

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

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Introduction

Utah residents' opinions on state tourism have changed little in the past year. The results of a survey of Utahns show attitudes and views toward tourism in the state continue to be favorable. Three in every four respondents say tourism is important to Utah's economy and a majority feel the positive effects of tourism outweigh the negative. Residents also feel tourism's impact on the quality and quantity of dining options, spectator events, arts and culture, and recreational opportunities is positive. Additionally, over three-quarters of respondents say, "Utah provides a positive experience for visitors."

While residents continue to feel that tourism negatively impacts housing affordability in Utah, the percentage is lower than in the 2021 survey.

Environmental sustainability remains an essential focus for respondents, with a large majority wanting protection for Utah's natural resources. Nearly as many feel the state should educate visitors on minimizing their environmental impact and traveling responsibly, though this percentage is slightly lower in the baseline survey. Respondents agree that natural resource protection and tourism can be compatible and that long-term government planning can reduce the potential environmental impacts of tourism.

Results for each question are presented in a graph format and include findings for the 2021 and 2022 surveys. The analysis often combines the two negative responses on the five-point scale (such as disagree and strongly disagree) and the two positive responses (agree and strongly agree) to indicate general respondent perceptions. The report notes differences in responses between 2021 and 2022 years. Results from surveys conducted in subsequent years will confirm the actual movement of opinion in a given direction.

The Appendices include the following:

- A Survey Methodology
- B Demographic Profile of Respondents
- C 2022 State Survey Questionnaire
- D Questionnaire with Results from 2021 and 2022 in text format
- E Verbatim Responses (Comments, Concerns, and Suggestions)

Experience with Tourism

Most Utah residents report having tourism in their community, with over 60% saying they have either "some" or a "great deal of tourism" (Figure 1). The percentage of residents describing their community or general area as having a "great deal of tourism" (29%) is lower than in the 2021 study (36%). This difference may be due to respondents' differing interpretations of "area" and "tourism levels." Less than 10% report having no tourism in their area. Additionally, only one in ten survey participants indicate that any of their household income relates to tourism activities (Figure 2).

General Perceptions of Tourism

Similar to the 2021 results, respondents on the recent survey are much more likely to say the positive effects (58%) of tourism outweigh the negative (13%) (Figure 3). And while the majority, 70%, say tourism is important to the state's economy, that percentage is down from a year ago (76%) and should be watched in future surveys (Figure 4). Consistent with the earlier survey, a more significant percentage of respondents (78%) feel the state is providing a positive experience to its visitors.

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 a great deal, some, little, or no tourism?

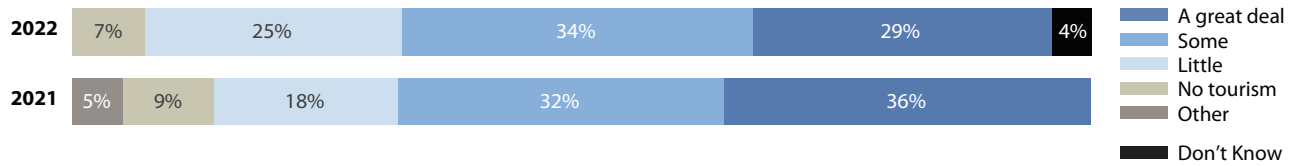


Figure 2: Does any of your household income depend on tourism-related activities?

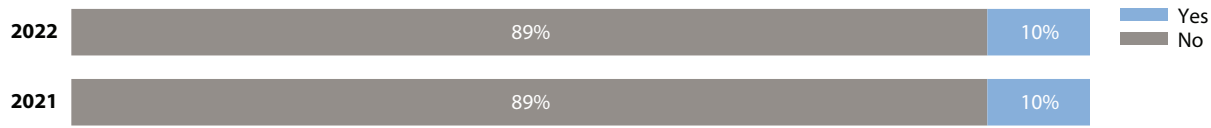


Figure 3: Which of the following statements would you say most accurately reflects your opinion ...?

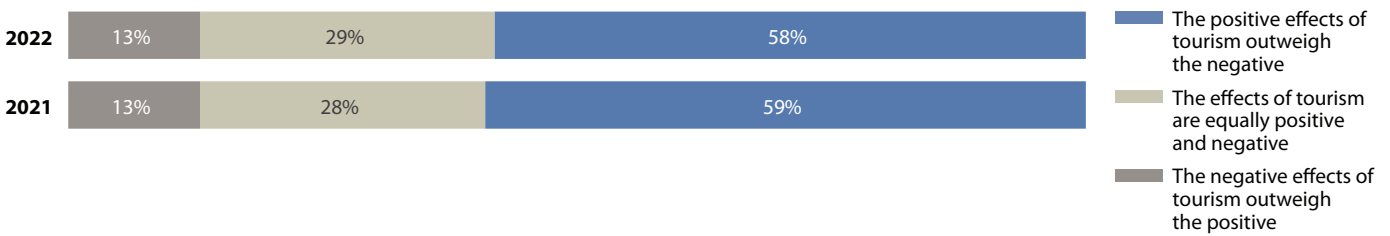


Figure 4: Overall, how important do you consider tourism to the Utah economy (1-5 scale)?

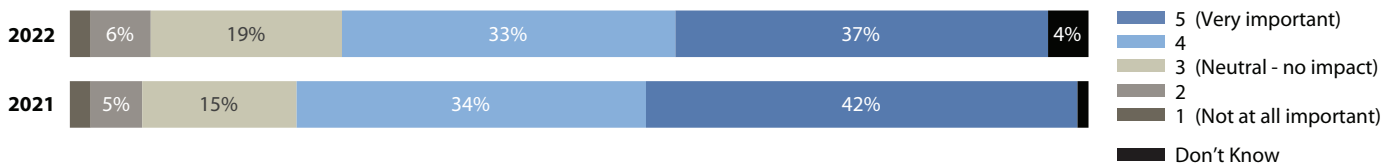
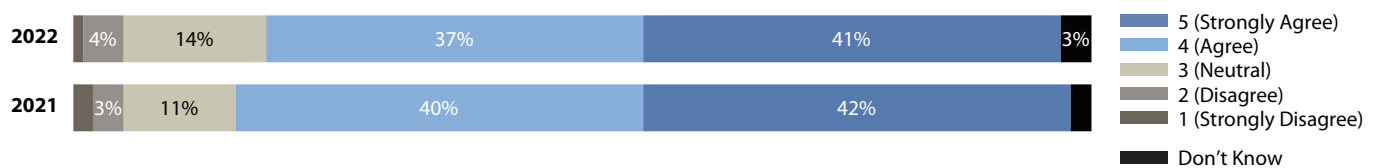


Figure 5: Do you believe most of the tourism in Utah is from residents or out-of-state visitors?



Figure 6: How much do you agree with the following statement? "Utah provides a positive experience for visitors."



Effect of Tourism (Figures 7A-H)

The graphs below show residents' perception of "the effect of tourism" on various issues. For instance, when considering the positive-negative effects of tourism, respondents rate its impact on Utah's overall reputation higher than all other areas measured (72%). The impact tourism has on job opportunities (63%), and the ability of residents to engage with people from different backgrounds (61%) is also seen as very positive by a majority of respondents. Residents rate tourism's effect on

Utah's natural environment more favorably than in 2021, up from 49% to 59%. Up noticeably from the 2021 survey, are the percentages saying tourism has a positive influence on the ability of residents to access recreational opportunities (54%) and the quality of infrastructure (48%). Respondents continue to feel tourism negatively affects the affordability of housing in Utah; however, the response was less negative than in the previous study.

Figure 7A: The natural environment in Utah?

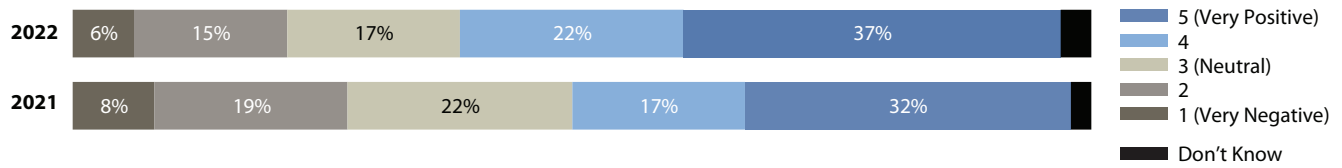


Figure 7B: Utah's overall reputation

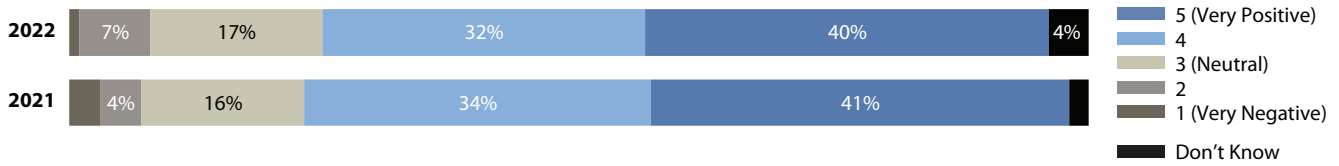


Figure 7C: Human health and safety

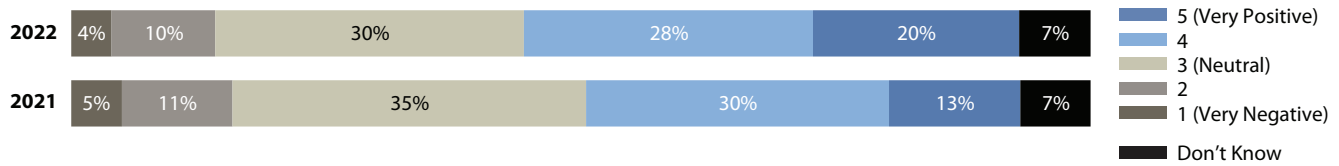


Figure 7D: Housing affordability

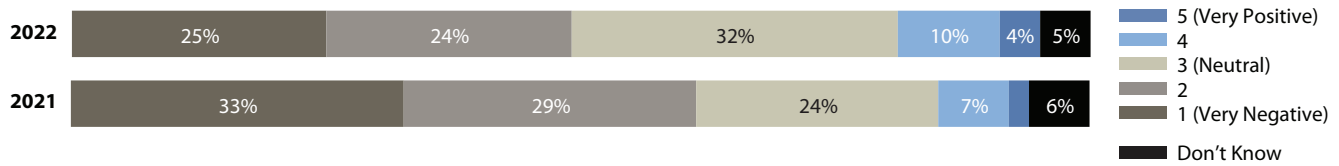


Figure 7E: Job opportunities for Utah residents.

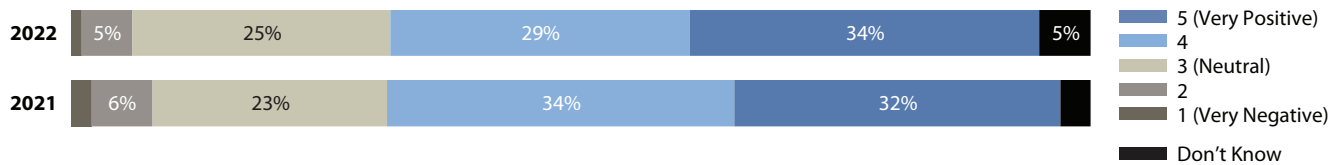


Figure 7F: The quality of infrastructure like public transportation, roads and bridges, and utilities.

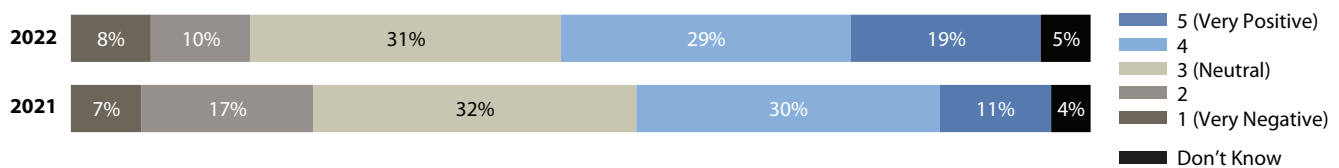


Figure 7G: The opportunity to meet and better understand people from different backgrounds.

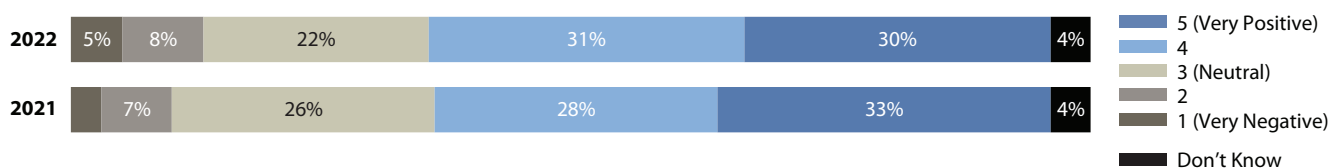
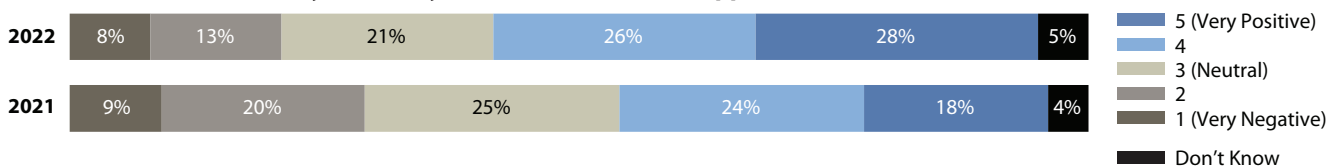


Figure 7H: Effect of tourism on your ability to access recreational opportunities.



Effect of Tourism on the Number of Amenities and Outings

According to respondents, tourism has positively affected the number of experiences and options available in Utah. One in seven say there are more recreational opportunities (70%), and the majority indicate positive effects of tourism in dining options (64%), arts and cultural experiences (56%), and spectator events (54%). When questioned whether the number

of amenities (i.e., gas stations, retail stores) has increased or decreased due to tourism, residents' opinion is split, with 42% indicating it has had no impact, and 37% saying the number of amenities has increased. These results are similar to the 2021 baseline survey. Only a small percentage of residents describe tourism's effect as negative on any of the items considered.

Figure 8: Using a 1-5 scale, how would you describe tourism's effect on the NUMBER of —

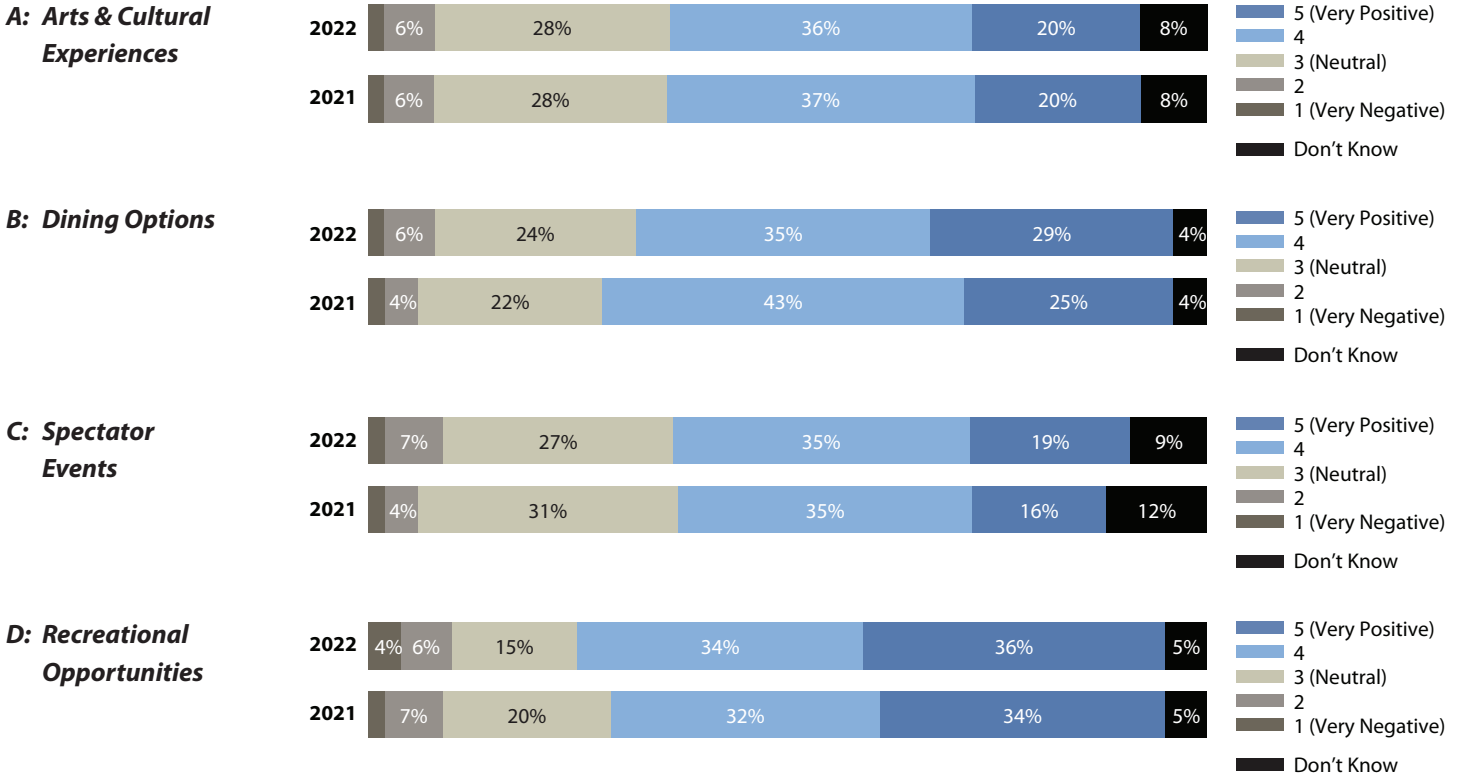
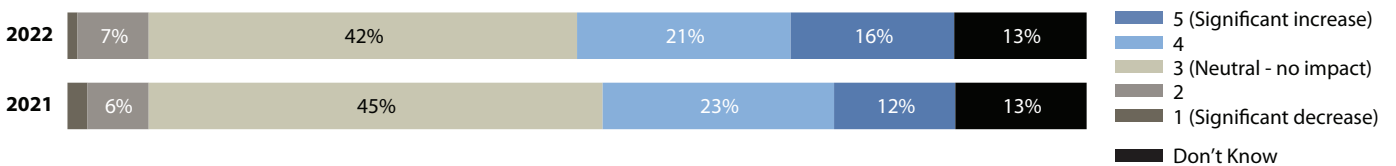


Figure 9: On a scale of one to five, with one meaning "significant decrease" and five meaning "significant increase," how would you describe tourism's effect on the number of amenities in your area (such as gas stations and retail stores)?

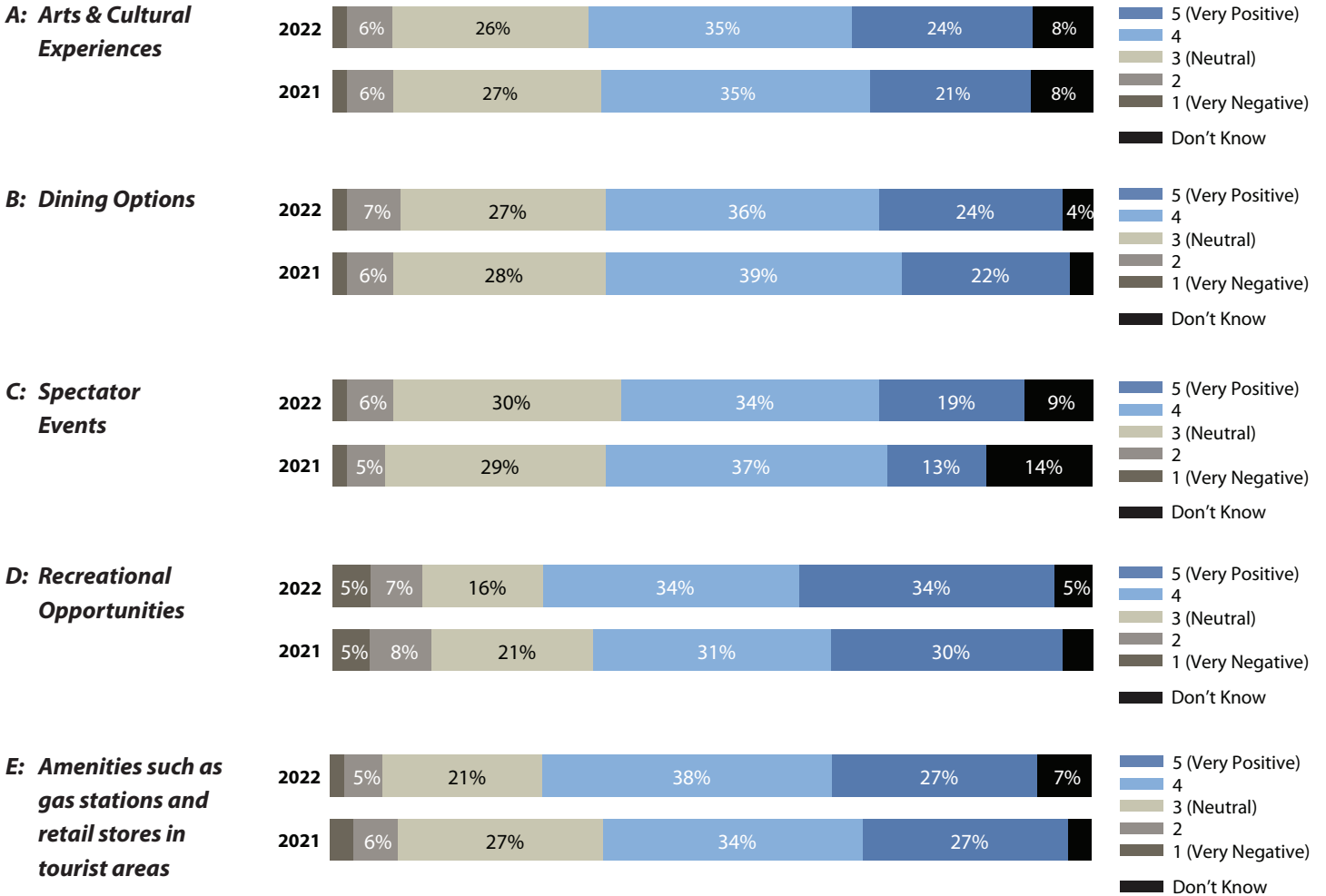


Effect of Tourism on the Quality of Amenities and Outings

Survey participants consider the impact of tourism on the quality of various amenities and opportunities to be more positive than negative. Respondents give high ratings to tourism's favorable effect on the quality of recreation opportunities in the state (68% positive, compared with 61%

in 2021), followed by amenities such as gas stations and retail stores (65%). Moreover, respondents attribute tourism with a positive influence on the quality of dining options (60%), arts and cultural opportunities (59%), and spectator events (53%) in Utah.

Figure 10: Using a 1-5 scale, how would you describe tourism's effect on the QUALITY of —



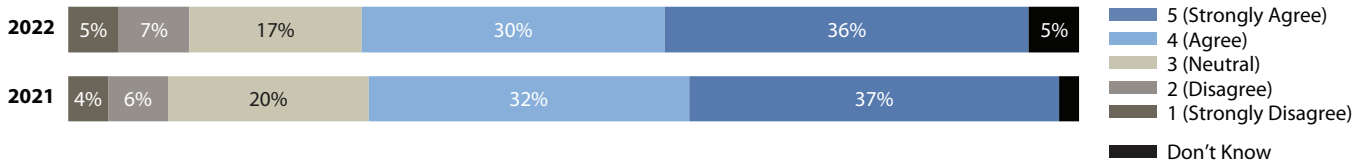
Environmental Sustainability

Respondents indicate high agreement levels when presented with statements regarding the environment and tourism. Eighty-five percent of survey participants agreed with the statement “Natural resources should be protected in Utah,” the highest agreement marks on any question in the 2022 survey (85%). One in four respondents (79%) agree that the Utah Office of Tourism should educate visitors on minimizing

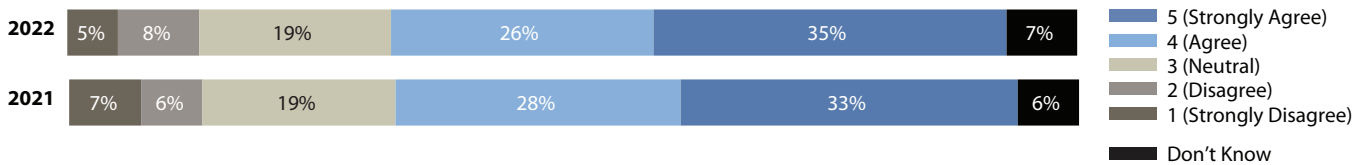
their impacts on the natural environment and traveling responsibly. This percentage is down from the 2021 response of 86% in agreement. The majority of respondents agree that tourism can be compatible with the protection of natural resources and that long-term planning by the government can lessen the potential negative impacts of tourism.

Figure 11 (A-D): How much do you agree or disagree with the following statements —

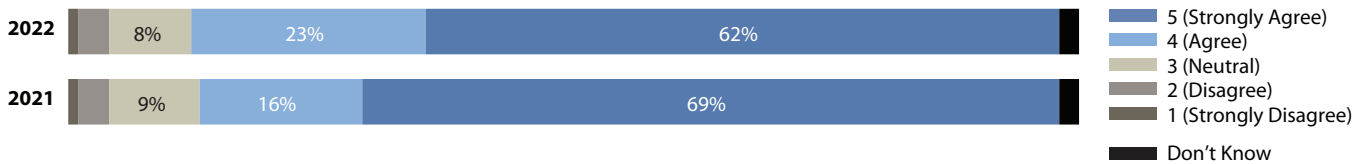
A: Natural resource protection and tourism can be compatible.



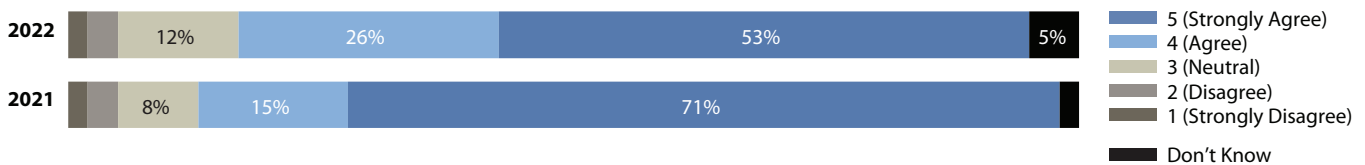
B: Long-term government planning helps reduce potentially negative environmental impacts of tourism.



C: Natural resources should be protected in Utah.



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



Office of Tourism

Three-quarters of respondents agree that the state tourism office should support local tourism efforts. Two of the Office of Tourism’s marketing campaigns are familiar to residents – “Greatest Snow on Earth” (80% familiar) and “Life Elevated” (68%). Interestingly, both campaigns received lower familiarity

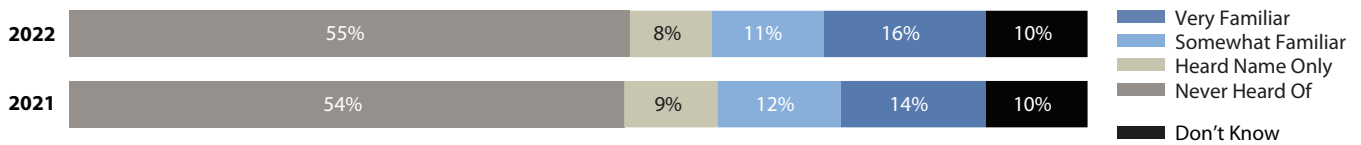
scores in 2022 than in the 2021 survey. The other two state marketing campaigns are less familiar, with just over one-quarter (27%) of survey participants very or somewhat familiar with the Mighty Five® campaign and 15% with the Forever Mighty® campaign.

Figure 13: How much do you agree or disagree with the following statements? “The state tourism office should support local tourism efforts.”



Figure 14 (A-D): How familiar are you with the following tourism-related marketing campaigns? –

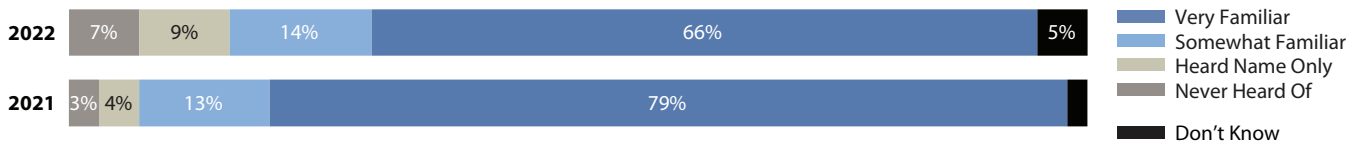
A: Mighty 5® campaign



B: Forever Mighty® initiative



C: The Greatest Snow on Earth®



D: Life Elevated®



Comments, Concerns, Suggestions

When asked to provide additional comments, concerns, or suggestions regarding tourism in Utah, over half (57%) of those surveyed did not offer any remarks. Respondents did express concerns about tourism, including environmental impact, crowding and congestion, water usage, and tourists moving to Utah. Most responses were suggestions that included protection of natural resources, prioritizing residents

over tourists, educating tourists on attractions and laws, and promoting less-known area improvements to infrastructure and transit, accommodations, and retail. While some suggest not promoting tourism in Utah, others say tourism promotion is necessary. A small number voiced opposition to bringing the Olympics back to Utah.

Table 2: Additional comments, concerns, or suggestions regarding tourism in Utah or your local area that weren't covered in the survey?

	2021	2022
Protect Utah's natural resources	6%	4%
Prioritize Utahns over tourists	5%	3%
Tourism negatively impacts Utah/residents	4%	3%
Tourism should be promoted	-	5%
Tourism should not be promoted	3%	2%
Promote lesser-known areas	3%	1%
Tourism means overcrowding/congestion	3%	4%
Improve infrastructure to support tourism	2%	6%
Utah is beautiful/wonderful	2%	3%
National parks are too crowded	-	2%
More camping and recreation	2%	1%
Too many tourists are moving to Utah	1%	1%
Improve accommodations and retail options	-	1%
Improve transit	1%	1%
Tourism causes environmental concerns	1%	5%
Utah's liquor laws should change	1%	1%
Utah is expensive	1%	2%
More education on tourist attractions and laws	-	2%
Concerns with water/water usage	-	1%
Do not bring back the Olympics	-	1%
Miscellaneous responses	12%	9%
Don't know/no additional comments	56%	57%

Appendix A

Methodology

In 2021, the Utah Office of Tourism (UOT) contracted with the Kem C. Gardner Policy Institute to survey Utah residents' baseline opinions and attitudes on tourism and tourism-related policies. A second survey of residents, completed in 2022, is part of a multi-year project to track resident sentiment over time. This brief provides an analysis of the 2022 survey results.

The Gardner Institute worked with UOT to finalize a questionnaire for the resident research. Identical questions used in both surveys allow for comparison between the results of the two surveys. Appendix C consists of a copy of the 2022 questionnaire.

Lighthouse Research surveyed Utah residents under the direction of Gardner Institute staff between November 2022 and December 2022. A mixed-mode methodology was used to contact potential respondents to achieve a more representative sample of residents. This sampling method begins with distributing online survey links to a random sample of known Utah email addresses and proceeds to telephone interviews to attain the desired response level. The 415-response survey

has a margin of error of +/-5% at the 95% confidence level. The error rate can differ on individual questions. A profile of the 2022 survey respondents are in Appendix B. The telephone survey averaged 12 minutes and contained one open-ended question. Appendix D shows survey findings from both years in a concise side-by-side text format. Appendix E includes all verbatim responses to a question on any comments, concerns, and suggestions not covered in the questionnaire.

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

Appendix B

Demographic Profile of Respondents

The survey included several demographic questions, including gender, age, income, education, and race/ethnicity. Table 1 gives a demographic profile of 2022 survey respondents and Utah's profile.

		State	2022
Gender	Male	50%	50%
	Female	50%	50%
Age	18-29	19%	26%
	30-39	14%	22%
	49-49	12%	16%
	50-59	10%	14%
	60-69	9%	13%
	70 and over	8%	10%
	Household Income	<20,000	16%
\$20,000-\$39,999		12%	16%
\$40,000-\$59,999		14%	15%
\$60,000-\$79,999		14%	15%
\$80,000-\$99,999		11%	13%
\$100,000-\$150,000		18%	20%
Over \$150,000		16%	14%

		State	2022
Education	Some high school	4%	3%
	High school graduate	22%	19%
	Some college/assoc. degree / vocational certificate	34%	36%
	College graduate	24%	26%
	Graduate work or degree	13%	16%
Ethnicity	White	76%	84%
	Hispanic/non-white	24%	16%

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.

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

Ok, let's get started...

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

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

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

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

On a scale of 1-5, with 1 meaning "very negative" and 5 meaning "very positive," how would you describe tourism's effect (statewide) 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?							

4. 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
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5. The next few statements ask about the effect of tourism on the quality, quantity, and access to experiences in the state. Using the same 1-5 scale, with 1 meaning “very negative” and 5 meaning “very positive,” how would you describe tourism’s effect on...

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

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

The positive effects of tourism outweigh the negative	The negative effects of tourism outweigh the positive	The effects of tourism are equally positive and negative	Don't know (INTERVIEWER- DO NOT READ)
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7. Overall, how important do you consider tourism to the Utah economy? Please use a 1-5 scale, with 1 meaning “not at all important,” 5 meaning “very important.”

Not at all important 1	2	Neutral - no impact 3	4	Very important 5	Depends	Don't know
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8. Do you believe most of the tourism in Utah is from residents or out-of-state visitors?

Residents	Out-of-state visitors	Both about equally	Depends (specify)	Don't know
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9. How much do you agree with the following statement? “Utah provides a positive experience for visitors.” Use the 1-5 scale with one meaning you strongly disagree and five meaning you strongly agree with the statement.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Depends	Don't know
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ROLE OF GOVERNMENT

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

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

11. 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.							

PROGRAMS AND STRATEGIES

12. 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®					

13. 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)

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

14. 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

15. 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

16. 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

17. 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

18. 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

Questionnaire with Results from 2021 and 2022 Surveys (text format)

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?

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

	2021	2022
n=	430	415
Man	49%	50%
Woman	50%	50%
Some other way	1%	1%

2. Which of the following ranges includes your age?

	2021	2022
n=	430	415
18 to 29	25%	26%
30 to 39	21%	22%
40 to 49	17%	16%
50 to 59	14%	14%
60 to 69	12%	13%
70 or Older	10%	10%

3. What is your county of residence?

	2021	2022
n=	430	415
Beaver	<1%	<1%
Box Elder	2%	2%
Cache	4%	4%
Carbon	1%	<1%
Daggett	0%	0%
Davis	11%	11%
Duchesne	<1%	<1%
Emery	<1%	<1%
Garfield	<1%	<1%
Grand	<1%	<1%
Iron	2%	2%
Juab	<1%	<1%
Kane	<1%	<1%
Millard	<1%	<1%
Morgan	<1%	<1%
Piute	0%	0%
Rich	<1%	0%
Salt Lake	37%	39%
San Juan	<1%	<1%

Sanpete	1%	1%
Sevier	<1%	1%
Summit	1%	1%
Tooele	3%	2%
Uintah	1%	1%
Utah	19%	18%
Wasatch	1%	1%
Washington	6%	6%
Wayne	<1%	<1%
Weber	9%	7%

4. In which city or town do you reside? (not coded or analyzed)
5. What is the ZIP Code for your area? (not coded or analyzed)

AMOUNT OF TOURISM

6. 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=	430	415
A great deal of tourism	36%	29%
Some tourism	32%	34%
Little tourism	18%	25%
No tourism	9%	7%
Other (specify)	5%	0%
Don't know	0%	4%

HOUSEHOLD INCOME – DEPENDENCE ON TOURISM

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

	2021	2022
n=	430	415
Yes	10%	10%
No	89%	89%
Other (specify)	0%	0%

STATEMENTS ON THE EFFECTS OF TOURISM IN UTAH

8. (A-H) For the next few statements, we would like your opinion on the effect of tourism in the state. 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...

8A. The quality of amenities such as gas stations and retail stores in the tourist areas

	2021	2022
n=	430	415
1 - Very negative	3%	2%
2	6%	5%
3	27%	21%
4	34%	38%
5 - Very positive	27%	27%
Don't know	3%	7%
Mean (1-5)	3.78	3.90

8B. The natural environment in Utah

	2021	2022
n=	430	415
1 - Very negative	8%	6%
2	19%	15%
3	22%	17%
4	17%	22%
5 - Very positive	32%	37%
Don't know	2%	3%
Mean (1-5)	3.47	3.70

8C. Utah’s overall reputation

	2021	2022
n=	430	415
1 - Very negative	3%	1%
2	4%	7%
3	16%	17%
4	34%	32%
5 - Very positive	41%	40%
Don't know	2%	4%
Mean (1-5)	4.07	4.06

8D. Human health and safety

	2021	2022
n=	430	415
1 - Very negative	5%	4%
2	11%	10%
3	35%	30%
4	30%	28%
5 - Very positive	13%	20%
Don't know	7%	7%
Mean (1-5)	3.37	3.54

8E. Housing affordability

	2021	2022
n=	430	415
1 - Very negative	33%	25%
2	29%	24%
3	24%	32%
4	7%	10%
5 - Very positive	2%	4%
Don't know	6%	5%
Mean (1-5)	2.10	2.43

8F. Job opportunities for Utah residents

	2021	2022
n=	430	415
1 - Very negative	2%	1%
2	6%	5%
3	23%	25%
4	34%	29%
5 - Very positive	32%	34%
Don't know	3%	5%
Mean (1-5)	3.90	3.95

8G. The quality of infrastructure like public transportation, roads and bridges, and utilities

	2021	2022
n=	430	415
1 - Very negative	7%	8%
2	17%	10%
3	32%	31%
4	30%	29%
5 - Very positive	11%	19%
Don't know	4%	5%
Mean (1-5)	3.20	3.43

8H. The opportunity to meet and better understand people from different backgrounds

	2021	2022
n=	430	415
1 - Very negative	3%	5%
2	7%	8%
3	26%	22%
4	28%	31%
5 - Very positive	33%	30%
Don't know	4%	4%
Mean (1-5)	3.84	3.77

AMENITIES

9. On a scale of one to five, with one meaning “significant decrease” and five meaning “significant increase,” how would you describe tourism’s effect on the number of amenities in your area, such as gas stations and retail stores?

	2021	2022
<i>n</i> =	430	415
1 - Significant decrease	2%	1%
2	6%	7%
3	45%	42%
4	23%	21%
5 - Significant increase	12%	16%
Don't know	13%	13%
Mean (1-5)	3.43	3.49

EFFECT OF TOURISM

10. The next few statements ask about the effect of tourism on the quality, quantity, and access to experiences in the state. 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...

10A: The NUMBER of arts and cultural experiences

	2021	2022
<i>n</i> =	430	414
1 - Very negative	2%	2%
2	6%	6%
3	28%	28%
4	37%	36%
5 - Very positive	20%	20%
Don't know	8%	8%
Mean (1-5)	3.71	3.72

10B: The QUALITY of arts and cultural experiences

	2021	2022
<i>n</i> =	430	412
1 - Very negative	2%	2%
2	6%	6%
3	27%	26%
4	35%	35%
5 - Very positive	21%	24%
Don't know	8%	8%
Mean (1-5)	3.73	3.78

10C: The NUMBER of dining options

	2021	2022
<i>n</i> =	430	415
1 - Very negative	2%	2%
2	4%	6%
3	22%	24%
4	43%	35%
5 - Very positive	25%	29%
Don't know	4%	4%
Mean (1-5)	3.89	3.87

10D: The QUALITY of dining options

	2021	2022
<i>n</i> =	430	415
1 - Very negative	2%	2%
2	6%	7%
3	28%	27%
4	39%	36%
5 - Very positive	22%	24%
Don't know	3%	4%
Mean (1-5)	3.77	3.76

10E: The NUMBER of spectator events

	2021	2022
<i>n</i> =	430	413
1 - Very negative	2%	2%
2	4%	7%
3	31%	27%
4	35%	35%
5 - Very positive	16%	19%
Don't know	12%	9%
Mean (1-5)	3.66	3.70

10F: The QUALITY of spectator events

	2021	2022
<i>n</i> =	430	414
1 - Very negative	2%	2%
2	5%	6%
3	29%	30%
4	37%	34%
5 - Very positive	13%	19%
Don't know	14%	9%
Mean (1-5)	3.64	3.70

10G: The NUMBER of recreational opportunities

	2021	2022
n=	430	415
1 – Very negative	2%	4%
2	7%	6%
3	20%	15%
4	32%	34%
5 – Very positive	34%	36%
Don't know	5%	5%
Mean (1-5)	3.92	3.98

10H: The QUALITY of recreational opportunities

	2021	2022
n=	430	414
1 – Very negative	5%	5%
2	8%	7%
3	21%	16%
4	31%	34%
5 – Very positive	30%	34%
Don't know	4%	5%
Mean (1-5)	3.75	3.90

10I: Your ABILITY TO ACCESS recreational opportunities

	2021	2022
n=	430	415
1 – Very negative	9%	8%
2	20%	13%
3	25%	21%
4	24%	26%
5 – Very positive	18%	28%
Don't know	4%	5%
Mean (1-5)	3.24	3.56

OPINION ON TOURISM

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

	2021	2022
n=	430	415
The POSITIVE effects of tourism outweigh the negative	59%	58%
The NEGATIVE effects of tourism outweigh the positive	13%	13%
The effects of tourism are equally positive and negative	28%	29%
Don't know	0%	0%

IMPORTANCE TO ECONOMY

12. Overall, how important do you consider tourism to the Utah economy? Please use a one-to-five scale, with one meaning “not at all important” and five meaning “very important.”

	2021	2022
n=	430	415
1 - Not at all important	2%	2%
2	5%	6%
3	15%	19%
4	34%	33%
5 - Very important	42%	37%
Don't know	1%	4%
Mean (1-5)	4.84	4.02

TOURISM FROM

13. Do you believe most of the tourism in Utah is from residents or out-of-state visitors?

	2021	2022
n=	430	415
Residents	11%	12%
Out-of-state visitors	40%	41%
Both about equally	44%	41%
Don't know	5%	6%

POSITIVE EXPERIENCE

14. How much do you agree with the following statement? “Utah provides a positive experience for visitors.” Please use the one-to-five scale, with one meaning you strongly disagree and five meaning you strongly agree with the statement.

	2021	2022
n=	430	415
1 – Strongly disagree	2%	1%
2	3%	4%
3	11%	14%
4	40%	37%
5 – Strongly agree	42%	41%
Don't know	2%	3%
Mean (1-5)	4.19	4.16

SUPPORT

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

	2021	2022
n=	430	415
1 – Strongly disagree	1%	3%
2	1%	2%
3	13%	14%
4	33%	31%
5 – Strongly agree	48%	45%
Don't know	4%	5%
Mean (1-5)	4.29	4.18

ENVIRONMENT

16 (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?

16A. Natural resource protection and tourism can be compatible.

	2021	2022
n=	430	415
1 – Strongly disagree	4%	5%
2	6%	7%
3	20%	17%
4	32%	30%
5 – Strongly agree	37%	36%
Don't know	2%	5%
Mean (1-5)	3.95	3.91

16B. Long-term government planning helps reduce potentially negative environmental impacts of tourism.

	2021	2022
n=	430	415
1 – Strongly disagree	7%	5%
2	6%	8%
3	19%	19%
4	28%	26%
5 – Strongly agree	33%	35%
Don't know	6%	7%
Mean (1-5)	3.79	3.84

16C. Natural resources should be protected in Utah.

	2021	2022
n=	430	415
1 – Strongly disagree	1%	1%
2	3%	3%
3	9%	8%
4	16%	23%
5 – Strongly agree	69%	62%
Don't know	2%	2%
Mean (1-5)	4.52	4.46

16D. 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=	430	415
1 – Strongly disagree	2%	2%
2	3%	3%
3	8%	12%
4	15%	26%
5 – Strongly agree	71%	53%
Don't know	2%	5%
Mean (1-5)	4.54	4.30

MARKETING CAMPAIGN

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

17A. Mighty 5® Campaign

	2021	2022
n=	430	415
Never heard of	54%	55%
Heard name only	9%	8%
Somewhat familiar	12%	11%
Very familiar	14%	16%
Don't know	10%	10%

17B. Forever Mighty® Initiative

	2021	2022
n=	430	415
Never heard of	75%	65%
Heard name only	7%	8%
Somewhat familiar	5%	8%
Very familiar	3%	7%
Don't know	10%	11%

17C. Utah ski/snowboard campaign Greatest Snow on Earth®

	2021	2022
n=	430	415
Never heard of	3%	7%
Heard name only	4%	9%
Somewhat familiar	13%	14%
Very familiar	79%	66%
Don't know	2%	5%

17D. Life Elevated®

	2021	2022
n=	430	415
Never heard of	8%	12%
Heard name only	13%	16%
Somewhat familiar	23%	25%
Very familiar	54%	43%
Don't know	2%	4%

18. 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]

	2021	2022
n=	406	415
Protect Utah's natural resources	6%	4%
Prioritize Utahans over tourists	5%	3%
Tourism negatively impacts Utah and its residents	4%	3%
Tourism should not be promoted	3%	2%
Promote lesser-known areas	3%	1%
Tourism means overcrowding and congestion	3%	4%
National parks are too crowded	2%	2%
Improve infrastructure to support tourism	2%	6%
Utah is beautiful, wonderful	2%	3%
More camping and recreation	2%	1%
Too many tourists are moving to Utah	1%	1%
Improve transit	1%	1%
Tourism causes environmental concerns	1%	5%
Utah's liquor laws should change	1%	1%
Utah is expensive	1%	2%
Tourism is necessary/tourism should be promoted	-	5%
More education on tourist attractions and laws	-	2%
Improve accommodations and retail options	-	1%
Concerns with water/water usage	-	1%
Do not bring back the Olympics	-	1%
Miscellaneous responses	12%	9%
Don't know/no comment	56%	57%

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

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

	2021	2022
n=	424	405
Some high school or less	<1%	3%
High school graduate	14%	19%
Some college/ assoc. degree / vocational certificate	33%	36%
College graduate (4 years)	36%	26%
Graduate work or degree	17%	16%

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

	2021	2022
n=	425	408
Less than 5 years	2%	8%
5 to 10 years	6%	12%
11 to 20 years	13%	13%
More than 20 years	79%	67%

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

	2021	2022
n=	423	396
Hispanic/Latino	3%	7%
American Indian or Alaska Native	1%	1%
Asian or Asian American	1%	3%
Black or African American	1%	2%
Pacific Islander / Native Hawaiian	0%	1%
White	87%	84%
Multiple races/ethnicities	4%	3%
Other (specify)	2%	1%
Don't know	0%	0%

Collapsed categories

	2021	2022
n=	423	396
White	87%	84%
Hispanic/non-white	12%	16%

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

	2021	2022
n=	411	382
Less than \$20,000	4%	7%
\$20,000 to \$39,999	15%	16%
\$40,000 to \$59,999	15%	15%
\$60,000 to \$79,999	17%	15%
\$80,000 to \$99,999	14%	13%
\$100,000 to \$150,000	21%	20%
Over \$150,000	15%	14%

Verbatim Comments

“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 question]

Individual comments may include multiple topics but are organized based on the first topic coded.

1. Improve infrastructure to support tourism (6%)

- Better lodging and restaurants in my area would help.
- Better roads.
- Fix the roads, so that tourism can improve.
- Highways need to be better maintained.
- Hopefully the highway and freeway should be clean to attract more tourists.
- Inadequate roads, inadequate parking locations and traffic snarls on a daily basis, just too many people trying to access a small area. This is true for Moab in Grand County, too. Towns like Moab and Park City are overrun. It’s daunting to go to the grocery store and forget going out to a restaurant!
- Local government should build out our roads to better handle the large amounts of traffic that come during events and high peak tourist times.
- Money from tourism can be reinvested into making better amenities for better recreational areas. Making Utah even better.
- More and better infrastructure to accommodate visitors.
- Parking for the rock climbers in Joe’s Valley needs to be updated. Several cars are parking on the white line and hanging out in the road. They are also walking in the road because there is no path. It’s just a matter of time before there is a serious injury or death. Billboards could be placed asking them to be more courteous when parking and more observant when walking to and from their cars.
- Parking.
- Rest areas - they are horrible in Utah. Nebraska uses their rest areas more like mini visitor centers. I absolutely love going to Nebraska for that reason alone!
- They need better roads or a bridge in Saratoga Springs.
- Tooele County is closer to Salt Lake City than people realize, there needs to be a planned paved trail from the northeast end of Tooele County to the Salt Lake Marina/inland port area. Tooele has some areas that could easily be used for a mountain bike park that could hold events. On the benches near the gun club and by the T on the mountain there could be a great

opportunity. The mountain lends itself to an event capable area, the BLM already uses the area nearby for youth turkey hunts. This could be a great mixed area, the terrain is great, the views are great, and there is a paved Tooele City road right to the location. The old mercury mine site would be a great mixed use mountain bike, dirt bike, ATV, UTV skills area that could attract outside tourism and local tourism. There could be a toll road into the area like Knolls, but specific trails for specific vehicle and skill sets.

- Traffic flow, especially when there are events and roads are closed.
- Traffic to and from mountain resorts is a huge and growing issue. I realize it is and has been addressed, but there has not much progress in my opinion - i.e., too little too late.

2. Tourism is necessary, should be promoted (5%)

- As was mentioned, Utah must balance the positive and negative effects of tourism.
- Bring ‘em on!
- I believe tourism is a huge part of Utah and it should be a top priority to increase tourism and keep our tourists safe.
- I do think that it is important to maintain the tourism and environment.
- I don’t do much touring, but many do, and it should be watched over.
- I live by BYU at the moment, so I do see tourists, but a very particular type of tourist. I used to live down in St. George and there were a lot of people going to Zions. I think it’s cool that people are wanting to come and explore Utah. I do think government planning is important for it, though. Like since the UVX bus, game day traffic in Provo has gotten a lot better.
- I love it.
- I think tourism is overall good, but sometimes the infrastructure doesn’t accommodate the influx of people.
- I think we should do more out-of-state advertising of our attractions.
- It’s all good.
- It’s good.

- More advertising for visitors and residents.
- More is better.
- The tourists bring in a lot of money for the state.
- There has to be a balance between economic growth and environmental protection.
- They do a good job.
- They should promote it on TV, social media, and electronic media, so people around the world should come and visit.
- Tourism should be encouraged and have free events to locals or unique themes.
- Very good.

3. Tourism causes environmental concerns (5%)

- Air quality would be improved if the state would incentivize electric vehicle purchases.
- Environment issues-especially air quality is of grave concern.
- I feel that tourism in general is hurting/damaging our natural resources.
- I would love more education on air quality and water quality.
- If I had anything to add, I will say the amount of trash we see now in the mountains and the Great Salt Lake area is appalling. When I take the family to go see the amazing places I got to see growing up, we have a rule that we leave the place with as much trash as we can take.
- Just protect our mountains and wildlife.
- My biggest concern is water, I don't think we can handle the tourism and the increase in housing, etc. with the current status of water.
- Tourism can be very destructive to archaeological and natural resources. We need better monitoring of off-road vehicle/ATV use in sensitive areas where these resources are being heavily impacted by tourism, in general.
- We have to be careful not to overdo extreme environmental things.

4. Tourism means overcrowding and congestion (4%)

- Everything is too crowded with not enough parking for huge influx of vacationing people.
- I feel money outweighs all other issues regarding tourism. There should be some control on the number of tourists that are now ruining our precious resources and state and national parks.
- I hate the crowds at ski resorts and national parks.
- Limit numbers in high tourist areas.
- Slow the flow! Of growth!!!!!!

- Sometimes it seems like tourism has brought in too many people that don't care about caring for our natural resources. I'd like to see more in the way of education and enforcement.
- The amount of traffic and accidents.
- The congestion in Utah is getting miserable. Our national parks are overrun by tourists. People moving into this state from California is driving down the quality of life here. There is building going on everywhere. Utah is overcrowded!
- There are so many tourists that residents have much difficulty enjoying Utah nature, scenery, etc.
- Too many people in our recreational areas, taking out enjoyment for residents and people who have been here a long time, litter has increased due to traffic.
- Too many people visiting is ruining the state.
- Tourism has become overcrowded in some spots and the cost of places to stay have become really expensive. In Las Vegas they have local discounts for residents that makes it so you can go and get away for a reasonable price. Southern Utah is a joke, it's too crowded and too expensive. We used to go up to Snowbird for Oktoberfest and get a room for the weekend, but it's same thing there - it has become too expensive.
- Traffic congestion in smaller communities is an issue.
- We have to get them out of our ski resorts, downtown, and stop building so many apartments. Although, I don't mind tourists going to and visiting our national parks.

5. Protech Utah's natural resources (4%)

- I believe if we consider ourselves stewards of the land rather than protectors or users, we will strike the happy medium of preservation and usage we can all live with.
- I feel there needs to be more emphasis on protecting the amazing natural resources we have here.
- I wish social media bloggers/influencers would be more respectful of the sanctity of Utah's natural peculiarities. For example, several rural hot springs in the state have been desecrated because of the inadvertent advertising by a blogger posting pictures and misinformation. Local residents who once enjoyed their piece of earthly heaven must contend with the trash and refuse left by indiscriminate travelers or vagabonds. Even the local authorities and caretakers cannot keep up with health and maintenance of the natural springs. They feel helpless when others disrespect signage and common courtesy.

- It's tough to balance preservation with access, but it's essential.
- Parks like Snow Canyon State Park are delicate ecosystems and require a different set of protections. For example, the recent decision to allow dogs on all trails will be harmful to the park and discourage some visitors from park usage.
- Please don't destroy Little Cottonwood Canyon for ski resort access. That canyon is a precious natural resource that should be protected. Increasing resort access at the expense of some of that canyon's incredible hiking would be a mistake.
- Preservation and use of public lands have to be balanced or the resources will not be available to use in the future.
- Protection of natural resources and mountains.
- Quit being focused on money for tourism and focus on saving sites like Zion National Park from so many visitors ruining the St. George area and Hurricane City.

6. Prioritize Utahns over tourists (3%)

- Focusing efforts on making sure things are still good for the residents.
- I think Utahans should have priority on visiting its state parks and natural resources over outsiders! There is too much done by state government to encourage outsiders to come here.
- Local resident tourists should have priority over out-of-state tourists.
- Provide increased opportunities for residents.
- Residents have to fight the tourists to enjoy the area's resources. Tourists don't care about their impact on the resources when they visit here.
- The families of that certain state need to and should come first and be put first before any decisions are made.

7. Utah is beautiful, wonderful (3%)

- I love the scenery in Utah.
- Greatest place to raise a family. Utah has all four seasons. It's very beautiful and there are more things to do here than most states.
- I love what Utah has to offer.
- Utah is wonderful and an exciting place to live.
- Go Utah.
- Utah has a lot to offer to its visitors. We provide great opportunity for fun.
- I love Utah! I've been here most of my life. It's a super terrific place to live and raise a family. I'm sad about

housing and land prices. My posterity may mostly leave Utah for affordability of housing.

- Pretty great place to call home.
- Continue showcasing Utah's great and beautiful outdoors. That is its best community.
- We are very lucky to live in the state of Utah and can find ways to share it with tourists while maintaining good environmental practices.
- Great state.
- Protect the beauty of Utah. Carefully consider the impact of growth and tourism in all decisions. If we lose this beauty, we will lose our main source of income: tourism.
- Utah has great diversity in its outdoor recreation opportunities and can bless the population with jobs and economic opportunities. We need to develop programs to protect our natural resources while sharing them with the world.
- We shouldn't have to depend on it to survive.

8. Tourism negatively impacts Utah and its residents (3%)

- Excessive tourism has negatively impacted the ability of the local population to enjoy all the state has to offer.
- Locals lose.
- The amount of tourism in the state limits the opportunities for locals and destroys our environment. Our desert climate cannot tolerate the traffic. Money isn't everything, even though our legislature thinks it is. I was born here, and the quality of life has definitely decreased.
- The ski resorts have made it harder and harder for locals to access their services.
- Utah work force is unable to meet local demands and wouldn't be able to support tourism.
- When they aren't prepared for the terrain, temperatures, lack of water and food or where they are going and get lost that the first responders are volunteers leave their families and their plans to go help them. There should be compensation for responders to come help them out of their misjudgment.

9. More education on tourist attractions and laws (2%)

- There needs to be more information out there regarding what all resources are in Utah and what the impacts could possibly be depending on where people are touring and what they are doing and what the impacts could be in the future.

- I kind of wish Utah had more tourist attractions.
- It is imperative to the mental health of real Utahns that tourists understand the far-left lane is reserved for people driving at least 10/15 over the posted speed limit.
- Educating residents and out-of-state tourists on proper laws and perhaps increasing fines/enforcement on said laws should allow both environmental protections and tourism to grow together.
- Maybe more positive advertisements of different things you can do in Utah for local tourists.
- I haven't done a lot of touring in this state. I'm not sure where to even find tourist opportunities.
- Get everyone on the same page - locals and visitors. Work to minimize divides. We all share the same space.
- Road signage needs improvement. Signs indicating a direction change should be placed AT LEAST a mile before the turn off point as well as several yards before the turn. A driver unfamiliar with Utah roads needs to have enough information beforehand in order to get in the correct turn lane.

10. Tourism should not be promoted (2%)

- Honestly? I wish Utah would go away, maybe then Californians would stop moving here! (#10)
- No reason to have an office of tourism, what a waste of money.
- Reduce government funding for tourism, it's not needed.
- Stop it all.
- Too much commercialization.
- Tourists suck. Keep them out.

11. National parks are too crowded (2%)

- In Utah in the national parks, the tourism in those areas needs to be more regulated, especially southern Utah.
- National parks are very busy and full of tourists. As a life-long resident of Utah, it is beginning to be hard to get into some parks - needing a reservation, for example. When our tax dollars pay for parks in our own state, we should be made a bigger priority to use and visit those parks.
- Overcrowding of our national parks.
- Some of the national parks are consistently extremely crowded. In the most popular places, it would be helpful to have more options for activities, parking, and camping so the specific areas aren't packed.

12. Utah is expensive (2%)

- Housing, housing, housing - affordable housing!!!
- Make it easier for our guests to find affordable lodging.
- Travel expenses are too high with current prices of gas and no one's willing to travel to go anywhere because they're not familiar with the area and it causes too much stress, so travel is going to decrease over the next years, not increase. There will be no one traveling very soon except for the mailman or the postal guy that has to deliver your package to your house or business because that's all that's going to be traveling - people that deliver food or products and services because no one else is willing to.

13. Improve accommodations and retail options (1%)

- Family restaurants are needed.
- Need better dine-in places in our area.
- Need to bring in some quality restaurants.

14. Improve transit (1%)

- I'm in favor of the Little Cottonwood Canyon Tram project.
- Need better transportation for locals.
- Public transportation in Hurricane, a bus route is needed. With as many hotels and RV trailer parks that have been built, does no one else see the need for a chain restaurant with a decent rep? There are none right on the way to Zion. As a resident, I would love a place to have breakfast or whatever that is a known franchise such as a Denny's or IHOP or something along those lines. Our food establishments are overpriced, and the cuisine is underwhelming. The only decent fast food is Dairy Queen. Also, since the traffic has become so congested, I would suggest bringing the stores to this part of the county as that would keep every single person from having to drive and shop in St. George. You know, Lowe's or Home Depot, maybe a Smith's or Albertson's grocery store? Just saying, no more hotels or trailer parks until some decent retail/dining is available.
- The gondola is a great idea.

15. Too many tourists are moving to Utah (1%)

- Due to tourism, we get many people who move in and try to change how locals do things. I would not mind the move-ins if they did not try to change our town.
- I think some research should be directed at a question about how many people came for tourism and

stayed? Do people come and enjoy their experiences so much that they want to move here? I think that long term effect has had dramatic changes to property values and taxes.

- I think we need to spread the word to have people not move here. It should be for the people already here.
- Visitors come and they don't go home. Tourists come and they don't go home. Utah is growing by leaps and bounds and the resources are not here to support them. State and local governments make a total mess out of it.

16. Concerns with water/water usage (1%)

- An emphasis on water conservation, especially the Great Salt Lake.
- I know water usage is a big deal.
- Overuse of limited water. 'Leave only footprints, take only memories' needs to be highlighted. (Misc.)
- Water preservation. Increase in tourism is increase in water use.

17. Promote lesser-known areas (1%) – 5 comments.

- How to get more tourism in the Four Corners of Utah.
- I can suggest places that can benefit to bring in a lot of tourism. That would be Desert Thunder Raceway in Price, Utah. It brings in hundreds of tourists from races across the country. Utah marketing for tourism is not involved with it. I worked at a racetrack place that worked with the Utah tourism sponsorship, so I know that is out there.
- I think more off-the-beaten-path destinations should be promoted.
- Southern and northern Utah monopolizes the tourism, central Utah is not current with the growth areas. Central Utah tourism has a specific group of 4WD vehicle tourism, there have been recreational focuses to being in more such as Eagle Point ski resort and Fish Lake, however most go to the national parks and populated areas and their attractions.
- The Pony Express doesn't get the attention that it deserves.

18. Utah's liquor laws should change (1%)

- Alcohol laws are not in line with what most tourists want. State liquor stores as the only option is absurd, especially given how often they are closed. Additionally, I don't trust the state legislature to do anything that doesn't line their pockets first, including selling out public lands to energy corporations, and

screwing locals for the benefit of rich folk traveling here just to get their tourism income. Growing up around Ogden valley, I have seen how devastating it can be when out of towners decide the fate of places like Powder Mountain and Nordic. Nobody including our local government cares about locals, they just want the capital that tourism brings. It's a double-edged sword, tourism is great for local economy, but also screws locals. It certainly is complicated; I just wish locals had more of a voice and politicians would actually listen to locals above lobbyists that fund their next campaign.

- Need more open/lighter liquor laws.
- The lack of bars and limited alcohol retail in the areas outside of Salt Lake proper makes our state seem more of a closed-minded, backwater place. This needs to change if we want our home to be appealing to guests. Residents like me would be happier too.
- The liquor laws need to be changed to be in line with what tourists expect.
- There is a stigma that our liquor laws are difficult.

19. Do not bring back the Olympics (1%)

- Don't bring the Olympics. It has a long-lasting negative effect on housing and affordability in Utah. Plus, the airport can hardly handle the crowds now with its horrible single terminal design.
- I really, really don't want the Olympics to come back here. We already have a housing crisis and too much pollution. We don't need to add to that.
- We do not need the Olympics. Overall, they will have a very negative impact on Utah.

20. More camping and recreation (1%)

(Comments on this topic were referred to in comments found in other topic areas)

21. Miscellaneous responses (9%)

- Get better questions. This survey doesn't allow for the nuance involved in how tourism impacts a community. And why is the office of tourism a function of government and not a private industry? Cut back government spending in things that could be handed off to be better managed, more nimble private entities who actually know and understand market trends and how to message.
- Having clean well-kept cities and recreational areas has a significant impact on both out-of-state visitors as well as those from within Utah. The cost for these is easily recouped by the communities from the taxes

collected on the services provided and purchases made here in the state. It also pays back by drawing people to want to live here.

- Homelessness.
- I don't really care about tourism in Utah.
- I hate Life Elevated; it is an embarrassment. Unfortunately, the legislature doesn't care about protection of environment or conservation of water in the tourist industry. Now, the ski bus situation is a complete fiasco and promoting the gondola for tourism is a taxpayer rip-off.
- I have lived in Utah for 65 years. I have participated in Utah tourism a lot.
- I like the slogans.
- I think that we need more wildlife in the tourism areas.
- Increase in high-income tourism vs. lower-income tourism is significant, resulting in lots of low paying jobs and extreme lack of affordable housing. ATV/UTV/mechanized recreation has become absurd in Moab - noise, environmental damage, more noise, entitled users, no regard for anything other than their own fun. Ugh!
- Keep liberals out.
- Limiting access to rural areas does not guarantee protection. The county should have 90% input on limiting access in Utah.
- Maintaining a balance with current residents' needs as well as tourists needs.
- Maybe more branding so people know what's happening in Utah?
- More like Sundance, less motor sports in the wild.
- Not giving water rights to vacation homes.
- Our justice system in Utah - especially in Tooele where I live - is inadequate at best. So, I think if we could make it fairer it would be a better deal for locals and tourists.
- Provide seasonal employee housing and having employers provide housing for their employees. They don't have buses to get to the place and they can't afford getting up there. Provide employee housing and be a responsible employer.
- Room tax dollars should be to boost local law and emergency needs. It should also be used for road repairs and improvement.
- State legislators and the governor are more interested in lining their pockets and those of their supporters with profits than protecting the state's environmental quality and supporting tourism. The need to be voted

out of office for elected officials who are concerned with all residents of the state to succeed.

- Talk about family history.
- The biggest state parks are starting to charge a little bit too much to get in, so maybe don't give as many discounts for out-of-state people.
- The Cottonwoods are clearly a problem, but that's mostly locals not visitors.
- There are so many different tourist areas that it would be hard to help visitors out all the time.
- There isn't a lot of tourism in Tooele that I'm aware of except the racetrack and Fan Fest. Tooele and Grantsville have gas stations and a few restaurants, but very few retail stores.
- They need to learn how to drive.
- Tourism is only in certain areas.
- TRCC funding is so important to recreational and cultural amenities and projects. Most people probably don't know that a significant amount of the parks and rec budgets come from TRCC, and probably never heard of it.
- Utah is growing much too quickly, keep tourism minimal.
- Utah must be more cautious. It sees short-term windfalls too often without considering long-term effects.
- Utah should be friendlier to out-of-state tourists instead of pushing their cultural LDS beliefs into tourists. Additionally, Utah should shift their tax income from its residents, and more onto the tourists (i.e., fuel, alcohol).
- Very few, only in wintertime.
- We need more diverse population and tourism attractions that attract multiple cultures.
- We need more focus on Utah Lake and how to improve it. It has to be one of the most underutilized resources in the state. We need better access, less mosquitoes, that would make a huge difference at the lake.
- We need to make Utah a safer place for all diverse cultures.
- West Valley City is the best city in Utah.
- What happens when an event location goes away? Who is responsible for clean up?

22. Don't know, no comment (57%)

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