

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

*By Dianne Meppen, Director of Community Research, and Kiki Hudson, Graduate Assistant*

### Introduction

An annual survey of Utah residents shows that the majority perceive Utah as offering a positive experience for visitors and acknowledge the positive impact of tourism on the state's overall reputation. Of note, respondents reported less tourism in their community in 2024 compared to the preceding surveys. However, the results indicate that respondents believe tourism plays a significant role in Utah's economy and in job opportunities. Overall, respondents view tourism as having a predominantly positive impact on the state. Residents attribute more positive effects to tourism since the 2021 survey, particularly in areas such as impacts on the natural environment in Utah, health and safety, quality of infrastructure, residents' ability to access recreational opportunities, the number and quality of recreational opportunities, the quality of arts and cultural experiences, and spectator events.

While resident sentiment reflects low levels of negative effects attributed to tourism throughout 2024, housing affordability stands out as an exception, with a large number of respondents stating that tourism is negatively impacting housing costs.

In general, awareness of the state's tourism-related campaigns has not changed. However, there is a notable rise in 2024 in the number of residents indicating they have never heard of the Mighty 5 and the Forever Mighty campaigns.

Preserving Utah's natural environment continues to be a top priority for residents among various tourism-related issues. Although a majority (87%) of residents' view tourism as beneficial to Utah's natural landscape, an overwhelming percentage want natural resource protections (84%). Additionally, there is a strong consensus on the importance of educating visitors about minimizing their environmental impact. These survey findings underscore the belief that natural resource conservation and tourism can be compatible.

Results for each question are depicted graphically, encompassing data from the 2021, 2022, and 2024 surveys. Typically, the analysis combines the two negative responses on the

five-point scale (e.g., as disagree and strongly disagree) and the two positive responses (agree and strongly agree) to indicate general respondent perceptions. Notable differences in responses across the years are highlighted in this report. Future surveys will provide additional confirmation of changes in resident attitudes and opinions.

### The Appendices include the following:

- A Survey Methodology
- B Demographic Profile of 2024 Respondents
- C 2024 State Survey Questionnaire
- D Questionnaire with results from 2021, 2022, and 2024 (text format)
- E Verbatim Comments

### Experience with Tourism

In 2024, a majority of respondents (53%) indicate that their community experiences either "a great deal" or "some" level of tourism. However, this percentage decreased compared to previous statewide surveys, particularly in the category of "a great deal," which dropped from 29% in 2022 and 36% in 2021 to 21% in 2024. Conversely, the percentage reporting "little" or "no" tourism in their area increased in 2024 from 32% in 2022 to 47% in 2024.

Despite these fluctuations, the percentage of respondents indicating that some of their household income relies on tourism-related activities remains consistent across all years at 10%.

### General Perceptions of Tourism

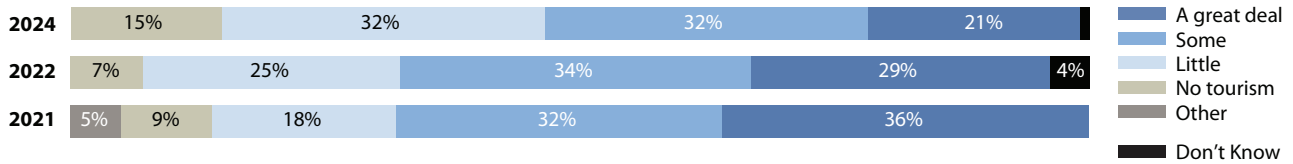
The majority of residents surveyed in 2024 perceive the positive effects of tourism to outweigh the negative by nearly 50 percentage points with 59% expressing positivity to 10% reporting negativity (Figure 3). Approximately one-third of respondents (30%) believe that tourism has both positive and negative impacts to an equal extent. Furthermore, a significant portion of respondents, three out of every four (75%), regard tourism as important to the Utah economy, rating its importance

at either four or five on a five-point scale (Figure 4). Conversely, a mere 6% of participants assert that tourism holds little or no significance to the economy of the state.

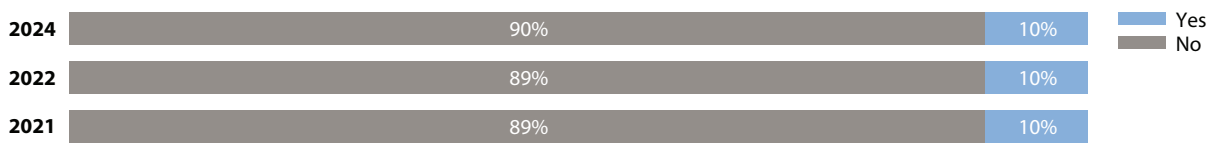
Overall, survey participants believe that a larger portion of Utah’s tourism stems from out-of-state visitors (47%) rather than residents (13%), while another 37% perceive that both

groups contribute equally to tourism within the state (Figure 5). Consistent with findings from previous resident surveys, a significant majority of respondents (84%) believe that Utah offers a positive experience for visitors to the state (Figure 6).

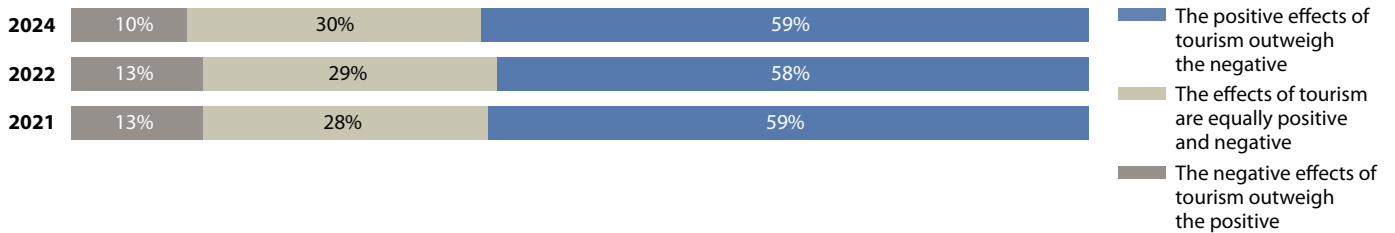
**Figure 1: Thinking about your community or the general area around you, how would you describe the amount of tourism? Would you say there is a great deal, some, little, or no tourism?**



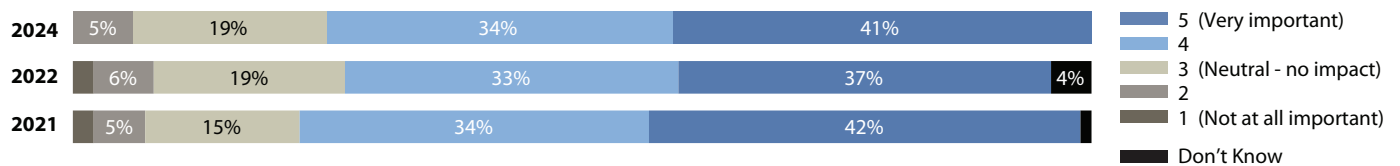
**Figure 2: Does any of your household income depend on tourism-related activities?**



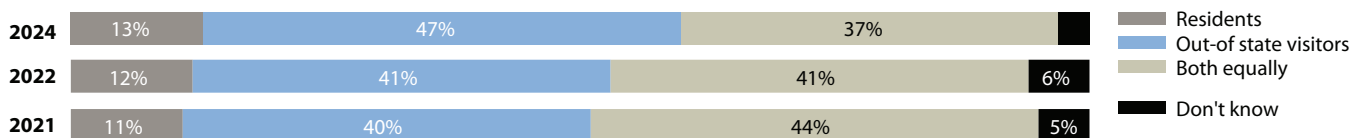
**Figure 3: Which of the following statements would you say most accurately reflects your opinion ...?**



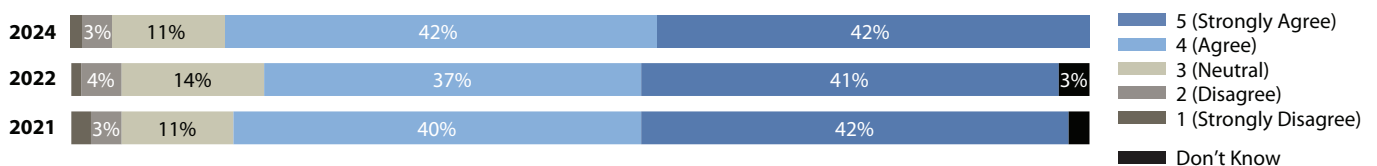
**Figure 4: Overall, how important do you consider tourism to the Utah economy?**



**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."**



## Effects of Tourism

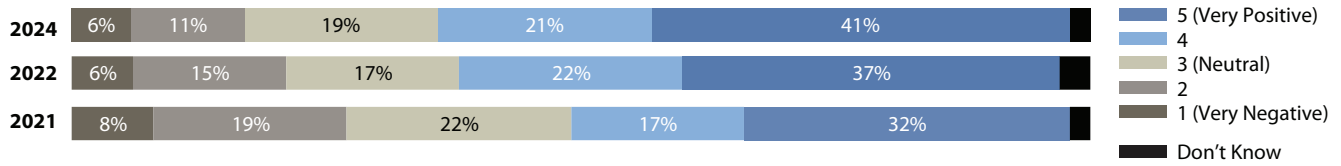
Survey participants provided predominantly positive ratings when asked about the effects of tourism. The most favorable ratings are observed regarding tourism’s impact on Utah’s overall reputation, with three-quarters of respondents (78%) giving a four or five rating on the scale (Figure 7B). Additionally, two-thirds of participants (66%) view tourism positively in terms of job opportunities in the state, the natural environment in Utah (62%), and the opportunity to interact with people from diverse backgrounds (61%) (Figures 7E, 7A, and 7G respectively).

A majority regard the positive effects on the quality of infrastructure (57% from 48% in 2022), ability to access recreational opportunities (56%), and health and safety (53%) positively.

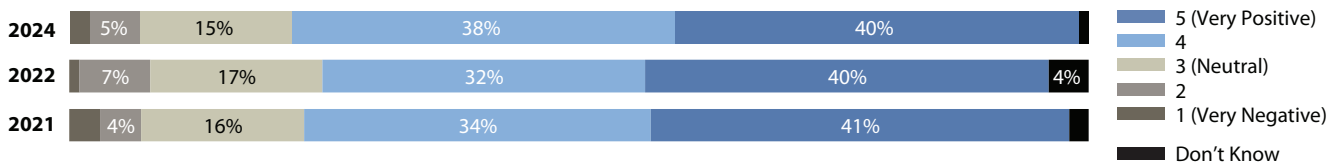
Consistent with previous surveys, tourism’s effect on housing affordability is perceived negatively, with 59% rating it a one or two on the five-point scale (Figure 7D).

**Figure 7 (A-H) 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 ...?**

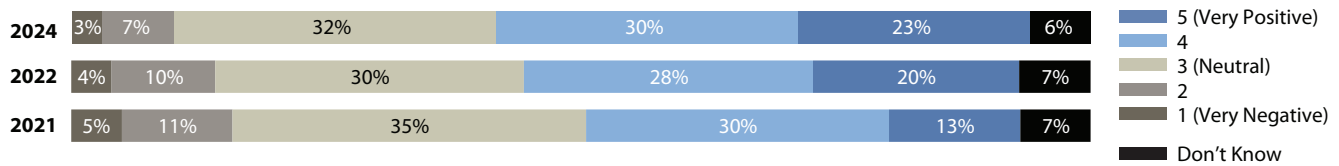
**Figure 7A: The natural environment in Utah?**



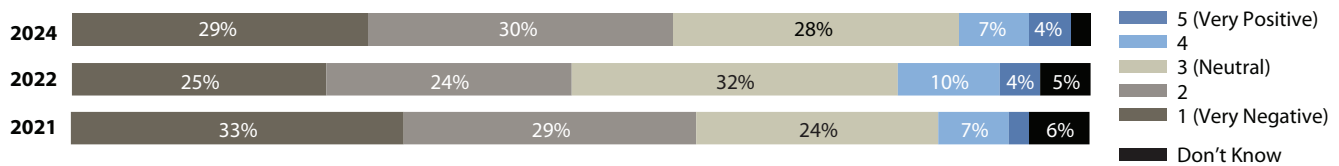
**Figure 7B: Utah's overall reputation**



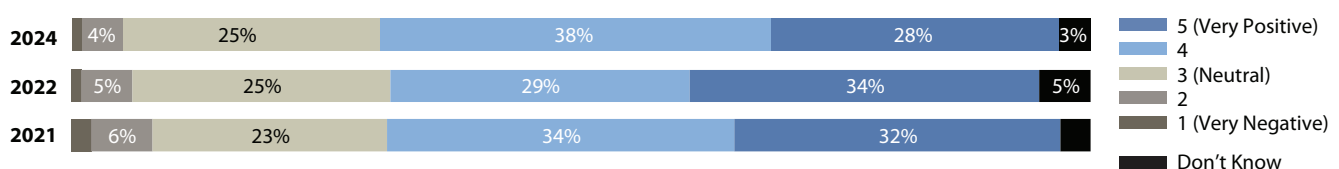
**Figure 7C: Human health and safety**



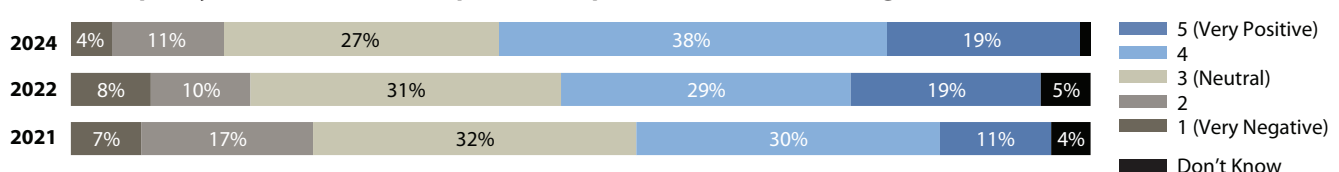
**Figure 7D: Housing affordability**



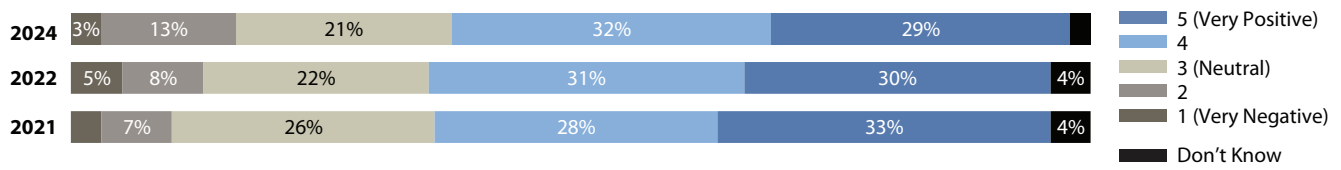
**Figure 7E: Job opportunities for Utah residents.**



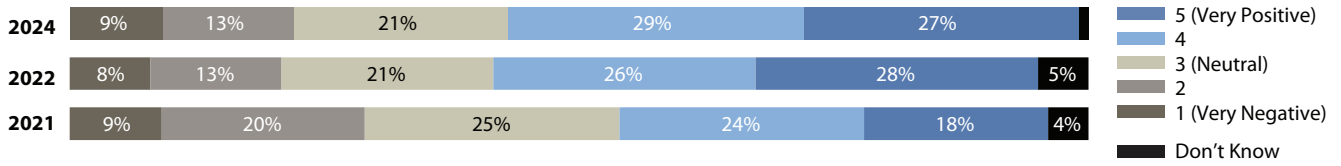
**Figure 7F: The quality of infrastructure like public transportation, roads and bridges, and utilities.**



**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**

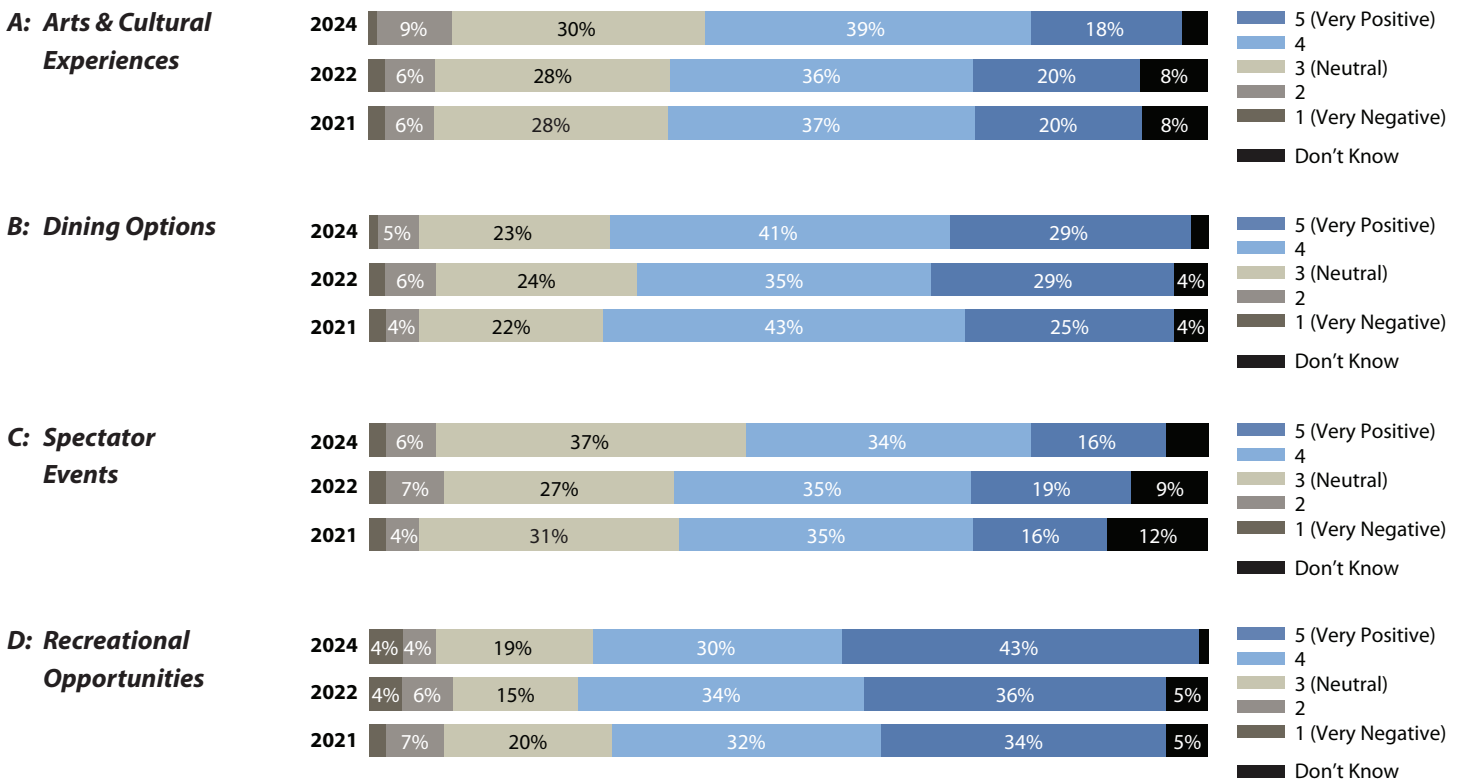
Similar to findings from the 2021 and 2022 surveys, in 2024, respondents perceive tourism as positively increasing the number of amenities available to them. Although there are slight variations in the percentages of respondents providing positive ratings of 4 or 5, the overall trend remains positive (Figure 8 A-D).

Residents associate the most positive effects of tourism with the number of recreational opportunities, with 73% of respondents expressing positivity, followed closely by the availability of dining options, rated positively by 70% of

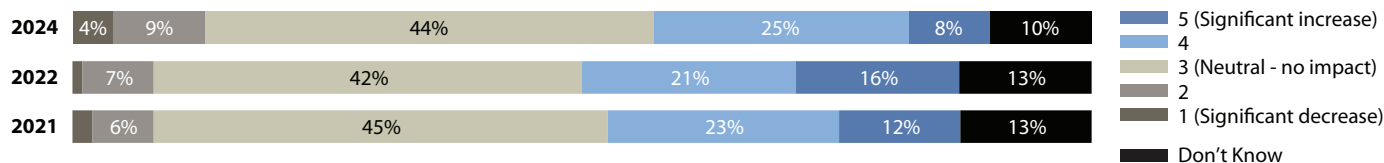
respondents. Additionally, respondents note positive effects, albeit to a lesser extent, in the availability of arts and cultural experiences (57%) and spectator events (50%) within Utah.

In describing tourism's effect on the number of amenities like gas stations and retail stores, one third of respondents (33%) claim its effect has increased the and 13% decreased. The remaining responses were in the category that tourism has "no impact (44%) on the number of these amenities (Figure 9).

**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)?**

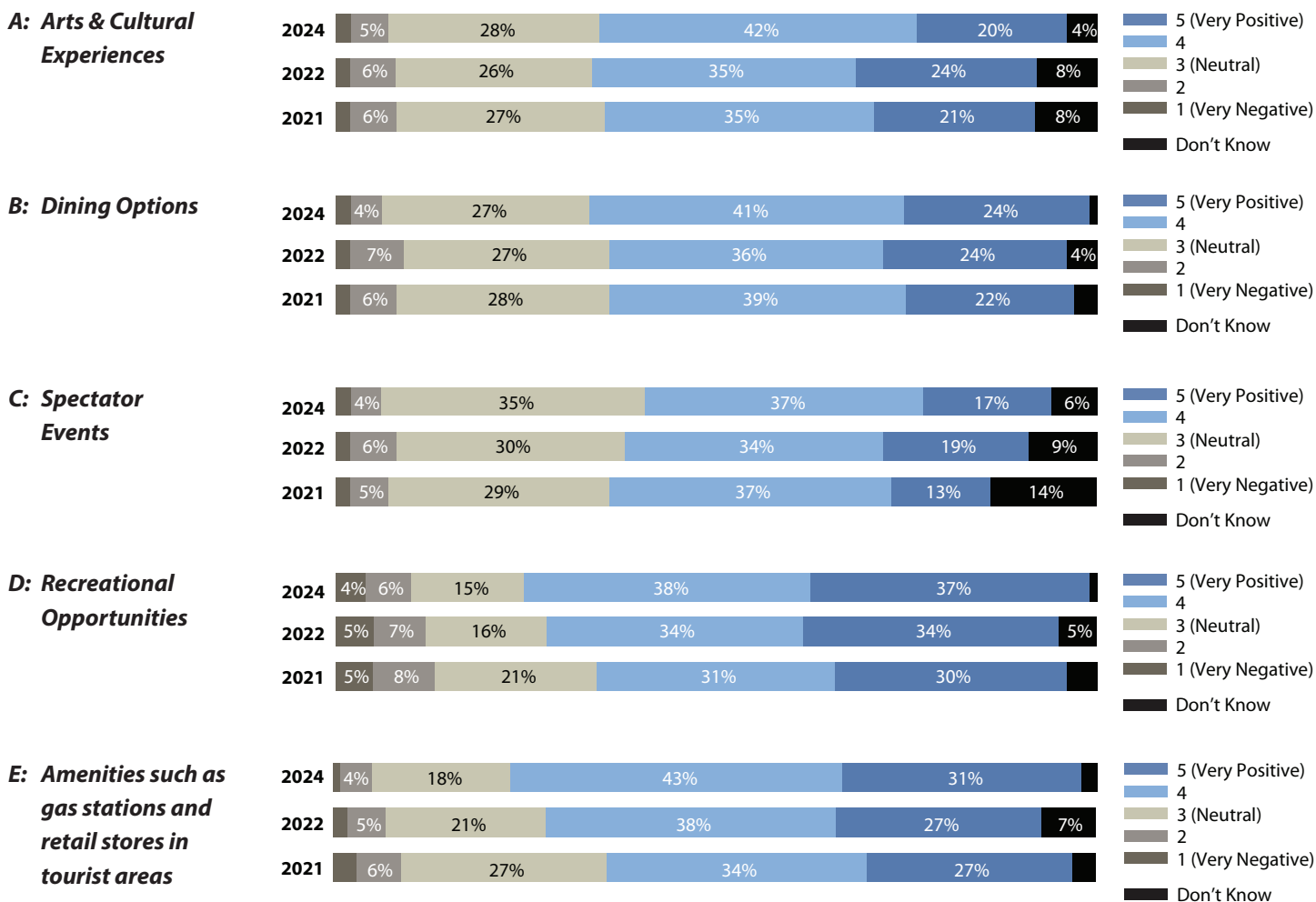


**Effect of Tourism on the Quality of Amenities and Outings**

The survey also assesses the impact of tourism on the quality of selected amenities and experiences. Three-quarters of survey participants (75%) give positive ratings to both enhancement of recreational opportunities and (74%) the improvement in the quality of gas stations and retail stores in tourist areas. These enhancements and improvements receive the highest scores when respondents consider the effect of tourism on the

quality of five amenities in Utah, and these scores increased from the 2022 survey results (Figure 10D and 10E). The quality of dining options, arts and cultural experiences, and spectator events, also receive a positive effect ratings (65%, 62%, and 54% respectively) but less than the higher-rated amenities. Notably, none of the measured amenities receive a negative ratings (one or two on the five-point scale) higher than 10%.

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



## Environmental Sustainability

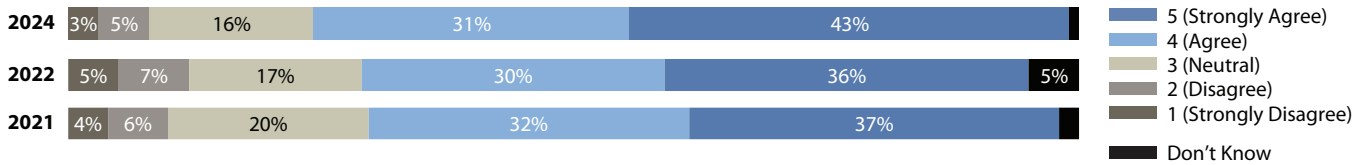
The survey results continue to highlight residents' strong interest in prioritizing Utah's environment when considering tourism in the state. Consistent with previous surveys, an overwhelming majority of respondents (87%) agree with the assertion that natural resources should be protected. Similarly, a significant percentage (84%) agree that Utah should educate visitors on minimizing their environmental impact, showing a slight increase from the 2022 figure of 79% (Figure 11D).

Moreover, the perception among residents that natural resource protection and tourism can coexist harmoniously was higher in 2024 (74%) than 2022 (66%). In 2021, 69% held this view (Figure 11A).

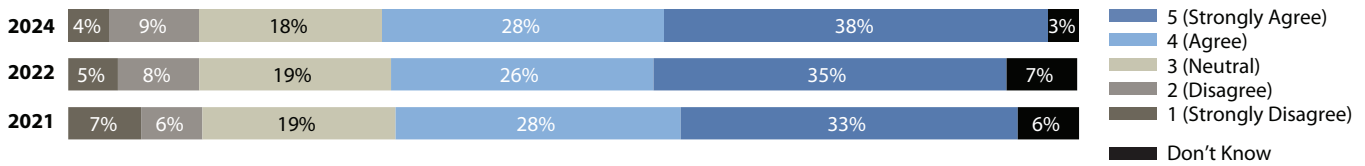
Furthermore, there is increasing agreement (66%) that government planning can mitigate potentially adverse environmental impacts, marking a five-percentage point rise from the findings of the 2021 and 2022 studies (Figure 11B).

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

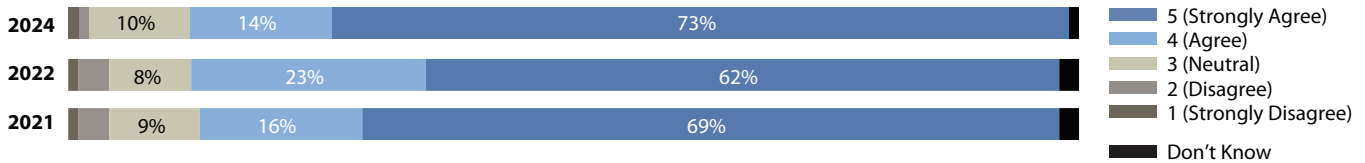
### A: Natural resource protection and tourism can be compatible.



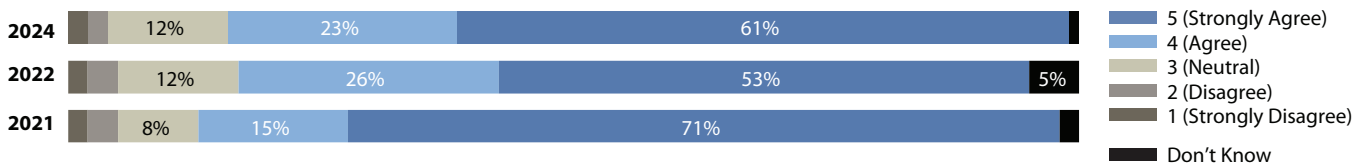
### B: Long-term government planning helps reduce potentially negative environmental impacts of tourism.



### 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**

Consistent with the results from the earlier surveys, the vast majority (81%) agree that Utah’s tourism office should be supportive of local tourism efforts (Figure 13).

“The Greatest Snow on Earth” remains the most familiar campaign among respondents, with 88% indicating they are very or somewhat familiar with it (Figure 14C). In comparison,

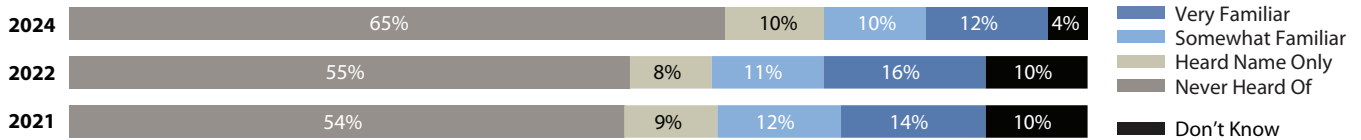
“Live Elevated®” is familiar to three-quarters of respondents (74%), while only 22% expressed familiarity with the “Mighty 5” (Figures 14D and 14A). Additionally, 82% state that they have never heard of the “Forever Mighty” initiative, indicating a higher level of unfamiliarity compared to earlier survey results (Figure 14B).

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



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

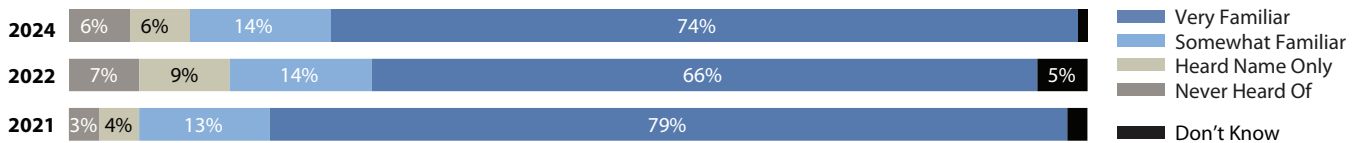
**A: Mighty 5® campaign**



**B: Forever Mighty® initiative**



**C: The Greatest Snow on Earth®**



**D: Life Elevated®**





## Comments, Concerns, Suggestions

At the conclusion of the survey, participants were given a final opportunity to share additional thoughts regarding tourism in Utah. Notably, a majority of respondents (59%) chose not to provide any comments. During the coding process, several recurring themes emerged, although none of these themes accounted for more than 8% of the total responses (Table 1). Occasionally a respondent's comment would touch on multiple themes, in which case the comment was counted in each relevant theme but only appeared once in the verbatim comment section.

The most prevalent suggestion, expressed by 8% of respondents, was that the state should prioritize the needs of Utah residents over those of tourists. Various response categories also centered around concerns about the volume of tourists visiting the state. This included 4% of respondents expressing concern about tourism negatively impacting residents, 4% mentioning overcrowding in the state's national parks, and 3% associating tourism with general overcrowding and congestion.

Some respondents highlighted areas for improvement, with 3% expressing the need for enhanced accommodation and retail options, 3% calling for improvements in public transit systems, and 2% advocating for improved infrastructure to support tourism. Similarly, 3% emphasized the importance of protecting the state's natural resources, with another 3% expressing environmental concerns related to tourism. Similarly, 3% emphasized the importance of protecting the state's natural resources, with another 3% expressing environmental concerns related to tourism.

All verbatim comments are included in Appendix E.

**Table 1: What additional comments, concerns, or suggestions do you have regarding tourism in Utah or your local area that weren't covered in the survey?**

	2021	2022	2024
Prioritize Utahns over tourists	5%	3%	8%
Tourism negatively impacts/residents/ improve access for locals	4%	3%	4%
Tourism is necessary should be promoted	-	5%	4%
National parks/attractions are too crowded	-	2%	4%
Protect Utah's natural resources	6%	4%	3%
Overcrowding and congestion with tourism	3%	4%	3%
Improve accommodations and retail options	-	1%	3%
Improve transit/pubic transit	1%	1%	3%
Environmental concerns	1%	5%	3%
Improve infrastructure to support tourism	2%	6%	2%
Utah is beautiful/wonderful	2%	3%	2%
Limit tourism/tourism should not be promoted	3%	2%	2%
Improved financial access/more affordable for all	-	-	2%
Utah is expensive	1%	2%	-
Increased costs/housing affordability	-	-	3%
More education on tourist attractions and laws	-	2%	2%
Better planning and promotion of tourism	-	-	3%
Funding management and allocations	-	-	3%
Utah's laws should change / liquor laws	1%	1%	1%
Access to skiing/ski resorts	-	-	1%
Concerns with water/water usage	-	1%	-
More camping and recreation	2%	1%	-
Too many tourists are moving to Utah	1%	1%	-
Promote lesser-known areas	3%	1%	
Do not bring back the Olympics	-	1%	-
Miscellaneous responses	12%	9%	8%
Don't know/no additional comments	56%	57%	59%



# 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 was completed in 2022. The 2024 study is a continuation of the multi-year project to track resident sentiment over time. This brief provides an analysis of the most recent survey's results.

The Gardner Institute worked with UOT to finalize a questionnaire for the resident research. Identical questions used in both surveys allow for comparability between the results of the two surveys. Appendix C consists of a copy of the 2024 questionnaire. Appendix D shows survey findings from both years in a concise side-by-side text format.

Lighthouse Research surveyed Utah residents under the direction of Gardner Institute staff during December 2023 and January 2024. 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 413-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 2024 survey respondents is in Appendix B. The telephone survey averaged 12 minutes and contained one open-ended question. Appendix E includes all verbatim responses to a question on any comments, concerns, and suggestions not covered in the questionnaire.

## Limitations

There are limitations to research conducted using phone and online methods for random resident samples. Only residents with telephone or known email addresses are in the sampling pool, potentially leading to over or under-sampling of particular groups. Also, response rates on most random telephone/online surveys of residents are generally low, and refusal and non-response rates are high. Efforts to minimize these challenges 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. The following is a profile of 2024 survey respondents.

		State	2024
Gender	Male	50%	50%
	Female	50%	50%
Age	18-29	19%	24%
	30-39	14%	22%
	49-49	12%	17%
	50-59	10%	14%
	60-69	9%	13%
	70 and over	8%	11%
Household Income	<20,000	16%	4%
	\$20,000-\$39,999	12%	8%
	\$40,000-\$59,999	14%	13%
	\$60,000-\$79,999	14%	16%
	\$80,000-\$99,999	11%	15%
	\$100,000-\$150,000	18%	23%
	Over \$150,000	16%	21%

		State	2024
Education	Some high school	4%	1%
	High school graduate	22%	9%
	Some college/assoc. degree / vocational certificate	34%	36%
	College graduate	24%	35%
	Graduate work or degree	13%	20%
Ethnicity	White	76%	87%
	Hispanic/non-white	24%	13%

# Appendix C

## 2024 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
-------------------------	------	--------	------------	------------------	------------

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

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

### 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
---------------------------	---	--------------------------	---	---------------------------	---------	------------

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 <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 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)
---	---	--	--

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

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
-----------	-----------------------	--------------------	-------------------	------------

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

## 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

**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 <sup>®</sup> campaign					
Forever Mighty <sup>®</sup> initiative					
The Greatest Snow on Earth <sup>®</sup>					
Life Elevated <sup>®</sup>					

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?
  - o Man
  - o Woman
  - o Some other way (SPECIFY IF OFFERED)
  - o Prefer not to say
- 15. Into which age category do you fit?
  - o 18 to 29 years
  - o 30 to 39 years
  - o 40 to 49 years
  - o 50 to 59 years
  - o 60 to 69 years
  - o 70 and over
  - o Prefer not to say
- 16. What is the highest level of education you have attained?
  - o Some high school
  - o High school graduate
  - o Some college/associate degree/vocational certificate
  - o College graduate (4 years)
  - o Graduate work or degree
  - o Prefer not to say
- 17. How long have you been a resident of Utah?
  - o Less than 5 years
  - o 5 to 10 years
  - o 11 to 20 years
  - o More than 20 years
  - o Prefer not to say
- 18. With which racial/ethnic identity do you most identify?
  - o Hispanic/Latino
  - o American Indian or Alaska Native
  - o Asian or Asian-American
  - o Black or African American
  - o Pacific Islander/Native Hawaiian
  - o White
  - o Multiple races/ethnicities
  - o Other (Please specify)
  - o Don't know
  - o Prefer not to say

# Appendix D

## Questionnaire with Results from 2021, 2022, and 2024 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	2024
n=	430	415	413
Man	49%	50%	50%
Woman	50%	50%	50%
Some other way	1%	1%	1%

2. Which of the following ranges includes your age?

	2021	2022	2024
n=	430	415	413
18 to 29	25%	26%	24%
30 to 39	21%	22%	21%
40 to 49	17%	16%	17%
50 to 59	14%	14%	14%
60 to 69	12%	13%	13%
70 or Older	10%	10%	11%

3. What is your county of residence?

	2021	2022	2024
n=	430	415	413
Beaver	<1%	<1%	<1%
Box Elder	2%	2%	2%
Cache	4%	4%	4%
Carbon	1%	<1%	<1%
Daggett	0%	0%	<1%
Davis	11%	11%	11%
Duchesne	<1%	<1%	<1%
Emery	<1%	<1%	<1%
Garfield	<1%	<1%	<1%
Grand	<1%	<1%	<1%
Iron	2%	2%	2%
Juab	<1%	<1%	<1%
Kane	<1%	<1%	<1%
Millard	<1%	<1%	<1%
Morgan	<1%	<1%	<1%
Piute	0%	0%	0%
Rich	<1%	0%	0%
Salt Lake	37%	39%	36%
San Juan	<1%	<1%	<1%
Sanpete	1%	1%	1%

	2021	2022	2024
Sevier	<1%	1%	<1%
Summit	1%	1%	1%
Tooele	3%	2%	2%
Uintah	1%	1%	1%
Utah	19%	18%	20%
Wasatch	1%	1%	1%
Washington	6%	6%	5%
Wayne	<1%	<1%	0%
Weber	9%	7%	8%

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	2024
n=	430	415	413
A great deal of tourism	36%	29%	21%
Some tourism	32%	34%	32%
Little tourism	18%	25%	32%
No tourism	9%	7%	15%
Other (specify)	5%	0%	0%
Don't know	0%	4%	1%

### HOUSEHOLD INCOME – DEPENDENCE ON TOURISM

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

	2021	2022	2024
n=	430	415	413
Yes	10%	10%	10%
No	89%	89%	90%
Other (specify)	0%	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	2024
n=	430	415	413
1 - Very negative	3%	2%	1%
2	6%	5%	4%
3	27%	21%	18%
4	34%	38%	43%
5 - Very positive	27%	27%	31%
Don't know	3%	7%	2%
Mean (1-5)	3.78	3.90	4.02

8B. The natural environment in Utah

	2021	2022	2024
n=	430	415	413
1 - Very negative	8%	6%	6%
2	19%	15%	11%
3	22%	17%	19%
4	17%	22%	21%
5 - Very positive	32%	37%	41%
Don't know	2%	3%	2%
Mean (1-5)	3.47	3.70	3.82

8C. Utah’s overall reputation

	2021	2022	2024
n=	430	415	413
1 - Very negative	3%	1%	2%
2	4%	7%	5%
3	16%	17%	15%
4	34%	32%	38%
5 - Very positive	41%	40%	40%
Don't know	2%	4%	1%
Mean (1-5)	4.07	4.06	4.10

8D. Human health and safety

	2021	2022	2024
n=	430	415	413
1 - Very negative	5%	4%	3%
2	11%	10%	7%
3	35%	30%	32%
4	30%	28%	30%
5 - Very positive	13%	20%	23%
Don't know	7%	7%	6%
Mean (1-5)	3.37	3.54	3.67

8E. Housing affordability

	2021	2022	2024
n=	430	415	413
1 - Very negative	33%	25%	29%
2	29%	24%	30%
3	24%	32%	28%
4	7%	10%	7%
5 - Very positive	2%	4%	4%
Don't know	6%	5%	2%
Mean (1-5)	2.10	2.43	2.23

8F. Job opportunities for Utah residents

	2021	2022	2024
n=	430	415	413
1 - Very negative	2%	1%	1%
2	6%	5%	4%
3	23%	25%	25%
4	34%	29%	38%
5 - Very positive	32%	34%	28%
Don't know	3%	5%	3%
Mean (1-5)	3.90	3.95	3.90

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

	2021	2022	2024
n=	430	415	413
1 - Very negative	7%	8%	4%
2	17%	10%	11%
3	32%	31%	27%
4	30%	29%	38%
5 - Very positive	11%	19%	19%
Don't know	4%	5%	1%
Mean (1-5)	3.20	3.43	3.57

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

	2021	2022	2024
n=	430	415	412
1 - Very negative	3%	5%	3%
2	7%	8%	13%
3	26%	22%	21%
4	28%	31%	32%
5 - Very positive	33%	30%	29%
Don't know	4%	4%	2%
Mean (1-5)	3.84	3.77	3.71

**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	2024
n=	430	415	412
1 - Significant decrease	2%	1%	4%
2	6%	7%	9%
3	45%	42%	44%
4	23%	21%	25%
5 - Significant increase	12%	16%	8%
Don't know	13%	13%	10%
Mean (1-5)	3.43	3.49	3.25

**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	2024
n=	430	414	411
1 – Very negative	2%	2%	1%
2	6%	6%	9%
3	28%	28%	30%
4	37%	36%	39%
5 – Very positive	20%	20%	18%
Don't know	8%	8%	3%
Mean (1-5)	3.71	3.72	3.67

10B: The QUALITY of arts and cultural experiences

	2021	2022	2024
n=	430	412	412
1 – Very negative	2%	2%	2%
2	6%	6%	5%
3	27%	26%	28%
4	35%	35%	42%
5 – Very positive	21%	24%	20%
Don't know	8%	8%	4%
Mean (1-5)	3.73	3.78	3.77

10C: The NUMBER of dining options

	2021	2022	2024
n=	430	415	413
1 – Very negative	2%	2%	1%
2	4%	6%	5%
3	22%	24%	23%
4	43%	35%	41%
5 – Very positive	25%	29%	29%
Don't know	4%	4%	2%
Mean (1-5)	3.89	3.87	3.93

10D: The QUALITY of dining options

	2021	2022	2024
n=	430	415	413
1 – Very negative	2%	2%	2%
2	6%	7%	4%
3	28%	27%	27%
4	39%	36%	41%
5 – Very positive	22%	24%	24%
Don't know	3%	4%	1%
Mean (1-5)	3.77	3.76	3.81

10E: The NUMBER of spectator events

	2021	2022	2024
n=	430	413	408
1 – Very negative	2%	2%	2%
2	4%	7%	6%
3	31%	27%	37%
4	35%	35%	34%
5 – Very positive	16%	19%	16%
Don't know	12%	9%	5%
Mean (1-5)	3.66	3.70	3.60

10F: The QUALITY of spectator events

	2021	2022	2024
n=	430	414	410
1 – Very negative	2%	2%	2%
2	5%	6%	4%
3	29%	30%	35%
4	37%	34%	37%
5 – Very positive	13%	19%	17%
Don't know	14%	9%	6%
Mean (1-5)	3.64	3.70	3.68



10G: The NUMBER of recreational opportunities

	2021	2022	2024
n=	430	415	412
1 – Very negative	2%	4%	4%
2	7%	6%	4%
3	20%	15%	19%
4	32%	34%	30%
5 – Very positive	34%	36%	43%
Don't know	5%	5%	1%
Mean (1-5)	3.92	3.98	4.06

10H: The QUALITY of recreational opportunities

	2021	2022	2024
n=	430	414	412
1 – Very negative	5%	5%	4%
2	8%	7%	6%
3	21%	16%	15%
4	31%	34%	38%
5 – Very positive	30%	34%	37%
Don't know	4%	5%	1%
Mean (1-5)	3.75	3.90	3.99

10I: Your ABILITY TO ACCESS recreational opportunities

	2021	2022	2024
n=	430	415	412
1 – Very negative	9%	8%	9%
2	20%	13%	13%
3	25%	21%	21%
4	24%	26%	29%
5 – Very positive	18%	28%	27%
Don't know	4%	5%	1%
Mean (1-5)	3.24	3.56	3.52

**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	2024
n=	430	415	413
The POSITIVE effects of tourism outweigh the negative	59%	58%	59%
The NEGATIVE effects of tourism outweigh the positive	13%	13%	10%
The effects of tourism are equally positive and negative	28%	29%	30%
Don't know	0%	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	2024
n=	430	415	413
1 - Not at all important	2%	2%	1%
2	5%	6%	5%
3	15%	19%	19%
4	34%	33%	34%
5 - Very important	42%	37%	41%
Don't know	1%	4%	0%
Mean (1-5)	4.84	4.02	4.08

**TOURISM FROM**

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

	2021	2022	2024
n=	430	415	412
Residents	11%	12%	13%
Out-of-state visitors	40%	41%	47%
Both about equally	44%	41%	37%
Don't know	5%	6%	3%

**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	2024
n=	430	415	413
1 – Strongly disagree	2%	1%	1%
2	3%	4%	3%
3	11%	14%	11%
4	40%	37%	42%
5 – Strongly agree	42%	41%	42%
Don't know	2%	3%	0%
Mean (1-5)	4.19	4.16	4.22

**SUPPORT**

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

	2021	2022	2024
n=	430	415	413
1 – Strongly disagree	1%	3%	2%
2	1%	2%	1%
3	13%	14%	13%
4	33%	31%	29%
5 – Strongly agree	48%	45%	52%
Don't know	4%	5%	2%
Mean (1-5)	4.29	4.18	4.30

**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	2024
n=	430	415	413
1 – Strongly disagree	4%	5%	3%
2	6%	7%	5%
3	20%	17%	16%
4	32%	30%	31%
5 – Strongly agree	37%	36%	43%
Don't know	2%	5%	1%
Mean (1-5)	3.95	3.91	4.08

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

	2021	2022	2024
n=	430	415	413
1 – Strongly disagree	7%	5%	4%
2	6%	8%	9%
3	19%	19%	18%
4	28%	26%	28%
5 – Strongly agree	33%	35%	38%
Don't know	6%	7%	3%
Mean (1-5)	3.79	3.84	3.91

16C. Natural resources should be protected in Utah.

	2021	2022	2024
n=	430	415	412
1 – Strongly disagree	1%	1%	1%
2	3%	3%	1%
3	9%	8%	10%
4	16%	23%	14%
5 – Strongly agree	69%	62%	73%
Don't know	2%	2%	1%
Mean (1-5)	4.52	4.46	4.58

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	2024
n=	430	415	413
1 – Strongly disagree	2%	2%	2%
2	3%	3%	2%
3	8%	12%	12%
4	15%	26%	23%
5 – Strongly agree	71%	53%	61%
Don't know	2%	5%	1%
Mean (1-5)	4.54	4.30	4.39

**MARKETING CAMPAIGN**

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

17A. Mighty 5® Campaign

	2021	2022	2024
n=	430	415	413
Never heard of	54%	55%	65%
Heard name only	9%	8%	10%
Somewhat familiar	12%	11%	10%
Very familiar	14%	16%	12%
Don't know	10%	10%	4%

17B. Forever Mighty® Initiative

	2021	2022	2024
n=	430	415	413
Never heard of	75%	65%	82%
Heard name only	7%	8%	8%
Somewhat familiar	5%	8%	4%
Very familiar	3%	7%	3%
Don't know	10%	11%	5%

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

	2021	2022	2024
n=	430	415	413
Never heard of	3%	7%	6%
Heard name only	4%	9%	6%
Somewhat familiar	13%	14%	14%
Very familiar	79%	66%	74%
Don't know	2%	5%	1%

17D. Life Elevated®

	2021	2022	2024
n=	430	415	413
Never heard of	8%	12%	11%
Heard name only	13%	16%	13%
Somewhat familiar	23%	25%	24%
Very familiar	54%	43%	50%
Don't know	2%	4%	1%

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	2024
n=	406	415	413
Prioritize Utahns over tourists (access/consideration for locals)	5%	3%	8%
Tourism is necessary, should be promoted	-	5%	4%
Tourism negatively impacts Utah and its residents	4%	3%	4%
National parks/attractions are too crowded	2%	2%	4%
Tourism causes environmental concerns	1%	5%	3%
Protect Utah's natural resources (and attractions)	6%	4%	3%
Tourism means overcrowding and congestion	3%	4%	3%
Improve transit	1%	1%	3%
Increased costs, unaffordable housing	-	-	3%
Funding management and allocation	-	-	3%
Improved financial access / too expensive / Utah is expensive	1%	2%	3%
Improve infrastructure to support tourism	2%	6%	2%
Utah is beautiful, wonderful	2%	3%	2%
More education for tourist attractions and laws – increased awareness )	-	2%	2%
Better planning and promotion of tourism	-	-	3%
Utah's liquor laws should change (Utah's laws should change)	1%	1%	1%
Too many tourists are moving to Utah	1%	1%	-
Access to skiing/resorts	-	-	1%
Limit tourism	-	-	2%
Improve accommodations and retail options	-	1%	-
Concerns with water/water usage	-	1%	-
Promote lesser-known areas	3%	1%	-
Tourism should not be promoted	3%	2%	-
More camping and recreation	2%	1%	-
Miscellaneous responses	12%	9%	8%
Don't know, nothing	56%	57%	59%

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	2024
n=	424	405	408
Some high school or less	14%	3%	1%
High school graduate	33%	19%	9%
Some college/ assoc. degree / vocational certificate	36%	36%	36%
College graduate (4 years)	17%	26%	35%
Graduate work or degree	14%	16%	20%

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

	2021	2022	2024
n=	425	408	410
Less than 5 years	2%	8%	3%
5 to 10 years	6%	12%	9%
11 to 20 years	13%	13%	13%
More than 20 years	79%	67%	75%

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

	2021	2022	2024
n=	423	396	406
Hispanic/Latino	3%	7%	5%
American Indian or Alaska Native	1%	1%	1%
Asian or Asian American	1%	3%	2%
Black or African American	1%	2%	1%
Pacific Islander / Native Hawaiian	0%	1%	0%
White	87%	84%	87%
Multiple races/ethnicities	4%	3%	4%
Other (specify)	2%	1%	0%
Don't know	0%	0%	0%

*Collapsed categories*

	2021	2022	2024
n=			
White			
Hispanic/non-white			

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

	2021	2022	2024
n=	411	382	376
Less than \$20,000	4%	7%	4%
\$20,000 to \$39,999	15%	16%	8%
\$40,000 to \$59,999	15%	15%	13%
\$60,000 to \$79,999	17%	15%	16%
\$80,000 to \$99,999	14%	13%	15%
\$100,000 to \$150,000	21%	20%	23%
Over \$150,000	15%	14%	21%

## Verbatim Comment

### **“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 question]”**

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

#### **No Comment/Don't know (59%)**

##### **1. Improved access, consideration for locals (8%)**

- My only concern is that because of all the tourism, there is no room for the locals. We need more roads, houses, a way to make more space for everyone.
- Support Utah residents seeing more of Utah, since most haven't seen more than the cities, and we should stop bringing people into the cities.
- Attractions have become focused on tourism and have become very expensive. More locals don't ski rather than do ski.
- The state government bodies need to take into account the local concerns above the tourists' concerns.
- My inability to access our natural resources when it's getting so much attention from others. They seem really crowded lately.
- Access to national parks is very limited, too much traffic.
- My only comment is that as a resident, the ski resorts and tourist areas are so busy with tourists that the locals can't really enjoy them. Wish that could be addressed.
- Stop shutting state land down, BLM.
- Keep the locals involved and use their input when making decisions.
- I would like to make sure our local mountains and parks are available to locals the same or more so than tourists. The price of skiing has become so out of reach for Utah residents.
- I think economics should not be the focus when it comes to considering tourism in Utah. Equity and access should be more highly considered.
- Tourism should be accessible to everyone! (Including cost, ease of access, good infrastructure, etc.)
- It is difficult to go to places like Sand Hollow or Bear Lake because there are so many people.
- As a local, I do not get to experience the canyons during any time of year. They are overused with little being done to mitigate this. I do not remember the last time I visited Zion National Park or Arches National Park due to the number of visitors. The Mighty 5® campaign worked too well in bringing visitors to the state.

- As an avid ATV enthusiast, I am very disappointed in the amount of trails that are being closed for reclamation. The trails do not harm wildlife. The environmentalists unjustly push their unsubstantiated preferences, ruining opportunities for those of us with mobility issues from enjoying many parts of Utah outdoors.
- It feels like the state is more concerned with tourism while taking those opportunities away from locals. It's very sad to see. For example, ski resorts have made it very challenging for locals to ski while driving traffic that our town does not have the infrastructure/resources for.
- Opportunities to make sure it's done with an environmental focus, in terms of air quality and lake levels. I'm sure national parks get a lot of tourism, and during COVID, when they implemented needing reservations, I think that was good. I think there are opportunities where we can leverage Utah's great opportunities to bring people in and make it better for people who live here. Same thing for people who come here over the winter to ski. I would love to see more tourism that supports people of color, making sure there are opportunities to see a lot of things in nature that a lot of white people get to see.

##### **2. National Parks and attractions are overcrowded (4%)**

- National parks in Utah are very crowded, so we should have better management.
- National parks are too crowded the money goes to the federal government, not the state government.
- Unfortunately, Utah is being inundated with too many people in our canyons who don't respect the area. They are parking all over the place along the canyon roads and making it unsafe.
- Too many local visitors, not enough nice or primitive campgrounds to support the number of recreationalists that use the natural resources of our state.
- Needs some control and to be monitored, not be over-saturated!
- Need to figure out how to control crowds at the national parks.
- Some attractions are being overrun.
- We avoid traveling during tourist seasons. We appreciate deals for going during the off season.

##### **3. Tourism is necessary, should be promoted (4%)**

- Tourism is very important to the state of Utah and public funds should be used to boost it. However, there are places that tourism should not be pushed.
- I am for tourism; I am for utilizing all resources Utah has.
- More people should come to Utah.

- We should hit more international groups.
- The Olympics are a good thing, and I am excited for it.
- I just enjoy the accessibility of avenues of tourism for locals, and also the ability for non-locals to have opportunities to come in and give tourism to the economy.
- I think tourism brings in money and helps Utahans. I don't care for outsiders who want to change the way we do things.
- Keep tourism coming.
- I like people visiting Utah.
- It's great for the economy.
- Love the cultural and economic benefits tourism brings to Utah. I love sharing the beauty and majesty of this great state with the world.
- Tourism is vital to our economy, and we need to promote it both in our state and out of state.
- Work hard to maintain and improve tourism.
- I love tourists and hope they enjoy our state.

#### 4. Negative impact on Utah and residents (4%)

- In the heavily concentrated and trafficked areas, the folks who live in those thoroughfares feel almost like they're incentivized to stay there. Over time, it's going to have a negative impact on communities who want to live in those places. An example of that is Springdale, Utah, where I used to live. There's no local community there because wealthy, out-of-staters and out-of-country transplants have leveraged property values to disallow people who truly care about that area to live there. People who really care about an area like Springdale aren't capitalistic, out make millions of dollars. They are promoting a natural lifestyle, promoting the natural resources that are publicly owned. These are the people being slowly pushed out of their towns. By people who don't really care about those places, just how much money they can make.
- I agree with the sentiments that we should not let short term housing take over locations.
- I think promoting tourism is having negative effects on the lives of residents who already live in Utah.
- Tourism in southern Utah creates boom and bust activity that leads to a lot of places starting up strong and then going out of business. It makes the rich richer while the service workers and small business owners in hospitality industries suffer and are bought out by big out of state companies. The money does not stay here in our community. Even the taxes collected from tourism go to benefit the top 20% of income earners while the poor are criminalized. Camping, foraging, ATVing, hunting are all things that we used to be able to do to support our families and recreate and they are all being criminalized and less accessible to Utahans.
- It has become nearly impossible to find quiet solitude within many miles of Moab most of the year. The area is ruined.

Additional jobs suffer from the same old low wage problems and average worker housing is impossible. Almost brings me to tears just thinking about it. Local governments have lacked the will and bravery to proactively prevent through, for instance, zoning, and then when they finally do start to take action the state legislature steps in. Now 30%+ of housing are second homes. Too late. What a shame.

- Tourism has destroyed Hurricane. There's just too much, along with a massive influx of people moving in, and the city cannot keep up. There used to be no place I'd rather be, but now I'm preparing to sell my house and leave my lifelong hometown.
- Tourists have ruined Park City.
- The ski resorts, while amazing, are having a negative impact on traffic, housing, etc.
- There are beautiful places everywhere and ours are getting abused.
- Tourism is turning a once unique, clean state into just another crowded, unpleasant run-of-the mill mess of Californians and other out of state people seeing firsthand how great Utah is and deciding to move here in many cases. If the Winter Olympics are held here again, it will be even worse. Glad I won't be around.

#### 5. Environmental concerns (3%)

- Most people go home happy after visiting here, but the air quality affects the visitors' view a lot on their enjoyment. Some of the local government should stop cutting down trees in neighborhoods.
- There's a lot of haze. I'm concerned about that.
- Environmental sustainability is the number one thing that they should focus on. The Office of Tourism needs to prioritize clean air initiative, etc. Educating people is a good thing.
- The effect of inversion in the winter and how it can kind of deter people from coming to Utah. Also, I've noticed that Utah doesn't have a lot of traffic, and people coming from out-of-state are happy with it.
- Utahans pollute.
- Utah needs to prioritize clean air.
- Air pollution.
- It should be a balancing act between land use and environmental protection.
- Utah already takes a huge environmental hit by supporting its residents. Tourists just add vehicles and destruction, despite the money they bring. If Utah were more mass-transit friendly statewide, it would be better.

#### 6. General overcrowding and congestion (3%)

- My only issue is, I've been here 5.5 years and there used to be no traffic, and now there's tons of it and they're all going 20 over (north State Road 32).

- It's crowded everywhere.
- We're growing so fast that traffic is kind of a pain. May not be due to tourism, but we need more monorail or Trax to more areas. I would love Trax all the way to St. George.
- Washington County seems to have uncontrolled growth.
- On the positive: I live close to two large Airbnb homes, and the guests have been very well behaved, almost without exception. On the negative: I have lunch occasionally at a couple of buffet restaurants and more than once, a chartered tour bus would pull up, with the passengers crowding the buffet and dominating the serving tables, to the extent that some items would be gone before I was able to add them to my plate. But tourism in general does add a great deal to the local economy and should be promoted.
- Utah is getting overrun by tourists and out-of-state visitors. It's ruining the day-to-day lives of the locals.

### 7. Improve transit/public (3%)

- I think Utah should focus on public transit and sustainability.
- They should put more time, energy and money into promoting transit.
- Utah is very conducive about tourism for people who can travel, but for railroad travel it's negative (I'm referring to the FrontRunner rail to southern Utah).
- Emphasis on transportation improvements
- More public transit
- Long-term plans on transportation
- The freeway system
- The state needs to invest heavily in alternative transportation since the existing infrastructure cannot even handle the local population. Providing tourists with a reasonable alternative to enjoy the state's parks and recreational opportunities would help greatly to relieve the over-congested roadways issue.
- Transportation seems to always need help in Utah.
- They should expand UTA FrontRunner and TRAX services north to Brigham City, south to St. George, and bus services up to Cache Valley so Utah residents and nonresidents have better access to transportation that would increase tourism in Utah.

### 8. Protect Utah's natural resources and attractions (3%)

- Preserve as much of Utah's natural beauty as possible.
- I think that the more programs that use tourism to help protect the natural resources is important because most of our tourism is based on the mountains, and the snow, and the national parks.
- The state and local governments need to spend some effort in addressing historic restoration and protection. My opinion for city grades: Brigham City: B+, Lehi: C+, American Fork: F, Payson: B-.
- Everything in life requires balance. If tourism negatively affects the natural beauty, water, waste management, and

available resources, then policies need to be initiated to mitigate any negative impacts.

- I feel like more needs to be done to protect our monuments and parks from tourists. Too many people mean, too much trash and vandalism.
- Utah red rocks and mountains need to be protected, but also should be enjoyed.

### 9. Increased costs (unaffordable housing) (3%)

- As a recent transplant I know I'm part of the problem, but true housing prices have been a surprising burden (coming from a big west coast city).
- Prices are already increasing so much. Tourism drives up the cost of doing anything fun and makes it unaffordable for locals. Utah's culture is basically just capitalism. You have to pay an absurd amount to do most things or drive several hours to get somewhere. Tourism isn't bad fundamentally, but when it hurts the locals and the local economy, the focus should be on bettering the community.
- A big issue with housing that was not mentioned is how drastic Airbnb has impacted the affordability and availability of housing. It has gotten to the point where not even an established family, let alone a newly started family, can afford to buy their own home. People are only looking to make a profit. My son who is 27 now is looking at minimum of \$500,000 to buy an entry level home. Needing 25% down plus being able to afford a \$3,000+ plus house payment doesn't fit the pay that our area can afford. As a business owner in Kane County, the biggest issue we have with getting quality, capable staff is housing.
- Unfortunately, tourism raises the price of local housing.
- It is ridiculous that lifelong Utah residents are now unable to buy homes in their own state.

### 10. Better planning and promotion of tourism (3%)

- The government needs to pay attention to building more stuff for tourists, so the locals aren't affected.
- Good long-term planning so that visitors to the state will have a good experience, but also not impact locals in a negative way.
- There are hundreds of smaller, local tourism opportunities that are available outside the Wasatch Front, but the state tourism system doesn't help with promotion.
- The state Tourism Office does not support San Juan County as much as it should, especially with the culture and history is has.
- The state wastes a lot of good money on tourism.
- More readily available maps for ATVs or UTVs where you can and cannot go. Better guides where we can ride.
- I think supporting Native American populations to preserve their history could truly support tourism.
- Locally, we have a canyon that was donated to the city by a



person who left it to the city and its residents in his will. Now, it's one of the most expensive canyons people go up, and it's not very big, and our city is not very good at trying to help with tourism or with the people who live here.

- I certainly see the positive impacts of tourism in Utah. However, the crowds have deterred me from enjoying some of Utah's natural resources/public lands during peak times of the year.
- We could use better support with tourism in promoting local business and attractions.
- More RV campground with utilities

#### **11. Funding management and allocation (3%)**

- Don't raise our taxes just because people come here.
- I strongly support funding going toward education. Educate tourists about environmental sustainability.
- I just think they need to put more money into resources like camping and into the parks.
- I think that the tourist attractions throughout the state are very region specific and should be managed at the regional level and not at the state level. It is not a one-size-fits all solution.
- Utah does significantly better managing and operating tourist attractions in Utah than the federal government. Please try to prevent the federal government from taking any more land.
- Taxpayers should not have to pay for private business enterprises like the gondola.
- Tourists come and use roads and infrastructure, but do they contribute to those costs? If not, they should.
- Budget better
- We should be able to use the tourism dollars however we see fit. The state should keep their mitts off my money and my body.

#### **12. Improved financial access (3%)**

- Too expensive for most venues compared against the quality of the experience
- More accessible and affordable inner-city options. More third spaces. Resident discounts.
- Utah residents should be able to enjoy our parks with paying less than nonresidents and not have to wait in super long lines.
- I wish there were more frequent free/inexpensive events in the wintertime.
- It would be nice if state parks were discounted for Utah residents.
- It's not accessible for those with lower incomes, and that's not being mitigated.
- Local discounts for ski resorts
- Make them more affordable. More funding for protection.
- Discounts and specials for locals
- Locals should get discounts

- I think there should be a discount for locals.

#### **13. Limit tourism (2%)**

- The less we let people know about Utah, the better. Less granola people. When they Instagram all the hidey-hole spots. I do not want to see tourists; I do not want to hang out with the tourists.
- Tourists should stay away.
- Proceed with caution.
- No tourism
- Do not put the gondola in Little Cottonwood Canyon. I personally would like to see fewer out-of-state tourists in Utah. Everything is already too crowded and expensive.
- I understand tourism is a big revenue getter, but the growth is not good for the state or its residents. I would vote to scale back tourism. There are too many people coming to Utah, and I would scale back the Office of Tourism, but it is probably too late for that.
- Limit expansion in tourism. Keep Utah's culture and way of life what it is.
- When people come to Utah, they want to change it to what they want. I have read a book, and this is how it should be. You can't ride on those trails, but me and my five dogs can. And the smell of piss all over.

#### **14. Improve infrastructure (2%)**

- I think in my area there needs to be better roads to allow for better traffic flow because the city has grown so quickly, and traffic gets jammed due to tourism.
- I would like more organized traffic in Murray, especially around Trax.
- Infrastructure is a major one with the amount of people that live here now. The current infrastructure can't take care of it. There needs to be a lot more education for outdoors. BLM and DNR are understaffed.
- Road infrastructure and maintenance should be supported by the ski and tourism industries.
- I was born and raised in Utah. There IS NOT enough infrastructure to support the increased demand for tourism. Ideas like the gondola came about 10 years too late. We need more buses. More trains. More bike lanes. Better traffic solutions. Like 8 years ago.

#### **15. Increased awareness and education for tourists (2%)**

- Nothing except that I think what NZ is doing to educate their tourists is amazing and we should copy that.
- My concern is foreigners driving in our country without a proper driver's license.
- I just want people that tour Utah to be educated on how to take care of Utah.
- Understanding the laws of Utah roads



- Possibly consideration of traffic laws and also weather to include in travel plans.
- One thing that's really concerning around here is the shutdown of access to public lands, such as Moab, because our tourists are destroying the natural landscape. If there are things, we can do to teach our tourists to be respectful of our landscape, stay on trails, and clean up after themselves, that's how we can preserve Utah and keep the tourist attractions available to us.
- Establish limits for visitors and enforce rules and regulations.

#### 16. Utah is beautiful/wonderful (2%)

- A great place to visit and live!
- Utah is so beautiful. I understand why people from all over the world want to visit here. Many major attractions need better access for traffic, such as pre-booking, shuttles, etc.
- The friendly people in Utah are the best thing the state has going for it!!
- Utah's environment is beautiful and positive.

#### 17. Access to skiing (1%)

- Build a gondola already, build more ski resorts.
- Probably need to figure out how to get skiers up to the resorts.
- It would be nice to get the ski people up and down the mountain without a problem.
- Skiing season needs more ways to get there or parking improvements.
- Ski resorts need to be managed better.

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

- We need better access to alcoholic beverages. Have marijuana for regular use.
- Stop harassing tourists with our archaic laws and norms.
- Dining was covered, but not the liquor laws. For an outsider, the laws are very weird. And the state could be making a lot more money if those conservative laws were in place. The other giant issue is the reputation of Utah being all Mormon outweighs anything else. Not sure how to shake that stigma, but people don't think of skiing when they first think of Utah. Lastly, there are many communities that attract 2nd, 3rd, or 4th homeowners with more developments in the works. The infrastructure can't handle it, and we're in a drought. We only have so much water, but no one gives a shit about it as long as they can fill up their pool and keep the driveway heated all winter, whether they're there or not. We cater more to rich tourists than our own citizens.
- The LDS Church controls the majority of the state, and they push their views and beliefs onto the citizens and tourists of

the state, which causes a decline in people wanting to visit.

#### 19. Miscellaneous (8%)

- I would love to see Utah embrace more unique food options. We have a lot of chains. If we prioritize entrepreneurship more within the food industry, that will bring a lot to the community. And healthier food options. I also believe access should be for everyone, but it does need to be regulated.
- We need to get the governor out, because it sucks and everything he does hurts Utah, even tourism.
- I don't want the gondola if anyone cares (in Little Cottonwood). It leads to too many people up the canyon.
- I wish there were more small businesses associated with larger businesses.
- I think we have a state that is impacted by the national parks. They are huge and government control impacts them negatively.
- I've heard of Utah hosting the Olympics in 2034. I don't know if that's actually a thing or not.
- I'm glad there is a focus on if they grow the tourism, they won't forget about why people come here.
- Just more insight on initiatives within the state of Utah
- I think there are a lot of homeless people and a lot of meth. I think Utah needs to get them out of here by giving them affordable housing and or jobs.
- I have a strong opinion that UDOT is giving a bad name to Utah and makes Utah look dirtier than it really is.
- I think there should be more to do that is not catered to the majority religion that is here.
- Agriculture!!
- I moved to Utah 44 years ago to work in the ski industry.
- St. George area is severely lacking restaurant and dining options, especially during tourism events such as the Ironman, the marathon, and during the height of the travel season to Zion/Bryce.
- I think the term "tourism" should be clarified at the beginning of the survey. It really could be a vague term and it should be given more definition.
- We need more regionally appropriate tourism attractions. Golf courses in the desert are a ridiculously stupid waste of water.
- I don't love the state to death.
- No gondola in Little Cottonwood Canyon! More public transit. More live music.
- Research
- Utah County is a dry barren wasteland of chain restaurants and children. Please diversify and educate children and residents about environmental impacts.

## 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 Health  
 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

The Boyer Company  
 Clyde Companies

### Sustaining Partners

Dominion Energy  
 Salt Lake Chamber  
 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  
 Sophia M. DiCaro  
 Cameron Diehl

Lisa Eccles  
 Spencer P. Eccles  
 Christian Gardner  
 Kem C. Gardner  
 Kimberly Gardner  
 Natalie Gochnour  
 Brandy Grace  
 Jeremy Hafen  
 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 Mike Schultz  
 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 Gochnour, 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  
 Parker Banta, Public Policy Analyst  
 Melanie Beagley, Public Policy Analyst  
 Preston Brightwell, Dignity Index Field Director  
 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  
 Chance Hansen, Communications Specialist  
 Emily Harris, Senior Demographer  
 Michael T. Hogue, Senior Research Statistician  
 Mike Hollingshaus, Senior Demographer  
 Thomas Holst, Senior Energy Analyst

Madeleine Jones, Dignity Index Field Director  
 Jennifer Leaver, Senior Tourism Analyst  
 Maddy Oritt, Senior Public Finance Economist  
 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  
 Emma Houston, University of Utah  
 Beth Jarosz, Population Reference Bureau  
 Darin Mellott, CBRE  
 Pamela S. Perlich, University of Utah  
 Chris Redgrave, Community-at-Large  
 Juliette Tennert, Community-at-Large

INFORMED DECISIONS™