

## Park City Residents' Opinions on Tourism: Longitudinal Survey Results 2021-2022

*By Dianne Meppen, Director of Community Research, Samantha Ball, Senior Research Associate*

Results from the 2022 Park City area survey are similar views to those expressed in the 2021 survey. One in five respondents indicate any of their household income depends on tourism. Nearly all respondents say their area has a great deal of tourism, yet opinion splits between those who feel that tourism's overall effects are positive and those who think the effects are adverse. And while nine of every ten residents see the economic importance of tourism to the local economy, many also see its adverse effects, particularly in housing affordability, the natural environment, and the quality of life in the community. A notable finding is the respondents' positive assessment of the effect of tourism on job opportunities for residents, which increased by fourteen percentage points between the two surveys.

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

the two positive responses (agree and strongly agree) to indicate general respondent perceptions. The report notes differences in responses between the two surveys. Since the 2021 and 2022 surveys are only the first two in a set of longitudinal surveys, it is not possible to determine whether the sentiments expressed in 2021 or 2022 are closer to an ongoing trend. Results from surveys conducted in subsequent years will confirm the actual movement of opinion in a given direction.

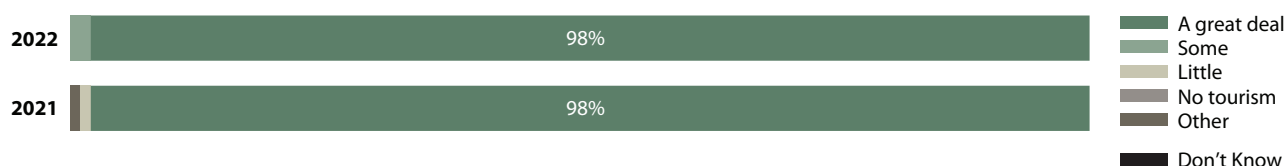
There are three open-ended survey questions. All respondents' verbatim responses are included in the in Appendix E.

The Appendices include the following:

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

### Experience with Tourism

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

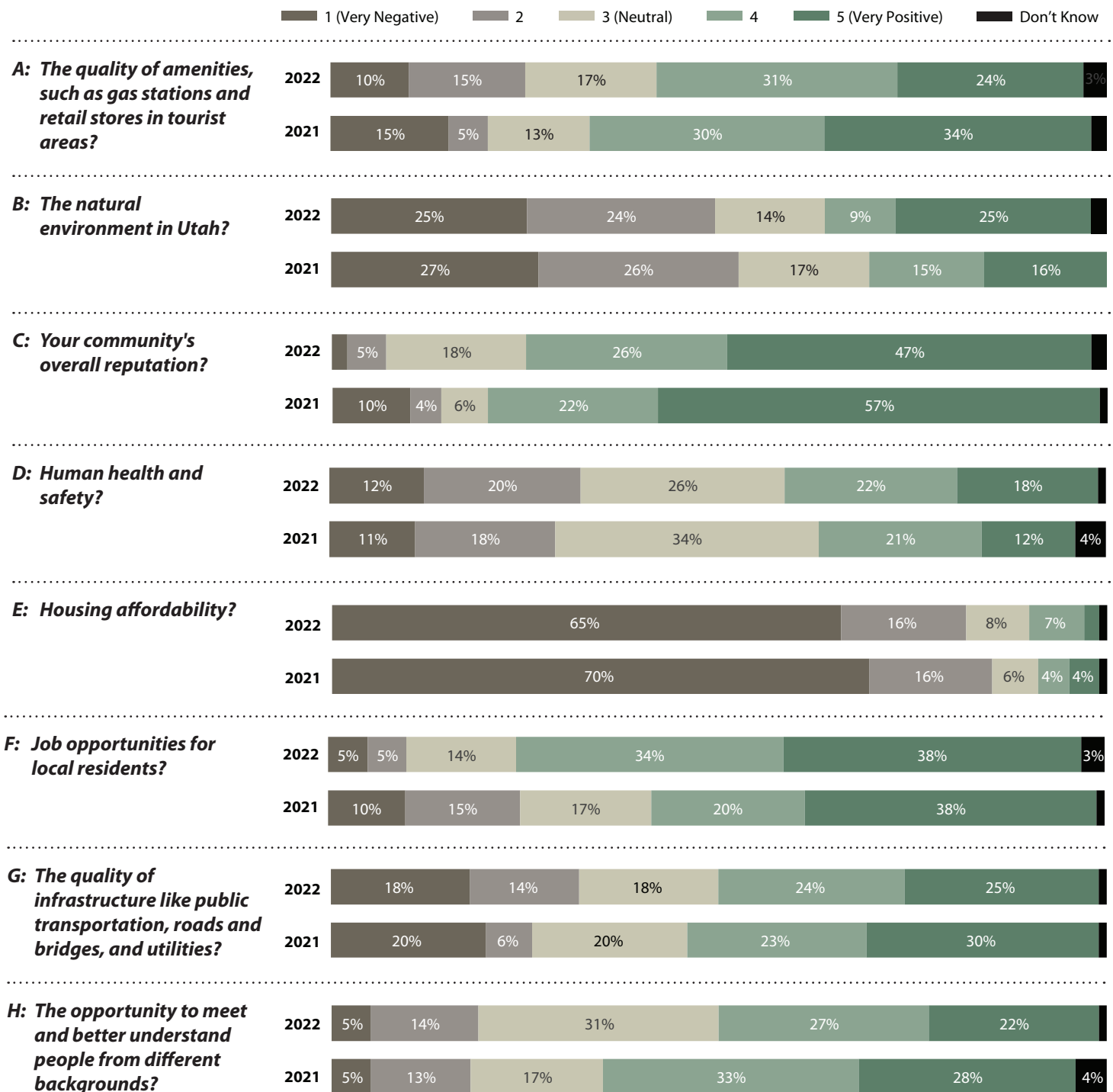


**Figure 2: Does any of your household income depend on tourism-related activities?**



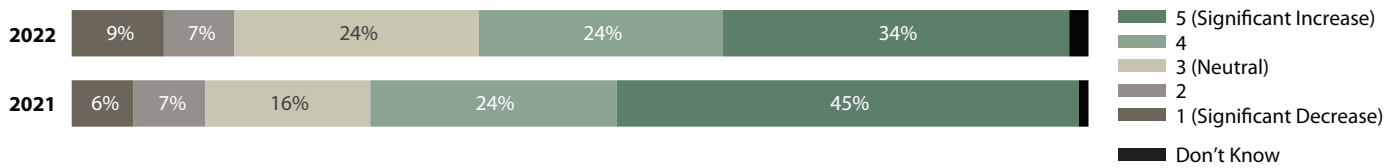
## Effects of Tourism in Utah

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



## Amenities

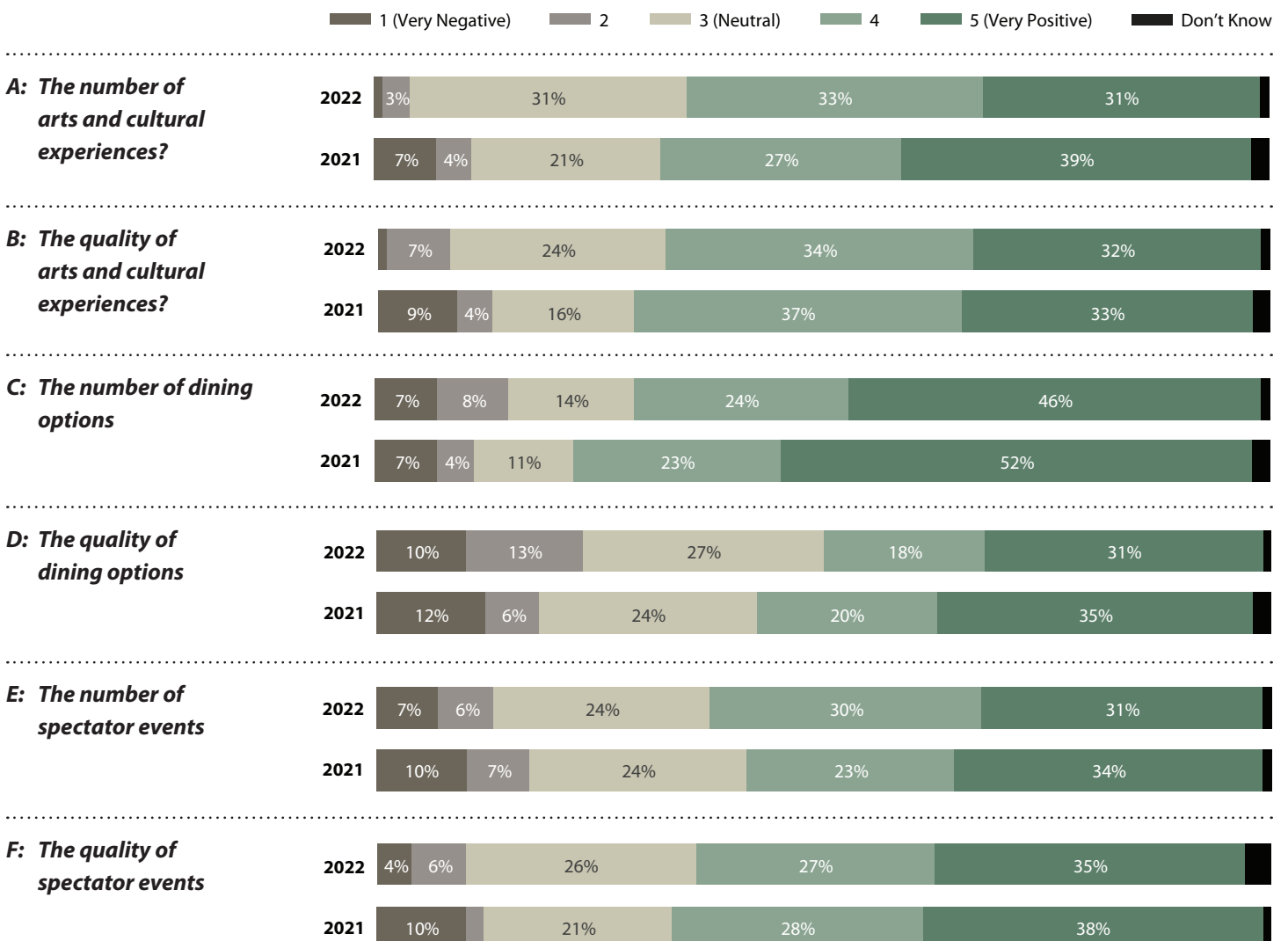
**Figure 4: On a scale of one-to-five, with one meaning "significant decrease" and five meaning "significant increase," what do you think is tourism's overall effect on the number of amenities in your area such as gas stations and retail stores?**

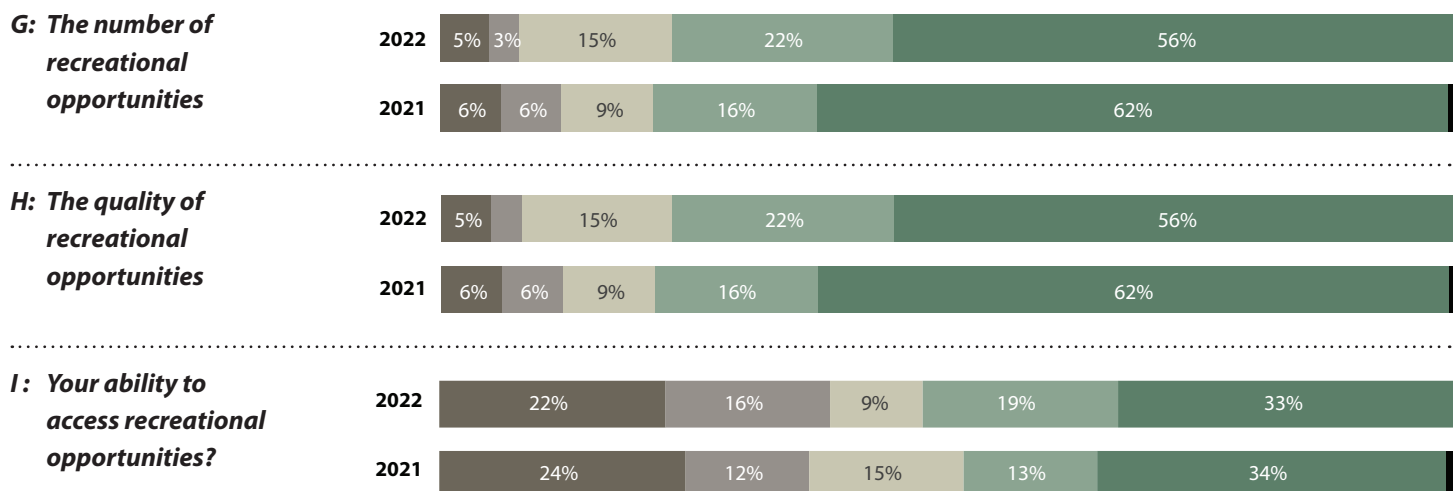


## Effect of Tourism on Quality, Quantity, and Access

As in the 2021 survey, residents say that tourism has a more positive than negative effect on area dining options, arts and cultural experiences, spectator events, and recreational opportunities. When questioned about the impact of tourism on their ability to access recreational opportunities, most respondents said tourism's effect is positive (52%). Still, one in every three respondents felt the impact is negative (38%).

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





## Overall Positive/Negative Tourism Effect

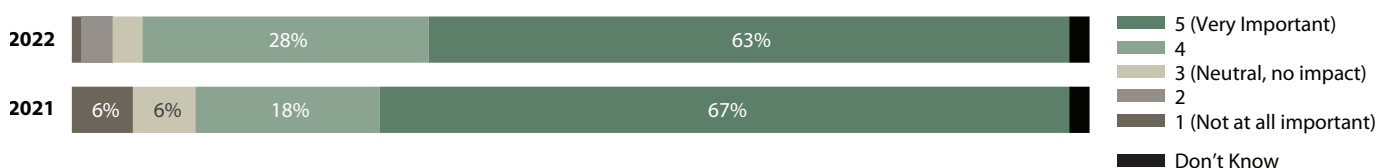
**Figure 6: Still, thinking about the effects of tourism in your community, which of the following statements would you say most accurately reflects your opinion?**



## Importance to Economy

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

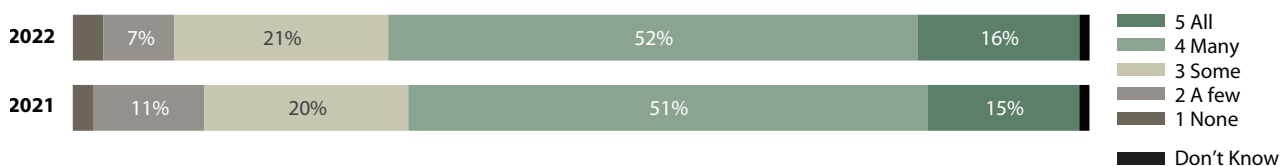
Please use a one to five scale, with one meaning "not at all important," and five meaning "very important."



## Accommodating Tourism

With results nearly identical to the previous study, almost three-quarters (73%) of respondents in 2022 say that many or all places in their area have more visitors than they can accommodate.

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



# Positive Experience

Most residents continue say their community provides a positive experience for those visiting their area (76%).

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



# Role of Government

Survey respondents are far more likely to agree than disagree that Utah's tourism office should support tourism efforts at the local level (59% to 17%).

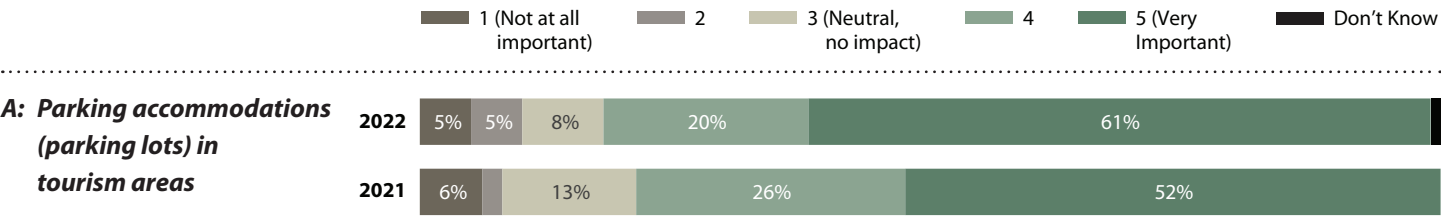
**Figure 10: How much do you agree or disagree with the following statement? “The state tourism office should support local tourism efforts...”**

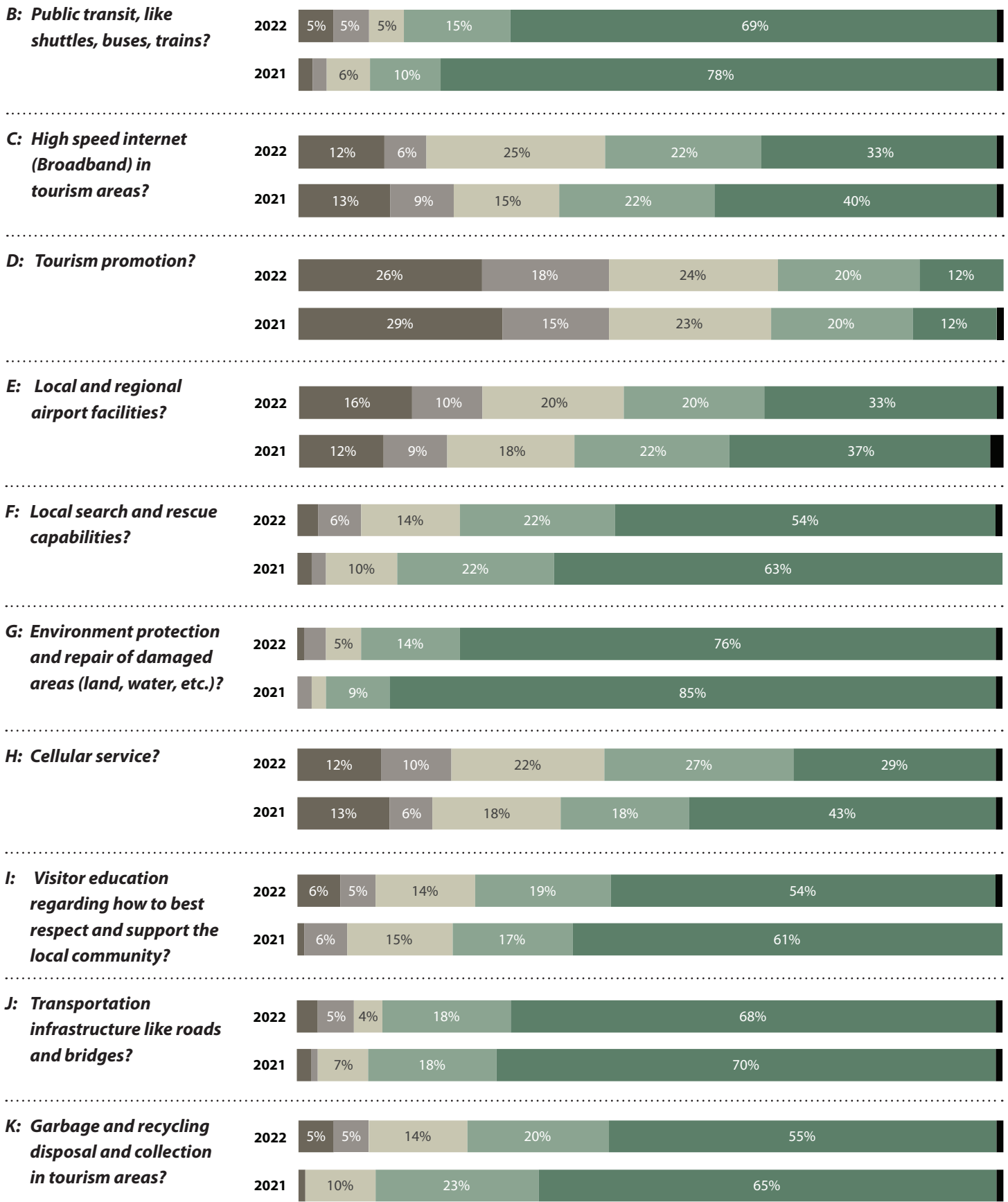


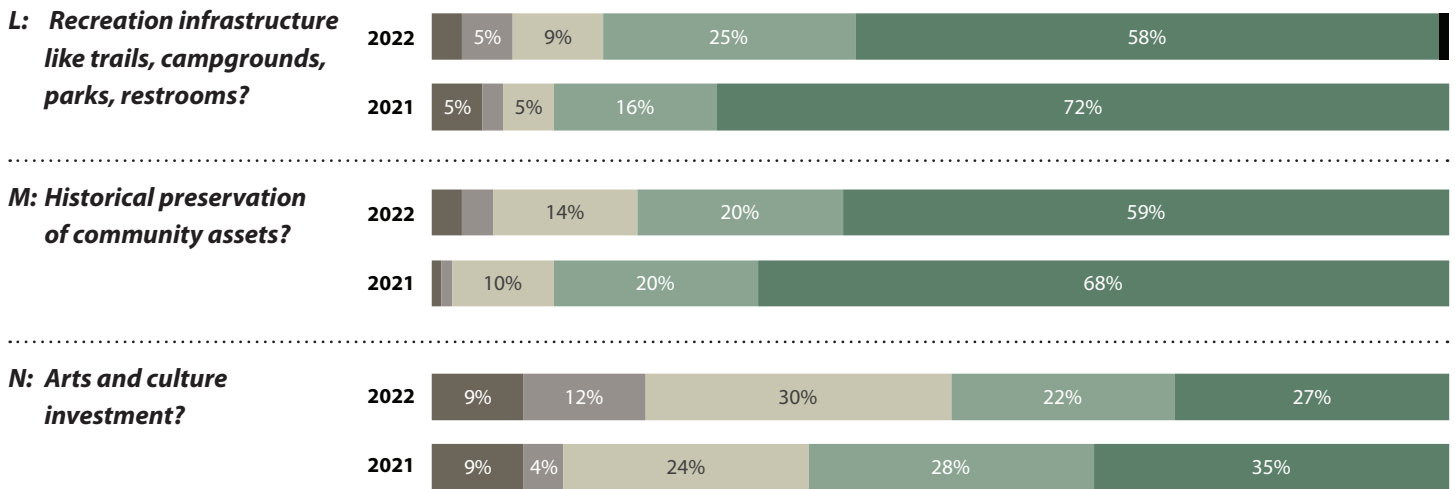
# Use of Visitor-Related Tax

When asked about the future use of visitor-related tax dollars, residents rated most options as important uses of these funds. Spending areas receiving the highest importance are the protection of the environment and repair of damaged areas (90%), transportation infrastructure (86%), and public transit (84%). Though the percentages are lower than other options, arts and culture, cellular service, and local and regional airports are still considered important uses of tax dollars. The only spending category receiving where residents are less likely to want to spend tax dollars is tourism promotion, with 44% saying it is not important compared with 32% saying spending in this area is important. One notable change is a drop from 63% to 49% in respondents who think arts and culture investment is a vital spending category for future use of visitor taxes in their community. A lower percentage of respondents indicated garbage and recycling disposal and collection in tourism areas was important (88% to 75%), although most still say it is essential.

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



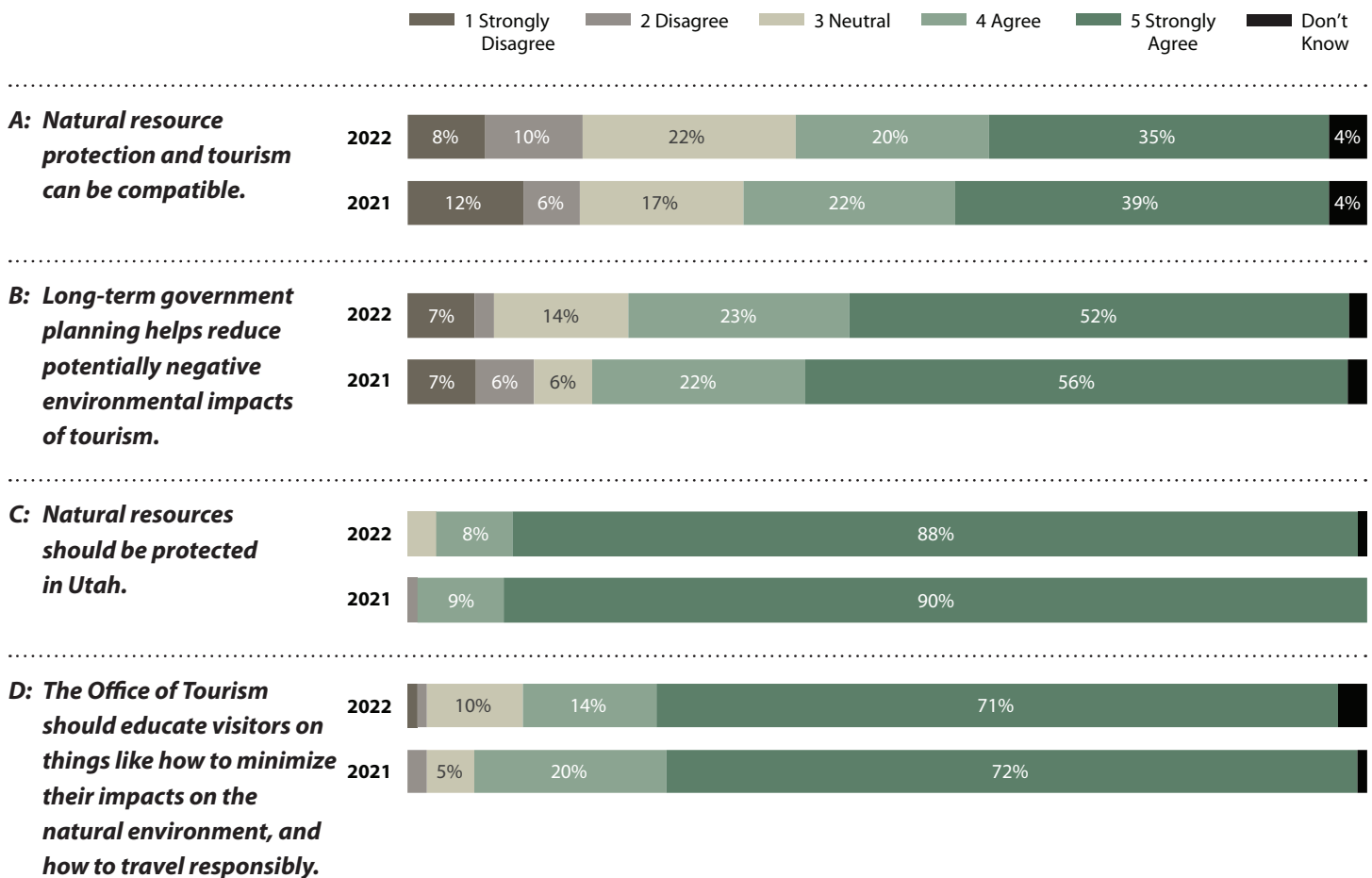




## Environmental Sustainability

As in the 2021 survey, Park City residents resoundingly agree that Utah's natural resources should be protected (96%). Respondents also continue to say that the Office of Tourism should educate visitors on minimizing their environmental impact though this was down slightly from 2021 (85% from 92%). Three of every four respondents (75%) agree that government can help reduce potential adverse environmental impacts with long-term planning.

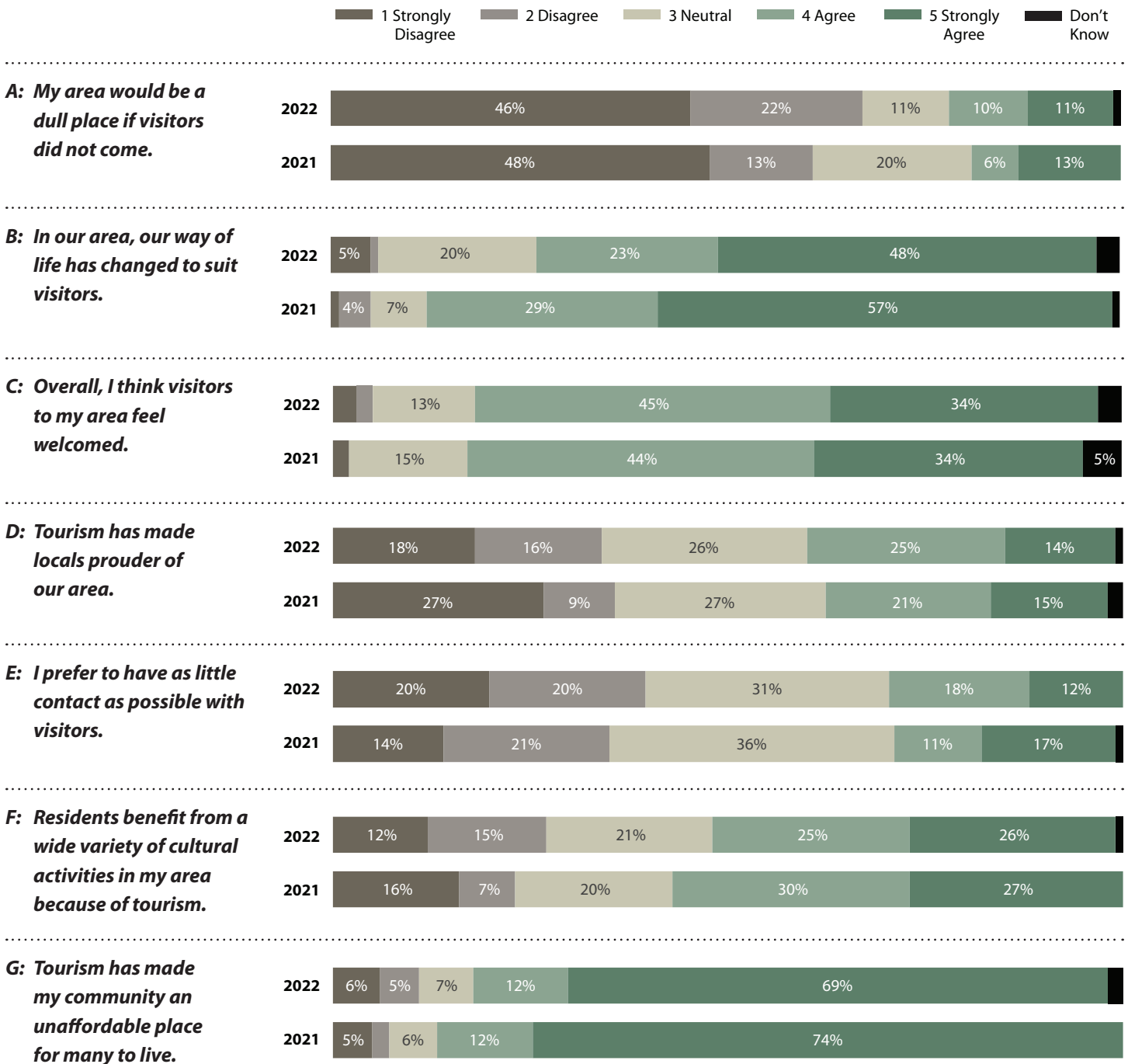
**Figure 12 (A-D): Now I am going to read a few statements focused on environmental sustainability. Using a one-to-five scale, with one being "strongly disagree" and five being "strongly agree," how much do you agree or disagree with the following statements?**

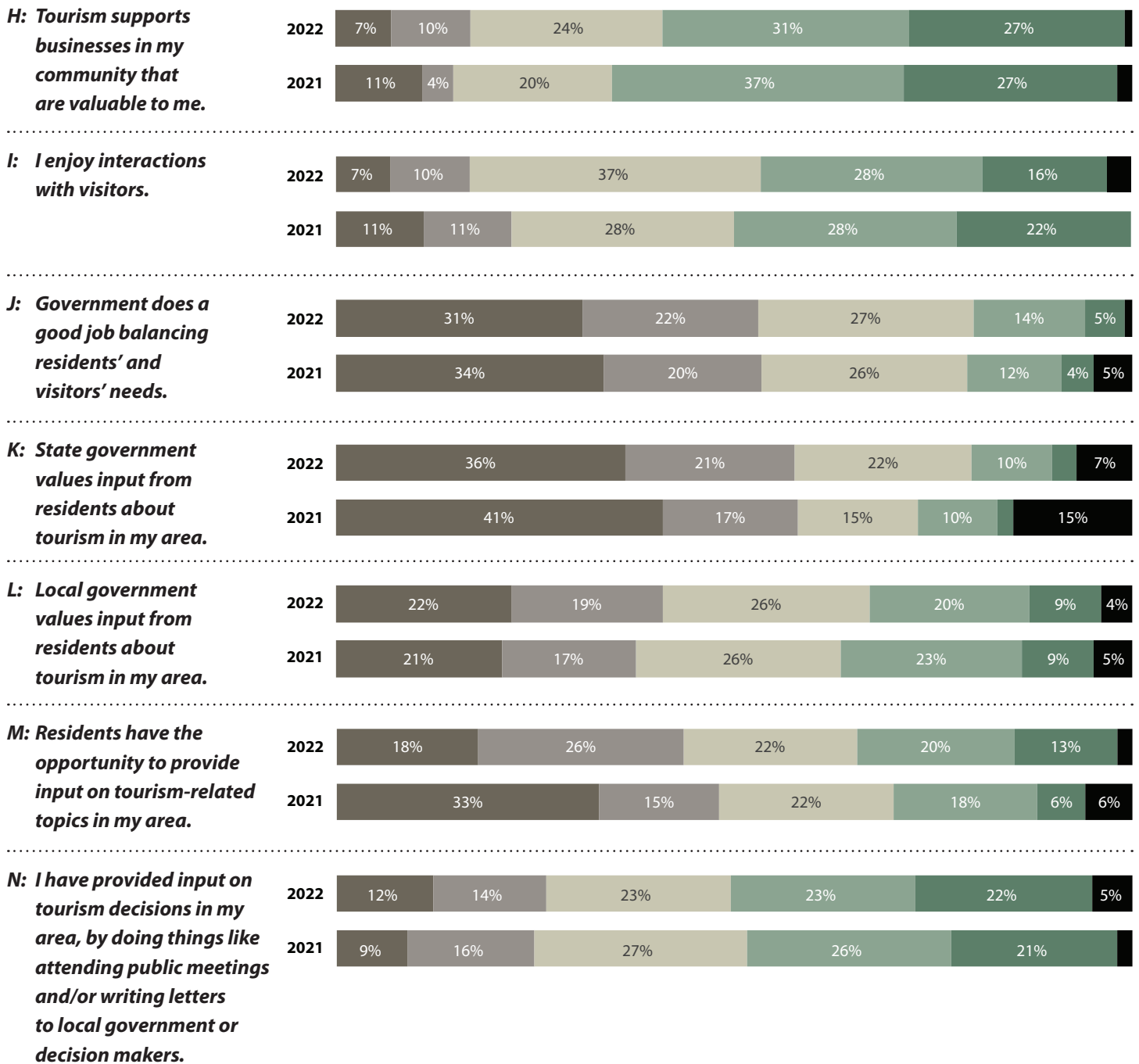


## Perception of Visitors/Tourism

Respondents feel strongly that tourism has made their community unaffordable for many residents (81%), that visitors feel welcome in their area (79%), and their way of life has changed to suit visitors (71%). Two-thirds (68%) feel their area would be dull without visitors. More residents disagree than agree that government does a good job balancing residents' and visitor needs (58% disagree) and that the state government values resident input about tourism. (55% disagree). Respondents are more split on whether local government values resident input, with 39% saying input is not valued compared with 29% saying it is.

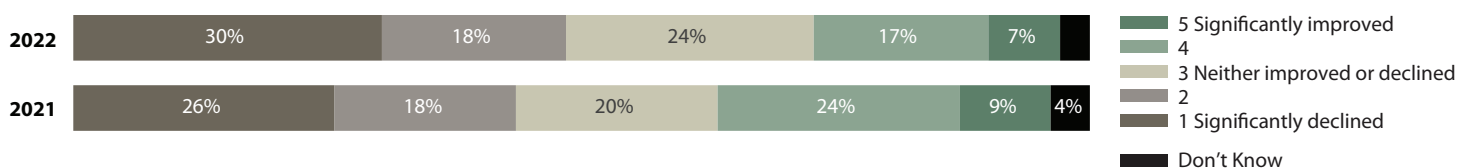
**Figure 13 (A-N): Now, in regard to your perceptions of visitors... Please tell me whether you agree or disagree with the following statements using a one to five scale with one meaning you "strongly disagree" and five meaning you "strongly agree."**





## Tourism Impact on Quality of Life

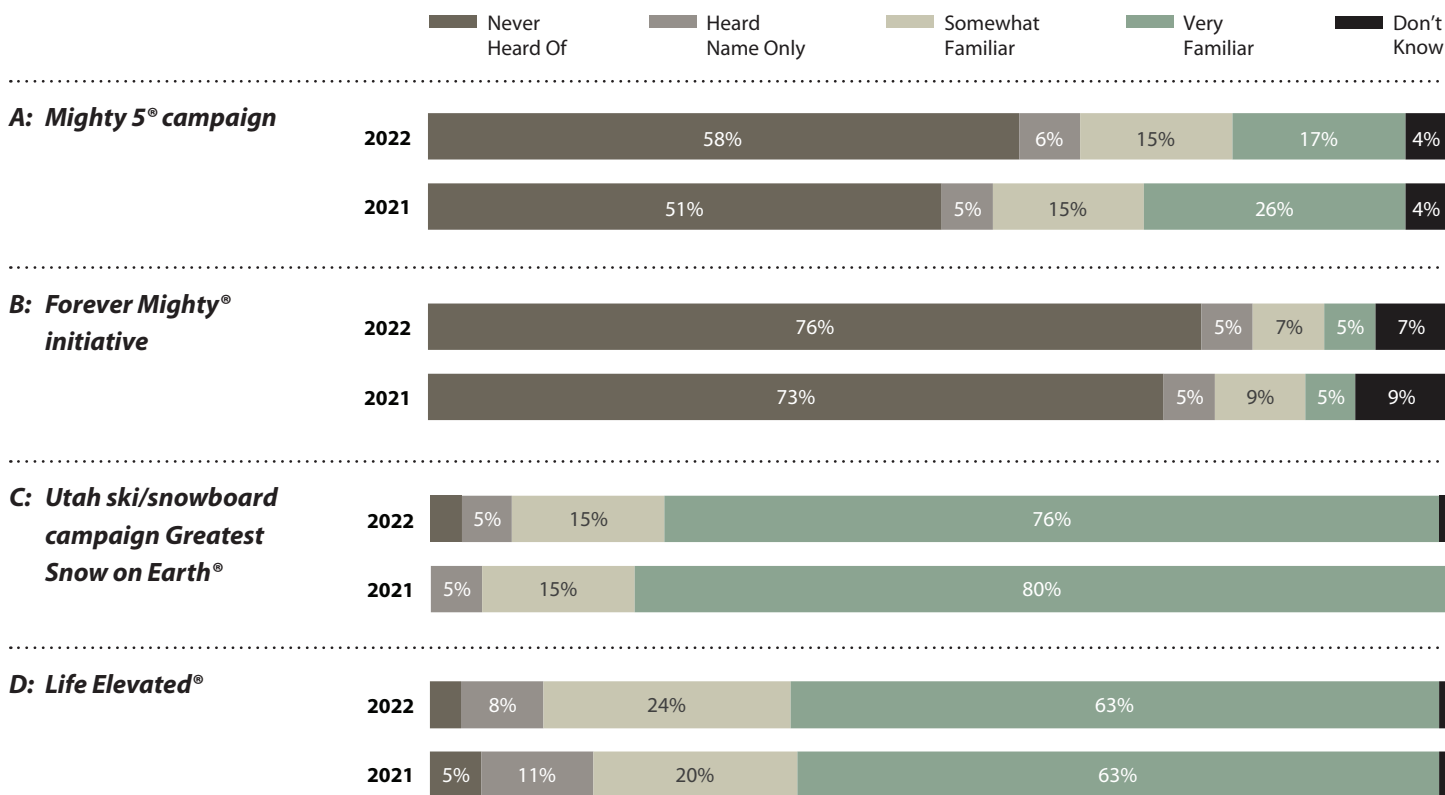
**Figure 14: Would you say the overall quality of life in your community has declined/improved because of tourism, using a one to five scale with one meaning "significantly declined" and five meaning "significantly improved."**



## Marketing Campaign

Most residents are familiar with the Greatest Snow on Earth® and Life Elevated® campaigns (91% and 87%, respectively) but are less aware of the Mighty 5® campaign and Forever Mighty® initiative (27% and 12%). There are only slight variations between the two years' surveys.

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



# Appendix A – Survey Methodology

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

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

Lighthouse Research surveyed Park City area residents under the direction of Gardner Institute staff between November 2022 and December 2022. Lighthouse Research used a mixed-mode methodology to contact potential respondents to achieve

a more representative sample of residents. This sampling method begins with distributing online survey links to a random selection of known Utah email addresses and proceeds to telephone interviews to attain the desired response level. The 147-response survey has a margin of error of +/-8% at the 95% confidence level. The error rate can differ on individual questions based on response. A profile of the 2022 survey respondents is in Appendix B. The telephone survey averaged 12 minutes and contained three open-ended questions. Appendix E includes all verbatim responses to the unstructured questions.

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

# Appendix B – Demographic Profile

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

Table 1: Demographics

		2021	2022
Gender	Male	46%	46%
	Female	52%	54%
	Other	1%	0%
Age	18-29	2%	5%
	30-39	7%	2%
	49-49	20%	14%
	50-59	30%	27%
	60-69	27%	32%
	70 and over	13%	19%
Household Income	<20,000	1%	0%
	\$20,000-\$39,999	4%	2%
	\$40,000-\$59,999	8%	4%
	\$60,000-\$79,999	9%	5%
	\$80,000-\$99,999	4%	9%
	\$100,000-\$150,000	24%	24%
	Over \$150,000	51%	56%

		2021	2022
Education	Some high school	1%	0%
	High school graduate	2%	1%
	Some college/assoc. degree/ voc. cert.	12%	16%
	College graduate	34%	27%
	Graduate work or degree	50%	55%
Ethnicity	White	94%	94%
	Hispanic/non-white	6%	6%
Utah Residency	Less than 5 years	2%	5%
	5 to 10 years	12%	10%
	11 to 20 years	35%	27%
	More than 20 years	51%	57%

# Appendix C

## 2022 Statewide Survey Questionnaire

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

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

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

Ok, let's get started...

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

A great deal of tourism	Some	Little	No tourism	Other (specify):	Don't know
-------------------------	------	--------	------------	------------------	------------

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

Yes	No	Other (specify):	Refuse
-----	----	------------------	--------

## GENERAL VIEW OF STATEWIDE TOURISM

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

On a scale of 1-5, 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 quality of amenities in such as gas stations and retail stores in tourist areas?							
The natural environment in Utah?							
Utah's overall reputation?							
Human health and safety?							
Housing affordability?							
Job opportunities for Utah residents?							
The quality of infrastructure like public transportation, roads and bridges, and utilities?							
The opportunity to meet and better understand people from different backgrounds?							

## AMENITIES

- On a scale of 1-5, with 1 meaning "significant decrease" and 5 meaning "significant increase," how would you describe tourism's effect on the number of amenities in your area (such as gas stations and retail stores)?

Significant decrease 1	2	Neutral - no impact 3	4	Significant increase 5	Depends	Don't know
---------------------------	---	--------------------------	---	---------------------------	---------	------------

## EFFECT OF TOURISM ON QUALITY, QUANTITY AND ACCESS

5. The next few statements ask about the effect of tourism on the quality, quantity, and access to experiences in your local area. Using the same 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 <b>number</b> of arts & cultural experiences?							
And the <b>quality</b> of arts & cultural experiences?							
The <b>number</b> of dining options?							
And the <b>quality</b> of dining options?							
The <b>number</b> of spectator events?							
The <b>quality</b> of spectator events?							
The <b>number</b> of recreational opportunities?							
The <b>quality</b> of recreational opportunities?							
Your <b>ability to access</b> recreational opportunities?							

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

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

## IMPORTANCE TO ECONOMY

7. Overall, how important do you consider tourism to the economy in your local 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
---------------------------	---	--------------------------	---	---------------------	---------	------------

## ACCOMMODATING TOURISM

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

All	Many	Some	A few	None	Don't know
-----	------	------	-------	------	------------

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

Definitely Not 1	2	Neutral 3	4	Definitely 5	Don't know
---------------------	---	--------------	---	-----------------	------------

9a. And why do you say that? (Open-ended)

## ROLE OF GOVERNMENT

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

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Depends	Don't know
------------------------	---------------	--------------	------------	---------------------	---------	------------

## USE OF VISITOR-RELATED TAX

11. Please use a 1-5 scale to indicate how important you feel the following categories of spending are for future use of visitor taxes in your community, with one meaning “not at all important” and five meaning “very important.”

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

## ENVIRONMENTAL SUSTAINABILITY

12. Now I am going to read a few statements focused on environmental sustainability. Using a 1-5 scale, with 1 being “strongly disagree” and 5 being “strongly agree” how much do you agree or disagree with the following statements?

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

## PERCEPTION OF VISITORS/TOURISM

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

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

## TOURISM IMPACT ON QUALITY OF LIFE

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

Significant declined 1	2	Neutral 3	4	Significant 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 Might® initiative					
The Greatest Snow on Earth®					
Life Elevated®					

## ADDITIONAL COMMENTS

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

## DEMOGRAPHIC QUESTIONS

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

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

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

18. Into which age category do you fit?

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

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

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

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

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

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

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

## Appendix D

### Park City Area Survey on Tourism – Results for 2021 and 2022 surveys

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

What is your county of residence?

	2021	2022
n=	82	147
Summit	100%	100%

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

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

#### AMOUNT OF TOURISM

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

	2021	2022
n=	82	147
A great deal of tourism	98%	98%
Some tourism	0%	2%
Little tourism	1%	0%
No tourism	0%	0%
Other (specify)	1%	0%
Don't know	0%	0%

#### HOUSEHOLD INCOME – DEPENDENCE ON TOURISM

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

	2021	2022
n=	82	147
Yes	27%	22%
No	70%	76%
Other (specify)	4%	2%

#### GENERAL VIEW OF TOURISM

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

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

	2021	2022
n=	82	147
1 - Very negative	15%	10%
2	5%	15%
3	13%	17%
4	30%	31%
5 - Very positive	34%	24%
Don't know	2%	3%
Mean (1-5)	3.66	3.45

- 3B. The natural environment in Utah

	2021	2022
n=	82	147
1 - Very negative	27%	25%
2	26%	24%
3	17%	14%
4	15%	9%
5 - Very positive	16%	25%
Don't know	0%	2%
Mean (1-5)	2.67	2.84

- 3C. Your community's overall reputation

	2021	2022
n=	82	147
1 - Very negative	10%	2%
2	4%	5%
3	6%	18%
4	22%	26%
5 - Very positive	57%	47%
Don't know	1%	2%
Mean (1-5)	4.15	4.12

### 3D. Human health and safety

	2021	2022
<i>n</i> =	82	147
1 - Very negative	11%	12%
2	18%	20%
3	34%	26%
4	21%	22%
5 - Very positive	12%	18%
Don't know	4%	1%
Mean (1-5)	3.05	3.15

### 3E. Housing affordability

	2021	2022
<i>n</i> =	82	147
1 - Very negative	70%	65%
2	16%	16%
3	6%	8%
4	4%	7%
5 - Very positive	4%	2%
Don't know	1%	1%
Mean (1-5)	1.54	1.64

### 3F. Job opportunities for local residents

	2021	2022
<i>n</i> =	82	147
1 - Very negative	10%	5%
2	15%	5%
3	17%	14%
4	20%	34%
5 - Very positive	38%	38%
Don't know	1%	3%
Mean (1-5)	3.62	3.97

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

	2021	2022
<i>n</i> =	82	147
1 - Very negative	20%	18%
2	6%	14%
3	20%	18%
4	23%	24%
5 - Very positive	30%	25%
Don't know	1%	1%
Mean (1-5)	3.40	3.25

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

	2021	2022
<i>n</i> =	82	147
1 - Very negative	5%	5%
2	13%	14%
3	17%	31%
4	33%	27%
5 - Very positive	28%	22%
Don't know	4%	1%
Mean (1-5)	3.68	3.48

## EFFECTS OF TOURISM –

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

	2021	2022
(3A) The quality of amenities such as gas stations and retail stores in the tourist areas	3.66	3.45
(3B) The natural environment in Utah	2.67	2.84
(3C) Your community's overall reputation	4.15	4.12
(3D) Human health and safety	3.05	3.15
(3E) Housing affordability	1.54	1.64
(3F) Job opportunities for local residents	3.62	3.97
(3G) The quality of infrastructure like public transportation, roads and bridges, and utilities	3.40	3.25
(3H) The opportunity to meet and better understand people from different backgrounds	3.68	3.48

## AMENITIES

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

	2021	2022
<i>n</i> =	82	147
1 - Significant decrease	6%	9%
2	7%	7%
3	16%	24%
4	24%	24%
5 - Significant increase	45%	34%
Don't know	1%	2%
Mean (1-5)	3.96	3.69

## EFFECT OF TOURISM ON QUALITY, QUANTITY AND ACCESS

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

### 5A. The NUMBER of arts and cultural experiences

	2021	2022
<i>n</i> =	82	147
1 – Very negative	7%	1%
2	4%	3%
3	21%	31%
4	27%	33%
5 – Very positive	39%	31%
Don't know	2%	1%
Mean (1-5)	3.89	3.91

### 5B. The QUALITY of arts and cultural experiences

	2021	2022
<i>n</i> =	82	147
1 – Very negative	9%	1%
2	4%	7%
3	16%	24%
4	37%	34%
5 – Very positive	33%	32%
Don't know	2%	1%
Mean (1-5)	3.84	3.90

### 5C. The NUMBER of dining options

	2021	2022
<i>n</i> =	82	147
1 – Very negative	7%	7%
2	4%	8%
3	11%	14%
4	23%	24%
5 – Very positive	52%	46%
Don't know	2%	1%
Mean (1-5)	4.12	3.93

### 5D. The QUALITY of dining options

	2021	2022
<i>n</i> =	82	147
1 – Very negative	12%	10%
2	6%	13%
3	24%	27%
4	20%	18%
5 – Very positive	35%	31%
Don't know	2%	1%
Mean (1-5)	3.61	3.50

### 5E. The NUMBER of spectator events

	2021	2022
<i>n</i> =	82	145
1 – Very negative	10%	7%
2	7%	6%
3	24%	24%
4	23%	30%
5 – Very positive	34%	31%
Don't know	1%	1%
Mean (1-5)	3.65	3.73

### 5F. The QUALITY of spectator events

	2021	2022
<i>n</i> =	82	145
1 – Very negative	10%	4%
2	2%	6%
3	21%	26%
4	28%	27%
5 – Very positive	38%	35%
Don't know	1%	3%
Mean (1-5)	3.83	3.86

### 5G. The NUMBER of recreational opportunities

	2021	2022
<i>n</i> =	82	147
1 – Very negative	6%	5%
2	6%	3%
3	9%	15%
4	16%	22%
5 – Very positive	62%	56%
Don't know	1%	0%
Mean (1-5)	4.23	4.21

### 5H. The QUALITY of recreational opportunities

	2021	2022
<i>n</i> =	82	147
1 – Very negative	11%	11%
2	12%	10%
3	10%	12%
4	11%	25%
5 – Very positive	55%	41%
Don't know	1%	0%
Mean (1-5)	3.88	3.76

## 5I. Your ABILITY TO ACCESS recreational opportunities

	2021	2022
n=	82	147
1 – Very negative	24%	22%
2	12%	16%
3	15%	9%
4	13%	19%
5 – Very positive	34%	33%
Don't know	1%	0%
Mean (1-5)	3.21	3.24

## EFFECT OF TOURISM ON QUALITY, QUANTITY AND ACCESS

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

	2021	2022
(5A) The NUMBER of arts and cultural experiences	3.89	3.91
(5B) The QUALITY of arts and cultural experiences	3.84	3.90
(5C) The NUMBER of dining options	4.12	3.93
(5D) The QUALITY of dining options	3.61	3.50
(5E) The NUMBER of spectator events	3.65	3.73
(5F) The QUALITY of spectator events	3.83	3.86
(5G) The NUMBER of recreational opportunities	4.23	4.21
(5H) The QUALITY of recreational opportunities	3.88	3.76
(5I) Your ABILITY TO ACCESS recreational opportunities	3.21	3.24

## OPINION ON TOURISM

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

	2021	2022
n=	82	147
The POSITIVE effects of tourism outweigh the negative	40%	39%
The NEGATIVE effects of tourism outweigh the positive	32%	36%
The effects of tourism are equally positive and negative	28%	24%
Don't know	0%	1%

## IMPORTANCE TO ECONOMY

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

	2021	2022
n=	82	147
1 - Not at all important	6%	1%
2	0%	3%
3	6%	3%
4	18%	28%
5 - Very important	67%	63%
Don't know	2%	2%
Mean (1-5)	4.44	4.53

## ACCOMODATING TOURISM

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

	2021	2022
n=	82	147
None	2%	3%
A few	11%	7%
Some	20%	21%
Many	51%	52%
All	15%	16%
Don't know	1%	1%

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

(All verbatim comments in Appendix C)

## POSITIVE EXPERIENCE

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

	2021	2022
n=	82	147
1 – Definitely not	4%	3%
2	0%	4%
3	17%	20%
4	32%	29%
5 – Definitely	44%	41%
Don't know	4%	3%
Mean (1-5)	4.16	4.05

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

(All verbatim comments in Appendix C)

## ROLE OF GOVERNMENT

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

	2021	2022
<i>n</i> =	82	147
1 – Strongly disagree	6%	10%
2	5%	7%
3 – (neutral)	11%	17%
4	27%	21%
5 – Strongly agree	48%	38%
Don't know	4%	7%
Mean (1-5)	4.09	3.76

## 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 1-5 scale to indicate how important you feel the following categories of spending are for future use of visitor taxes in your community, with 1 meaning "not at all important" and 5 meaning "very important."

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

	2021	2022
<i>n</i> =	82	147
1 – Not at all important	6%	5%
2	2%	5%
3 – (neutral)	13%	8%
4	26%	20%
5 – Very important	52%	61%
Don't know	0%	1%
Mean (1-5)	4.16	4.29

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

	2021	2022
<i>n</i> =	82	147
1 – Not at all important	2%	5%
2	2%	5%
3 – (neutral)	6%	5%
4	10%	15%
5 – Very important	78%	69%
Don't know	1%	1%
Mean (1-5)	4.60	4.38

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

	2021	2022
<i>n</i> =	82	147
1 – Not at all important	13%	12%
2	9%	6%
3 – (neutral)	15%	25%
4	22%	22%
5 – Very important	40%	33%
Don't know	1%	1%
Mean (1-5)	3.68	3.58

11D. Tourism promotion?

	2021	2022
<i>n</i> =	82	147
1 – Not at all important	29%	26%
2	15%	18%
3 – (neutral)	23%	24%
4	20%	20%
5 – Very important	12%	12%
Don't know	1%	0%
Mean (1-5)	2.70	2.76

11E. Local and regional airport facilities?

	2021	2022
<i>n</i> =	82	147
1 – Not at all important	12%	16%
2	9%	10%
3 – (neutral)	18%	20%
4	22%	20%
5 – Very important	37%	33%
Don't know	2%	1%
Mean (1-5)	3.64	3.42

11F. Local search and rescue capabilities?

	2021	2022
<i>n</i> =	82	147
1 – Not at all important	2%	3%
2	2%	6%
3 – (neutral)	10%	14%
4	22%	22%
5 – Very important	63%	54%
Don't know	0%	1%
Mean (1-5)	4.41	4.18

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

	2021	2022
n=	82	147
1 – Not at all important	0%	1%
2	2%	3%
3 – (neutral	2%	5%
4	9%	14%
5 – Very important	85%	76%
Don't know	1%	1%
Mean (1-5)	4.79	4.61

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

	2021	2022
n=	82	147
1 – Not at all important	1%	5%
2	0%	5%
3 – (neutral	10%	14%
4	23%	20%
5 – Very important	65%	55%
Don't know	1%	1%
Mean (1-5)	4.52	4.14

11H. Cellular service?

	2021	2022
n=	82	147
1 – Not at all important	13%	12%
2	6%	10%
3 – (neutral	18%	22%
4	18%	27%
5 – Very important	43%	29%
Don't know	1%	1%
Mean (1-5)	3.72	3.53

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

	2021	2022
n=	82	147
1 – Not at all important	5%	3%
2	2%	5%
3 – (neutral	5%	9%
4	16%	25%
5 – Very important	72%	58%
Don't know	0%	1%
Mean (1-5)	4.48	4.32

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

	2021	2022
n=	82	147
1 – Not at all important	1%	6%
2	6%	5%
3 – (neutral	15%	14%
4	17%	19%
5 – Very important	61%	54%
Don't know	0%	1%
Mean (1-5)	4.30	4.11

11M. Historical preservation of community assets?

	2021	2022
n=	82	147
1 – Not at all important	1%	3%
2	1%	3%
3 – (neutral	10%	14%
4	20%	20%
5 – Very important	68%	59%
Don't know	0%	0%
Mean (1-5)	4.52	4.27

11J. Transportation infrastructure like roads and bridges?

	2021	2022
n=	82	147
1 – Not at all important	2%	3%
2	1%	5%
3 – (neutral	7%	4%
4	18%	18%
5 – Very important	70%	68%
Don't know	1%	1%
Mean (1-5)	4.53	4.46

11N. Arts and culture investment?

	2021	2022
n=	82	147
1 – Not at all important	9%	9%
2	4%	12%
3 – (neutral	24%	30%
4	28%	22%
5 – Very important	35%	27%
Don't know	0%	0%
Mean (1-5)	3.78	3.46

**USE OF VISITOR-RELATED TAX – Spending category mean scores by year (1-5 scale with 1 meaning not at all important and 5 meaning very important)**

	2021	2022
(11A) Parking accommodations (parking lots) in tourism areas?	4.16	4.29
(11B) Public transit, like shuttles, buses, trains?	4.60	4.38
(11C) High speed internet (broadband) in tourism areas?	3.68	3.58
(11D) Tourism promotion?	2.70	2.76
(11E) Local and regional airport facilities?	3.64	3.42
(11F) Local search and rescue capabilities?	4.41	4.18
(11G) Environment protection and repair of damaged areas (land, water, etc.)?	4.79	4.61
(11H) Cellular service?	3.72	3.53
(11I) Visitor education regarding how to best respect and support the local community?	4.30	4.11
(11J) Transportation infrastructure like roads and bridges?	4.53	4.46
(11K) Garbage and recycling disposal and collection in tourism areas?	4.52	4.14
(11L) Recreation infrastructure like trails, campgrounds, parks, restrooms?	4.48	4.32
(11M) Historical preservation of community assets?	4.52	4.27
(11N) Arts and culture investment?	3.78	3.46

**ENVIRONMENTAL SUSTAINABILITY**

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

12 A. Natural resource protection and tourism can be compatible

	2021	2022
n=	82	147
1 – Strongly disagree	12%	8%
2	6%	10%
3	17%	22%
4	22%	20%
5 – Strongly agree	39%	35%
Don't know	4%	4%
Mean (1-5)	3.72	3.67

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

	2021	2022
n=	82	147
1 – Strongly disagree	7%	7%
2	6%	2%
3	6%	14%
4	22%	23%
5 – Strongly agree	56%	52%
Don't know	2%	2%
Mean (1-5)	4.16	4.13

12C. Natural resources should be protected in Utah

	2021	2022
n=	82	147
1 – Strongly disagree	0%	0%
2	1%	0%
3	0%	3%
4	9%	8%
5 – Strongly agree	90%	88%
Don't know	0%	1%
Mean (1-5)	4.88	4.86

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

	2021	2022
n=	82	147
1 – Strongly disagree	0%	1%
2	2%	1%
3	5%	10%
4	20%	14%
5 – Strongly agree	72%	71%
Don't know	1%	3%
Mean (1-5)	4.63	4.57

**ENVIRONMENTAL SUSTAINABILITY - Statement mean scores by year (1-5 scale with 1 meaning strongly disagree and 5 meaning strongly agree)**

	2021	2022
(12A) Natural resource protection and tourism can be compatible	3.72	3.67
(12B) Long-term government planning helps reduce potentially negative environmental impacts of tourism	4.16	4.13
(12C) Natural resources should be protected in Utah	4.88	4.86
(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	4.63	4.57

## PERCEPTION OF VISITORS/TOURISM

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

Please tell me whether you agree or disagree with the following statements with 1 meaning you "strongly disagree" and 5 meaning you "strongly agree."

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

	2021	2022
<i>n</i> =	82	147
1 – Strongly disagree	48%	46%
2	13%	22%
3	20%	11%
4	6%	10%
5 – Strongly agree	13%	11%
Don't know	0%	1%
Mean (1-5)	2.24	2.18

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

	2021	2022
<i>n</i> =	82	147
1 – Strongly disagree	1%	5%
2	4%	1%
3	7%	20%
4	29%	23%
5 – Strongly agree	57%	48%
Don't know	1%	3%
Mean (1-5)	4.40	4.12

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

	2021	2022
<i>n</i> =	82	146
1 – Strongly disagree	2%	3%
2	0%	2%
3	15%	13%
4	44%	45%
5 – Strongly agree	34%	34%
Don't know	5%	3%
Mean (1-5)	4.13	4.09

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

	2021	2022
<i>n</i> =	82	147
1 – Strongly disagree	27%	18%
2	9%	16%
3	27%	26%
4	21%	25%
5 – Strongly agree	15%	14%
Don't know	2%	1%
Mean (1-5)	2.88	3.02

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

	2021	2022
<i>n</i> =	81	147
1 – Strongly disagree	14%	20%
2	21%	20%
3	36%	31%
4	11%	18%
5 – Strongly agree	17%	12%
Don't know	1%	0%
Mean (1-5)	2.98	2.83

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

	2021	2022
<i>n</i> =	82	147
1 – Strongly disagree	16%	12%
2	7%	15%
3	20%	21%
4	30%	25%
5 – Strongly agree	27%	26%
Don't know	0%	1%
Mean (1-5)	3.45	3.39

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

	2021	2022
<i>n</i> =	82	147
1 – Strongly disagree	5%	6%
2	2%	5%
3	6%	7%
4	12%	12%
5 – Strongly agree	74%	69%
Don't know	0%	2%
Mean (1-5)	4.49	4.35

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

	2021	2022
<i>n</i> =	82	147
1 – Strongly disagree	11%	7%
2	4%	10%
3	20%	24%
4	37%	31%
5 – Strongly agree	27%	27%
Don't know	2%	1%
Mean (1-5)	3.66	3.63

13I. I enjoy interactions with visitors.

	2021	2022
<i>n</i> =	82	147
1 – Strongly disagree	11%	7%
2	11%	10%
3	28%	37%
4	28%	28%
5 – Strongly agree	22%	16%
Don't know	0%	3%
Mean (1-5)	3.39	3.38

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

	2021	2022
<i>n</i> =	82	147
1 – Strongly disagree	34%	31%
2	20%	22%
3	26%	27%
4	12%	14%
5 – Strongly agree	4%	5%
Don't know	5%	1%
Mean (1-5)	2.28	2.38

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

	2021	2022
<i>n</i> =	82	147
1 – Strongly disagree	41%	36%
2	17%	21%
3	15%	22%
4	10%	10%
5 – Strongly agree	2%	3%
Don't know	15%	7%
Mean (1-5)	2.00	2.16

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

	2021	2022
<i>n</i> =	82	147
1 – Strongly disagree	21%	22%
2	17%	19%
3	26%	26%
4	23%	20%
5 – Strongly agree	9%	9%
Don't know	5%	4%
Mean (1-5)	2.81	2.74

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

	2021	2022
<i>n</i> =	82	147
1 – Strongly disagree	33%	18%
2	15%	26%
3	22%	22%
4	18%	20%
5 – Strongly agree	6%	13%
Don't know	6%	2%
Mean (1-5)	2.47	2.84

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

	2021	2022
<i>n</i> =	82	147
1 – Strongly disagree	9%	12%
2	16%	14%
3	27%	23%
4	26%	23%
5 – Strongly agree	21%	22%
Don't know	2%	5%
Mean (1-5)	3.35	3.31

**PERCEPTION OF VISITORS/TOURISM - Statement mean scores (1-5 scale with 1 meaning strongly disagree and five meaning strongly agree)**

	2021	2022
(13A) My area would be a dull place if visitors did not come.	2.24	2.18
(13B) In our area, our way of life has changed to suit visitors	4.40	4.12
(13C) Overall, I think visitors to my area feel welcomed.	4.13	4.09
(13D) Tourism has made locals prouder of our area.	2.88	3.02
(13E) I prefer to have as little contact as possible with visitors.	2.98	2.83
(13F) Residents benefit from a wide variety of cultural activities in my area because of tourism.	3.45	3.39
(13G) Tourism has made my community an unaffordable place for many to live.	4.49	4.35
(13H) Tourism supports businesses in my community that are valuable to me.	3.66	3.63
(13I) I enjoy interactions with visitors.	3.39	3.38
(13J) Government does a good job balancing residents' and visitors' needs	2.28	2.38
(13K) State government values input from residents about tourism in my area	2.00	2.16
(13L) Local government values input from residents about tourism in my area.	2.81	2.74
(13M) Residents have the opportunity to provide input on tourism-related topics in my area.	2.47	2.84
(13N) I have provided input on tourism decisions in my area, by doing things like attending public meetings and/or writing letters to local government or decision makers.	3.35	3.31

**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, please use a 1-5 scale, where one is "significantly declined" and five is "significantly improved"?

	2021	2022
<i>n=</i>	82	147
1 – Significantly declined	26%	30%
2	18%	18%
3	20%	24%
4	24%	17%
5 – Significantly improved	9%	7%
Don't know	4%	3%
Mean (1-5)	2.71	2.52

**MARKETING CAMPAIGN**

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

**15A. Mighty 5® Campaign**

	2021	2022
<i>n=</i>	82	147
Never heard of	51%	58%
Heard name only	5%	6%
Somewhat familiar	15%	15%
Very familiar	26%	17%
Don't know	4%	4%

**15B. Forever Mighty® Initiative**

	2021	2022
<i>n=</i>	82	147
Never heard of	73%	76%
Heard name only	5%	5%
Somewhat familiar	9%	7%
Very familiar	5%	5%
Don't know	9%	7%

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

	2021	2022
<i>n=</i>	82	147
Never heard of	0%	3%
Heard name only	5%	5%
Somewhat familiar	15%	15%
Very familiar	80%	76%
Don't know	0%	1%

**15D. Life Elevated®**

	2021	2022
<i>n=</i>	82	147
Never heard of	5%	3%
Heard name only	11%	8%
Somewhat familiar	20%	24%
Very familiar	63%	63%
Don't know	1%	1%

**ADDITIONAL COMMENTS**

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

## DEMOGRAPHICS QUESTIONS

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

	2021	2022
<i>n=</i>	82	147
Man	46%	46%
Woman	52%	54%
Some other way	1%	0%

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

	2021	2022
<i>n=</i>	82	146
18 to 29	2%	5%
30 to 39	7%	2%
40 to 49	20%	14%
50 to 59	30%	27%
60 to 69	27%	32%
70 or Older	13%	19%

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

	2021	2022
<i>n=</i>	82	146
Some high school or less	1%	0%
High school graduate	2%	1%
Some college/assoc. degree /vocational certificate	12%	16%
College graduate (4 years)	34%	27%
Graduate work or degree	50%	55%

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

	2021	2022
<i>n=</i>	81	146
Less than 5 years	2%	5%
5 to 10 years	12%	10%
11 to 20 years	35%	27%
More than 20 years	51%	57%

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

	2021	2022
<i>n=</i>	77	142
Hispanic/Latino	1%	1%
American Indian or Alaska Native	1%	0%
Asian or Asian American	0%	1%
Black or African American	0%	1%
Pacific Islander / Native Hawaiian	0%	0%
White	94%	94%
Multiple races/ethnicities	3%	3%
Other (specify)	0%	1%
Don't know	1%	1%

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

	2021	2022
<i>n=</i>	80	125
Less than \$20,000	1%	0%
\$20,000 to \$39,999	4%	2%
\$40,000 to \$59,999	8%	4%
\$60,000 to \$79,999	9%	5%
\$80,000 to \$99,999	4%	9%
\$100,000 to \$150,000	24%	24%
Over \$150,000	51%	56%

## Appendix E – Verbatim Park City Area Comments

---

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

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

### **(1) None – 4 comments**

- Park City does an exceptional job at accommodating tourists.
- The Park City area wouldn't be what it is without tourism. We need the tourists.
- There are many tourists, both day tourists and overnight guests. There is all manner of accommodations for them.
- We always seem to manage, even at the height of the tourist season.

### **(2) A few – 11 comments**

- Congestion issues
- During peak times, accommodations are more expensive but available.
- Parking
- Roads: public transit should have isolated lanes to be faster.
- Some restaurants are a little small and can't host everyone, and there's only a small hotel.
- The city has totally disabled every single parking spot in the town. There is now no opportunity for a tourist to come to the town and park. If they do not have parking with their accommodation, it has become unrealistic. This is a massive issue for local and guests alike. It is entirely the result of greedy parking laws. There is plenty of space, and now no one wants it to be used.
- The cost is too high.
- There are times where the number of people outweighs the residents, and the traffic is bad.
- Too many uncontrolled nightly rentals and no local neighborhood community, thereby no local neighborhoods.
- Tourists are just a pain in the ass.
- Traffic

### **(3) Some – 30 comments**

- A lot of traffic and largely because of tourists. Access to restaurants is backed up because of tourists.
- Affordable condo rentals near resorts
- Annual events, such as the Sundance Film Festival.
- At peak times, popular areas do get overcrowded.
- Catch 22
- Definitely healthcare, especially the emergency room at Park City Hospital. I used to work there-I left almost two years ago; I have personal experience in this.
- During the busy seasons, the housing and lodging get filled.
- High traffic impact
- In certain periods, it seems the number of people is greater than the experience allows, meaning it is overcrowded. It reduces enjoyment, makes it difficult to access, or increases time needed to do so.
- Insufficient parking, bottlenecked roads
- It depends on what time of year it is.
- Lots of expensive hotel rooms to the detriment of local affordable housing.
- N/A
- No comment (2)
- Parking, affordable housing
- Pricing wise, the cost of living has increased which makes it less accessible.
- Ski lot parking
- Ski resorts, grocery stores, and restaurants are very crowded at certain times of year.
- Small ski town that gets overrun in the winter.
- The infrastructure is very poorly planned with no foreseen plan for the future. There is no plan for wildlife as the area continues to develop too much residential space because of the value of the land and housing prices. It's sad.
- The roads cannot accommodate all the traffic, and the restaurants and indoor recreational activities are overflowing.
- This location's tourism has enough to accommodate.
- Too many tourists
- Too much traffic and rich people are driving up housing prices and squeezing out the middle class and renters.
- Tourists crowd out the locals.
- Traffic
- Traffic Highway 224

- Traffic is a burden twice daily.
- Traffic is heavier than can be properly handled at times. The local resorts require workers from beyond the local area. Affordable housing would help.
- Trailheads, parking, traffic, and housing are negatively affected by tourism.

#### **(4) Many – 76 comments**

- Congestion issues
- Crowded trails, roads, ski areas.
- Crowds everywhere
- During weekends in the winter there are more automobile traffic/parking issues than the city can handle.
- Everything is maxed and really busy there.
- From December to April, I do not go out to eat because it is too crowded. We have one gas station in town which is not enough. Our grocery store is constantly out of products due to the numbers of tourists. Traffic is a mess.
- Grocery stores are crowded, and our traffic is horrible.
- Grocery stores run out of many items, restaurants are full, parking is an issue, and there are huge lines at ski resorts.
- Grocery stores, restaurants, roads, and ski resorts are all overcrowded.
- Highway 224 & Highway 248 are too crowded and it is dangerous.
- Hiking and biking trails and ski areas are routinely overcrowded. The roads to these locations are also highly impacted.
- In the peak seasons, trailheads are overcrowded, parking is difficult, and there are too many skiers on the mountain.
- Infrastructure can't handle the crowds. Roads, traffic, parking, dining options, and smog, are just some of the issues that affect the people that live here full time.
- It's too crowded for locals to be able to do things.
- Locals have been completely run out of the community. Prices have skyrocketed for any amenity and housing, and traffic has gotten so much worse.
- Most of the time we can accommodate, but we go through waves of tourist so during the times of high influx - like Sundance.
- On the roads driving
- Our existing roads cannot accommodate the extra traffic, locals can't get into restaurants during tourist season, and parking is impossible in Old Town, so locals avoid that area altogether.
- Our forest is being destroyed by people coming here and not taking care of it.
- Our roads are gridlock at 5:00. It is hard to hold an event, as people cannot get there in a reasonable amount of time.
- Our two roads in - SR 248 and 224 - cannot adequately handle the high season traffic, which is now June through October and December through March. Parking is terrible - Junction and Main St., and we can't seem to get all of the mass transit options to stick. I think instead of the micro system, we simply need more bus stops, like Park Meadows.
- Park City Mountain Resort is the largest ski resort in the continental US. When you add Deer Valley, there's too many people!
- Parking and traffic
- Parking is a major issue, especially during ski season, both in the town of Park City and around the ski resorts.
- Parking is hard to find, and the cost of parking is way too expensive. In certain seasons, it is hard to get in certain restaurants.
- Parking to ski at Park City ski area. Roads coming into Park City from Highway 80 and 40.
- Peak demand for events
- Road traffic, busy trails for hiking and biking
- Seasonal
- Since there isn't much national forest or BLM land, there isn't much open space; lots of development of second, third, and fourth homes in areas that used to be open space; too many people, too much lodging.
- Ski area
- Ski resorts are overcrowded and overpriced - pricing the locals out, no parking, home prices are insane, rental properties are either not available or too expensive for local residents, groceries cost more, and it's all geared toward the tourists' money.
- Ski resorts overcrowded, very busy restaurants during season, and traffic congestion.
- Ski town and if you live there, you cannot use the things that are available.
- Small town that is overrun with rude visitors from outside the area that think they are better than the locals! Talk about UGLY Americans!
- So far not this year, but the resorts. You're waiting in line more than skiing. With Sundance, there are too many people all over. The town smells like poop by the time it's over. A 5-minute drive taking 30 minutes is not cool.
- Sometimes our lift lines are so long we cannot access the lifts.

- State agencies need to work closer with Park City and surrounding communities, starting with rapid development and implementation of an innovative transportation plan that accommodates the local demand and efficient and routine transportation services to and from Salt Lake City several times a day. Transportation services for seniors is also needed, especially to and from healthcare services in Park City and Salt Lake City.
- The capacity of roads, parking, access to trails, and skiing experience are all affected negatively. At peak times, heavy tourism makes it difficult to enjoy local restaurants.
- The hiking/biking trails are overrun on the weekends in the summers, and the ski resorts are overrun on the weekends in the winter.
- The infrastructure does not support the number of visitors to two ski resorts accessed within Park City limits. Transit to those locations is woefully inadequate for both those coming from outside Park City and for a large number of homes in the Park City area. Traffic now creates safety issues such as access for emergency vehicles, it will only get worse as more development is approved. Increased numbers of skiers make using trails to hike, mountain bike or for skiing and riding unsafe and not enjoyable for tourists and locals. Continuous growth benefits the large companies, not the community.
- The local stores, trails, and recreational areas are too crowded. We have more visitors than our area can handle. The tourists don't mind how crowded everything is, but it is very hard on the locals.
- The parking for hiking is sparse and pickle ball courts.
- The planning department has failed to keep up with the growth.
- The ski resorts are completely crowded and over sold, making for dangerous conditions.
- The ski resorts are overcrowded, and parking is almost impossible at any time.
- The ski season brings in more people than our infrastructure can handle efficiently. We only have TWO ways in and out of the town in the winter.
- The traffic situation is terrible. You can't get simple services like a tire repair in a timely manner. Restaurants are too expensive because of tourism.
- There are more people than there are places to stay, so locals can't afford to live here.
- There are only two roads into Park City. Traffic is a nightmare - all day long.
- There's not enough parking and not enough reservations.
- This town is way too crowded. It's hard as a local to go to work or to the store. Traffic is a mess.
- Too busy, can't enjoy trails and spontaneous adventures.
- Too many people; you can't get from point A to point B. There are too many cars and too many people.
- Too many tourists fitting into too few places. Vail sucks.
- Too many tourists that come there.
- Too much traffic and crowds
- Too much traffic, no parking
- Tourism has displaced a lot of the local residents in regard to affordability.
- Traffic and lack of parking
- Traffic and parking
- Traffic in and out of town is a nightmare.
- Traffic is horrible. We can't get into many restaurants because of the tourists.
- Traffic is ridiculous, especially in the winter holidays.
- Traffic issues and overloading of people at ski resorts during peak tourism weeks is more than our little town can handle.
- Traffic problems, housing problems
- Traffic, parking, and access to restaurants becomes difficult during 'high season.'
- Traffic, prices, quantity, and service are all impacted adversely.
- Trailheads and parking lots are packed. You can't get a dinner reservation even on weeknights sometimes. Traffic is gridlocked. Locals suffer by not being able to ski for just two hours because you can't park, and public transit isn't available everywhere and it takes too long. The small-town local feel is gone.
- Trailheads are crowded, roads are congested, and housing is unaffordable.
- Trailheads, ski areas, Main Street, restaurants, local roads, transportation, schools, etc.
- We are at the point that so much lodging has been built that there is no place to park, and that lodging is never full. It seems the priority is always the tourist, not the locals.
- We are overcrowded, overpriced, and overworked. Too few 'workers' to care for the too many visitors.
- We could use more places to accommodate tourists.
- We live in Park City where Vail has set up huge crowds and added expense for the way they run the resorts, which has made our town a negative experience compared to years past.

- You can no longer go out to eat without a reservation. You must make reservations months in advance. Traffic is ridiculous. This town has no soul anymore.

#### **(5) All – 23 comments**

- Everything from ski resorts to mountain trails, community events like parades, Halloween, golf courses, public facilities, and summer concerts have been overrun with tourists.
- Everything is too crowded! It's now year-round due to COVID and remote working.
- From a personal perspective, we lost the ability to park, recreate, and do things we love. Tourists take over the town from the local population. It has made living unaffordable because they can't rent or purchase homes. It's too expensive.
- Lowered the price of passes to ski resorts and you cannot have access due to popularity.
- No comment
- Park City has grown too fast for its capacity to handle the growth. We need to stop promoting our town until we can get this under control because right now it is making for a terrible experience for both tourists and locals.
- Park City Mountain Resort is a disaster.
- Park City was a fun little haven. But it has been turned into mini-Los Angeles
- The infrastructure is not built for tourists, like there are two gas stations. Housing is bad and there is a minimal amount.
- The over-tourism has made it difficult to do basic things in this town. Every place is overwhelmed.
- The ski resorts overbook. It was great when they had limitations on visitors, but now they try to pull in more people for money and it effects the overall experience for the tourists and residents.
- The tourism here has grown quicker than we can build the infrastructure to accommodate. The experiences are excellent. I live in a tourist town, a ski area.
- The town is oversaturated with people and traffic.
- The traffic lines at the grocery stores and ability to go to restaurants.
- There are no accommodations for people to stay. Food services are truly lacking.
- There's lack of traffic in infrastructure. There are only two ways into town, and some tourists have a negative dynamic about them.
- There's not enough housing.
- Too many people for the number of parking spaces,

restaurants, gas stations, grocery stores, etc. Locals are at a total loss during the busy season.

- Too much traffic, businesses are too busy, recreation like skiing is too crowded for a good experience—all combined to pollute air quality and life.
- Too much traffic, not enough parking! Not enough buses on local side streets to transport locals. This is the biggest pain in the butt! Not enough food stocked in stores. Not being able to dine out and enjoy our town. Traffic and more traffic. The town has been overbuilt. It's insane. Taxes have doubled in homes. No retail stores. Gas stations have long wait lines.
- Traffic is awful, grocery stores are too busy, ski resorts are too crowded, and you can't get into any restaurants or enjoy local events.
- We have a town of 6,000 that has 50,000 people coming in on weekends and we are overwhelmed with people who know nothing about our culture and community. They are rude and expect to be served because they have money.
- We're overrun by tourists all four seasons.

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

#### **[Open-ended]**

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

#### **(1) Definitely not – 4 comments**

- The town doesn't care about the locals.
- The traffic and amenities are terrible.
- Too much wrong for this space
- We were, but now nobody in the community serves the tourists. Everyone working there are also not from here.

#### **(2) – 6 comments**

- Locals who are employed are overworked, not paid enough, and are unhappy because of rude tourists. There are not enough workers.
- No comment
- Park City has grown too fast for its capacity to handle the growth. We need to stop promoting our town until we can get this under control because right now it is making for a terrible experience for both tourists and locals.

- The city has made parking impossible. There is literally nowhere in Park City that a guest can now park a car. Many condos have rules for snow days, and in the past the guest could move the car to abide by the rules, but now they can't so they are literally forced to break the rules and get the fines.
- Tourists love the town, but even they are beginning to dislike the crowds and lack of personal service. The locals feel as if the town exists solely for tourism.
- Unfortunately, a lot of the employees around here are kids that do not know how to interact with customers.

### **(3) Neutral – 30 comments**

- Hustling the visitors is the prime motive in Park City.
- If it's too crowded to drive into town and too crowded to get a restaurant reservation, then it's too crowded.
- If you're wealthy.
- If you're driving, you're in traffic and it's really hard to get places, but the people enjoy the skiing.
- It's become the charm of a small town that has great opportunities.
- Many people won't be coming back because of the negative effects of too many people in a small area without the infrastructure to handle it.
- No comment
- Our roads are so crowded and at a standstill getting into and out of Park City.
- Park City Mountain Resort is taking steps to improve skiers' experiences.
- Park City used to be known for a quality experience, but Vail Resorts and Alterra have changed that. They have sucked the life blood out of the community, trying to squeeze every single dollar out of our visitors.
- People must like it, they keep coming.
- Sometimes people come here and are not happy with their experience, and other times they are.
- Sometimes they can't keep up with it. As much as they try to make it positive, they can't handle the influx of people and everything else that goes with it.
- That's all they care about is tourism and not locals.
- The big companies have overtaken the charm of Park City. It's all about their bottom line and our reputation has suffered.
- The community caters to tourists at the expense of locals.
- The locals show visitors a good time, but we get the shaft when we are keeping this town alive at the core.
- The resorts are amazing once you get there.

- The tourists don't seem to mind how crowded the restaurants, shops, grocery stores, etc. are.
- There are now so many tourists, so much traffic, and so many people moving here that service workers, including nurses, police officers, firefighters, and teachers, cannot afford to live here.
- There are too many waits for things now and traffic is bad.
- There were a lot of complaints last year, but we'll see about this year. The complaints were about staffing, crowds, buses, traffic on residential streets, etc. The town is trying to control it through signage and increased parking, but we'll see.
- They try for almighty dollar.
- Things were better 10 years ago. There are too many rude tourists abusing our town and the locals are getting fed up.
- Too crowded
- Too many people
- Too many tourists with unrealistic expectations
- Traffic is bad. Walking options are few. Most locals do not want all the tourists here, so attitudes are bad all around. There are too many adversities for a small town to support.
- Traffic is terrible and people come and may never come back.
- Traffic problems, many areas get too crowded.

### **(4) – 42 comments**

- During peak weeks, there isn't enough staff to support the amount tourism.
- For the same reason the quality of the experiences is lessened somewhat by the popularity of our town and our inability to keep up with the infrastructure.
- Generally, Park City visitors seem to enjoy the experience. Restaurants, however, are overpriced and the quality is mediocre. Parking is a real issue as is traffic on Route 224.
- Generally, the area is built for a great user/visitor experience, but only to a certain number per day - people and vehicles.
- Good amenities
- I can't give a reason.
- I don't get out much, I don't know.
- If we didn't, they wouldn't return.
- It is a positive experience for most tourists because they come from much more congested areas. It is a negative experience for those that live here.
- It is a positive experience for tourism because a lot of people do it.

- It's great for tourists, and horrible for locals.
- It's a generally good experience, but last year it was too crowded. Nothing was open and there were not enough workers.
- It's a resort.
- It's gotten overwhelmingly busy in the past few years without new restaurants, new roads, or anything to accommodate the influx of tourists.
- No comment (2)
- No parking except for \$20 or more, and the mediocre public transportation for skiing has created an experience that is a hassle and not the recreation experience worthy of going out anymore.
- Our community is very friendly despite being overrun with tourists.
- Overcrowding has diminished the quality of the experiences.
- Overcrowding is an issue.
- Park City is beautiful and has a lot to offer for everyone.
- Park City is built for tourism these days.
- People still get a good experience, but not as good as five years ago. Too many tourists are making things less fun and unique.
- Resorts are mismanaged.
- The crowding on the slopes and lack of parking are very negative.
- The good generally outweighs the bad.
- The high amount of tourist affects the quality of the experience for all the tourists.
- The town is unique compared to other ski towns in the western US.
- The traffic and inability to handle the demand is a real turn-off for many locals and tourists. Many would like to visit Salt Lake City, as well, to experience cultural arts events, many quality restaurants, and shopping.
- There are not enough workers for the resorts, stores, etc.
- There are still nice hotels and ski areas.
- Tourists come for the activities, which are plentiful.
- Traffic issues are an extreme negative.
- We are used to it.
- We do, but it's not a good experience for locals.
- We have good hiking, horseback riding, and four wheeling.
- When not too crowded, it is beautiful and has a lot to offer. But when it takes an hour to drive one mile from a ski resort, it is not enjoyable to anyone.
- Winter is big in Park City. Summer isn't the best. it depends on the weather.

- World class resorts, natural beauty
- Yes, but to the detriment of local residents.
- Yes, it is positive for the tourists, but negative for the people who live there and would also like to experience the area and all it has to offer.
- Yes, to positive experience to the tourists, but it's to the detriment of the community as it relates to crowds and traffic.

#### **(5) Definitely – 57 comments**

- All in all, good infrastructure.
- Awesome place and people are attracted to it and like to come there.
- Beautiful place
- Because the negatives to the community are a positive for the tourists.
- Dining, hotel, all services - medical included, transportation, outdoor and cultural activities year-round.
- For visitors, Park City is a great vacation city. It is just a mixed bag for residents.
- Good to experience new things.
- Great skiing, dining, and other outdoor sports are available.
- I believe visitors are welcomed by most, and the opportunities are varied and all excellent quality.
- I do think visitors get a positive experience.
- I think Park City can provide a more positive experience for visitors than locals, at least in the winter.
- I think the community is fully loaded, the amount of transit, public transit, etc. but the climate is off/on.
- I think, generally, the tourism brings in money, which keeps businesses running and maintains our economy and quality of service.
- It feels like it has a good reputation.
- It has always been the mission to provide a positive visitor experience and to attract more visitors.
- It's a fantastic place to visit and most people have a great time while they are here.
- It's beautiful here.
- It's unique.
- It's a resort. It's a destination where people come on vacation. It's just a world-class experience.
- Locals tend to be happy people because, well, we get to live here year-round. We tend to be open and gregarious and like to share our happiness with visitors.
- N/A (2)

- Natural beauty, old town is unique, skiing, restaurants, hiking and trails, and hotels.
- No comment (4)
- Obviously
- Our community caters to tourists, locals come second as they don't spend as much money as tourists.
- Our community relies on tourism for everything in the economy, so they produce a quality product.
- Our community thrives in providing positive experiences to those who come to town.
- Our guests love Park City. We could reduce traffic if there was a reliable transportation system from the Salt Lake Airport to Park City.
- Park City does an exceptional job in accommodating tourists.
- Park City is a great place to visit and live.
- Park City is popular and fun. Tourists from urban areas don't think it's crowded.
- Park City makes every effort to ensure that tourists are well taken care of - with great success.
- Park City manages the visitor population very well.
- People are happy when they come here. It's easy to get to, has amazing snow, and is way too expensive, but tourists don't seem to care. We have average food; I wish we had better restaurants.
- People book their stuff and people who have lived there a long time have not had a pleasant experience due how overrun it is.
- People love to come to our town. They do not notice the bad overpriced food or the horrible traffic. They are used to all of that at home.
- Recreation and food services
- Skiing and hiking areas are easy to access with the exception of Round Valley.
- So many things to do.
- The local government goes out of its way to pander to visitors.
- The people always seem to be happy.
- The visitors keep coming.
- There are great opportunities here and all is in place. The people that can make it happen have no idea what they are doing and only hurt the possibilities that are out there.
- There are so many things to do here all year round.
- Tourists love coming here; locals find more problems, especially now that there is very little 'down time' during the year. We never get a chance for locals to catch up or feel relief.
- Variety of activities for all interests from recreation to the arts
- We always try. Here it's more for visitors to experience Park City than for locals.
- We are a world-renowned vacation spot.
- We are all used to tourists here.
- We are friendly - most of us, and we welcome visitors and appreciate the opportunities to work in the community.
- We are geared toward it and most tourists expect crowds.
- We are geared toward them.
- We are newer, larger housing complexes and people seem to enjoy it when they come to stay here. Most of the neighborhood works as nightly rentals. The area gets good reviews.
- We are totally tourism and have the infrastructure for that.
- We go from a town of 7,000 to 20,000.
- We have a variety of retail stores, great restaurants, trails, resorts, mountain biking, skiing, hiking, etc.
- We have great snow.

**Park City: 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] – 111 comments**

- Advertising at this point is a waste of money. We already have all the resorts full. People know we are here and come when they want. Use money to not make the poor have to move out of state.
- Balance of preservation - environmental - and tourist.
- Come up with better survey questions.
- Corporate Vail has not made any attempt to welcome locals.
- Cost of skiing and lessons for children
- Economics continues to overrule quality of life impacts.
- Every year government discusses affordable housing and falls short. Every year it discusses traffic issues but doesn't create solutions.
- Force Vail Corporation to pay for the mess they have made of the Utah ski industry.
- Get rid of Vail.
- Housing and overall cost of living has skyrocketed to an unprecedented level. This growth is not sustainable, and something needs to be done to preserve this community.

- I am concerned with the cost of living in my area. Our kids cannot afford to live here, and I'm wondering if we can live here much longer. I'm also concerned with our community and how it is going to be supported. Many very rich families have moved here that do not work or support our community, but very few have moved here that want to work in the community or care for the community and the environment.
- I believe a community's economy should be diversified and not rely solely on tourism.
- I do not feel that the number of visitors in my area is controlled so that local resources are not overwhelmed. Traffic badly increases and lift lines are too long, so resort parking too full.
- I don't attend many events, go to high-tourist areas such as Main Street, or even ski in Park City during times of high tourism. I have to schedule everyday activities, such as grocery shopping or going to the recycling center based on when I think it will be the least crowded. I stopped working at Park City Hospital in part based on how they wanted us to accommodate tourists which affected the care of other patients. That is unethical.
- I don't have any. (4)
- I just don't understand how people from near and far can come to our community and trash it, not picking up after their pets, leaving trash, and vandalizing.
- I just think it's important for the economy. Recreation drives our economy.
- I see the value; however, it is poor planning and money driven.
- I think tourism is a positive thing overall in Park City.
- I think we must not build more roads, and instead focus on mass transit. Also have more control over development because visitors want to come here and then want to live here.
- I think, overall, we've done too good a job in attracting visitors and are, at least for many local residents, being pushed out by more people with more money. Park City is no longer affordable for many to live and work here.
- I worry we don't have the infrastructure - roads and water - to support current levels of tourism, much less more. The current status needs more employee housing and better public transportation. For example, buses need dedicated lanes to make them more efficient than driving private vehicles. I would love to see light rail from the airport and within the Park City area.
- I would just say that we have a limited number of resources. If we continue to promote tourism and people living here, we will not have any resources for people living here.
- I'm not sure we should be trying to get more people to come. Crowding reduces enjoyment for all, creates safety issues, and is not good for the environment.
- Improve infrastructure; since water is such a critical issue, finding a balance between snow making, commercial and residential development, and tourism is critical.
- In general, it's awesome that you're doing this because residents in our county feel like they're being pushed out of their community because of the tourists moving here and it's hard to share our small space. More awareness for tourists on how their actions impact the local community would be great.
- In Zermatt Switzerland they have giant parking structures and a train system that help with the parking and traffic problems in their area. I think we should do something similar, where they can build a giant parking structure outside of town and then have an underground train that brings people into town.
- Infrastructure that can help with money.
- It's a double-edged sword. Tourism is helpful to local businesses, but to full-time residents it creates a lot of negatives.
- It's too pervasive with all areas being open to nightly rentals. I blame municipal county government for not planning/zoning dedicated neighborhood tracks to locals only.
- I've been here 16 years, but as far as Park City goes, we have the same infrastructure but build more houses, so we have the same roads. We want the tourists, but traffic sucks.
- Just stop. Please just stop promoting tourism. Not forever, but until things can mellow out and we deal with a better infrastructure to handle the growth.
- Kick out the large corporate hogs - Vail, etc.
- Lay off the tourism. Broaden the resources that Utah can provide. Take some of the money that is allocated for tourism and the chamber to educating the young how to use their hands and how to start producing the things we use day to day. Everyone is not going to be a millionaire, teach kids this. Technology isn't going to save man; it is going to be the end of him. How lazy can we get? Tourism has been touted as this environmental evolution of mining, but look it is just as destructive. Americans need to embrace every aspect of work, blue, white, and the trash man. We are not above.

- Local and state government must plan and invest more strongly to strengthen relevant infrastructure impacted by tourism before encouraging more tourism.
- Mainly, I would like to see expanded parking lots with free access.
- More affordable housing
- More money on roads, traffic signals
- Most of the tourism-based businesses in my community are owned by out-of-state investors. Residents do not need to pay taxes to support tourism, they come anyway.
- Necessary evil
- Need additional ingress and egress points, this will help significantly and in turn help locals feel listened to.
- Needs to be a balance for locals and tourists. A lot of businesses forget about the locals.
- No comment (7)
- None (17)
- None at this time
- Not only is it becoming financially difficult to live here, but the amount of tax dollars that leave Park City for education in the rest of the state is terrible. Our kids, the kids of the workers in Park City, need that money for education. There needs to be more representation from Park City on the Utah State School Board.
- Nothing (7)
- Our area? Let's be honest, yes, we have some tourism. Kamas is the gateway to the Uintah's. What impacts the valley is ranches selling off their land and a housing boom. The best thing now would be to embrace tourism and have accommodations, good food services, and entertainment, all which could be there but run badly by those now with the power to do so.
- Our economy depends on it.
- Overbuilding and overcrowding will destroy Utah's tourism industry.
- Park City is a great place to live, I've been here over 30 years. Our community is reliant on tourism, and we need to embrace that reality.
- Park City needs affordable housing!
- Park City needs to swiftly move forward with plans to improve infrastructure and services to keep attracting tourists. Quality affordable housing should be integrated into all Summit County communities, not just jam-packed into Snyderville Basin, Kimball Junction, Pinebrook, and Summit Park. Full-time county residents should be eligible for 'local benefits' year around for all services (i.e., exempt from parking fees at the ski resorts and elsewhere, dining discounts, hotel discounts, first class access to skiing, hiking, and other events).
- Parking
- Please, please, please stop advertising Utah. Our lands are being loved to death and developers are capitalizing on it, but there isn't enough water! At some point, we must stop growing, use less energy and water, and protect the environment.
- Protect locals. Stop catering to people that move here to change it for the worse.
- Put a tram/gondola in the Cottonwood canyons. Folks have moved here from everywhere; we didn't want all the changes either. Now do something about this traffic. Also, we're always concerned about climate change, so why do we allow ski resorts to make snow? Why do we keep putting in these golf courses that we have to constantly water? There are too many boats and jet skis in our reservoirs. Limit it! Stop the building in this state. Stop with high taxes to locals.
- Quality of life for long term residents has declined since Utah did a huge push for tourism advertising.
- Quit advertising to tourists.
- Sick of tourism
- Some of the big corporations should take their share of paying for parking solutions, traffic solutions, and environmental solutions.
- Sometimes I think we need help saving ourselves from ourselves. We like the positive aspects of tourism but have failed to manage and/or admit to the negatives.
- Start a tourism campaign that's along the lines of, 'Visit here, don't be a jerk, and leave it better than you found it.' Also, 'Turn on your rental car headlights and don't idle in the parking lots.'
- Stop building tourism-focused amenities (i.e., hotels, resorts, etc.) without considering that we don't have the infrastructure to handle the current levels. Roads that used take 10 minutes to travel require upwards of 30-45 minutes during tourist season. That doesn't bode well for the residents who live here full time!
- Stop building up the mountain so far.
- Stop encouraging people to come here. They are destroying our state.
- Stop promoting to the degree that you have been.
- Stop spending money on tourism promotion. We have enough tourists. Let the realtors and ski areas do that. We need to stop promoting tourism!

- The development continues and we, unlike places like Bozeman, do not have the infrastructure or space to support this. We have no water! Locals - let's not even mention people who work in this community are being forced out. 100% property tax increases are unsustainable. We owe large corporations nothing - nothing. Who cares how much Vail stock and Alterra stock is worth? Locals' quality of life has deteriorated significantly. I cannot imagine if I had to raise kids in this town.
- The government should help regulate the effects of tourism. Make things easier for both locals and tourists to enjoy the area.
- The key issues facing our community and tourism is lack of affordable housing, parking, and transportation.
- The locals who are not involved with tourism don't count.
- The resorts have lost touch with the locals. We are not at all important to them and are treated as low priority problems.
- The roads need improving, and they should build a gondola. It should be approved.
- The Southern Utah Wilderness Alliance has been campaigning to restrict access to BLM areas. They need to keep the lands open.
- The state legislature needs to stop helping developers in Park City bypass local laws and regulations. As a taxpayer, I don't feel the need for any extra state input because it's always against local interest. The movie studio is a prime example.
- The state legislature should not interfere in the development decisions of our local community.
- The survey covered the tourism questions fully.
- The word is out about how incredible Utah is. Utah state does not need to continue to advertise the Mighty 5. Let tourists visit on their own. Use that money to take care of our already overwhelmed, overcrowded, and overrun national and state parks and BLM land. Use that money to hire more people and better infrastructure.
- The word is out. Everyone has heard about Utah and Park City, specifically. We do not need to spend millions of dollars on advertising anymore. That was something that needed to be done 20 years ago. We no longer need to spend millions of dollars on advertising to LA, Chicago, NYC, Houston, etc. The word is out! The government should be using dollars from tourism to build affordable housing for workers in the ski industry and workers at our national parks.

Times have changed. What was done 20 years ago is not what is needed today! Additionally, money that state and local governments receive from tourism needs to go towards protecting our natural landscapes, rivers, and resources. This is the golden goose. This is why visitors come to Utah.

- There needs to be a balance between quality of life for the local community and the economic benefits of tourism. We live here because it is a beautiful place to live not because it is an economic engine.
- There needs to be more affordable housing for the workers in Summit County.
- This survey is too long.
- This survey was too long.
- To responsibly promote tourism also requires community responsibilities. Tourism dollars only spent on marketing harm our communities when some of that money is not spent to support the communities the tourist go to.
- Too much money is spent keeping tourists happy, such as well we have a pickle ball court in our city - and we expect to find one here.
- Too much too often
- Too much tourism leads to negative lifestyle with crowded places and unaffordable prices.
- Tourism has inverted the percentage of local residents to tourists from 80% residents to 80% tourists. Current tourists have little to no knowledge or respect for local residents in the Park City area.
- Tourism is great. However, if we bring people in, we need more J1's, lodging for J1's, and better pay for those who are here so they can afford to live and work in the community.
- Tourism is valuable in Utah.
- Tourism money should go to protect the Great Salt Lake. We will lose most of our snow, which tourists come for, if it is not protected. Our air will be polluted, and tourism will be negatively impacted.
- Tourism needs to be done while still maintaining a quality of life for permanent residents. I object to local taxes being paid for open space that other state residents then use for nothing. The experience for locals has been diminished and they foot the bill. That is not right.
- Tourist dollars are not more important than those of us who live here year-round.
- Tourists are great for the economy, but more housing isn't. We have a water shortage, so more people moving here or buying big houses that are empty are bad for this area and all of Utah!

- Traffic and parking
- Transit is inadequate in Park City.
- Unfortunately, everybody who makes decisions makes them to control the people in Park City. They make money from tourism and either have a business or a retail store that makes money from tourists. People can't afford homes here due to the growth.
- Unmitigated development and lack of traffic control.
- Utah, and especially Park City, has already been discovered, so tourism spending is no longer necessary. There are more urgent local and state social problems to use that money for.
- Vail resorts parking has been issue. They are charging, so now people park everywhere all over town.
- Water conservation
- We enjoy the influx of tourists to our area.
- We need better ingress and egress routes.
- We need to be very mindful of our natural resources and the depletion thereof, i.e., water.
- We need to keep the local roads able to handle the traffic.
- We need to stop promoting our town-there's too many people visiting.
- Why spend tax dollars to promote more tourism that Park City can't handle?
- Work with local, state, and federal governments to solve traffic issues, which is by far the largest impact from tourism.
- You cannot outlaw parking. For sure you can charge a fee, but there must be a place that people can park if they come to our town.
- You've covered it!





## Partners in the Community

The following individuals and entities help support the research mission of the Kem C. Gardner Policy Institute.

### Legacy Partners

The Gardner Company  
Christian and Marie Gardner Family  
Intermountain Healthcare  
Clark and Christine Ivory Foundation  
KSL and Deseret News  
Larry H. & Gail Miller Family Foundation  
Mountain America Credit Union  
Salt Lake City Corporation  
Salt Lake County  
University of Utah Health  
Utah Governor's Office of Economic Opportunity  
WCF Insurance  
Zions Bank

### Executive Partners

Mark and Karen Bouchard  
The Boyer Company  
Clyde Companies  
Salt Lake Chamber

### Sustaining Partners

Dominion Energy  
Staker Parson Materials and Construction  
Wells Fargo

## Kem C. Gardner Policy Institute Advisory Board

### Conveners

Michael O. Leavitt  
Mitt Romney

### Board

Scott Anderson, Co-Chair  
Gail Miller, Co-Chair  
Doug Anderson  
Deborah Bayle  
Roger Boyer  
Michelle Camacho  
Wilford Clyde  
Sophia M. DiCaro

Cameron Diehl  
Lisa Eccles  
Spencer P. Eccles  
Christian Gardner  
Kem C. Gardner  
Kimberly Gardner  
Natalie Gochmour  
Brandy Grace  
Rachel Hayes  
Clark Ivory  
Mike S. Leavitt  
Derek Miller  
Ann Millner

Sterling Nielsen  
Jason Perry  
Ray Pickup  
Gary B. Porter  
Taylor Randall  
Jill Remington Love  
Brad Rencher  
Josh Romney  
Charles W. Sorenson  
James Lee Sorenson  
Vicki Varela

### Ex Officio *(invited)*

Governor Spencer Cox  
Speaker Brad Wilson  
Senate President Stuart Adams  
Representative Angela Romero  
Senator Luz Escamilla  
Mayor Jenny Wilson  
Mayor Erin Mendenhall

## Kem C. Gardner Policy Institute Staff and Advisors

### Leadership Team

Natalie Gochmour, Associate Dean and Director  
Jennifer Robinson, Chief of Staff  
Mallory Bateman, Director of Demographic Research  
Phil Dean, Chief Economist and Senior Research Fellow  
Shelley Kruger, Accounting and Finance Manager  
Colleen Larson, Administrative Manager  
Nate Lloyd, Director of Economic Research  
Dianne Meppen, Director of Community Research  
Laura Summers, Director of Industry Research  
Nicholas Thiriot, Communications Director  
James A. Wood, Ivory-Boyer Senior Fellow

### Staff

Eric Albers, Public Policy Analyst  
Samantha Ball, Senior Research Associate  
Max Becker, Public Policy Analyst  
Andrea Thomas Brandley, Senior Education Analyst  
Kara Ann Byrne, Senior Research Associate  
Mike Christensen, Scholar-in-Residence  
Nate Christensen, Research Economist  
Dejan Eskic, Senior Research Fellow and Scholar  
Enas Farag, Research Assistant  
Emily Harris, Senior Demographer  
Michael T. Hogue, Senior Research Statistician  
Mike Hollingshaus, Senior Demographer  
Thomas Holst, Senior Energy Analyst  
Jennifer Leaver, Senior Tourism Analyst

Levi Pace, Senior Research Economist  
Praopan Pratoomchat, Senior Research Economist  
Heidi Prior, Public Policy Analyst  
Natalie Roney, Research Economist  
Shannon Simonsen, Research Coordinator  
Paul Springer, Senior Graphic Designer

### Faculty Advisors

Matt Burbank, College of Social and Behavioral Science  
Elena Patel, David Eccles School of Business  
Nathan Seegert, David Eccles School of Business

### Senior Advisors

Jonathan Ball, Office of the Legislative Fiscal Analyst  
Silvia Castro, Suazo Business Center  
Gary Cornia, Marriott School of Business  
Wes Curtis, Community-at-Large  
John C. Downen, Camoin Associates  
Dan Griffiths, Community-at-Large  
Emma Houston, University of Utah  
Beth Jarosz, Population Reference Bureau  
Darin Mellott, CBRE  
Pamela S. Perlich, University of Utah  
Chris Redgrave, Community-at-Large  
Wesley Smith, Northbound Strategy  
Juliette Tennert, Community-at-Large

INFORMED DECISIONS™