%	28%
3	11%	23%
4	9%	9%
5 – Strongly agree	8%	6%
Don't know	6%	4%
Mean (1-5)	2.18	2.31

MEAN SCORES ON PERCEPTION OF VISITORS

(one-to-five scale with one meaning strongly disagree and five meaning strongly agree)

	2021	2024
(13A) My area would be a dull place if visitors did not come.	2.58	2.40
(13B) In our area, our way of life has changed to suit visitors.	2.45	2.61
(13C) Overall, I think visitors to my area feel welcomed.	3.85	4.03
(13D) Tourism has made locals prouder of our area.	3.27	3.40
(13E) I prefer to have as little contact as possible with visitors.	2.58	2.40
(13F) Residents benefit from a wide variety of cultural activities in my area because of tourism.	2.97	3.07
(13G) Tourism has made my community an unaffordable place for many to live.	2.55	2.47
(13H) Tourism supports businesses in my community that are valuable to me.	3.41	3.44
(13I) I enjoy interactions with visitors.	3.71	3.77
(13J) Government does a good job balancing residents' and visitors' needs.	2.69	2.97
(13K) State government values input from residents about tourism in my area.	2.82	2.78
(13L) Local government values input from residents about tourism in my area.	2.85	3.08
(13M) Residents have the opportunity to provide input on tourism related topics in my area.	2.86	2.92
(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.	2.18	2.31

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, on a one-five scale where one is "significantly declined" and five is "significantly improved"?

	2021	2024
<i>n=</i>	65	109
1 – Significantly declined	0%	5%
2	5%	7%
3	51%	51%
4	18%	28%
5 – Significantly improved	9%	5%
Don't know	17%	5%
Mean (1-5)	3.39	3.21

MARKETING CAMPAIGN

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

15A. Mighty 5[®] Campaign

	2021	2024
<i>n</i> =	65	109
Never heard of	58%	69%
Heard name only	14%	5%
Somewhat familiar	17%	7%
Very familiar	5%	16%
Don't know	6%	4%

15B. Forever Mighty[®] Initiative

	2021	2024
<i>n</i> =	65	109
Never heard of	66%	83%
Heard name only	14%	4%
Somewhat familiar	3%	5%
Very familiar	5%	3%
Don't know	12%	6%

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

	2021	2024
<i>n</i> =	65	109
Never heard of	5%	2%
Heard name only	14%	11%
Somewhat familiar	25%	16%
Very familiar	55%	71%
Don't know	2%	1%

15D. Life Elevated[®]

	2021	2024
<i>n</i> =	65	109
Never heard of	8%	12%
Heard name only	17%	19%
Somewhat familiar	29%	26%
Very familiar	42%	42%
Don't know	5%	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 E)

DEMOGRAPHICS

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

	2021	2024
<i>n</i> =	65	109
Man	43%	46%
Woman	55%	54%
Some other way	2%	0%

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

	2021	2024
<i>n</i> =	65	109
18 to 29	15%	10%
30 to 39	12%	10%
40 to 49	22%	18%
50 to 59	26%	24%
60 to 69	17%	21%
70 or Older	8%	17%

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

	2021	2024
<i>n</i> =	65	108
Some high school or less	0%	0%
High school graduate	5%	8%
Some college/assoc.degree/vocational certificate	38%	24%
College graduate (4 years)	32%	37%
Graduate work or degree	25%	31%

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

	2021	2024
<i>n</i> =	65	107
Less than 5 years	0%	2%
5 to 10 years	13%	3%
11 to 20 years	18%	9%
More than 20 years	69%	86%

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

	2021	2024
<i>n</i> =	65	103
Hispanic/Latino	3%	1%
American Indian or Alaska Native	0%	0%
Asian or Asian American	0%	0%
Black or African American	0%	0%
Pacific Islander/Native Hawaiian	0%	0%
White	90%	94%
Multiple races/ethnicities	7%	4%
Other (specify)	0%	1%
Don't know	0%	0%

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

	2021	2024
<i>n</i> =	65	95
Less than \$20,000	10%	0%
\$20,000 to \$39,999	15%	5%
\$40,000 to \$59,999	15%	11%
\$60,000 to \$79,999	16%	19%
\$80,000 to \$99,999	19%	17%
\$100,000 to \$150,000	15%	26%
Over \$150,000	11%	22%

Appendix E - Verbatim Comments - Northern Utah Area

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]

Response categories:

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

(1) None - 20 comments

- A couple of events perhaps cause traffic issues... like 20-minute delays. However, compared to other places where delays can be much longer, and daily... it's not a big deal to me... I just avoid those areas around those events.
- I don't know of any Airbnb's, we don't have hotels or anything.
- I don't think we have areas that can't accommodate the number of people that come.
- I have never seen evidence of an event where there were more people than were able to be accommodated.
- I think other communities are nearby, and the local things in my area are involved with deep-rooted families, so people either stay at family homes or vacation homes. I think the biggest event in my area is the trout and berries event in August.
- It's a rural area, the only amenities used are to maintain the ski resort and the national forest.
- It's fine.
- Logan is a college town. So, come May, we will lose 15,000 people approximately, which affects the economic outlook of Cache Valley for the summer. But people have gotten smart, and they recruit "summer citizens" to come to Logan. These are senior citizens with disposable income who live in places like AZ or other hot places. They come and live in the student housing during the summer and really do a lot of good for our economy because they eat out for every meal and do a lot of things in our community. And they bring events like the Utah Festival Opera which we wouldn't have without these senior citizens.
- Most tourism areas are outdoors, so parking might be problematic, but there isn't that much traffic that would add to the problem.
- None that I know of.
- Not much tourism in North Logan.
- People keep coming in the summer.
- Ski hills and stuff.
- Small rural town, not much going on.
- The only places I can think of are well built and are built with tourists in mind, and it is not a problem.
- There are quite a few hotels and other accommodations.

- There is little tourism in my area.
- We don't get a lot of tourists, and those we do get are rarely noticeable.
- We have plenty of hotels and accommodations in Cache.
- We only have one park and a giant lake; if you don't own a boat, then you're not coming to Willard.

(2) A few – 34 comments

- At peak tourism seasons, sometimes us locals lose the ability to enjoy our local activities because they are being patronaged by a huge amount of tourists.
- Beaver Mountain has become much more crowded in the past three years.
- Bicycle races sometimes limit street or road access.
- Football games between state rivals briefly overwhelm us.
- Generally, it seems like there's a lot of room for tourism, but in some places, it gets full during the summer.
- Hotels and restaurants.
- Housing is short sometimes because of a lack of willingness to build high-density housing and short-term rentals.
- The Hyrum City Dam Park area can get really overcrowded in Blacksmith Fork Canyon. The Wind Caves hike parking lot can get really busy. Sometimes the gas stations are overflowing but those weekends are usually when we have large sporting events.
- I think sometimes things are more crowded.
- I think there are usually enough, and sometimes there is not enough.
- I think there is free camping in some camping areas in Logan Canyon that get crowded during the summer. I think people who camp there litter and don't care. I do not think there are enough people to patrol the area to keep the area safe and clean.
- I'm not sure if it's because of tourists, but the infrastructure in Logan is terrible! I think there are too many apartments! So that may not be what you're looking for.
- It depends on where you are. So much dining, have to wait like an hour to get in on weekends. The mountains are so crowded with tourist buses. It depends on the season and whatnot. Dining is our biggest thing.
- It happens so rarely that we see spikes. Communities have grown, and now we can accommodate.
- It really hasn't impacted me at all, but I'm sure it happens here and there.
- Just not big enough.
- Outskirt cities have parking in fields which isn't the best, but doable. Logan City parking for in-town events is lacking.
- Peach Days is overcrowded.
- Roads.
- Ski resorts can get very crowded since we only have two.
- Some restaurants get very busy, but I think it's mostly locals.
- Sometimes it is crowded.

- The rodeo and fair make traffic a nightmare in that part of town.
- The theater gets really crowded with the summer crowds, but we love them.
- The Top of Utah Marathon and LoToJa sometimes overwhelm lodging.
- There are a few spots that are hot spots and so many people go there it's not even worth going to, for example, the Wind Caves.
- There are crowded areas.
- There are not enough sit-down restaurants in the area. There is an abundance of fast-food places, but nowhere (except fast food) to get a good sandwich or salad.
- There are places like the local ski resort that seem to be recently discovered, and at times, it gets overrun.
- There have been very few events that I have attended where they do not have enough amenities or capabilities to support the number of people.
- University is where I live.
- We just have small areas that are popular that makes it hard to accommodate visitors.
- We usually do ok with accommodations.
- Willard Bay gets very crowded in the summer and there are very few beach areas to support all the water users.

(3) Some – 33 comments

- At times, local restaurants get so crowded you can't get in and enjoy. And times when a local venue is too small and can't provide enough seats, and roads can get crowded.
- Bear Lake gets busy. There are little hotels and parking, and it's become more popular over the years.
- Firefly Park gets a lot of visitors, many who don't know how to behave when viewing nature in late evenings and disrupt others' experiences.
- Hiking trails are often crowded.
- Housing, restaurants, and hotels are sometimes at capacity.
- I don't think anything is completely SOLD OUT.
- I guess more motels.
- I think when there is a crunch of activities, there will be a lot of problems with parking and amenities.
- In Cache Valley, it can get very full, but Providence isn't as affected.
- It is becoming increasingly difficult to get into the Utah parks these days.
- It seems we have big events (satellite conferences) in our community that temporarily exhaust all our hotels, but otherwise, we seem to have adequate lodging available.
- One of the biggest challenges from visitors is the lack of available parking in downtown Logan, as well as at the County Fairgrounds. A walk of several blocks or more is the norm in order to attend events.
- Parking and sanitation near the Spiral Jetty.
- Parking!! Downtown Logan does not have enough parking options specifically for Ellen Eccles Theatre events.
- Peach Days creates havoc for a week downtown interrupting

normal activity.

- Ski resort.
- Smaller facilities that can only support a limited number of guests.
- Some of our venues are not large enough to accommodate the volume of tourists. We do not have enough good hotels nearby.
- Sometimes, the hotels are overbooked.
- Southern Utah is where all the places to visit are. Northern Utah is a college area. We don't hold many sports or programs. There are not many campsites; they get taken really fast. Our ski area is really small, and that is if we get snow. The roads are not well kept, and during the snow, it takes the plows a very long time to get out. Traffic is not controlled very well so expect long waits.
- The areas that we have get overcrowded, and parks/trails get crowded.
- The more visitors we have, the more people move here, so housing and traffic are affected.
- The train museum is small.
- There are no hotels and few restaurants, so people stay farther away. We do have a campground at the state park which is popular.
- There don't seem to be enough hotels to accommodate all visitors to the area when there is an event at the university, plus events in the community at large.
- There's no parking. When people want to go you have to go in the morning and stay all day if you want to park there.
- This is especially true with family-oriented recreational spaces. Again, especially during the winter. We wish there was an indoor swimming space.
- Traffic congestion.
- Visitors aren't respectful of the local people.
- We get occasional large crowds, but this only lasts for a day or so based on community events.
- We have some quality hotels, but not many.
- We're not that big, we have some hotels.
- When tourists do come, there are shortages of hotels and other things. The traffic gets bad too, more diverse restaurants.

(4) Many – 4 comments

- It is very hard nowadays to find a place where multitudes of people are absent.
- There are plenty of accommodations for people who come to visit.
- Too many outside visitors pushed the locals' ability to attend to the negative.
- We have a lot of mountain activities and water activities.

(5) All - 2 comments

- The city office advertises events in newspapers.
- The roads are too crowded. The lakes are too crowded. The environment has changed places we used to love because of tourism. Bear Lake, for instance, is now awful because of tourism; driving anywhere is impossible.

Northern Utah Area:

Question 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."

(1) Definitely Not - 0 comments

(2) - 3 comments

- We don't have accommodations to meet a growing need. There isn't an abundance of places to eat unless you settle for pizza.
- Visitors come for specific activities but don't stay because of the lack of shopping and places to eat.
- Again, too many people make things crowded and not fun.

(3) Neutral - 16 comments

- I don't know that my community is built for tourists. There's just not a whole lot of options other than outdoor tourism.
- The lack of everything.
- We do okay but could do better if we had funding. For example, we need a building for our Natural History Museum.
- It could be better. There is little to see or do in Brigham if you're looking for amenities for tourism.
- It continues to draw growing crowds, but the congestion definitely detracts.
- Need more options for activities.
- There are some good places for entertainment, so that's a positive thing!
- We need more restaurants up here, other than burger joints. It would help with tourism if the restaurants were more diverse.
- There's not that much to look at for tourists here; it's nothing special.
- I think there is not really any experience given, but the town has an experience not to be taken.
- It's more of a college area and set up for college kids. The traffic is insane and not well-controlled; the roads are not very good. No upkeep. Too much construction. We just don't have many exciting areas in Northern Utah.
- Plenty of recreational things to do
- I don't care. Tourism is not my favorite at all. My husband grew up here in a small community. You can't even get into a doctor anymore or get your hair done without fighting for a spot and waiting four months. It's awful.
- I feel like our community is beautiful, with so many natural recreational activities. However, we do not use our tourism tax dollars appropriately to enhance our recreational activities; rather, we assign more money to the arts and music, which I believe we struggle to compete with Salt

Lake City. Cache Valley has huge opportunities to both improve and expand trail systems for hiking, mountain biking, and motorized vehicles. Improvements to parking access up our canyons could draw in significantly more outside fishermen and hunters to communities. Finally, our limited facilities at our boating locations limit the opportunities to provide water recreation to tourists. I think we need to better recognize what we already have in Cache Valley and maximize the quality, access, and quantity of our outdoor opportunities. That and I believe using our tax dollars accordingly will benefit our locals to the point that they will invite others outside of our community to come visit. As of now, I believe our locals have a scarcity mindset, as there isn't adequate parking, the trails are overcrowded, and more and more trails are getting closed by our forest service and BLM. Improvements and infrastructure would help change our community's perspective.

(4)– 39 comments

- We do have hotels/restaurants, and we are a friendly community.
- I think my community does a good job on the county, state, and local level.
- Natural beauty, the facilities for camping and the cultural and natural aspects; clean air, good skies...
- Seems like a good place.
- We are a welcoming community.
- We have enough amenities to support recreational visitors, not high-end visitors.
- Friendly and good people.
- There are things to do for people involved in outdoor activities.
- Not enough bars and cab services.
- I think my area has everything in the town that people would need like gas stations and restaurants.
- The only reason why I wouldn't rate a '5' is because of traffic issues.
- I think we do a pretty good job.
- There's a little bit of everything to do here, even regardless of season. The food is good, and the people are nice.
- Our community is a pretty inclusive area, and tourism hasn't really gotten out of hand with tourism yet, so most people aren't really against it.
- I really believe that the people are relatively friendly and that provides a positive experience. There are facilities that provide visitors with a good time.
- Increased infrastructure and things to do within the last 10 years, but there is still room for improvement.
- The city has been putting a lot of work into adding more attractions and cleaning up the city for visitors, so I imagine

that would correlate with tourism.

- It is a pleasant place, and people are nice.
- It seems like there are a lot of opportunities here locally to do stuff, and generally, the locals are welcoming.
- Cache Valley has low traffic, lots of dining options, and a quaint feel. I think people are attracted to the small-town feel and the feeling of being here. It tends to feel "far away," so the distance makes it hard for people to want to come here.
- Good people here
- Good place to live/visit with places close to enjoy based on interest.
- The streets are clean and safe.
- It's a nice place with kind and helpful people.
- I only see tourists in the gas station.
- Yes, we are very receptive to tourism.
- Variety of food options and a lot to do outdoors. I wish there were more fun indoor activities.
- Yes, we have a great deal to show and give. We have fairs, a theatre, and great entertainment, as well as hiking and swimming.
- Other than parking and public transportation being difficult. The safety with police and the COFIAs community and enjoyable events are worth the walk.
- It's beautiful here.
- We have some new downtown amenities and experiences that have improved the look of downtown.
- I think a lot of people are amazed at what we have here in this valley.
- There are plenty of hotels, live theatre experiences, an opera house, outdoor experiences, tours, etc., to keep people entertained and interested in the local area and culture.
- Other than roads and transportation
- They can when they want to.
- Plenty of high-quality restaurants and hotel rooms. Most services are staffed by polite folks who treat everyone well. And, most folks in the community know the visitors will not be here long and will leave some \$\$\$ behind when they leave. It's the ones that don't leave that we have an issue with i.e., too many move-ins.
- Visitors, yes; tourism, no.

(5) Definitely – 45 comments

- Good, safe community, positive people, and good history.
- People are friendly and help each other out around here.
- It's a beautiful area with very friendly people.
- It's a very friendly community.
- They are always welcome.
- I think there is a lot to offer.
- It's just an awesome place.

- Friendly, accommodating people live here.
- Lots of good outdoor stuff and also the Shakespeare Festival and stuff.
- We treat people good.
- I just think that there is plenty to do and within a reasonable amount of distance.
- The people that come are outdoorsy people, and they are generally pretty friendly. I don't think they are here to change anything; they just enjoy the weather and then leave.
- All the people and events that come in the summer and cater to them, and the activities, and it all adds to the economy a lot. I feel the community puts their best foot forward for it. And it's not as hot here in the summer as in other places too.
- We have all sorts of hosts, and it's wonderful. They do all sorts of things to make people feel welcome.
- We have a dedicated person in the community who works with the large group of tourists for the summer. The Visitor's Bureau is good at advertising.
- I think it is a nice place to visit.
- I think the quality is good, just the size can't handle as many people.
- I am from Alabama, and my whole family came to visit, and we had so much to do for all ages. There was so much access to so many things compared to Alabama, where you have to drive far to get to a big city.
- We like to make them happy.
- A lot of people have pioneer ancestors, and a lot of people come here because of that and to see where the pioneers were attacked by Indians and that heritage.
- They aren't living here so they can pick and choose what they want. The area is nice and safe and there are nice accommodations.
- We have the potential for growth.
- We have the Stokes Nature Center, the theater center, and the ranger station by Logan Canyon, and all of these are great resources for getting involved with the communities to enjoy tourist experiences.
- Good support and amenities.
- There are so many opportunities for outdoor recreation, theater, and other attractions in Cache Valley. In addition, the people are very warm and friendly, and many of them are used to having tourists and visitors and do what they can to help.
- Cache Valley and Logan do a great job of trying to promote the area to outside visitors.
- Anybody can get information from the Visitor Bureau, and they are great to suggest shopping, food, and activities.
- I believe we have a beautiful city for visitors. Most come to the valley as a whole.

- Hospitality
- Logan, Utah, has a safe environment and good public infrastructure. Tourism hotspots are surrounded by food and hotels. We need better parking for events downtown but other than that I'm of the opinion that we have a good blend of local shops/events with generally more "franchised" opportunities as well.
- People in our community are generally friendly and helpful.
- We have so much to offer for outdoor activities. We try to give others a chance to enjoy it also.
- There are a variety of things to do.
- The visitor experience is mostly positive; this is a stop on the way to Yellowstone.
- Our community has done a really good job.
- We have a great visitor center/office. We have many things to see and do.
- We love having visitors.
- Other than traffic, coming to Cache Valley is very positive for visitors.
- Lots of activities to draw "summer citizens" here, and a great summer climate.
- A lot of beautiful areas, and we try to be accommodating.
- The right people in the right places can definitely provide a good experience.
- Logan is an amazing place.
- People come to my community for outdoor recreation so if that is what they are after, they will get it here. No fancy dining or cultural arts though.
- The people are always friendly and helpful to visitors.
- I haven't been greatly involved except with cultural events.
- I just think Logan is kind of a slow town as far as tourism.
- I like the visitors, but I do not like the new move-ins.
- I think my area would benefit from more staff at the federal level, and it needs more patrolling of open spaces to help visitors who are not used to camping respect the environment camp safely. I think my area got way more visitors during COVID and, as a result, more damage. I think the crowds have now tampered with a bit.
- I think Utah, overall, is doing well with tourism. Maybe more promotions of the smaller tourist attractions could be done, instead of the same ones over and over like Arches or Park City. How about unique things about small towns or lesser-known geographical interesting things to see or all the museums in the state? Is this a question of bringing outsiders to Utah or for Utah natives to know more about our state?
- I think we can definitely work toward preserving the beautiful nature around us while also facilitating tourism and allowing people to enjoy it. I like to think we can allow parts of nature to remain undisturbed by our influence while also cordoning off some areas for the enjoyment and enrichment of the residents/visitors. I also think arts and events are important to develop and support, and consolidating funds to one or two entities diminishes the variety and experiences we could have. Many regions have arts or events centers that grab all the money and monopolize things.
- I think you have touched on a lot of the important issues, and the government has the ability to impact it. There needs to be protection of the historical elements here.
- I want the government to save money by laying off all the government workers who get paid to interfere in our lives and take away freedoms and liberties. Prices for entering a park are a joke. 'Climate change' is a joke used to funnel funds to crooks. Less government, more freedom. Let me enjoy nature the way I want. Leave me alone.
- I would like the citizens of Utah to be able to access our national parks permit system before non-residents. For example, a citizen of Utah should be able to get a permit to hike Angels Landing in Zion National Park before non-residents. I live here in Utah, love our national parks, and I have to battle the whole world to get a permit. It's so sad.
- In Oregon, they put Fruit Circle on the map. We have a lot of farms and farmers' markets that should be advertised to tourists!
- It will be a long time before tourism has an effect on my community and the nearby larger community.
- It would be better if local residents had more foreknowledge of events that will interfere with our ability to get around in our own communities, like the never-ending bike races or

Northern Utah Area:

Question 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?

- Brigham just needs to get more ideal places to help tourism and get better quality restaurants.
- Don't forget the local residents.
- Drinking laws; Utah shouldn't have the most outrageous laws - it's not legal to sell alcohol.
- Get the Olympics back here.
- Help people understand that they need to respect wildlife and have punishment for those who don't.
- Housing is outrageous. We need to consider tax ramps for people who are hoarding houses to use as Airbnb/vacation rentals. The wealth gap, especially in Logan, is becoming outrageous. Tourism also needs to better integrate the Aggie campus with the rest of the community.
- I don't think tourism is very significant in North Logan. Logan is a different story.
- I feel like money should not be spent on marketing for tourism.

marathons that block traffic all day constantly throughout the spring, summer, and fall. It's very annoying when the tourists are not polite to the locals who live and work here all the time.

- It's too crowded, especially in the five national parks. They need to regulate the crowds.
- It's very important for Utah to have good tourism, and in the local areas, there's a lot of emphasis on tourism. We're very aware of its impact on the economy.
- Keep the money from tourism in the community they were in. Maintain the infrastructure.
- Listen to the people living in the area. We closed tons of mom-and-pop shops just to let the big companies come in and smash them. No one wants to visit stores they have in their hometowns when visiting, and the same goes for restaurants. Take care of the roads and upkeep them. All historic places get knocked down just to build stupid corporations. It's kind of sad, really. [REDACTED] Logan has been ruined for visitors and residents. It's sad, really. I've lived here my whole life and watched it go from amazing to trash. [REDACTED] take care of the roads, control traffic, and stop with the corporation stores that everyone has in their hometowns - that includes restaurants, too. Put money back into the structure of Logan and Cache County: more police, fire, and plows. [REDACTED] We want Logan and Cache County back!
- Local tax dollars shouldn't be sacrificed to bring tourism into the state when they don't benefit from the increased use of the land.
- Logan, for its size, offers a lot for tourism.
- Money drives our local interest in tourism, never mind the negative impact it has on local residences. For example, too many guides and outfitters regionally have a negative impact on wildlife and fish resources due to overuse, resulting in a less quality experience - crowding and congested parking areas. It is not so much a local problem, but regionally it is.
- My area is different than Salt Lake City. Salt Lake City shouldn't be telling Providence and Logan how and where to build houses versus commercial buildings. City councils should listen to local residents because we aren't a big city. Big city input should only be regarding areas of safety as our community grows larger. How do we keep it safe and still feel like a small, enjoyable, unique city, and not a big busy city?
- Our national parks in Utah are being loved to death. There needs to be more controls on the number of visitors allowed. They should implement buses only in more parks to control traffic.
- Pretty complete.

- Protecting Utah cannot be political! The hypocrisy is overwhelming at times when trails in the desert are closed for protection against motorized vehicles, and then on the same day, a 500-home development or highway is announced through a wetland.
- Provide tourism details on a well-done website.
- Quit trying to destroy established tourism across the state.
- Roads are a concern.
- Small towns in other parts of Utah struggle when tourism is not evident.
- Sometimes, they have more positives in the community than those who live here do.
- State park funding should reflect the number of visitors each year. Bear Lake has so many visitors, and our state parks do not have the improvements that state parks do in other places, especially Southern Utah.
- The issues that were brought up aren't really based/caused by tourism. It's cheaper here than in some places, although that's changing. I think it's more people just driving through and realizing what a nice area it is, and they are wanting to buy.
- The Life Elevated® statement almost feels a little arrogant. There are a lot of great places in the USA.
- The summer travelers add so much to our community! They support the business community every year.
- There needs to be a balance in growth regardless of tourism direction.
- Tourism is a benefit to the state of Utah and its economy.
- Try to limit the federal government in the control of managing tourism. Whatever they touch gets screwed up!!!
- Water access is important and needs to be protected.
- We have several local activities that bring in a lot of tourists and economy to the area. I enjoy supporting the activities.
- We need to move population centers away from the I-15 corridor. I don't know how, but I think it is important.
- Who is the sponsor of the survey?
- Yes, it's important, and we need to make sure that the visitors aren't keeping the locals from enjoying the places that we pay taxes for. There are some great campaigns, and they are bringing visitors in, but I don't think it's enough money to justify the impact.
- No comment/nothing (58)

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