

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

By Dianne Meppen, Director of Community Research, Samantha Ball, Senior Research Associate, add Kiki Hudson, Graduate Assistant

Results from the 2022 Wasatch County survey are similar views to those expressed in the 2021 survey. For example, about one in four respondents have any household income dependent on tourism, and over 90% of respondents indicate natural resources should be protected in Utah.

The most notable difference when comparing Wasatch County respondents in the 2021 and 2022 surveys is that more think there is "a great deal of tourism" in the general area around them (97%, up from 73%). The direction of differences between Wasatch County respondent responses in 2021 and 2022 to some questions are interesting when considering this higher perception of tourism level. For instance, a higher percentage of Wasatch respondents agreed with the statements, "I enjoy interactions with visitors" (51%-67%), and "Tourism supports businesses in my community that are valuable to me" (56%-70%). While interesting, it is important to note that in almost all of the changes highlighted in this research brief, the majority of respondents agreed with these statements in both surveys.

The following report presents results for each question in a graph format and includes findings for the 2021 and 2022

surveys. It is common on a five-point scale to combine the two negative responses (such as disagree and strongly disagree) and the two positive responses (agree and strongly agree) to indicate general respondent perceptions. The report notes differences in responses between 2021 and 2022 years. Since the 2021 and 2022 surveys are only the first two in a set of longitudinal surveys, it is not possible to determine whether the sentiments expressed in 2021 or 2022 are closer to an ongoing trend. It is possible that respondents in one of the two survey samples—although selected randomly—differed from residents in an important way that influenced their responses to these questions. These are areas to watch in future surveys to determine a trend.¹

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

The Appendices include the following:

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

Experience with Tourism

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

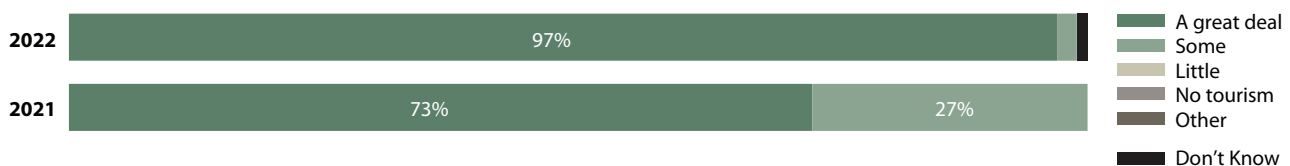
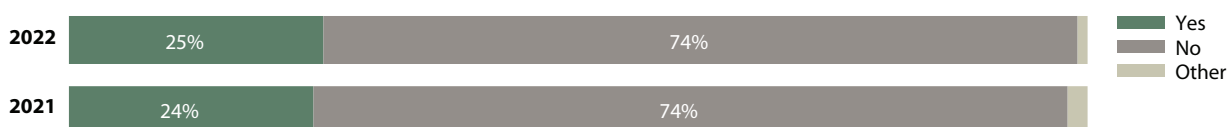
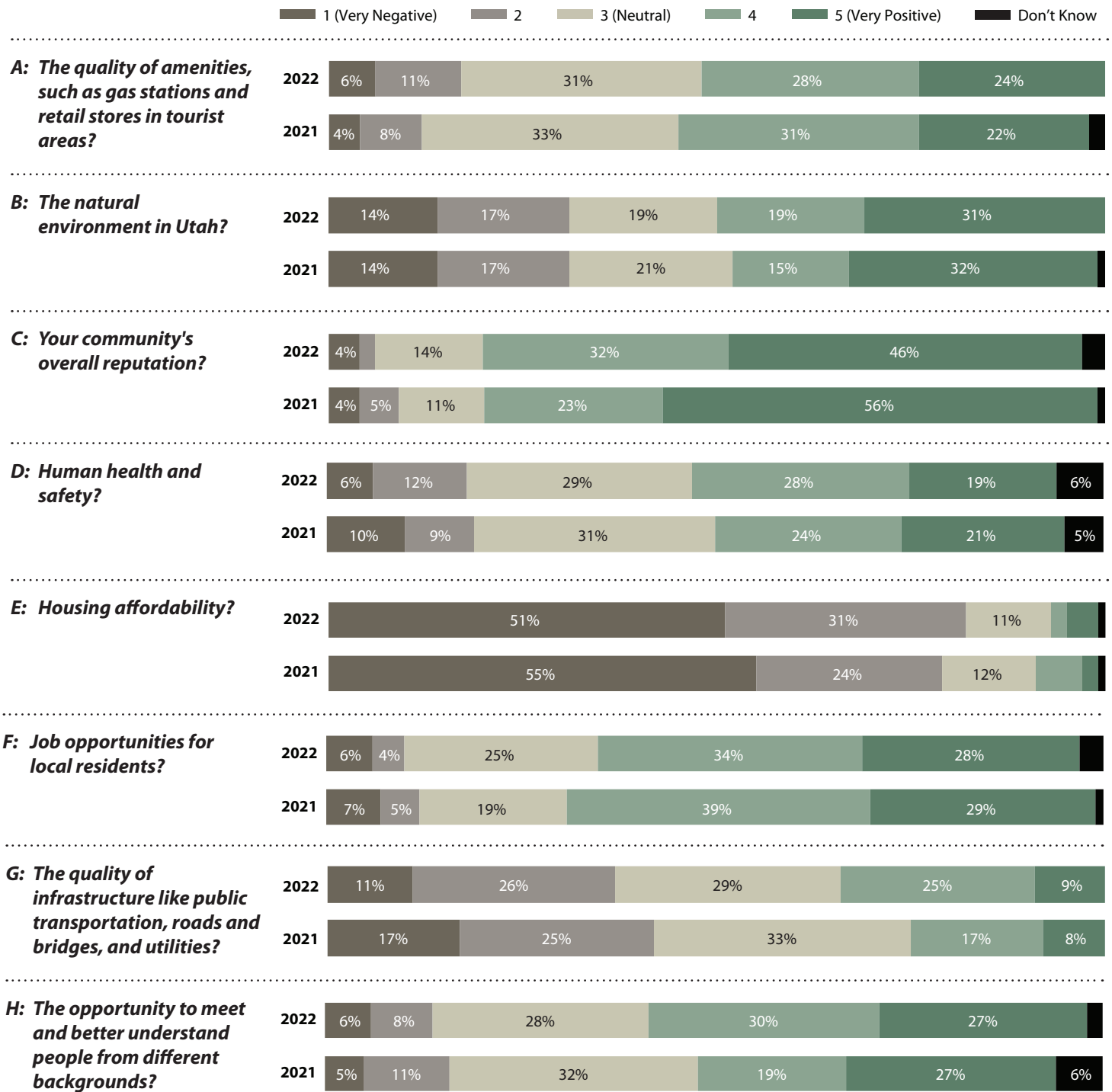


Figure 2: Does any of your household income depend on tourism-related activities?



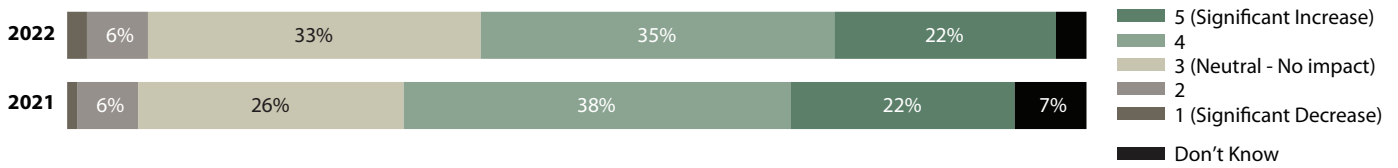
Effects of Tourism in Utah

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



Amenities

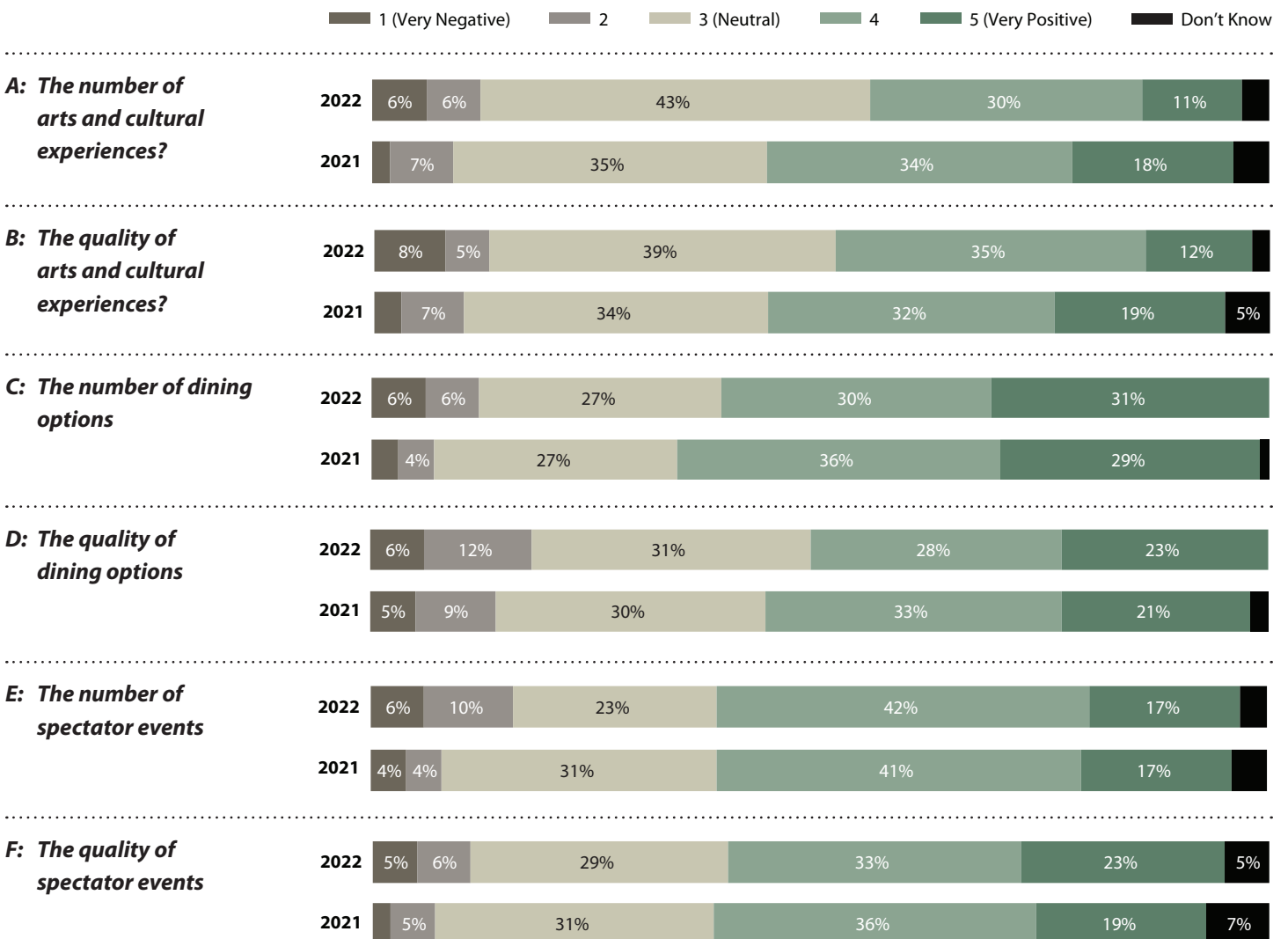
Figure 4: On a scale of one-to-five, with one meaning "significant decrease" and five meaning "significant increase," what do you think is tourism's overall effect on the number of amenities in your area such as gas stations and retail stores?

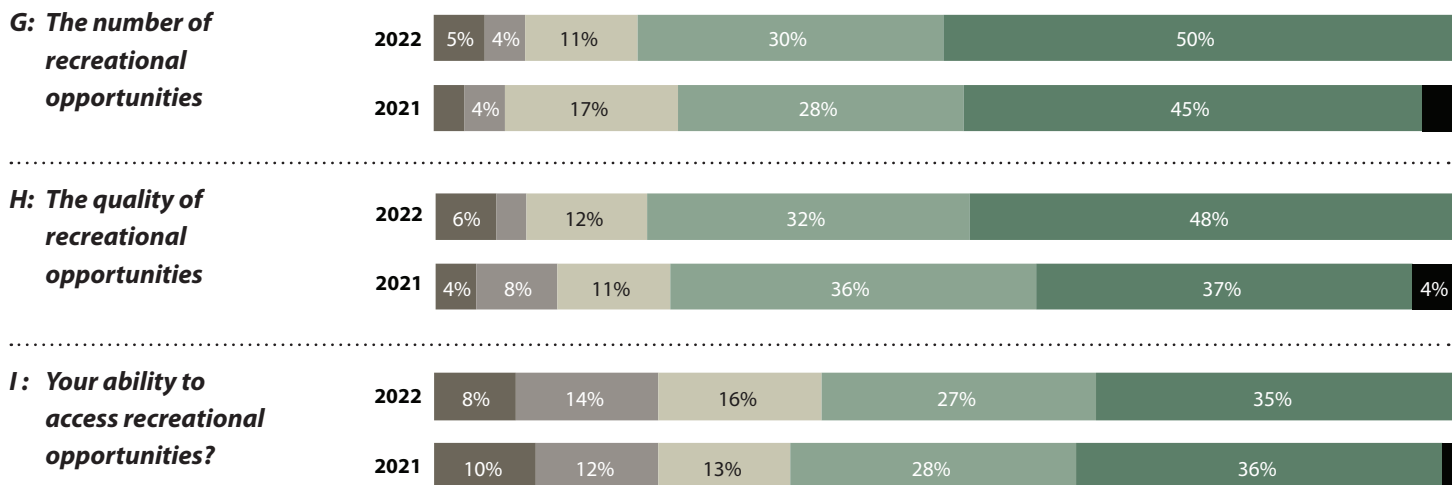


Effect of Tourism on Quality, Quantity, and Access

The percentage of respondents who think tourism positively affects the number of arts and cultural experiences dropped from 51% to 41% in 2022. Most of the other responses regarding the effect of tourism stayed about the same or decreased slightly, except for "quality of recreational opportunities," which increased from 73% to 80%.

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

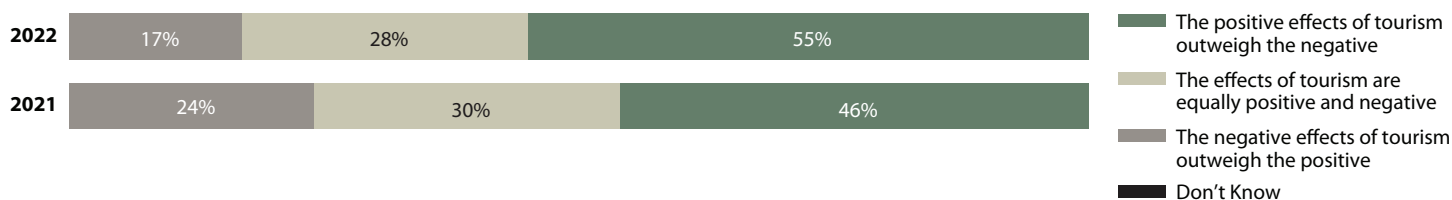




Overall Positive/Negative Tourism Effect

There was an increase in the percentage of respondents indicating that the positive effects of tourism in their community outweigh the negative (from 46% to 55%).

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



Importance to Economy

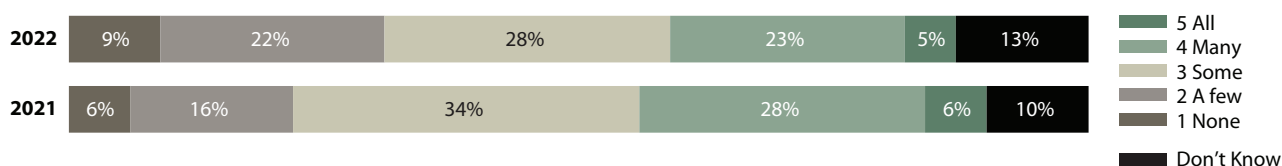
Almost identical to the 2021 results, three-quarters of survey respondents (78%) say that tourism is important or very important to their economy in the Wasatch County area.

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



Accommodating Tourism

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



Positive Experience

Four of every five respondents in the 2022 survey (81%) feel their community can provide a positive experience to those visiting their area, with only 4% indicating they cannot. These results are similar to responses in the 2021 survey.

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



Role of Government

The majority of residents surveyed (63%) say the state should support local tourism efforts, and only 13% disagree.

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

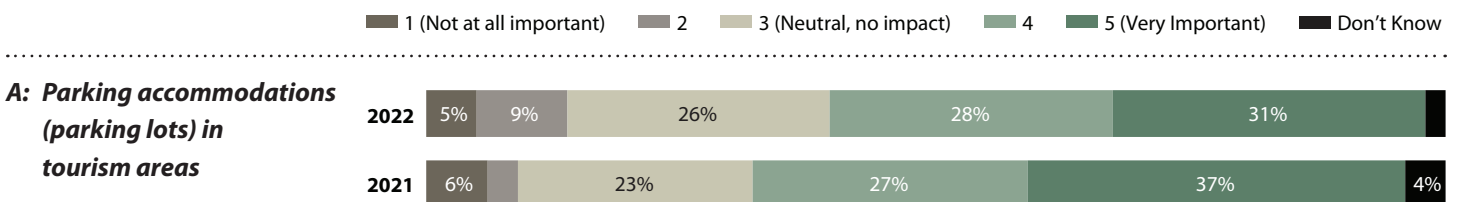


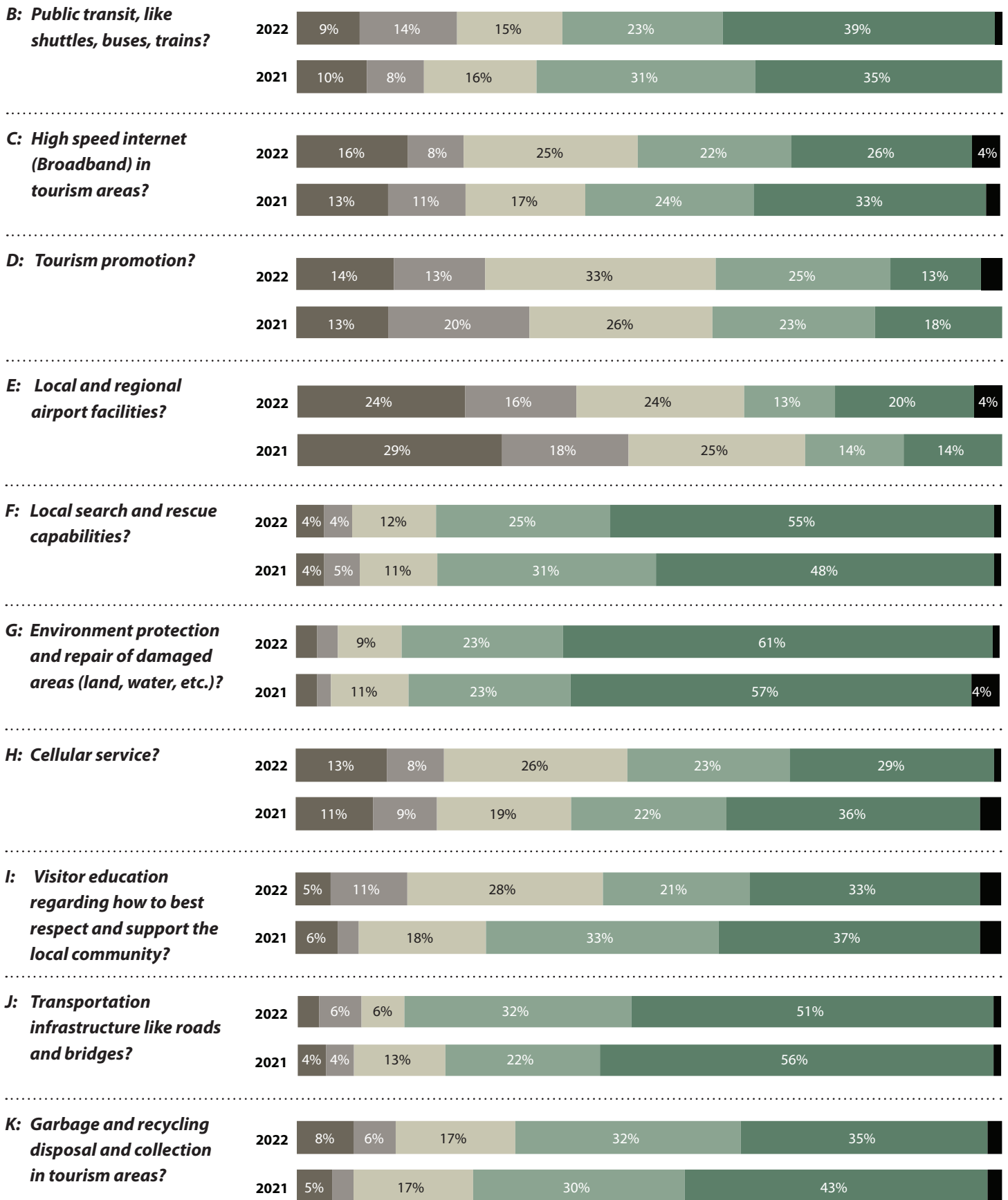
Use of Visitor-Related Tax

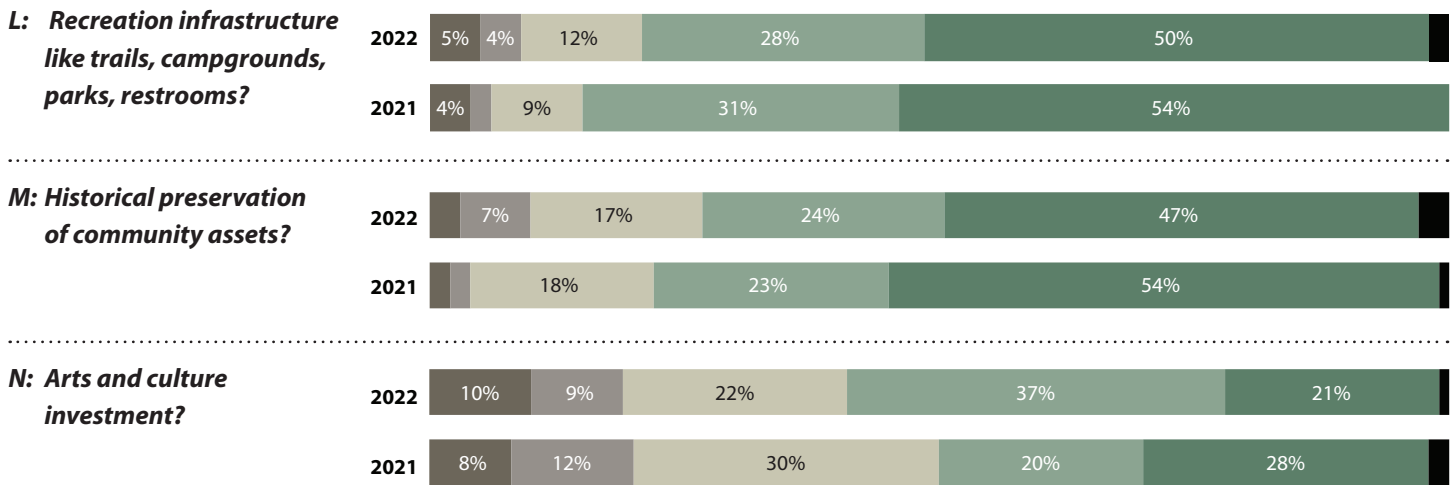
When questioned about the spending of future visitor-related taxes, the highest-rated spending options include environmental protection and repair of damaged areas (84%), transportation infrastructure (83%), local search and rescue services (80%), and recreation infrastructure (78%).

A higher percentage of 2022 respondents thought that arts and culture investment spending was an important future use of visitor taxes in their community. However, other categories, such as visitor education regarding best respecting and supporting the community, decreased (70-54%).

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



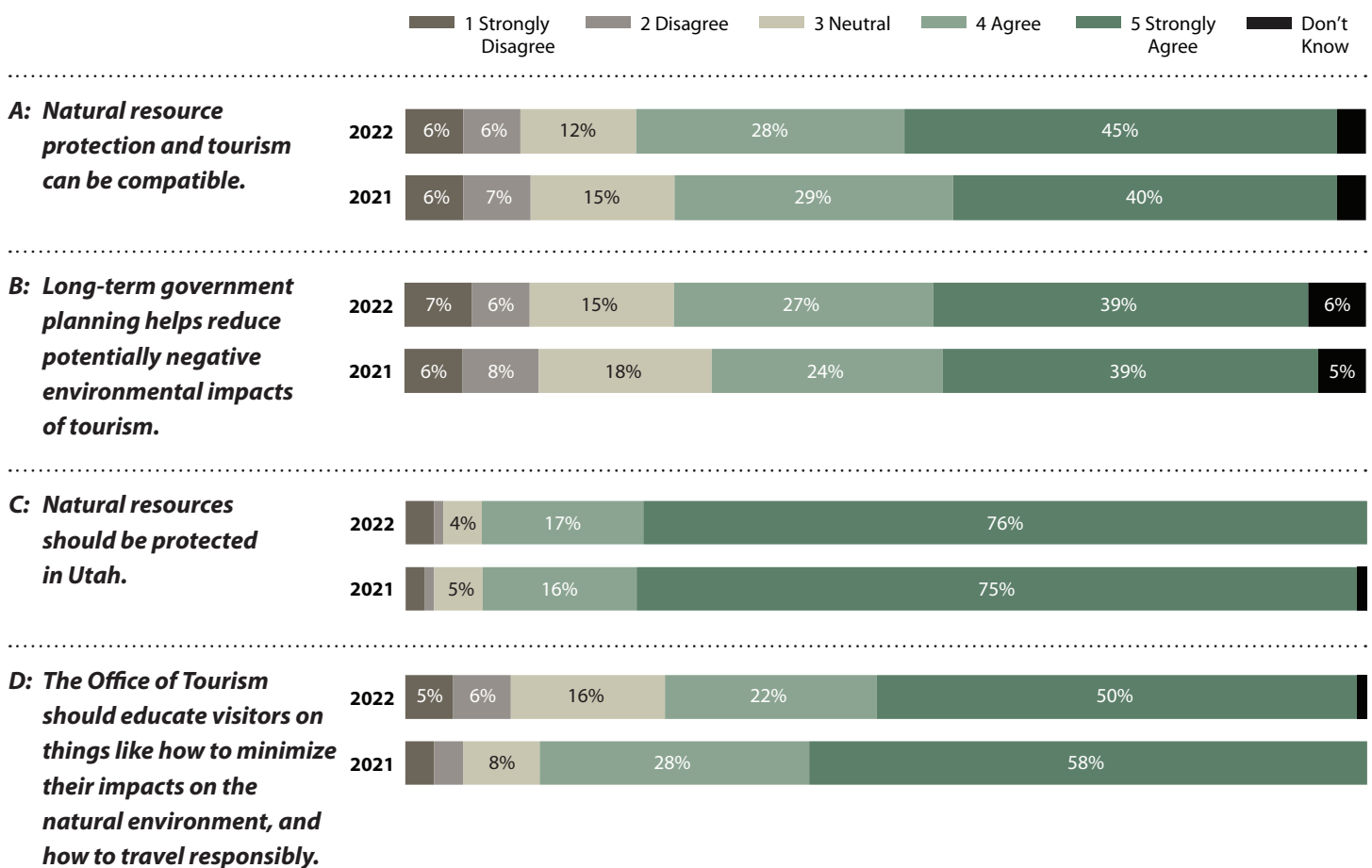




Environmental Sustainability

In general, the questions related to environmental sustainability in 2022 showed similar results to the 2021 survey, with the vast majority of residents agreeing that Utah’s natural resources should be protected (93%). Almost three-quarters (73%) say natural resource protection and tourism can be compatible. A similar percentage (72%) indicates the Office of Tourism should educate visitors on minimizing their impacts on the natural environment, down from the 2021 response of 86%.

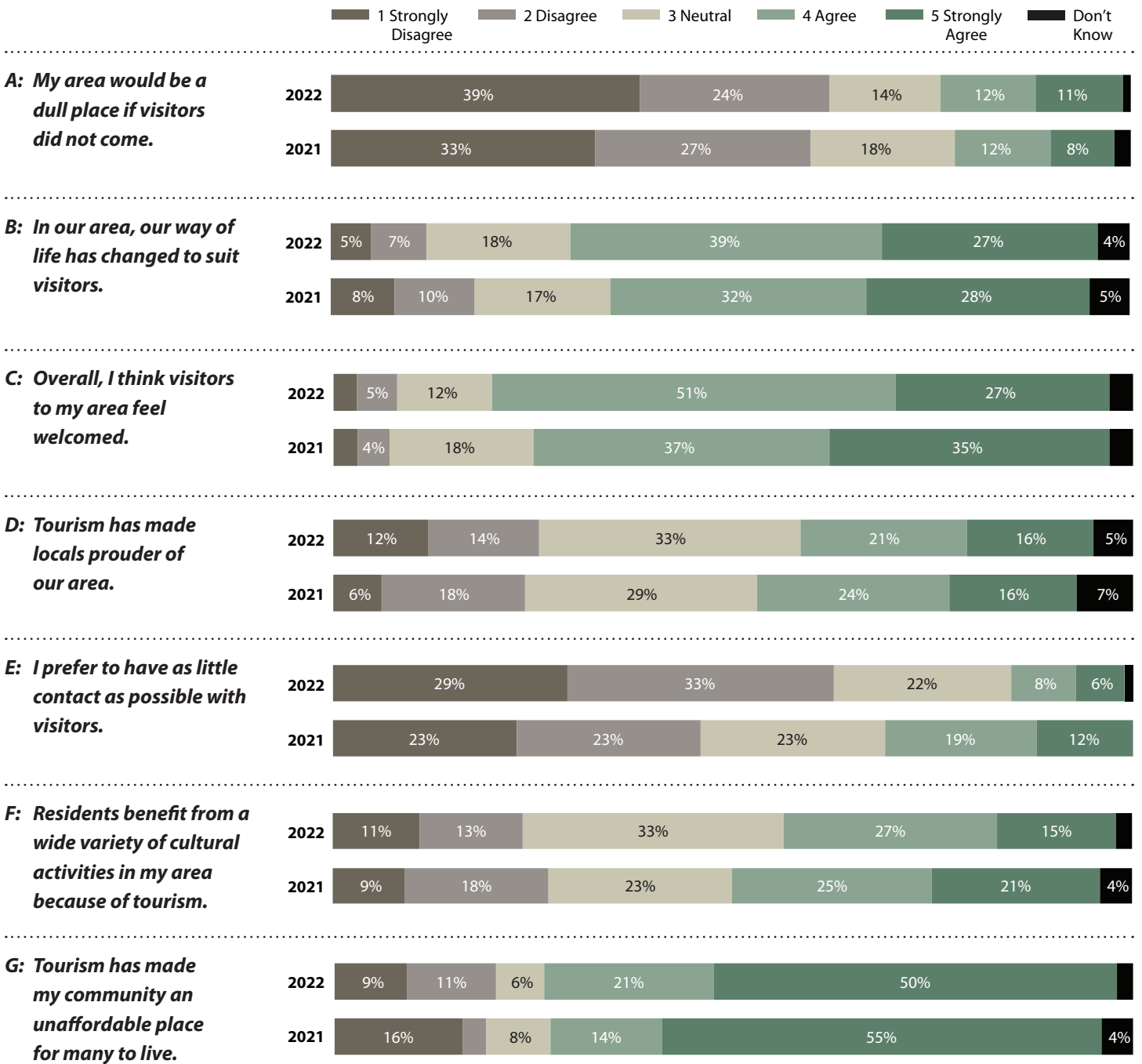
Figure 12 (A-D): Now I am going to read a few statements focused on environmental sustainability. Using a one-to-five scale, with one being "strongly disagree" and five being "strongly agree," how much do you agree or disagree with the following statements?

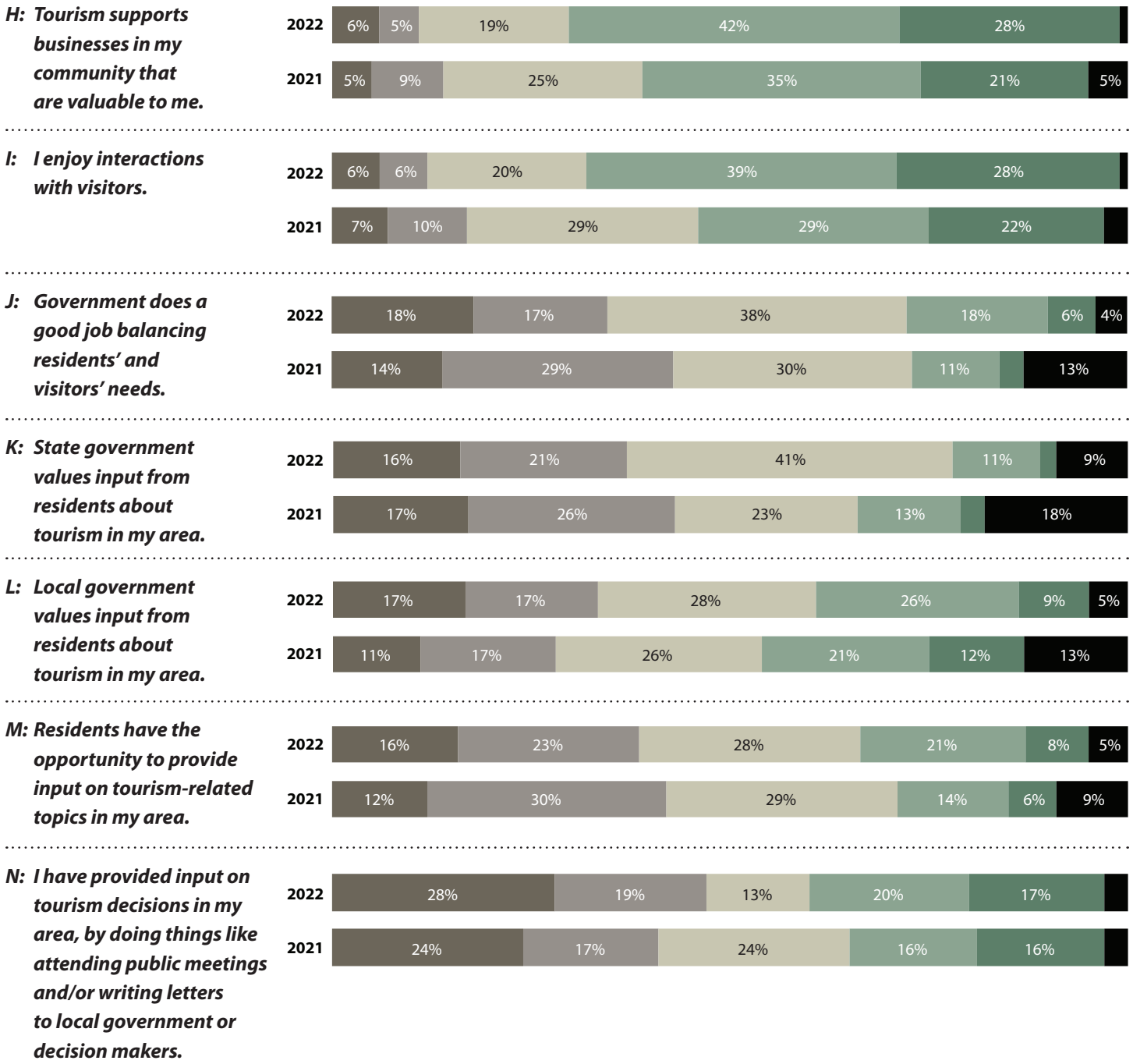


Perception of Visitors/Tourism

Over three-fourths of Wasatch respondents (78%) agree that visitors feel welcome, and 70% say that tourism supports community businesses they value (up from 56% in 2021). Less positive is the 71% that say tourism has made my community an unaffordable place for many to live. Two responses reflect a warmer assessment of visitor interaction, with a lower percentage of Wasatch respondents indicating agreement with the statement “I prefer to have as little contact as possible with visitors” (31%-14%) and a higher percentage of Wasatch respondents agreeing with the statement “I enjoy interactions with visitors” (51%-67%).

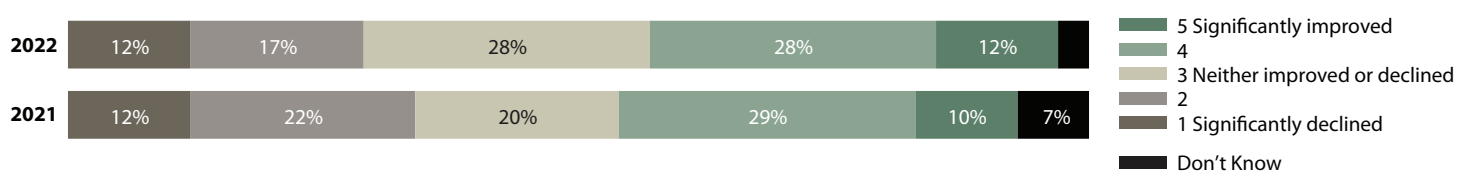
Figure 13 (A-N): Now, in regard to your perceptions of visitors... Please tell me whether you agree or disagree with the following statements with one meaning you “strongly disagree” and five meaning you “strongly agree.”





Tourism Impact on Quality of Life

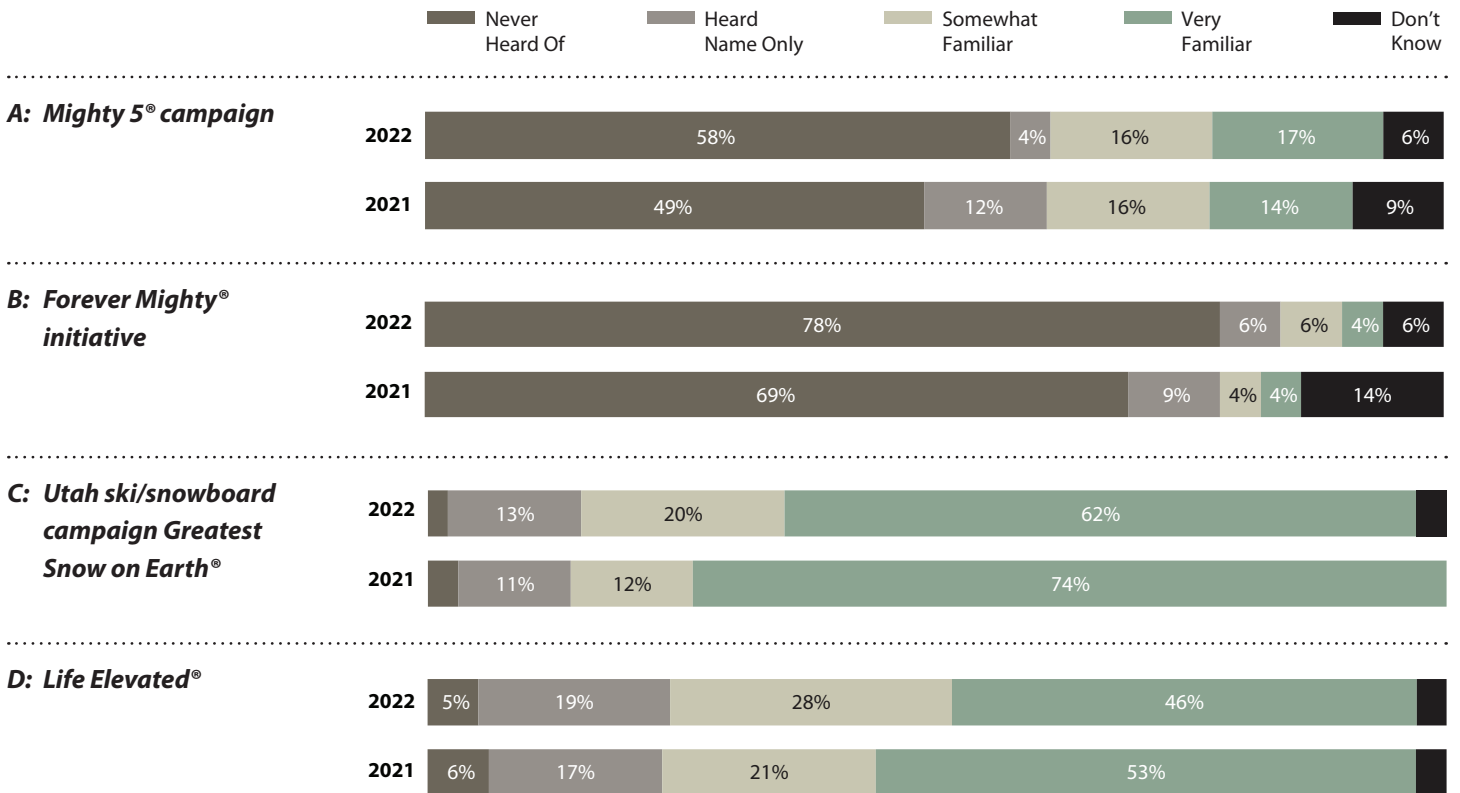
Figure 14: Would you say the overall quality of life in your community has declined/improved because of tourism, using a one to five scale with one meaning "significantly declined" and five meaning "significantly improved."



Marketing Campaign

Generally, most respondents remained familiar with The Greatest Snow on Earth® and the Life Elevated® campaigns (82% and 84%, respectively) and far less familiar with the Mighty 5® campaign (23%) and the Forever Mighty® initiative (10%).

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



Appendix A – Survey Methodology

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

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

Lighthouse Research surveyed Wasatch County residents under the direction of Gardner Institute staff between November 2022 and December 2022. Lighthouse Research used a mixed-mode methodology to contact potential respondents to achieve a more representative sample of residents. This sampling method

begins with distributing online survey links to a random selection of known Utah email addresses and proceeds to telephone interviews to attain the desired response level. The 108-response survey has a margin of error of +/-9.4% at the 95% confidence level. The error rate can differ on individual questions. A profile of the 2022 survey respondents is in Appendix B. The telephone survey averaged 12 minutes and contained one open-ended question. Appendix E includes all verbatim responses to the three open-ended questions in the survey.

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

Appendix B – Demographic Profile

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

Table 1: Demographics

		2021	2022
Gender	Male	43%	55%
	Female	57%	45%
	Other	0%	0%
Age	18-29	1%	10%
	30-39	11%	13%
	49-49	20%	17%
	50-59	15%	25%
	60-69	32%	23%
	70 and over	21%	13%
	Household Income	<20,000	0%
	\$20,000-\$39,999	3%	8%
	\$40,000-\$59,999	5%	9%
	\$60,000-\$79,999	20%	14%
	\$80,000-\$99,999	16%	12%
	\$100,000-\$150,000	20%	21%
	Over \$150,000	35%	33%

		2021	2022
Education	Some high school	0%	2%
	High school graduate	3%	10%
	Some college/assoc. degree/ voc. cert.	24%	21%
	College graduate	36%	31%
	Graduate work or degree	37%	36%
Ethnicity	White	97%	96%
	Hispanic/non-white	3%	4%
Utah Residency	Less than 5 years	5%	6%
	5 to 10 years	14%	20%
	11 to 20 years	20%	9%
	More than 20 years	60%	65%

Appendix C

2022 Local Area Survey Questionnaire

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

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

- 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 your local area.

On a scale of one-to-five, with one meaning "very negative" and five meaning "very positive," how would you describe tourism's effect on...

	Very Negative 1	2	Neutral 3	4	Very Positive 5	Depends	Don't Know
The quality of amenities in such as gas stations and retail stores in tourist areas?							
The natural environment in Utah?							
Utah's overall reputation?							
Human health and safety?							
Housing affordability?							
Job opportunities for Utah residents?							
The quality of infrastructure like public transportation, roads and bridges, and utilities?							
The opportunity to meet and better understand people from different backgrounds?							

AMENITIES

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

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

EFFECT OF TOURISM ON QUALITY, QUANTITY AND ACCESS

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

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

6. Still, thinking about the effects of tourism 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)
---	---	--	--

IMPORTANCE TO ECONOMY

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

Not at all important 1	2	Neutral - no impact 3	4	Very important 5	Depends	Don't know

ACCOMODATING TOURISM

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

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

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

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

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

ROLE OF GOVERNMENT

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

Definitely Not 1	2	Neutral 3	4	Definitely 5	Don't Know

USE OF VISITOR-RELATED TAX

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

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

ENVIRONMENTAL SUSTAINABILITY

12. Now I am going to read a few statements focused on environmental sustainability. Using a 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?

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

PERCEPTION OF VISITORS/TOURISM

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

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

TOURISM IMPACT ON QUALITY OF LIFE

14. Would you say the overall quality of life in your community has declined or improved because of tourism? Please use a one-to-five scale, 3 where one is “significantly declined,” and five is “significantly improved”?

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

MARKETING CAMPAIGN

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

	Never Heard Of	Heard Name Only	Somewhat Familiar	Very Familiar	Don't know
Mighty 5 [®] campaign					
Forever Might [®] initiative					
The Greatest Snow on Earth [®]					
Life Elevated [®]					

ADDITIONAL COMMENTS

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

DEMOGRAPHIC QUESTIONS

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

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

Appendix D

Wasatch County Area Survey on Tourism – Results for 2021 and 2022 surveys

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

What is your county of residence?

	2021	2022
Wasatch <i>n=</i>	100	109

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

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

AMOUNT OF TOURISM

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

	2021	2022
<i>n=</i>	100	108
A great deal of tourism	73%	75%
Some tourism	27%	24%
Little tourism	0%	1%
No tourism	0%	0%
Other (specify)	0%	0%
Don't know	0%	0%

HOUSEHOLD INCOME – DEPENDENCE ON TOURISM

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

	2021	2022
<i>n=</i>	100	109
Yes	24%	25%
No	74%	74%
Other (specify)	2%	1%

GENERAL VIEW OF TOURISM

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

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

	2021	2022
<i>n=</i>	100	109
1 - Very negative	4%	6%
2	8%	11%
3	33%	31%
4	31%	28%
5 - Very positive	22%	24%
Don't know	2%	0%
Mean (1-5)	3.60	3.51

3B. The natural environment in Utah

	2021	2022
<i>n=</i>	100	109
1 - Very negative	14%	14%
2	17%	17%
3	21%	19%
4	15%	19%
5 - Very positive	32%	31%
Don't know	1%	0%
Mean (1-5)	3.34	3.38

3C. Your community's overall reputation

	2021	2022
<i>n=</i>	100	109
1 - Very negative	4%	4%
2	5%	2%
3	11%	14%
4	23%	32%
5 - Very positive	56%	46%
Don't know	1%	3%
Mean (1-5)	4.23	4.18

3D. Human health and safety

	2021	2022
<i>n</i> =	100	109
1 - Very negative	10%	6%
2	9%	12%
3	31%	29%
4	24%	28%
5 - Very positive	21%	19%
Don't know	5%	6%
Mean (1-5)	3.39	3.47

3E. Housing affordability

	2021	2022
<i>n</i> =	100	109
1 - Very negative	55%	51%
2	24%	31%
3	12%	11%
4	6%	2%
5 - Very positive	2%	4%
Don't know	1%	1%
Mean (1-5)	1.75	1.74

3F. Job opportunities for local residents

	2021	2022
<i>n</i> =	100	109
1 - Very negative	7%	6%
2	5%	4%
3	19%	25%
4	39%	34%
5 - Very positive	29%	28%
Don't know	1%	3%
Mean (1-5)	3.79	3.76

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

	2021	2022
<i>n</i> =	100	109
1 - Very negative	17%	11%
2	25%	26%
3	33%	29%
4	17%	25%
5 - Very positive	8%	9%
Don't know	0%	0%
Mean (1-5)	2.74	2.95

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

	2021	2022
<i>n</i> =	100	109
1 - Very negative	5%	6%
2	11%	8%
3	32%	28%
4	19%	30%
5 - Very positive	27%	27%
Don't know	6%	2%
Mean (1-5)	3.55	3.65

EFFECTS OF TOURISM –

Statement mean scores by year (one-to-five scale with one meaning very negative and five meaning very positive)

	2021	2022
(3A) The quality of amenities such as gas stations and retail stores in the tourist areas	3.60	3.51
(3B) The natural environment in Utah	3.34	3.38
(3C) Your community's overall reputation	4.23	4.18
(3D) Human health and safety	3.39	3.47
(3E) Housing affordability	1.75	1.74
(3F) Job opportunities for local residents	3.79	3.76
(3G) The quality of infrastructure like public transportation, roads and bridges, and utilities	2.74	2.95
(3H) The opportunity to meet and better understand people from different backgrounds	3.55	3.65

AMENITIES

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

	2021	2022
<i>n</i> =	100	109
1 - Significant decrease	1%	2%
2	6%	6%
3	26%	33%
4	38%	35%
5 - Significant increase	22%	22%
Don't know	7%	3%
Mean (1-5)	3.8	3.72

EFFECT OF TOURISM ON QUALITY, QUANTITY AND ACCESS

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

5A. The NUMBER of arts and cultural experiences

	2021	2022
<i>n</i> =	100	109
1 – Very negative	2%	6%
2	7%	6%
3	35%	43%
4	34%	30%
5 – Very positive	18%	11%
Don't know	4%	3%
Mean (1-5)	3.61	3.34

5B. The QUALITY of arts and cultural experiences

	2021	2022
<i>n</i> =	100	109
1 – Very negative	3%	8%
2	7%	5%
3	34%	39%
4	32%	35%
5 – Very positive	19%	12%
Don't know	5%	2%
Mean (1-5)	3.60	3.38

5C. The NUMBER of dining options

	2021	2022
<i>n</i> =	100	109
1 – Very negative	3%	6%
2	4%	6%
3	27%	27%
4	36%	30%
5 – Very positive	29%	31%
Don't know	1%	0%
Mean (1-5)	3.85	3.75

5D. The QUALITY of dining options

	2021	2022
<i>n</i> =	100	109
1 – Very negative	5%	6%
2	9%	12%
3	30%	31%
4	33%	28%
5 – Very positive	21%	23%
Don't know	2%	0%
Mean (1-5)	3.57	3.49

5E. The NUMBER of spectator events

	2021	2022
<i>n</i> =	100	109
1 – Very negative	4%	6%
2	4%	10%
3	31%	23%
4	41%	42%
5 – Very positive	17%	17%
Don't know	4%	3%
Mean (1-5)	3.68	3.56

5F. The QUALITY of spectator events

	2021	2022
<i>n</i> =	100	109
1 – Very negative	2%	5%
2	5%	6%
3	31%	29%
4	36%	33%
5 – Very positive	19%	23%
Don't know	7%	5%
Mean (1-5)	3.70	3.67

5G. The NUMBER of recreational opportunities

	2021	2022
<i>n</i> =	100	109
1 – Very negative	3%	5%
2	4%	4%
3	17%	11%
4	28%	30%
5 – Very positive	45%	50%
Don't know	3%	0%
Mean (1-5)	4.11	4.18

5H. The QUALITY of recreational opportunities

	2021	2022
<i>n</i> =	100	109
1 – Very negative	4%	6%
2	8%	3%
3	11%	12%
4	36%	32%
5 – Very positive	37%	48%
Don't know	4%	0%
Mean (1-5)	3.98	4.14

5I. Your ABILITY TO ACCESS recreational opportunities

	2021	2022
n=	100	108
1 – Very negative	10%	8%
2	12%	14%
3	13%	16%
4	28%	27%
5 – Very positive	36%	35%
Don't know	1%	0%
Mean (1-5)	3.69	3.67

EFFECT OF TOURISM ON QUALITY, QUANTITY AND ACCESS

Statement mean scores by year (one-to-five scale with one meaning very negative and five meaning very positive)

	2021	2022
(5A) The NUMBER of arts and cultural experiences	3.61	3.34
(5B) The QUALITY of arts and cultural experiences	3.60	3.38
(5C) The NUMBER of dining options	3.85	3.75
(5D) The QUALITY of dining options	3.57	3.49
(5E) The NUMBER of spectator events	3.68	3.56
(5F) The QUALITY of spectator events	3.70	3.67
(5G) The NUMBER of recreational opportunities	4.11	4.18
(5H) The QUALITY of recreational opportunities	3.98	4.14
(5I) Your ABILITY TO ACCESS recreational opportunities	3.69	3.67

OPINION ON TOURISM

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

	2021	2022
n=	100	109
The POSITIVE effects of tourism outweigh the negative	46%	55%
The NEGATIVE effects of tourism outweigh the positive	24%	17%
The effects of tourism are equally positive and negative	30%	28%
Don't know	0%	0%

IMPORTANCE TO ECONOMY

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

	2021	2022
n=	100	109
1 - Not at all important	2%	3%
2	3%	2%
3	14%	17%
4	42%	44%
5 - Very important	35%	34%
Don't know	4%	0%
Mean (1-5)	4.09	4.05

ACCOMODATING TOURISM

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

	2021	2022
n=	100	108
None	6%	9%
A few	16%	22%
Some	34%	28%
Many	28%	23%
All	6%	5%
Don't know	10%	13%

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

(All verbatim comments in Appendix C)

POSITIVE EXPERIENCE

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

	2021	2022
n=	100	109
1 – Definitely not	2%	3%
2	5%	1%
3	11%	15%
4	33%	39%
5 – Definitely	45%	42%
Don't know	4%	1%
Mean (1-5)	4.19	4.18

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

(All verbatim comments in Appendix C)

ROLE OF GOVERNMENT

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

	2021	2022
<i>n</i> =	100	109
1 – Strongly disagree	5%	8%
2	5%	5%
3 – (neutral)	21%	18%
4	20%	19%
5 – Strongly agree	42%	44%
Don't know	7%	6%
Mean (1-5)	3.96	3.91

USE OF VISITOR-RELATED TAX

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

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

	2021	2022
<i>n</i> =	100	109
1 – Not at all important	6%	5%
2	3%	9%
3 – (neutral)	23%	26%
4	27%	28%
5 – Very important	37%	31%
Don't know	4%	2%
Mean (1-5)	3.90	3.73

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

	2021	2022
<i>n</i> =	100	109
1 – Not at all important	10%	9%
2	8%	14%
3 – (neutral)	16%	15%
4	31%	23%
5 – Very important	35%	39%
Don't know	0%	1%
Mean (1-5)	3.73	3.69

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

	2021	2022
<i>n</i> =	100	109
1 – Not at all important	13%	16%
2	11%	8%
3 – (neutral)	17%	25%
4	24%	22%
5 – Very important	33%	26%
Don't know	2%	4%
Mean (1-5)	3.54	3.35

11D. Tourism promotion?

	2021	2022
<i>n</i> =	100	109
1 – Not at all important	13%	14%
2	20%	13%
3 – (neutral)	26%	33%
4	23%	25%
5 – Very important	18%	13%
Don't know	0%	3%
Mean (1-5)	3.13	3.10

11E. Local and regional airport facilities?

	2021	2022
<i>n</i> =	100	109
1 – Not at all important	29%	24%
2	18%	16%
3 – (neutral)	25%	24%
4	14%	13%
5 – Very important	14%	20%
Don't know	0%	4%
Mean (1-5)	2.66	2.90

11F. Local search and rescue capabilities?

	2021	2022
<i>n</i> =	100	109
1 – Not at all important	4%	4%
2	5%	4%
3 – (neutral)	11%	12%
4	31%	25%
5 – Very important	48%	55%
Don't know	1%	1%
Mean (1-5)	4.15	4.25

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

	2021	2022
n=	100	109
1 – Not at all important	3%	3%
2	2%	3%
3 – (neutral	11%	9%
4	23%	23%
5 – Very important	57%	61%
Don't know	4%	1%
Mean (1-5)	4.34	4.39

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

	2021	2022
n=	100	109
1 – Not at all important	5%	8%
2	3%	6%
3 – (neutral	17%	17%
4	30%	32%
5 – Very important	43%	35%
Don't know	2%	2%
Mean (1-5)	4.05	3.80

11H. Cellular service?

	2021	2022
n=	100	109
1 – Not at all important	11%	13%
2	9%	8%
3 – (neutral	19%	26%
4	22%	23%
5 – Very important	36%	29%
Don't know	3%	1%
Mean (1-5)	3.65	3.48

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

	2021	2022
n=	100	109
1 – Not at all important	4%	5%
2	2%	4%
3 – (neutral	9%	12%
4	31%	28%
5 – Very important	54%	50%
Don't know	0%	2%
Mean (1-5)	4.29	4.17

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

	2021	2022
n=	100	109
1 – Not at all important	6%	5%
2	3%	11%
3 – (neutral	18%	28%
4	33%	21%
5 – Very important	37%	33%
Don't know	3%	3%
Mean (1-5)	3.95	3.69

11M. Historical preservation of community assets?

	2021	2022
n=	100	109
1 – Not at all important	2%	3%
2	2%	7%
3 – (neutral	18%	17%
4	23%	24%
5 – Very important	54%	47%
Don't know	1%	3%
Mean (1-5)	4.26	4.08

11J. Transportation infrastructure like roads and bridges?

	2021	2022
n=	100	109
1 – Not at all important	4%	3%
2	4%	6%
3 – (neutral	13%	6%
4	22%	32%
5 – Very important	56%	51%
Don't know	1%	1%
Mean (1-5)	4.23	4.24

11N. Arts and culture investment?

	2021	2022
n=	100	109
1 – Not at all important	8%	10%
2	12%	9%
3 – (neutral	30%	22%
4	20%	37%
5 – Very important	28%	21%
Don't know	2%	1%
Mean (1-5)	3.49	3.50

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

	2021	2022
(11A) Parking accommodations (parking lots) in tourism areas?	3.90	3.73
(11B) Public transit, like shuttles, buses, trains?	3.73	3.69
(11C) High speed internet (broadband) in tourism areas?	3.54	3.35
(11D) Tourism promotion?	3.13	3.10
(11E) Local and regional airport facilities?	2.66	2.90
(11F) Local search and rescue capabilities?	4.15	4.25
(11G) Environment protection and repair of damaged areas (land, water, etc.)?	4.34	4.39
(11H) Cellular service?	3.65	3.48
(11I) Visitor education regarding how to best respect and support the local community?	3.95	3.69
(11J) Transportation infrastructure like roads and bridges?	4.23	4.24
(11K) Garbage and recycling disposal and collection in tourism areas?	4.05	3.80
(11L) Recreation infrastructure like trails, campgrounds, parks, restrooms?	4.29	4.17
(11M) Historical preservation of community assets?	4.26	4.08
(11N) Arts and culture investment?	3.49	3.50

ENVIRONMENTAL SUSTAINABILITY

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

12 A. Natural resource protection and tourism can be compatible

	2021	2022
<i>n=</i>	100	109
1 – Strongly disagree	6%	6%
2	7%	6%
3	15%	12%
4	29%	28%
5 – Strongly agree	40%	45%
Don't know	3%	3%
Mean (1-5)	3.93	4.03

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

	2021	2022
<i>n=</i>	100	109
1 – Strongly disagree	6%	7%
2	8%	6%
3	18%	15%
4	24%	27%
5 – Strongly agree	39%	39%
Don't know	5%	6%
Mean (1-5)	3.86	3.88

12C. Natural resources should be protected in Utah

	2021	2022
<i>n=</i>	100	109
1 – Strongly disagree	2%	3%
2	1%	1%
3	5%	4%
4	16%	17%
5 – Strongly agree	75%	76%
Don't know	1%	0%
Mean (1-5)	4.63	4.62

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

	2021	2022
<i>n=</i>	100	109
1 – Strongly disagree	3%	5%
2	3%	6%
3	8%	16%
4	28%	22%
5 – Strongly agree	58%	50%
Don't know	0%	1%
Mean (1-5)	4.35	4.08

ENVIRONMENTAL SUSTAINABILITY - Statement mean scores by year (one-to-five scale with one meaning strongly disagree and five meaning strongly agree)

	2021	2022
(12A) Natural resource protection and tourism can be compatible	3.93	4.03
(12B) Long-term government planning helps reduce potentially negative environmental impacts of tourism	3.86	3.88
(12C) Natural resources should be protected in Utah	4.63	4.62
(12D) The Office of Tourism should educate visitors on things like how to minimize their impacts on the natural environment, and how to travel responsibly	4.35	4.08

PERCEPTION OF VISITORS/TOURISM

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

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

	2021	2022
<i>n</i> =	100	109
1 – Strongly disagree	33%	39%
2	27%	24%
3	18%	14%
4	12%	12%
5 – Strongly agree	8%	11%
Don't know	2%	1%
Mean (1-5)	2.34	2.32

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

	2021	2022
<i>n</i> =	100	109
1 – Strongly disagree	8%	5%
2	10%	7%
3	17%	18%
4	32%	39%
5 – Strongly agree	28%	27%
Don't know	5%	4%
Mean (1-5)	3.65	3.79

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

	2021	2022
<i>n</i> =	100	109
1 – Strongly disagree	3%	3%
2	4%	5%
3	18%	12%
4	37%	51%
5 – Strongly agree	35%	27%
Don't know	3%	3%
Mean (1-5)	4.00	3.97

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

	2021	2022
<i>n</i> =	100	109
1 – Strongly disagree	6%	12%
2	18%	14%
3	29%	33%
4	24%	21%
5 – Strongly agree	16%	16%
Don't know	7%	5%
Mean (1-5)	3.28	3.15

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

	2021	2022
<i>n</i> =	100	109
1 – Strongly disagree	23%	29%
2	23%	33%
3	23%	22%
4	19%	8%
5 – Strongly agree	12%	6%
Don't know	0%	1%
Mean (1-5)	2.74	2.29

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

	2021	2022
<i>n</i> =	100	109
1 – Strongly disagree	9%	11%
2	18%	13%
3	23%	33%
4	25%	27%
5 – Strongly agree	21%	15%
Don't know	4%	2%
Mean (1-5)	3.32	3.21

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

	2021	2022
<i>n</i> =	100	109
1 – Strongly disagree	16%	9%
2	3%	11%
3	8%	6%
4	14%	21%
5 – Strongly agree	55%	50%
Don't know	4%	2%
Mean (1-5)	3.93	3.94

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

	2021	2022
<i>n</i> =	100	109
1 – Strongly disagree	5%	6%
2	9%	5%
3	25%	19%
4	35%	42%
5 – Strongly agree	21%	28%
Don't know	5%	1%
Mean (1-5)	3.61	3.82

13I. I enjoy interactions with visitors.

	2021	2022
<i>n</i> =	100	109
1 – Strongly disagree	7%	6%
2	10%	6%
3	29%	20%
4	29%	39%
5 – Strongly agree	22%	28%
Don't know	3%	1%
Mean (1-5)	3.51	3.78

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

	2021	2022
<i>n</i> =	100	109
1 – Strongly disagree	14%	18%
2	29%	17%
3	30%	38%
4	11%	18%
5 – Strongly agree	3%	6%
Don't know	13%	4%
Mean (1-5)	2.54	2.75

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

	2021	2022
<i>n</i> =	100	109
1 – Strongly disagree	17%	16%
2	26%	21%
3	23%	41%
4	13%	11%
5 – Strongly agree	3%	2%
Don't know	18%	9%
Mean (1-5)	2.50	2.59

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

	2021	2022
<i>n</i> =	100	109
1 – Strongly disagree	11%	17%
2	17%	17%
3	26%	28%
4	21%	26%
5 – Strongly agree	12%	9%
Don't know	13%	5%
Mean (1-5)	3.07	2.94

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

	2021	2022
<i>n</i> =	100	109
1 – Strongly disagree	12%	16%
2	30%	23%
3	29%	28%
4	14%	21%
5 – Strongly agree	6%	8%
Don't know	9%	5%
Mean (1-5)	2.69	2.83

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

	2021	2022
<i>n</i> =	100	109
1 – Strongly disagree	24%	28%
2	17%	19%
3	24%	13%
4	16%	20%
5 – Strongly agree	16%	17%
Don't know	3%	3%
Mean (1-5)	2.82	2.80

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

	2021	2022
(13A) My area would be a dull place if visitors did not come.	2.34	2.32
(13B) In our area, our way of life has changed to suit visitors.	3.65	3.79
(13C) Overall, I think visitors to my area feel welcomed.	4.00	3.97
(13D) Tourism has made locals prouder of our area.	3.28	3.15
(13E) I prefer to have as little contact as possible with visitors.	2.74	2.29
(13F) Residents benefit from a wide variety of cultural activities in my area because of tourism.	3.32	3.21
(13G) Tourism has made my community an unaffordable place for many to live.	3.93	3.94
(13H) Tourism supports businesses in my community that are valuable to me.	3.61	3.82
(13I) I enjoy interactions with visitors.	3.51	3.78
(13J) Government does a good job balancing residents' and visitors' needs.	2.54	2.75
(13K) State government values input from residents about tourism in my area.	2.50	2.59
(13L) Local government values input from residents about tourism in my area.	3.07	2.94
(13M) Residents have the opportunity to provide input on tourism-related topics in my area.	2.69	2.83
(13N) I have provided input on tourism decisions in my area, by doing things like attending public meetings and/or writing letters to local government or decision makers.	2.82	2.80

TOURISM IMPACT ON QUALITY OF LIFE

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

	2021	2022
n=	100	109
1 – Significantly declined	12%	12%
2	22%	17%
3	20%	28%
4	29%	28%
5 – Significantly improved	10%	12%
Don't know	7%	3%
Mean (1-5)	3.03	3.12

MARKETING CAMPAIGN

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

15A. Mighty 5® Campaign

	2021	2022
n=	100	109
Never heard of	49%	58%
Heard name only	12%	4%
Somewhat familiar	16%	16%
Very familiar	14%	17%
Don't know	9%	6%

15B. Forever Mighty® Initiative

	2021	2022
n=	100	109
Never heard of	69%	78%
Heard name only	9%	6%
Somewhat familiar	4%	6%
Very familiar	4%	4%
Don't know	14%	6%

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

	2021	2022
n=	100	108
Never heard of	3%	2%
Heard name only	11%	13%
Somewhat familiar	12%	20%
Very familiar	74%	62%
Don't know	0%	3%

15D. Life Elevated®

	2021	2022
n=	100	109
Never heard of	6%	5%
Heard name only	17%	19%
Somewhat familiar	21%	28%
Very familiar	53%	46%
Don't know	3%	3%

ADDITIONAL COMMENTS

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

DEMOGRAPHICS QUESTIONS

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

	2021	2022
<i>n=</i>	100	109
Man	43%	55%
Woman	57%	45%
Some other way	0%	0%

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

	2021	2022
<i>n=</i>	100	109
18 to 29	1%	10%
30 to 39	11%	13%
40 to 49	20%	17%
50 to 59	15%	25%
60 to 69	32%	23%
70 or Older	21%	13%

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

	2021	2022
<i>n=</i>	100	107
Some high school or less	0%	2%
High school graduate	3%	10%
Some college/assoc. degree /vocational certificate	24%	21%
College graduate (4 years)	36%	31%
Graduate work or degree	37%	36%

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

	2021	2022
<i>n=</i>	100	108
Less than 5 years	5%	6%
5 to 10 years	14%	20%
11 to 20 years	20%	9%
More than 20 years	60%	65%

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

	2021	2022
<i>n=</i>	100	107
Hispanic/Latino	0%	1%
American Indian or Alaska Native	1%	1%
Asian or Asian American	0%	0%
Black or African American	0%	0%
Pacific Islander / Native Hawaiian	0%	0%
White	97%	96%
Multiple races/ethnicities	2%	1%
Other (specify)	0%	0%
Don't know	0%	1%

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

	2021	2022
<i>n=</i>	100	98
Less than \$20,000	0%	2%
\$20,000 to \$39,999	3%	8%
\$40,000 to \$59,999	5%	9%
\$60,000 to \$79,999	20%	14%
\$80,000 to \$99,999	16%	12%
\$100,000 to \$150,000	20%	21%
Over \$150,000	35%	33%

Appendix E – Verbatim Wasatch County Comments

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

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

(1) None – 10 comments

- All the places are big enough for whoever comes.
- I don't usually see any problems with people getting places to go, like to stay and parks
- I have not seen it happen.
- I think the surrounding area is able to accommodate those that are visiting.
- Midway is not as many people, and so it isn't too overwhelmed
- None/no answer
- Nothing is too crowded except the roads, in general.
- The venues that we have. We have a lot of hotels and options and large outdoor venues, like the Olympic area.
- They can handle anything that comes in.

(2) A few – 24 comments

- During peak season: winter and summer
- Easy to get over in certain areas.
- Everything is so busy.
- I think they have more things. I think we have about as many tourists as we can handle.
- It gets a little crowded in the recreation areas.
- It's a small town, and there's not enough infrastructure and no hotels.
- It's just growing so quickly.
- It's just not that big.
- Local reservoirs, local state park. It would be nice to have easier and cheaper access for local residents. It's hard to live in a great community that you can't access.
- No comment
- Some of the areas with water have too many tourists for any local people to be able to go.
- Some places tend to get overcrowded during certain times of the year.
- The highway gets crowded, as do some of the streets.
- The main street of Heber is overcrowded with trucks and tourist traffic during certain times of the year,

which increases air pollution to unacceptable levels.

- The traffic in our town is really bad.
- There are events that come, like Swiss Days, that we aren't ready for.
- There's so much tourism around natural attractions that it somewhat exceeds the capacity.
- They need to develop more because we are overrun by quantity of people.
- Too many cars, trucks towing, and we don't have adequate roads.
- Traffic, roads, lack of Airbnb's because of zoning laws, not enough hotels
- We don't have enough workers at local food establishments, for instance, so the visitors take tables that used to be open to locals, and locals just don't go to dinner, etc.
- We have the infrastructure and the resorts to accommodate them, but we max out from Christmas to New Year.
- We have very little affordable housing options, especially for our workforce to be able to handle the tourism.
- When there are big events like rodeos, sports tournaments, or holidays, all of the lodging options are full. During these times, traffic is an issue, and there is no place to eat because they are all too busy.

(3) Some – 30 comments

- A few of the events do not seem like we are able to fit everyone.
- A lot of times, it depends on the event, but there are quite a few motels here, and rooms here are very expensive. There are also too few, so they need to build some more.
- Both Jordanelle and Deer Creek Reservoirs have more summer demand for parking and boating than are supported at present.
- Cost of living is too expensive.
- Dining out is hard during peak season.
- I can host visitors, but we do not have enough houses. There is an influx when there is tourism, and it is hard to find accommodations. If my grandmother is visiting me, it is hard for her to find a place to stay or hotel during the tourism season.
- I think it is more about the number of service providers isn't sufficient.
- I think there are areas where there could be more places for people to stay and things like that.

- If you want to go to something, then it's hard to get tickets because there are so many visitors.
- In Heber, it gets busy, but still not completely overrun. The housing situation is not the best. There is more demand than what is available.
- It depends on the areas; there are just not enough options in some areas—an abundance in some and not enough in others. A lot of areas around here don't allow VRBO or Airbnb. There are high restrictions, and there can be more options.
- Lack of affordable housing
- No comment
- Number of rooms available, traffic on two-lane Main Street that is a thoroughfare.
- Our town has a difficult time accommodating the traffic that comes with increased tourism.
- Park City is too crowded, and the next town over.
- Some natural resources that it can handle.
- Sometimes there are too many people in areas not designed for that number.
- The crutch time of tourism season is high over the weekends and Christmas, which leads to too many people in a too small of an area which leads to problems.
- The reservoirs are always very crowded in the summer.
- The tourists are pushing out locals due to the increasing short-term rentals.
- There are certain tourist seasons.
- There are peak periods where there are not enough resources.
- There's a lack of hotels, big restaurants, and RV parks, and then more traffic than the road can handle.
- There's not a lot of places to stay in Midway.
- They do have options in nearby Heber to be able to eat and stay, so that helps.
- Too many people on lakes and ruining vegetation in mountain areas
- Traffic is bogged down due to so many people.
- When there are big tourist events, there's a lot of people in a small area.
- With the highway that runs through, it causes things to be overloaded.
- City. There's a lack of hotels.
- On the weekends, there are so many people visiting, which puts a strain on resources that negatively affect locals. I understand why we need tourism - economics, but it's regrettable.
- Parking at events is always difficult.
- Roads are terrible; it is too crowded.
- The amount of traffic and the fact that all hotels sell out.
- The area I live in is very into tourism. Infrastructure is overloaded in peak season.
- The community leaders and the ski resort owners, Vail Resorts and Alterra, have failed to act responsibly to protect the residents' quality of life and instead have continued their relentless pursuit of the tourism dollars.
- The ski areas charge for parking; it's overcrowded at the ski areas, and traffic congestion.
- Their impact on roads and the ability to get around is terrible.
- There are a lot of things going on, and we don't have the infrastructure for traffic.
- There are hardly any quality places to eat, and the few we have are always busy. It is too expensive for workers to live here, so there are staffing problems.
- There is a lot of housing, and there are a lot of spectator events that can fit people.
- There's not enough space.
- There's often parking lots full, trails and traffic are backed up, and it's congested. It limits the recreation of residents.
- There's too much traffic, and it's hard to get enough people to work to provide services. There are lots of amenities, and they're good quality, but it's hard to access because of tourists.
- Too many people
- Too many people in the mountains and impacting our community.
- Too many people now
- Tourists crowd the roads and restaurants.
- Traffic and parking issues; often, the grocery stores are too crowded and lacking stock; people turn their housing units into nightly rentals, taking them out of the rental market for the workers and causing a shortage of workers in the area.
- Vail has ruined Park City.
- Visitors end up buying real estate as third homes making everything unaffordable. It can't accommodate me if I can't afford to live here.
- When there are events, it's overcrowded, and parking, lodging, and dining is not enough.

(4) Many – 25 comments

- I don't think the infrastructure is able to support as many visitors as we have, and there's no limit on the number of visitors.
- It's crowded.
- Not really good roadways going in and out of Heber

(5) All – 5 comments

- Lack of employees to support all the tourists.
- Parking issues at ski resorts, our small-town airport is overcrowded with out-of-state private jets
- The area is too small for the influx for the amounts of people that come during certain points during the season.
- There are too many people.
- There's been far too much of an increase in population.

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

[Open-ended]

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

(1) Definitely not – 3 comments

- All the people from California came and started changing the rules, and so everything here, including that, is bad.
- It has negatively impacted everything in that community.
- There are too many people.

(2) – 1 comment

- I don't think they understand the tremendous value of the user experience we could generate.

(3) Neutral – 16 comments

- At the expense of local residents
- Delivery of a high-quality visitor experience has declined by 50% in the last 20 years.
- Everything is crowded.
- If they don't have to drive and park, yes. If not, I would never come back to Park City again. My wife and I are leaving after this season. It's getting too crowded.
- Less so if it becomes too overbuilt
- No comment
- Nothing stands out, really, on either side of negative or positive.
- Roads and restaurants are not great for tourism.
- The ability to get around isn't great, and neither is dining. It's also very expensive here in the wintertime.

- The town doesn't have good dining options; it is all fast food.
- There could be more places for people to stay and things for them to do.
- Too many people and cars
- Too many visitors and not enough infrastructure; affects us residents nearly year-round.
- Traffic is horrendous, and it's a turn-off for visitors.
- We have a lot of things to uncover.
- We have a variety of recreational opportunities.

(4) – 42 comments

- All our facilities and employees are nice.
- Everybody's really friendly here.
- For most of the tourists, it's an awesome experience.
- Heber sells itself.
- I don't know. (2)
- I think the visitors, for the most part, are oblivious to the issues, except for the lack of service in restaurants, etc., due to a shortage of workers. Traffic may be an issue to them at times, especially around the holidays.
- I think there's a lot of things, but I don't get out much, so I don't really know.
- I think we have some room for growth for infrastructure and our ability to accommodate.
- It feels like everybody is good. There are no issues.
- It's a beautiful place when people come.
- It's a quaint town.
- Lacking some services
- Money, money
- Most events are pretty good.
- Most of the time
- No comment (3)
- Our biggest concern is available housing for our workforce. Our other big concern is the traffic flow.
- People are friendly.
- People keep coming back.
- So much of the community relies on tourism, so we ensure that our events go well and attract more tourists in the future.
- The activities of tourism are positive, and the overcrowding is negative.
- The community is set up to cater to tourists, and it's set up pretty well.
- The county has many activities and advertises tourism.
- The increase of people has brought a negative experience.
- The majority of the people here are nice and accepting.

- The nature
- The people are generally friendly.
- There are some things that can be better. Some other communities do better. Corporate ownership of recreational facilities has hurt the quality of the community. I live in a ski town, and the ski resort is not as good and not properly owned.
- There is a lot to do around here, including anything on the mountains.
- There is a lot of natural beauty here, recreation opportunities, and friendly people.
- There is a lot to offer.
- There is lots of stuff to do and many different outdoor and indoor activities.
- There is not enough investment in retail and dining choices.
- There's a letdown where you can't stay in the local areas near events.
- Tourists still come despite the crowds.
- We have a lot of recreational activities, especially outdoors.
- We have what is necessary for the demand now, but they could be even more than what they are now.
- We seem to have a lot to offer for a variety of outdoor activities. We have very nice facilities such as the County Event Center, the high school pool, ball fields, parks, and trails.
- Yes, but it's hard to live here and enjoy the natural surroundings because of too many people.

(5) Definitely – 46 comments

- A very nice place to be
- It's just a rural community with lots of agriculture, but it also has amenities, and the people are very friendly and willing to help people out.
- Lots of experience with hosting large events and dealing with lots of people. Many years of experience.
- We have a wonderful community, and people are welcoming and open.
- It's motivated to do so.
- There are lots of nice things here and lots of things to do.
- Think that the area does things that makes people want to come.
- There's a lot to do recreation-wise.
- From personal experience
- People are very friendly, and they'll give them information that they ask for.
- From living in other areas and communities, in the Park City and Heber area, I would say the hospitality.

It's friendly; they say, 'Hello,' and 'Goodbye,' and 'How are you?' and they are genuine with that.

- They just provide good activities there. There's a lot to do.
- There's a lot of Swiss stuff going on.
- People like it. I think for the people who are here they have a good time and there are lots of things to do.
- I think our town knows we count on the revenue, so we make people feel welcome.
- I think if you live here, you are pretty much here to cater to tourists. Our livelihood depends on their well-being and enjoyment, so we want them to want them to enjoy themselves, so they come back here and tell their friends about it.
- I've moved all over the country, and this is the friendliest place I've ever been.
- The area I live in is world-renowned. The world loves it, and I've seen the growth.
- It's where everybody wants to go.
- I think we have a great community that's welcoming and provides a lot of support for tourists but not so much for the locals.
- They advertise our events well.
- It's a warm community that has a 'local' vibe, but activities and resources are all contributing to jobs.
- It's a very visitor-friendly area. There are lots of hotels and Airbnb's available, and there's lots of things geared toward people who are visiting, as well as shops to cater.
- There is a wide variety of activities for visitors.
- It's a beautiful place all in itself.
- The area is close to many outdoor experiences. It's very welcoming and always has events throughout the year.
- I think the area has been a destination for quality skiing for years and has grown over time to include additional winter activities and summer recreation.
- It has things for visitors to do.
- No comment
- The area is clean and safe. There are places to stay and eat. The medical facilities are good.
- Welcoming people
- I think if the community is good and inviting, it will help people want to come back.
- It has been for years.
- We're super highly rated, but people do that by overworking themselves.
- Overall, the local area offers a great experience. The area is beautiful, and there are tons of outdoor activities.

- Great amenities
- There are activities for all ages and types of people.
- The quality of restaurants and stores has increased. There are more boutique stores. The town is kept clean.
- So many outdoor opportunities
- Quality restaurants have improved the last few years.
- From what I've heard, most visitors have a favorable view of the Heber Valley.
- We have a very nice rural atmosphere.
- The venues are very well maintained and easily accessible. I hear positive comments about people's experience.
- It's a great place to visit.
- Super cute area lots of recreation
- Many varied seasonal activities for all interests

Wasatch: 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] – 108 comments

- Affordable housing
- All good
- Big businesses manipulate the local government to the point where they get what they want, causing overdevelopment and decreased beauty.
- Continue to make alcohol availability more like the majority of other states.
- Development: I think it's more of a state legislative issue with taxes. The taxes that developers have to pay don't support the infrastructure. It's taxation without representation for property owners who aren't here all the time.
- How do you provoke leadership to turn down/off the tourism dollar pursuit for a year or three so that the community resources can catch up with needed infrastructure?
- I can't think of any. (4)
- I do think that they could improve marketing for the area. I think they could improve infrastructure to lessen the negative effects, not that there are many, but I think there could be a lot to improve.
- I don't know; more info would be great.
- I don't know. (6)
- I don't trust the government to manage anything, tourism included.
- I feel like housing is the biggest local issue and is drastically impacted by tourism. Tourists are willing to pay more, so low-income families cannot afford

- housing, and lower-paying jobs, such as fast food, are struggling to find employees, which impacts all of us.
- I feel like we are an overflow community for Park City and incur expenses that should be shared with Summit County, more specifically, airport expansion-related expenses.
- I hope my community would look at sustainable tourism.
- I think it is good for the economy, but overall, it hurts locals in many ways that sometimes outweigh the positive.
- I think it's all been covered.
- I think the tourism industry needs to make themselves knowledgeable regarding the people they're trying to appeal to. They need to make themselves known and appeal to tourists.
- I think you understand where I'm coming from. I don't think you care about my point of view.
- I wished there were better food options, more fine dining.
- I'm for tourism, but controlled tourism.
- In Heber City, the Chamber of Commerce is also the office of tourism. They spend almost all of their budget and time on the tourism side of their responsibilities, and it makes a very unbalanced situation where local businesses really struggle, and the 'chamber' is largely absentee.
- In order to buy or build a home in Utah, you should have been born there. Accept no one from outside. The government should spend no tax dollars on tourism.
- Information in the mail would be a great way for us to find out the ways the state and local governments are dealing with tourism.
- It's all good.
- Keep Californians out of Utah. Utah is going to turn into LA if they keep coming here and decide to move here.
- Local citizens need more say in how we grow. The government needs to be more balanced. Developers and tourism lobbyists are loud.
- Locals being aware of and attending more activities in our community. They need to have a sense of belonging to the recreation sites for themselves and not just for the tourists.
- Midway is too crowded now.
- More control of future tourism growth is needed. We are at a point where everything people come here for will turn bad.

- More focus needs to be given to affordable living. There are so many tourism jobs in the area that are currently open because they don't pay enough for residents to live in the area. In many ways, local tourism is wonderful, but it has definitely had some major downfalls as well.
- My biggest concern is about the growth in the area. I have a lot of concerns about water and what we're doing to plan for water consumption. I hear very little about what's going on with it from the state or local government.
- My grandfather was part of the '76 Denver Olympics, and they said no because of fear of growth. I think that the best thing we can do is to plan for growth because it will come whether we want it to or not.
- No airport expansion!
- No comment (10)
- None (27)
- Not enough time or space
- Nothing (7)
- Please do not promote tourism so much that we are overrun with traffic and development. Part of what is great about Utah is the low-key, wide-open spaces. They will all be gone if tourism continues to explode.
- Pollution
- Promote it less; I think they overdid it.
- Some places should go on a lottery system because there is too much out-of-state traffic, like in Zion.
- That is a thorough survey. I have nothing extra to add.
- The biggest issues are housing affordability and enough water to support the amount of homes being built.
- The cost of most things in tourist areas is too high, and the tourists and prices limit locals' abilities to access these recreational opportunities. The cost of living is way too high for many people here to survive on.
- The impact of people using the outdoors for bodily functions and not properly taking care of it.
- The need for open space preservation in Heber Valley.
- The questions are all geared toward the positive effects of tourism, but very little is asked about the negative effects. I feel like the questions are all trying to sway me to think how wonderful tourism is and to justify the existence of the State Office of Tourism.
- There is nothing to add.
- They don't need a state tourism office.
- Tourism in the area has impacted the local residents severely, and there aren't livable wages for the locals.
- Tourism is good for the economy and the people.
- Tourism will continue to increase, especially if we get another Olympics.
- Tourists are welcome but then go home. Don't move here.
- Trail networks and connecting them to each other should be a priority. It adds value to all.
- Utah is beautiful! Everyone should be able to enjoy it!
- Water concerns, and also, it seems that Park City is not interested in locals.
- We don't need to promote tourism. Visitors don't value the life here and want to change it. Visitors equate to more residents.
- We need better signage and mapping indicating public and private property lines.
- We need more public transportation!
- You need to encourage investment in entertainment concessions.

Endnote

- 1 Discussion combines answers into positive and negative responses. For example, strongly agree and agree are combined into a combined in discussion of agreement.

Partners in the Community

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

Legacy Partners

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

Executive Partners

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

Sustaining Partners

Dominion Energy
 Staker Parson Materials and Construction
 Wells Fargo

Kem C. Gardner Policy Institute Advisory Board

Conveners

Michael O. Leavitt
 Mitt Romney

Board

Scott Anderson, Co-Chair
 Gail Miller, Co-Chair
 Doug Anderson
 Deborah Bayle
 Roger Boyer
 Michelle Camacho
 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 Brad Wilson
 Senate President
 Stuart Adams
 Representative
 Angela Romero
 Senator Luz Escamilla
 Mayor Jenny Wilson
 Mayor Erin Mendenhall

Kem C. Gardner Policy Institute Staff and Advisors

Leadership Team

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

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

Faculty Advisors

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

Senior Advisors

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

INFORMED DECISIONS™