

Utah Resident Opinions on Tourism: Local Area Survey Results

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Introduction

Utah residents indicate a wide range of opinions about Utah's tourism industry. A local area survey conducted in Fall 2021 provides insight on the similarities and differences in how tourism is perceived in 14 different areas of the state. Local area survey results show respondents from areas with the highest perceived levels of tourism have more concerns about crowds/traffic congestion, environmental degradation, and quality of life. While a majority of respondents in most areas have concerns about the effect of tourism on housing affordability, these concerns are even greater for respondents from highly impacted tourist areas.

A majority of respondents in only five of the areas surveyed indicate the positive effects of tourism outweigh the negative effects – Northern Utah, Central Utah, Uintah/Daggett, Carbon/Emery, and Iron counties.

The local area survey results discussed in this report brief provide critical context for understanding the statewide survey results reported in the separate report brief "Utah Resident Opinions on Tourism: Statewide Survey Results" (*Statewide survey results provided in Appendix E*). Moab area responses are particularly notable in that they tend towards a more negative view of tourism despite having the largest portion of respondents who have some part of their household income depend on tourism-related activities (47%) and the highest portion of respondents saying tourism is "very important" to the economy in their area (72%). Local insights underscore the challenges to be considered in determining policies to support sustainable accommodable visitation levels in tourist areas.

*"The whole world is coming here.
It's called the terminator effect,
I'll be back."*

– Resident of Wayne/Garfield counties

Methodology

In 2021, The Utah Office of Tourism (UOT) contracted with the Kem C. Gardner Policy Institute to conduct a statewide survey of Utah residents to better understand resident perceptions of tourism and tourism-related policies. During survey design discussion, UOT and the Gardner Institute agreed the most appropriate methodology would be to create two surveys – one aimed at better understanding the general public's broad statewide sentiments towards tourism and one aimed at better understanding resident sentiment in local communities, particularly those known to be highly impacted by tourism. UOT identified 14 areas of interest. Respondents in both surveys were asked many of the same questions. Local area survey respondents were asked additional questions to provide a more detailed understanding of residents' experiences and preferences by area.

Between November 2021 and January 2022, Lighthouse Research collected 1,239 surveys using a mixed mode methodology that began with the distribution of online survey links to known email addresses and telephone numbers from public records in Utah. The average time for an online survey was 14 minutes and the average time for the telephone survey was 18.5 minutes.

Prior to data collection, Lighthouse Research used the WinCati program to randomize and control the sample. Only adults age 18 and over participated in the survey.

This research brief provides an analysis of local area survey findings. Where appropriate, results from the statewide survey are included for comparison purposes. Additionally, statewide survey results are provided in Appendix E. There were three open-ended survey questions. Some open-ended responses are included in the report brief discussion to provide additional context and insights for the survey results. The "Open-ended Comments by Area" section provides brief synopses of comments from each area. Appendix C provides verbatim responses to the open-ended questions organized by area. Appendix B provides a copy of the questionnaire and Appendix D provides means scores tables.

Demographics

Demographic data from each area sample (including gender, age, level of education, length of Utah residency, race/ethnicity, and income) are provided in Appendix A.

Limitations

Surveys were collected from residents of the 14 areas described in Table 1. The sample sizes by area are not large enough to reflect population differences of area residents. Between 65 and 157 residents were surveyed from each of the 14 areas. The margin of error for each area varies based on the size of the area adult population and the survey sample size, as shown in Table 1.

The survey has a margin of error ranging (by area) from 7.82 to 12.8 +/-% at the 95% confidence level. Given the sample size, findings should be considered cautiously, and cannot be assumed for subpopulations (such as those defined by race/ethnicity). Results are most meaningful when a majority of respondent preferences fall in a specific direction even when a margin of error is considered. For instance, 74% of Moab area and 72% of the Park City area respondents indicate they strongly agree with the statement “The Office of Tourism should educate visitors on things like how to minimize their impacts on the natural environment, and how to travel responsibly.” Since a 10-11% margin of error leaves a majority of respondents in the strongest category (ranging from approximately 65%-83% and 61%-83% respectively), there is more confidence that these views reflect the views of a majority of residents in these local areas. Results are especially notable in cases such as this, where there is a high percentage of respondents answering “strongly” in either direction, since people answering at either of the two ends of the five-point Likert scale are least likely to change their perceptions.

The following discussion frequently combines answers relating to importance and agreement. For instance, “important” and “very important” are frequently combined into a single category, as are “disagree” and “strongly disagree.” Merging these responses allows for a better summary understanding of how the majority of respondents in certain areas answers a question. In cases where a single category of importance or disagreement is noted, such as “very important,” it will be stated in quotation marks. Otherwise, the discussion should be assumed to refer to combined preferences of importance or agreement of respondents in a specific area.

Experience with Tourism

The first two survey questions asked respondents to assess the amount of tourism in their area and to share whether any of their household income depended upon tourism-related activities (Tables 2 and 3).

Table 1 – Local Area Samples

| Area* | Adult Pop | Sample | % Error |
|--|-----------|--------|---------|
| Northern Utah (Cache/Rich/Box Elder Counties) | 135,315 | 65 | 12.15 |
| Uintah/Daggett Counties | 24,562 | 86 | 10.55 |
| Wayne/Garfield Counties | 5,831 | 81 | 10.81 |
| Carbon/Emery Counties | 22,141 | 80 | 10.94 |
| Central (Beaver/Piute/Sevier/Sanpete Counties) | 41,509 | 95 | 10.04 |
| Iron County | 41,030 | 90 | 10.32 |
| Washington County (excluding Springdale+ area) | 128,131 | 157 | 7.82 |
| Kane County | 5,915 | 79 | 10.95 |
| San Juan County | 10,342 | 74 | 11.35 |
| Morgan County/East Weber Area | 7,996 | 79 | 10.97 |
| Wasatch County | 24,210 | 100 | 9.78 |
| Moab Area | 7,622 | 108 | 9.36 |
| Springdale+ (Springdale/Rockville/Toquerville /LaVerkin/Virgin Cities) | 9,627 | 58 | 12.8 |
| Park City Area | 32,006 | 82 | 10.8 |

* Northern Utah: Cache/Rich/Box Elder counties; Central Utah: Beaver/Piute/Sevier/Sanpete counties; Washington County: excludes Springdale; Moab area: includes the 84532 zip code; Park City area includes zip codes 84098 and 84060, and 5 self-identified residents in other zip codes.

A majority of respondents in 11 of the 14 areas reported they had “a great deal of tourism” in their community. In six of the areas (Wayne/Garfield, Washington, and Kane counties, and the areas around Moab, Springdale+, and Park City) 85% or more did so. For comparison, in the statewide survey, 36% of respondents reported “a great deal of tourism.”

Answers to the question “Does any of your household income depend on tourism-related activities?” reflect the personal touch tourism has on households in areas heavily influenced by tourism. In four areas (Wayne/Garfield and Kane counties, and Moab and Springdale+ areas) more than a third of respondents reported having household income dependent on tourism-related activities. About a quarter of Wasatch County and Park City area respondents reported having household income dependent on tourism-related activities. In the statewide survey, 10% of respondents had household income dependent on tourism-related activities.

Resident Perceptions of Tourism

A majority of respondents in every area believe that their community provides a positive visitor experience, but area responses range from a slight majority (Moab area 55%) to a large majority (Iron 82%). Almost of quarter of Moab area respondents (23%) do not believe their community provides a positive visitor experience, which is particularly striking given that 47% of Moab area respondents derive part of their

Table 2 - Thinking about your community or the general area around you, how would you describe the amount of tourism? Would you say there is...?

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-----------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Great deal of tourism | 18% | 51% | 88% | 26% | 27% | 84% | 90% | 95% | 53% | 59% | 73% | 99% | 97% | 98% |
| Some | 45% | 40% | 8% | 57% | 58% | 13% | 7% | 5% | 28% | 27% | 27% | 1% | 2% | 0% |
| Little | 34% | 9% | 0% | 15% | 14% | 1% | 3% | 0% | 16% | 14% | 0% | 0% | 0% | 1% |
| No tourism | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Other | 0% | 0% | 4% | 0% | 0% | 0% | 0% | 0% | 3% | 0% | 0% | 0% | 2% | 1% |
| Don't know | 3% | 0% | 0% | 2% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

Table 3 - Does any of your household income depend on tourism-related activities?

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Yes | 9% | 13% | 42% | 19% | 12% | 16% | 17% | 38% | 24% | 9% | 24% | 47% | 34% | 27% |
| No | 91% | 85% | 51% | 81% | 88% | 82% | 82% | 60% | 76% | 91% | 74% | 51% | 64% | 70% |
| Other | 0% | 2% | 7% | 0% | 0% | 2% | 2% | 2% | 0% | 0% | 2% | 2% | 2% | 4% |

Table 4 - Do you feel your community is able to provide a positive visitor experience?

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Definitely not | 3% | 0% | 5% | 5% | 4% | 1% | 1% | 2% | 5% | 5% | 2% | 6% | 9% | 4% |
| 2 | 8% | 6% | 8% | 4% | 4% | 4% | 3% | 5% | 9% | 9% | 5% | 17% | 9% | 0% |
| 3 Neutral | 20% | 13% | 10% | 22% | 18% | 11% | 14% | 16% | 18% | 24% | 11% | 21% | 21% | 17% |
| 4 | 31% | 27% | 33% | 26% | 25% | 41% | 29% | 26% | 39% | 30% | 33% | 29% | 33% | 32% |
| 5 Definitely | 34% | 52% | 45% | 42% | 47% | 41% | 50% | 49% | 26% | 28% | 45% | 26% | 29% | 44% |
| Mean on 1-5 Scale | 3.89 | 4.29 | 4.04 | 3.98 | 4.09 | 4.18 | 4.28 | 4.15 | 3.72 | 3.70 | 4.19 | 3.51 | 3.66 | 4.16 |
| Don't know | 5% | 2% | 0% | 1% | 1% | 1% | 3% | 1% | 3% | 4% | 4% | 1% | 0% | 4% |

“Definitely”

“There are a ton of things to see here. We cater to visitors. People are positive about wanting people to come and see. It is an inviting place.”

– Resident of Uintah/Daggett counties

“Neutral”

“We need more restaurants that are sit-down dining. We have so many fast food places, but few options for a quality dining experience.”

– Resident of Northern Utah

“Definitely Not”

“They killed the Golden Goose. There are too many tourists for what the small town and land can support. STOP ADVERTISING!!!!”

– Resident of Moab area

Table 5 - Are there places in your local community where the number of visitors is more than your area is able to accommodate?

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 None | 25% | 29% | 11% | 28% | 21% | 11% | 5% | 8% | 17% | 14% | 6% | 1% | 7% | 2% |
| 2 A few | 20% | 33% | 22% | 26% | 22% | 19% | 10% | 14% | 23% | 22% | 16% | 7% | 9% | 11% |
| 3 Some | 20% | 20% | 33% | 20% | 23% | 28% | 32% | 38% | 28% | 30% | 34% | 12% | 14% | 20% |
| 4 Many | 11% | 7% | 24% | 11% | 19% | 21% | 36% | 22% | 19% | 28% | 28% | 58% | 48% | 51% |
| 5 All | 2% | 0% | 6% | 1% | 4% | 4% | 6% | 14% | 7% | 5% | 6% | 21% | 21% | 15% |
| Don't know | 23% | 12% | 5% | 14% | 11% | 17% | 10% | 5% | 7% | 1% | 10% | 0% | 2% | 1% |

Table 6 - Overall, how important is tourism to the local economy in your area?

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Not at all important | 8% | 1% | 4% | 1% | 6% | 1% | 3% | 6% | 4% | 11% | 2% | 0% | 5% | 6% |
| 2 | 17% | 8% | 4% | 12% | 8% | 2% | 3% | 4% | 5% | 13% | 3% | 1% | 5% | 0% |
| 3 (neutral-no-impact) | 26% | 14% | 6% | 16% | 29% | 9% | 13% | 8% | 21% | 27% | 14% | 11% | 9% | 6% |
| 4 | 23% | 33% | 23% | 36% | 28% | 31% | 34% | 14% | 25% | 24% | 42% | 16% | 26% | 18% |
| 5 Very important | 15% | 41% | 64% | 27% | 25% | 53% | 46% | 68% | 41% | 25% | 35% | 72% | 53% | 67% |
| Mean on 1-5 Scale | 3.24 | 4.07 | 4.40 | 3.81 | 3.59 | 4.38 | 4.19 | 4.34 | 3.97 | 3.39 | 4.09 | 4.59 | 4.19 | 4.44 |
| Don't know | 11% | 3% | 0% | 7% | 2% | 3% | 1% | 1% | 3% | 0% | 4% | 0% | 2% | 2% |

household income from tourism-related activities. A large majority (82%) of respondents in the statewide survey believe that Utah provides a positive experience for visitors (Table 4).

Local area respondents were asked an additional question related to visitor experience: "Are there places in your local community where the number of visitors is more than your area is able to accommodate?" Area responses varied greatly for this question, from 79% of Moab area respondents saying "many" or "all" places in their community had more visitors than they could accommodate (over a fifth answering "all"), to 7% of respondents in Uintah/Daggett counties answering "many" or "all" (Table 5).

Open-ended comments reflect the variety of local area respondent perspectives.

"None"

"Although we don't have much tourism in this area except for special events, I think more would be positive for our community in general without impacting existing resources negatively."

– Resident of Central Utah

"Some"

"It is hard to keep up with search and rescue and ambulance needs, especially with totally volunteer services."

– Resident of Wayne/Garfield counties

"All"

"My area is extremely crowded everywhere I go."

– Resident of Springdale+ area

A majority of respondents in every area except Northern Utah (38%) and Morgan County/East Weber area (49%) thought that tourism was important to the economy. In six areas – Wayne/Garfield, Iron, and Kane counties, Moab, Springdale+ and Park City areas - more than half of respondents thought it was "very important." Over three-quarters of statewide respondents (76%) said they thought tourism was important for the economy, with 42% saying it was "very important" (Table 6).

Table 7 - The quality of amenities such as gas stations and retail stores in tourist areas

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Very negative 1 | 5% | 5% | 8% | 5% | 6% | 0% | 8% | 9% | 9% | 9% | 4% | 23% | 9% | 15% |
| 2 | 9% | 8% | 8% | 10% | 14% | 12% | 8% | 11% | 19% | 23% | 8% | 14% | 9% | 5% |
| Neutral 3 | 28% | 23% | 37% | 31% | 26% | 28% | 26% | 40% | 31% | 33% | 33% | 21% | 33% | 13% |
| 4 | 32% | 35% | 19% | 42% | 29% | 36% | 25% | 20% | 28% | 23% | 31% | 26% | 24% | 30% |
| Very Positive 5 | 23% | 26% | 25% | 10% | 20% | 21% | 32% | 19% | 11% | 10% | 22% | 14% | 22% | 34% |
| Mean on 1-5 Scale | 3.62 | 3.71 | 3.45 | 3.43 | 3.45 | 3.68 | 3.66 | 3.29 | 3.12 | 3.03 | 3.60 | 2.93 | 3.45 | 3.66 |
| Don't know | 3% | 3% | 1% | 2% | 4% | 3% | 1% | 1% | 3% | 3% | 2% | 2% | 3% | 2% |

Table 8 - The natural environment in Utah

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Very negative 1 | 5% | 3% | 15% | 4% | 9% | 7% | 19% | 24% | 20% | 15% | 14% | 43% | 17% | 27% |
| 2 | 15% | 12% | 9% | 15% | 6% | 18% | 18% | 12% | 19% | 20% | 17% | 24% | 22% | 26% |
| Neutral 3 | 20% | 9% | 16% | 32% | 29% | 18% | 20% | 15% | 21% | 16% | 21% | 17% | 12% | 17% |
| 4 | 25% | 14% | 20% | 16% | 15% | 19% | 15% | 11% | 7% | 16% | 15% | 5% | 17% | 15% |
| Very Positive 5 | 31% | 59% | 41% | 28% | 37% | 36% | 25% | 36% | 29% | 30% | 32% | 11% | 31% | 16% |
| Mean on 1-5 Scale | 3.65 | 4.17 | 3.65 | 3.53 | 3.65 | 3.61 | 3.09 | 3.24 | 3.07 | 3.27 | 3.34 | 2.17 | 3.22 | 2.67 |
| Don't know | 5% | 2% | 0% | 5% | 3% | 3% | 4% | 1% | 4% | 1% | 1% | 1% | 0% | 0% |

Local area residents were asked the same set of questions about the impact of tourism in their community as statewide respondents were asked about the impact of tourism in the state. Respondents rated their view of the effect of tourism on the following:

- The quality of amenities in such as gas stations and retail stores in tourist areas
- The natural environment in Utah
- Their community’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
- Ability to access recreational opportunities

Perceptions of the effect of tourism on the quality of amenities such as gas stations and retail stores were mixed. In seven areas, a majority of respondents thought that the effect was positive. The remainder showed a mixture of responses between positive, neutral, and negative. In three areas – San Juan County, and the Morgan County/East Weber and Moab areas – a quarter or more of respondents thought that the effect was negative. In the statewide survey, 61% of respondents thought the effect on the quality of amenities was positive (Table 7).

The majority of respondents in five areas thought that the effect of tourism on the natural environment was positive. In two areas, Moab and Park City, the majority of respondents thought that the impact of tourism on the natural environment was negative (67% and 53% respectively). Forty-nine percent of statewide respondents thought that the effect of tourism on the natural environment was positive, 22% neutral, and 27% negative (Table 8).

Most open-ended comments addressing the environment expressed concern about environmental degradation related to tourism.

Table 9 - Your community's overall reputation

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Very negative 1 | 0% | 0% | 4% | 5% | 4% | 0% | 1% | 4% | 11% | 1% | 4% | 17% | 3% | 10% |
| 2 | 6% | 5% | 5% | 11% | 3% | 3% | 3% | 5% | 7% | 4% | 5% | 16% | 5% | 4% |
| Neutral 3 | 20% | 21% | 14% | 25% | 13% | 8% | 14% | 12% | 24% | 19% | 11% | 20% | 22% | 6% |
| 4 | 35% | 28% | 30% | 35% | 35% | 46% | 32% | 34% | 35% | 41% | 23% | 22% | 19% | 22% |
| Very Positive 5 | 28% | 43% | 47% | 20% | 41% | 41% | 44% | 44% | 20% | 34% | 56% | 21% | 43% | 57% |
| Mean on 1-5 Scale | 3.95 | 4.13 | 4.12 | 3.56 | 4.10 | 4.27 | 4.21 | 4.10 | 3.49 | 4.04 | 4.23 | 3.16 | 4.00 | 4.15 |
| Don't know | 11% | 3% | 0% | 5% | 4% | 2% | 5% | 1% | 4% | 1% | 1% | 4% | 7% | 1% |

Table 10 – Human health and safety

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Very negative 1 | 2% | 3% | 14% | 4% | 5% | 2% | 10% | 16% | 13% | 14% | 10% | 20% | 19% | 11% |
| 2 | 12% | 10% | 13% | 12% | 7% | 11% | 16% | 11% | 12% | 14% | 9% | 29% | 14% | 18% |
| Neutral 3 | 37% | 26% | 18% | 38% | 32% | 39% | 27% | 35% | 31% | 42% | 31% | 33% | 34% | 34% |
| 4 | 34% | 31% | 25% | 26% | 29% | 26% | 23% | 19% | 28% | 11% | 24% | 12% | 12% | 21% |
| Very Positive 5 | 11% | 23% | 27% | 14% | 20% | 17% | 20% | 18% | 12% | 16% | 21% | 6% | 19% | 12% |
| Mean on 1-5 Scale | 3.42 | 3.64 | 3.37 | 3.36 | 3.55 | 3.46 | 3.30 | 3.10 | 3.14 | 3.03 | 3.39 | 2.54 | 2.98 | 3.05 |
| Don't know | 5% | 6% | 2% | 6% | 6% | 6% | 4% | 0% | 4% | 3% | 5% | 0% | 2% | 4% |

"We have great environmental resources for the traveling public to enjoy and the experiences are positive."

– Resident of Daggett/Uintah counties

"We want visitors to respect our environment. Not to leave garbage behind, etc."

– Resident of Carbon/Emery counties

"The most important thing is the impact on tourism on the natural environment, people assume tourism means protecting the environment but the numbers show it degrades the environment."

– Resident of Moab area

A majority of respondents in every area but Moab area (43%) thought the effect of tourism on the community's overall reputation was positive. Seventy-five percent of statewide respondents thought the effect was positive (Table 9).

Local area survey respondents had a more neutral perception of the effect of tourism on human and health safety than many of the other categories – with a third or more of respondents in 11 of the areas choosing "neutral." Negative and positive perceptions

also varied, with more than half of respondents from Uintah/ Daggett counties and Wayne/Garfield counties perceiving a positive effect and 49% of Moab area respondents perceiving a negative effect. Statewide respondents had 35% of respondents answering neutral and 43% answering positive (Table 10).

Open-ended comments tended to focus on a need for more resources for safety.

"Not just search and rescue, but other emergency and public safety need to have some tourism funds to help pay for the tourists who get lost, hurt, or have other emergencies."

– Resident of Springdale+ area

A majority of respondents in all but three areas (Central Utah and Uintah/Daggett and Carbon/Emery counties) perceived the effect of tourism on housing affordability to be negative. Concerns about housing are intermixed throughout open-ended comments and include the higher cost of housing for respondents, the inability of future generations to afford housing where they grew up, and the inability for workers to find sustainable affordable housing in the communities where they work. Moab and Park City area respondents had high

Table 11 – Housing affordability

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Very negative 1 | 28% | 9% | 35% | 17% | 20% | 28% | 45% | 66% | 36% | 49% | 55% | 86% | 62% | 70% |
| 2 | 23% | 16% | 23% | 16% | 19% | 32% | 24% | 14% | 24% | 28% | 24% | 10% | 16% | 16% |
| Neutral 3 | 23% | 40% | 20% | 33% | 38% | 24% | 18% | 12% | 23% | 8% | 12% | 2% | 10% | 6% |
| 4 | 9% | 14% | 7% | 17% | 11% | 7% | 7% | 5% | 5% | 9% | 6% | 0% | 3% | 4% |
| Very Positive 5 | 5% | 9% | 11% | 7% | 5% | 3% | 3% | 2% | 7% | 5% | 2% | 2% | 5% | 4% |
| Mean on 1-5 Scale | 2.32 | 2.97 | 2.34 | 2.80 | 2.59 | 2.21 | 1.97 | 1.64 | 2.18 | 1.91 | 1.75 | 1.21 | 1.70 | 1.54 |
| Don't know | 12% | 12% | 4% | 9% | 7% | 6% | 2% | 0% | 5% | 1% | 1% | 0% | 3% | 1% |

Table 12 – Job opportunities for Utah residents

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Very negative 1 | 2% | 3% | 10% | 5% | 12% | 4% | 1% | 12% | 16% | 4% | 7% | 12% | 16% | 10% |
| 2 | 9% | 13% | 12% | 27% | 16% | 8% | 6% | 14% | 15% | 22% | 5% | 12% | 5% | 15% |
| Neutral 3 | 31% | 30% | 24% | 26% | 31% | 19% | 19% | 18% | 25% | 27% | 19% | 23% | 21% | 17% |
| 4 | 29% | 30% | 28% | 27% | 25% | 37% | 32% | 26% | 31% | 30% | 39% | 14% | 28% | 20% |
| Very Positive 5 | 23% | 17% | 27% | 9% | 16% | 24% | 37% | 29% | 9% | 16% | 29% | 37% | 31% | 38% |
| Mean on 1-5 Scale | 3.67 | 3.48 | 3.49 | 3.08 | 3.18 | 3.75 | 4.01 | 3.46 | 3.03 | 3.35 | 3.79 | 3.53 | 3.53 | 3.62 |
| Don't know | 6% | 6% | 0% | 6% | 1% | 8% | 4% | 1% | 4% | 1% | 1% | 2% | 0% | 1% |

percentages of respondents answering “very negative” – 86% and 70% respectively. Sixty-two percent of statewide respondents gave a negative response (Table 11).

Several open-ended comments mentioned this concern.

“What specifically has changed in my town regarding tourism, we’ve created a lot of hotels and not a lot of long-term sustainable housing. We’re creating jobs for people but not building sustainable housing. We need to focus on more sustainable housing.”

– Resident of San Juan County

“The problem is the focus is all on tourism only; not the wage scale, not the housing or the cost of living in Cedar City. We should also take care of the residents that stayed here and made Cedar City prosper. We need affordable housing, to lower the cost of living, and remove 50% of what taxes we pay and provide incentives to local businesses to raise the wage scale.”

– Resident of Iron County

“Food, gas, housing, and property are high! Businesses cannot keep employees because the high cost of housing, so the quality of service is poor! The environment is being trampled to death by the number of people and their machines!

Noise is HIGH also. This place sucks!”

– Resident of Moab area

Most local area residents perceived the effects of tourism on job opportunities to be positive (ranging from 36%–69%) or neutral (ranging from 17%–31%). Six areas—Central Utah, Carbon/Emery, Kane, and San Juan counties, and the Morgan County/East Weber and Park City areas—had a quarter or more of respondents perceive the effect as negative. Sixty-six percent of statewide survey respondents perceived the effects of tourism on job opportunities to be positive (Table 12).

“People like interacting with the guests. It stimulates the economy for jobs. Tourism down here is very important to the economy.”

– Resident of Wayne/Garfield counties

Table 13 - The quality of infrastructure like public transportation, roads & bridges, and utilities

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Very negative 1 | 3% | 5% | 17% | 9% | 6% | 7% | 13% | 16% | 28% | 20% | 17% | 35% | 17% | 20% |
| 2 | 12% | 13% | 17% | 20% | 17% | 17% | 20% | 19% | 13% | 27% | 25% | 27% | 19% | 6% |
| Neutral 3 | 40% | 31% | 29% | 38% | 36% | 29% | 27% | 42% | 29% | 27% | 33% | 25% | 31% | 20% |
| 4 | 31% | 30% | 22% | 25% | 26% | 30% | 24% | 16% | 20% | 16% | 17% | 8% | 21% | 23% |
| Very Positive 5 | 6% | 16% | 9% | 5% | 11% | 10% | 14% | 4% | 4% | 8% | 8% | 5% | 12% | 30% |
| Mean on 1-5 Scale | 3.27 | 3.43 | 2.87 | 2.97 | 3.19 | 3.22 | 3.05 | 2.72 | 2.56 | 2.64 | 2.74 | 2.20 | 2.91 | 3.40 |
| Don't know | 8% | 5% | 6% | 4% | 4% | 8% | 2% | 2% | 5% | 3% | 0% | 0% | 0% | 1% |

Table 14 - The opportunity to meet and better understand people from different backgrounds

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Very negative 1 | 9% | 5% | 7% | 4% | 3% | 2% | 3% | 8% | 5% | 5% | 5% | 8% | 7% | 5% |
| 2 | 8% | 9% | 5% | 14% | 7% | 6% | 8% | 11% | 8% | 20% | 11% | 15% | 5% | 13% |
| Neutral 3 | 31% | 27% | 23% | 28% | 25% | 27% | 23% | 21% | 27% | 34% | 32% | 33% | 22% | 17% |
| 4 | 29% | 33% | 22% | 26% | 39% | 32% | 26% | 29% | 29% | 25% | 19% | 17% | 24% | 33% |
| Very Positive 5 | 15% | 21% | 43% | 21% | 19% | 27% | 34% | 31% | 28% | 13% | 27% | 21% | 36% | 28% |
| Mean on 1-5 Scale | 3.37 | 3.59 | 3.89 | 3.51 | 3.67 | 3.81 | 3.86 | 3.65 | 3.68 | 3.21 | 3.55 | 3.29 | 3.82 | 3.68 |
| Don't know | 8% | 6% | 0% | 7% | 6% | 7% | 6% | 0% | 3% | 3% | 6% | 6% | 5% | 4% |

“The number of jobs correlating to the amount of money paid by tourism dollars isn't a life sustaining wage. We absolutely should not rely on tourism dollars to support a community, it should only be a supplement.”

– Resident of Carbon/Emery counties

About a quarter to a third of local area respondents perceived the effect of tourism on the quality of infrastructure like public transportation, roads and bridges, and utilities to be neutral, with the exception of the Park City area (20% neutral). The Park City and Moab area respondents gave more negative assessments, with over 60% of Moab area respondents perceiving a negative effect and 53% of Park City area respondents perceiving a negative effect. About 40% of statewide respondents perceived a positive effect, about a third perceived a neutral effect, and about 24% perceived a negative effect (Table 13).

Local area perceptions of the effect of tourism on the opportunity to meet and better understand people from different backgrounds were mainly concentrated in a fairly even breakdown between “very positive”, “positive”, and “neutral” responses. Statewide responses to this question were similar (Table 14).

A majority of respondents in most local areas (except San Juan County and the Morgan County/East Weber, Moab, Springdale+ and Park City areas) viewed the effect of tourism on their ability to access recreational opportunities positively. More than a third of respondents in Washington County and the Morgan County/East Weber, Moab, Springdale+, and Park City areas, viewed the effect as negative. Statewide survey responses were similarly dispersed, with about 40% perceiving a positive effect, a quarter indicating a neutral effect, and about 30% indicating a negative effect (Table 15).

Some respondents addressed access in their open-ended comments.

“All of the tourist attractions are accessible, no overcrowding.”

– Resident of Carbon/Emery counties

“Easy access to great outdoor activities, wonderful cultural and art events throughout the year, and a main highway though town.”

– Resident of Central Utah

Table 15 - Your ability to access recreational opportunities

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Very negative 1 | 3% | 3% | 9% | 5% | 9% | 9% | 23% | 16% | 9% | 19% | 10% | 30% | 31% | 24% |
| 2 | 15% | 9% | 11% | 12% | 8% | 18% | 11% | 16% | 16% | 14% | 12% | 19% | 17% | 12% |
| Neutral 3 | 28% | 19% | 17% | 33% | 19% | 20% | 13% | 15% | 27% | 19% | 13% | 18% | 14% | 15% |
| 4 | 29% | 26% | 23% | 26% | 37% | 28% | 20% | 25% | 27% | 18% | 28% | 11% | 21% | 13% |
| Very Positive 5 | 22% | 42% | 38% | 23% | 25% | 26% | 33% | 28% | 19% | 29% | 36% | 21% | 17% | 34% |
| Mean on 1-5 Scale | 3.52 | 3.94 | 3.73 | 3.51 | 3.61 | 3.43 | 3.29 | 3.31 | 3.30 | 3.24 | 3.69 | 2.75 | 2.76 | 3.21 |
| Don't know | 3% | 1% | 2% | 0% | 1% | 0% | 0% | 0% | 3% | 1% | 1% | 2% | 0% | 1% |

Table 16 – Number of arts and cultural experiences

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Very negative 1 | 2% | 4% | 10% | 6% | 11% | 1% | 2% | 9% | 9% | 6% | 2% | 4% | 11% | 7% |
| 2 | 17% | 18% | 21% | 12% | 23% | 6% | 5% | 22% | 13% | 20% | 7% | 13% | 12% | 4% |
| Neutral 3 | 26% | 36% | 22% | 31% | 36% | 13% | 27% | 35% | 39% | 47% | 35% | 33% | 39% | 21% |
| 4 | 35% | 28% | 27% | 25% | 19% | 34% | 27% | 28% | 27% | 10% | 34% | 31% | 23% | 27% |
| Very Positive 5 | 17% | 9% | 15% | 25% | 6% | 41% | 33% | 5% | 7% | 8% | 18% | 18% | 12% | 39% |
| Mean on 1-5 Scale | 3.51 | 3.23 | 3.17 | 3.50 | 2.87 | 4.14 | 3.90 | 2.97 | 3.08 | 2.92 | 3.61 | 3.46 | 3.15 | 3.89 |
| Don't know | 3% | 5% | 6% | 1% | 5% | 4% | 6% | 1% | 5% | 9% | 4% | 2% | 2% | 2% |

“The Gunlock waterfalls were overrun with tourists when they last ran. Sand Hollow State Park routinely closed because it was at capacity and many of those visiting were tourists, so locals cannot enjoy their own area if too many tourists arrive.”

– Resident of Washington County

“There are some campgrounds, but it is so crowded and the beaches are so crowded, as is the lake, that it makes it frustrating for the locals to use their own resources fairly.”

– Resident of Morgan County/East Weber area

Local area respondents were asked to rate the effect of tourism on a number of experiences as well:

- The *number* of arts & cultural experiences
- The *number* of dining options
- The *number* of spectator events
- The *number* of recreational opportunities
- The *number* of amenities in your area (such as gas stations and retail stores)

Most local area respondents perceived the effect of tourism on the number of arts and cultural experiences to be either neutral (ranging from 21%–47%) or positive (ranging from 18%–75%). Iron County respondents were particularly positive with 75%. Fifty-seven percent of statewide survey respondents perceived the effect as positive (Table 16).

“I think Cedar City does a good job of leveraging access to the surrounding natural attractions while promoting the cultural attractions, such as the Shakespeare Festival, other festivals and celebrations throughout the year, and the small but active arts community, to include the Southern Utah Museum of Art. There is certainly room for improvement, but for a town this size there are some awesome opportunities, and they do attract tourism.”

– Resident of Iron County

Table 17 – Number of dining options

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Very negative 1 | 5% | 2% | 7% | 5% | 9% | 1% | 7% | 15% | 16% | 11% | 3% | 9% | 11% | 7% |
| 2 | 18% | 15% | 16% | 17% | 17% | 11% | 12% | 26% | 20% | 24% | 4% | 15% | 11% | 4% |
| Neutral 3 | 37% | 29% | 28% | 36% | 31% | 22% | 17% | 19% | 32% | 38% | 27% | 27% | 21% | 11% |
| 4 | 26% | 33% | 23% | 30% | 28% | 43% | 27% | 22% | 21% | 22% | 36% | 26% | 25% | 23% |
| Very Positive 5 | 14% | 20% | 24% | 10% | 13% | 22% | 36% | 18% | 8% | 4% | 29% | 23% | 32% | 52% |
| Mean on 1-5 Scale | 3.26 | 3.53 | 3.42 | 3.23 | 3.18 | 3.74 | 3.73 | 3.01 | 2.85 | 2.82 | 3.85 | 3.39 | 3.57 | 4.12 |
| Don't know | 0% | 1% | 1% | 2% | 2% | 0% | 2% | 0% | 3% | 1% | 1% | 0% | 2% | 2% |

Table 18 – Number of spectator events

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Very negative 1 | 5% | 3% | 10% | 10% | 4% | 2% | 6% | 10% | 12% | 10% | 4% | 13% | 16% | 10% |
| 2 | 20% | 15% | 16% | 12% | 18% | 3% | 4% | 14% | 25% | 22% | 4% | 15% | 14% | 7% |
| Neutral 3 | 28% | 26% | 51% | 37% | 35% | 24% | 32% | 35% | 48% | 42% | 31% | 36% | 44% | 24% |
| 4 | 34% | 28% | 9% | 25% | 26% | 31% | 27% | 25% | 7% | 14% | 41% | 20% | 14% | 23% |
| Very Positive 5 | 8% | 20% | 11% | 10% | 9% | 36% | 26% | 14% | 1% | 6% | 17% | 9% | 11% | 34% |
| Mean on 1-5 Scale | 3.21 | 3.49 | 2.95 | 3.13 | 3.20 | 3.98 | 3.65 | 3.19 | 2.57 | 2.84 | 3.68 | 2.98 | 2.89 | 3.65 |
| Don't know | 6% | 8% | 4% | 6% | 7% | 3% | 4% | 2% | 7% | 6% | 4% | 6% | 2% | 1% |

Most local area respondents had a positive or neutral perception of the effect of tourism on the number of dining options—with six areas having a majority of respondents say they perceived the effect as positive. However, in three areas (Kane and San Juan counties, and the Morgan County/East Weber area), a third or more of respondents perceived the effect as negative. Sixty-eight percent of statewide respondents perceived the effect as positive (Table 17).

“There are no dine-in restaurants, no grocery stores, and only two gas stations in a town that thousands of people pass through on their way to recreational areas.”

– Resident of Morgan County/East Weber area

Many local area respondents perceived the effect of tourism on spectator events as neutral. However, in four areas a majority of respondents saw the effect as positive: Iron, Washington, and Wasatch counties, and the Park City area. A majority of statewide survey respondents perceived the effect as positive (51%) (Table 18).

A majority of respondents in all areas, except San Juan County (47%), perceived that tourism has a positive impact on the number of recreational opportunities. Statewide survey respondents also perceived the effect as positive (66%) (Table 19).

Similar to the responses from the statewide survey, most local area respondents perceived the impact of tourism on the number of amenities in their area as increasing the number of amenities (ranging from 37%–76%) or as neutral (ranging from 14%–44%). Forty-five percent of the statewide respondents perceived the effect as neutral (Table 20).

Local area respondents were also asked about the effect of tourism on the quality of their experiences:

- The *quality* of arts & cultural experiences
- The *quality* of dining options
- The *quality* of spectator events
- The *quality* of recreational opportunities
- Your *ability to access* recreational opportunities

Table 19 – Number of recreational opportunities

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Very negative 1 | 2% | 1% | 9% | 5% | 7% | 2% | 8% | 11% | 5% | 6% | 3% | 13% | 14% | 6% |
| 2 | 8% | 2% | 6% | 7% | 8% | 11% | 4% | 9% | 19% | 9% | 4% | 10% | 7% | 6% |
| Neutral 3 | 35% | 13% | 15% | 32% | 25% | 17% | 13% | 15% | 27% | 23% | 17% | 20% | 24% | 9% |
| 4 | 31% | 38% | 33% | 36% | 33% | 32% | 29% | 24% | 31% | 27% | 28% | 25% | 19% | 16% |
| Very Positive 5 | 25% | 43% | 37% | 20% | 25% | 37% | 44% | 41% | 16% | 34% | 45% | 32% | 36% | 62% |
| Mean on 1-5 Scale | 3.69 | 4.23 | 3.84 | 3.58 | 3.61 | 3.91 | 3.97 | 3.75 | 3.34 | 3.74 | 4.11 | 3.52 | 3.57 | 4.23 |
| Don't know | 0% | 2% | 1% | 0% | 1% | 1% | 1% | 0% | 3% | 1% | 3% | 0% | 0% | 1% |

Table 20 – Tourism’s effect on the number of amenities in your area (such as gas stations and retail stores)

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Significant decrease | 3% | 1% | 4% | 1% | 4% | 0% | 2% | 1% | 0% | 1% | 1% | 13% | 9% | 6% |
| 2 | 5% | 7% | 6% | 7% | 6% | 3% | 3% | 10% | 15% | 11% | 6% | 7% | 5% | 7% |
| 3 (neutral-no-impact) | 37% | 23% | 31% | 35% | 29% | 20% | 15% | 24% | 39% | 44% | 26% | 21% | 14% | 16% |
| 4 | 28% | 41% | 25% | 33% | 32% | 42% | 34% | 36% | 24% | 24% | 38% | 14% | 33% | 24% |
| 5 Significant increase | 15% | 23% | 31% | 16% | 21% | 31% | 42% | 29% | 19% | 13% | 22% | 44% | 36% | 45% |
| Mean on 1-5 Scale | 3.54 | 3.82 | 3.77 | 3.60 | 3.64 | 4.05 | 4.16 | 3.81 | 3.49 | 3.38 | 3.8 | 3.70 | 3.86 | 3.96 |
| Don't know | 12% | 5% | 2% | 7% | 7% | 3% | 4% | 0% | 4% | 6% | 7% | 2% | 3% | 1% |

Table 21 - The quality of arts & cultural experiences

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Very negative 1 | 2% | 4% | 11% | 4% | 11% | 1% | 3% | 8% | 8% | 8% | 3% | 6% | 12% | 9% |
| 2 | 18% | 18% | 12% | 11% | 17% | 6% | 8% | 19% | 4% | 16% | 7% | 14% | 14% | 4% |
| Neutral 3 | 23% | 32% | 34% | 31% | 36% | 18% | 23% | 45% | 39% | 46% | 34% | 32% | 32% | 16% |
| 4 | 37% | 27% | 19% | 22% | 19% | 26% | 25% | 19% | 35% | 15% | 32% | 25% | 21% | 37% |
| Very Positive 5 | 17% | 15% | 16% | 28% | 13% | 46% | 33% | 9% | 8% | 8% | 19% | 20% | 18% | 33% |
| Mean on 1-5 Scale | 3.51 | 3.35 | 3.18 | 3.63 | 3.07 | 4.14 | 3.86 | 3.03 | 3.33 | 2.99 | 3.60 | 3.40 | 3.18 | 3.84 |
| Don't know | 3% | 5% | 8% | 4% | 5% | 4% | 9% | 1% | 5% | 8% | 5% | 2% | 4% | 2% |

In about half of the local areas surveyed, a majority of respondents perceived the effect of tourism on the quality of their arts and cultural experience as positive. The percentage of respondents who viewed the effect negatively ranged from

7%–28%, with respondents from Central Utah providing the highest percentage of negative ratings (28%). Fifty-six percent of statewide survey respondents perceived the effect as positive (Table 21).

Table 22 – The quality of dining options

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Very negative 1 | 6% | 3% | 8% | 9% | 11% | 4% | 7% | 19% | 12% | 14% | 5% | 12% | 9% | 12% |
| 2 | 15% | 13% | 13% | 15% | 16% | 11% | 15% | 15% | 16% | 19% | 9% | 23% | 11% | 6% |
| Neutral 3 | 40% | 35% | 27% | 35% | 34% | 29% | 29% | 24% | 37% | 39% | 30% | 34% | 25% | 24% |
| 4 | 26% | 40% | 27% | 31% | 25% | 36% | 21% | 20% | 24% | 23% | 33% | 20% | 37% | 20% |
| Very Positive 5 | 12% | 8% | 24% | 11% | 14% | 18% | 26% | 22% | 9% | 5% | 21% | 10% | 19% | 35% |
| Mean on 1-5 Scale | 3.23 | 3.36 | 3.45 | 3.21 | 3.16 | 3.52 | 3.46 | 3.12 | 3.03 | 2.86 | 3.57 | 2.94 | 3.47 | 3.61 |
| Don't know | 0% | 1% | 1% | 0% | 1% | 2% | 2% | 0% | 1% | 0% | 2% | 0% | 0% | 2% |

Table 23 – The quality of spectator events

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Very negative 1 | 3% | 5% | 10% | 5% | 4% | 2% | 4% | 9% | 12% | 10% | 2% | 12% | 14% | 10% |
| 2 | 12% | 10% | 15% | 22% | 11% | 6% | 4% | 10% | 19% | 22% | 5% | 17% | 9% | 2% |
| Neutral 3 | 40% | 27% | 39% | 30% | 44% | 27% | 32% | 48% | 51% | 30% | 31% | 38% | 43% | 21% |
| 4 | 22% | 33% | 20% | 27% | 19% | 29% | 22% | 19% | 8% | 23% | 36% | 14% | 16% | 28% |
| Very Positive 5 | 11% | 17% | 11% | 9% | 16% | 32% | 28% | 12% | 3% | 9% | 19% | 11% | 16% | 38% |
| Mean on 1-5 Scale | 3.28 | 3.52 | 3.08 | 3.13 | 3.34 | 3.87 | 3.71 | 3.17 | 2.68 | 2.99 | 3.70 | 2.95 | 3.11 | 3.83 |
| Don't know | 12% | 8% | 5% | 7% | 6% | 4% | 8% | 2% | 7% | 6% | 7% | 7% | 2% | 1% |

In five areas – the Park City and Springdale+ areas, and Wayne/Garfield, Wasatch, and Iron counties - a majority of residents thought the effect of tourism on the quality of dining was positive. For other areas, the perceptions were more mixed, with three areas having “neutral” as the most picked category of impact and negative perceptions accounting for over a third of respondents in Kane County and the Moab area. Sixty-one percent of statewide respondents thought the effect was positive (Table 22).

In five areas (Uintah/Daggett, Iron, Washington, and Wasatch counties and the Park City area), a majority of respondents thought the effect of tourism on the quality of spectator events was positive. Other counties were more mixed, with more than a quarter or more of respondents in Wayne/Garfield, Carbon/Emery and San Juan counties, and the Morgan County/East Weber and Moab areas, perceiving the effect as negative. Statewide responses were also more mixed, with half of respondents perceiving the effect as positive (Table 23).

A majority of respondents indicated that the effect of tourism on the quality of recreational opportunities was positive, with the exception of respondents in San Juan County and the Moab and Springdale+ areas. Of note, 41% of Moab area respondents thought the effect was negative. Statewide results showed 61% of respondents thought the effect was positive (Table 24).

“Trailheads are overcrowded with visitors, increasingly including van lifers and campers. As a local it’s almost impossible to enjoy the natural amenities of the area. Places that used to be secret haunts are now on the map. Even the few remaining secrets are polluted by the hut of UTVs. The grocery store sells out of staples regularly, I can’t make a left turn to get my kids to school due to traffic. Our parks are full of van lifers and dog poop. Moab is just not a local-friendly place anymore.”

– Resident of Moab area

Whereas almost 60% of the respondents from the statewide survey said that the positive effects outweigh the negative effects, a majority of respondents in only five areas shared this perception – Northern Utah, Central Utah, Uintah/Daggett, Carbon/Emery, and Iron counties. A majority of Moab area

Table 24 – The quality of recreational opportunities

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Very negative 1 | 0% | 1% | 10% | 5% | 7% | 4% | 13% | 15% | 12% | 8% | 4% | 24% | 12% | 11% |
| 2 | 8% | 7% | 13% | 6% | 5% | 8% | 7% | 14% | 16% | 10% | 8% | 17% | 12% | 12% |
| Neutral 3 | 34% | 17% | 17% | 35% | 26% | 19% | 15% | 21% | 23% | 20% | 11% | 19% | 26% | 10% |
| 4 | 31% | 34% | 33% | 28% | 32% | 38% | 26% | 20% | 31% | 24% | 36% | 19% | 19% | 11% |
| Very Positive 5 | 26% | 38% | 27% | 25% | 27% | 30% | 39% | 30% | 15% | 37% | 37% | 21% | 30% | 55% |
| Mean on 1-5 Scale | 3.77 | 4.04 | 3.54 | 3.62 | 3.68 | 3.82 | 3.71 | 3.36 | 3.21 | 3.73 | 3.98 | 2.97 | 3.42 | 3.88 |
| Don't know | 2% | 2% | 0% | 1% | 2% | 1% | 0% | 0% | 4% | 1% | 4% | 0% | 0% | 1% |

Table 25 - Focusing on the effects of tourism in your community, which of the following statements would you say is most accurate?

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|--|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Positive effects of tourism outweigh the negative | 55% | 77% | 45% | 54% | 55% | 61% | 47% | 42% | 24% | 30% | 46% | 22% | 31% | 40% |
| Negative effects of tourism outweigh the positive | 11% | 6% | 18% | 15% | 19% | 12% | 25% | 30% | 27% | 38% | 24% | 52% | 31% | 32% |
| Effects of tourism are equally positive and negative | 34% | 17% | 36% | 31% | 26% | 27% | 28% | 28% | 49% | 32% | 30% | 26% | 38% | 28% |
| Don't know | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

Table 26 - How much do you agree or disagree with the following statement? “The state tourism office should support local tourism efforts...”

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Strongly Disagree | 6% | 5% | 8% | 4% | 13% | 4% | 8% | 9% | 4% | 10% | 5% | 24% | 12% | 6% |
| 2 Disagree | 2% | 1% | 2% | 2% | 0% | 6% | 4% | 8% | 3% | 5% | 5% | 15% | 9% | 5% |
| 3 Neutral | 25% | 15% | 14% | 14% | 11% | 12% | 11% | 21% | 12% | 19% | 21% | 8% | 19% | 11% |
| 4 Agree | 23% | 27% | 10% | 21% | 21% | 22% | 18% | 18% | 20% | 22% | 20% | 12% | 21% | 27% |
| 5 Strongly Agree | 37% | 49% | 64% | 56% | 53% | 47% | 48% | 39% | 55% | 39% | 42% | 31% | 34% | 48% |
| Mean on 1-5 Scale | 3.90 | 4.18 | 4.20 | 4.27 | 4.04 | 4.11 | 4.04 | 3.75 | 4.27 | 3.79 | 3.96 | 3.13 | 3.60 | 4.09 |
| Don't know | 8% | 3% | 1% | 4% | 3% | 9% | 10% | 6% | 5% | 5% | 7% | 9% | 5% | 4% |

respondents thought that the negative effects outweigh the positive. Other area perceptions were mixed between responses, including that the effects of tourism are equally positive and negative (Table 25).

A majority of all but one area – Moab - agreed with the perception that the state tourism office should support local tourism efforts. Given the context of other survey responses

from the Moab area, this could be interpreted as a general lack of support for any effort that promotes tourism. Eighty-one percent of statewide survey respondents agreed that the state tourism office should support local tourism efforts (Table 26).

As with the statewide survey, the largest proportion of respondents in the local area surveys chose “neither of these” when asked to choose between state tourism priority statements of whether

Table 27 - Which of the following statements would you say most accurately reflects your opinion on state tourist office priorities?

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| The state tourism office should encourage visitors to visit less popular sites or destinations. | 40% | 36% | 22% | 48% | 44% | 26% | 35% | 24% | 28% | 25% | 40% | 15% | 34% | 37% |
| The state tourism office should protect less visited sites and encourage visitation to more popular destinations. | 11% | 23% | 22% | 10% | 6% | 11% | 16% | 22% | 23% | 24% | 14% | 15% | 21% | 13% |
| Neither of these | 49% | 41% | 52% | 42% | 49% | 63% | 49% | 54% | 47% | 49% | 46% | 69% | 43% | 50% |
| Don't know | 0% | 0% | 5% | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 0% | 1% | 2% | 0% |

Table 28 - Parking accommodations (parking lots) in tourism areas

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Not at all important | 8% | 5% | 8% | 9% | 11% | 6% | 3% | 8% | 11% | 10% | 6% | 6% | 14% | 6% |
| 2 | 6% | 9% | 12% | 21% | 16% | 7% | 8% | 20% | 14% | 10% | 3% | 13% | 9% | 2% |
| 3 Neutral | 23% | 30% | 23% | 27% | 24% | 18% | 16% | 30% | 27% | 19% | 23% | 18% | 17% | 13% |
| 4 | 32% | 30% | 20% | 17% | 27% | 37% | 31% | 25% | 16% | 25% | 27% | 29% | 33% | 26% |
| 5 Very Important | 28% | 22% | 35% | 25% | 21% | 32% | 42% | 15% | 29% | 35% | 37% | 33% | 24% | 52% |
| Mean on 1-5 Scale | 3.68 | 3.58 | 3.62 | 3.29 | 3.33 | 3.84 | 4.03 | 3.21 | 3.39 | 3.66 | 3.90 | 3.70 | 3.46 | 4.16 |
| Don't know | 3% | 3% | 1% | 1% | 1% | 1% | 1% | 2% | 3% | 0% | 4% | 1% | 3% | 0% |

the state tourism office should promote or protect less visited destinations. The exception was Carbon/Emery respondents, whose most selected response was “The state tourism office should encourage visitors to visit less popular sites or destinations.” These results are difficult to interpret and may indicate respondents liked both equally, that they did not see a government role for tourism, or something else entirely (Table 27).

Local area respondents were asked to rate the importance of 14 different categories of future visitor tax spending:

- Parking accommodations and parking lots in tourism areas
- Public transit, like shuttles, buses, trains
- High speed internet or broadband in tourism areas
- Tourism promotion
- Local and regional airport facilities
- Local search and rescue capabilities
- Environment protection and repair of damaged areas, including 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

A majority of respondents in most local areas indicated that using visitor taxes for parking accommodations in tourism areas was important. A majority of respondents in four areas (Central Utah, Carbon/Emery, Kane, and San Juan) did not.

“Lift lines at Deer Valley are getting worse in the last few years. Parking is really bad at Deer Valley. Parking at Park City Resort is horrific.”

– Resident of Park City area

Table 29 – Public transit, like shuttles, buses and trains

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Not at all important | 8% | 15% | 36% | 22% | 26% | 4% | 8% | 29% | 21% | 18% | 10% | 9% | 18% | 2% |
| 2 | 12% | 13% | 10% | 20% | 26% | 8% | 9% | 14% | 14% | 14% | 8% | 10% | 11% | 2% |
| 3 Neutral | 18% | 26% | 17% | 32% | 18% | 26% | 13% | 32% | 30% | 23% | 16% | 17% | 19% | 6% |
| 4 | 25% | 26% | 14% | 9% | 18% | 34% | 24% | 10% | 14% | 22% | 31% | 24% | 16% | 10% |
| 5 Very Important | 34% | 19% | 21% | 14% | 8% | 26% | 43% | 14% | 19% | 24% | 35% | 38% | 37% | 78% |
| Mean on 1-5 Scale | 3.67 | 3.20 | 2.73 | 2.71 | 2.54 | 3.70 | 3.87 | 2.66 | 2.97 | 3.20 | 3.73 | 3.73 | 3.44 | 4.60 |
| Don't know | 3% | 2% | 2% | 4% | 3% | 2% | 2% | 1% | 3% | 0% | 0% | 2% | 0% | 1% |

Table 30 – Highspeed internet (broadband) in tourism areas

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Not at all important | 8% | 10% | 11% | 14% | 11% | 11% | 11% | 11% | 14% | 15% | 13% | 18% | 22% | 13% |
| 2 | 11% | 12% | 6% | 7% | 13% | 18% | 12% | 9% | 7% | 9% | 11% | 14% | 10% | 9% |
| 3 Neutral | 22% | 16% | 17% | 19% | 14% | 14% | 20% | 28% | 22% | 28% | 17% | 25% | 19% | 15% |
| 4 | 29% | 21% | 22% | 28% | 22% | 27% | 15% | 20% | 16% | 22% | 24% | 20% | 16% | 22% |
| 5 Very Important | 25% | 36% | 43% | 32% | 40% | 29% | 41% | 30% | 41% | 27% | 33% | 21% | 31% | 40% |
| Mean on 1-5 Scale | 3.56 | 3.63 | 3.82 | 3.58 | 3.69 | 3.45 | 3.62 | 3.50 | 3.64 | 3.35 | 3.54 | 3.14 | 3.23 | 3.68 |
| Don't know | 6% | 5% | 1% | 0% | 1% | 1% | 1% | 2% | 0% | 0% | 2% | 2% | 2% | 1% |

Table 31 – Tourist promotion

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Not at all important | 11% | 5% | 17% | 10% | 12% | 17% | 24% | 20% | 21% | 25% | 13% | 56% | 38% | 29% |
| 2 | 12% | 6% | 12% | 2% | 14% | 8% | 10% | 16% | 11% | 14% | 20% | 14% | 22% | 15% |
| 3 Neutral | 22% | 26% | 22% | 22% | 12% | 24% | 32% | 19% | 22% | 30% | 26% | 18% | 21% | 23% |
| 4 | 23% | 27% | 18% | 35% | 26% | 28% | 18% | 24% | 22% | 22% | 23% | 4% | 7% | 20% |
| 5 Very Important | 26% | 34% | 30% | 31% | 33% | 22% | 16% | 20% | 22% | 8% | 18% | 8% | 10% | 12% |
| Mean on 1-5 Scale | 3.44 | 3.82 | 3.33 | 3.74 | 3.57 | 3.31 | 2.93 | 3.08 | 3.14 | 2.72 | 3.13 | 1.94 | 2.28 | 2.70 |
| Don't know | 6% | 3% | 1% | 0% | 4% | 1% | 1% | 1% | 3% | 1% | 0% | 1% | 2% | 1% |

Respondents from different areas had varying opinions of the importance of using visitor taxes for public transit – ranging from 23% indicating importance in Carbon/Emery counties to 88% indicating importance (and 78% of that “high importance”) in the Park City area (Tables 28 and 29).

In most areas, a majority of respondents thought high speed internet was important. Three areas fell short of a majority: the Moab, Springdale+, and Morgan County/East Weber areas (Table 30).

Respondents in different local areas had different preferences using visitor taxes for tourism promotion. A majority of Springdale+ and Moab area respondents felt it is not important, while a majority of respondents from Uintah/Daggett, Carbon/Emery and Iron counties, and Central Utah, felt it is important. Other area respondents’ opinions were more widely dispersed across important, neutral, or not important assessments (Table 31).

Table 32 - Local and regional airport facilities

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Not at all important | 11% | 7% | 25% | 12% | 17% | 8% | 6% | 16% | 15% | 25% | 29% | 16% | 17% | 12% |
| 2 | 11% | 8% | 22% | 16% | 15% | 7% | 11% | 22% | 14% | 19% | 18% | 11% | 10% | 9% |
| 3 Neutral | 32% | 22% | 30% | 35% | 29% | 24% | 14% | 28% | 29% | 24% | 25% | 25% | 45% | 18% |
| 4 | 18% | 24% | 6% | 17% | 20% | 23% | 23% | 22% | 16% | 20% | 14% | 16% | 10% | 22% |
| 5 Very Important | 20% | 36% | 16% | 16% | 16% | 33% | 45% | 10% | 22% | 9% | 14% | 31% | 17% | 37% |
| Mean on 1-5 Scale | 3.28 | 3.76 | 2.65 | 3.09 | 3.03 | 3.71 | 3.88 | 2.87 | 3.17 | 2.68 | 2.66 | 3.35 | 3.00 | 3.64 |
| Don't know | 8% | 2% | 4% | 4% | 3% | 4% | 1% | 1% | 4% | 3% | 0% | 2% | 0% | 2% |

Table 33 - Local search and rescue capabilities

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Not at all important | 2% | 3% | 2% | 2% | 6% | 1% | 2% | 1% | 3% | 3% | 4% | 3% | 3% | 2% |
| 2 | 2% | 6% | 1% | 9% | 2% | 1% | 3% | 4% | 0% | 8% | 5% | 2% | 2% | 2% |
| 3 Neutral | 18% | 15% | 7% | 23% | 13% | 16% | 13% | 9% | 10% | 14% | 11% | 5% | 12% | 10% |
| 4 | 38% | 27% | 27% | 25% | 26% | 34% | 25% | 26% | 21% | 37% | 31% | 28% | 16% | 22% |
| 5 Very Important | 37% | 47% | 63% | 41% | 52% | 47% | 55% | 59% | 64% | 39% | 48% | 62% | 67% | 63% |
| Mean on 1-5 Scale | 4.11 | 4.10 | 4.46 | 3.93 | 4.16 | 4.26 | 4.32 | 4.39 | 4.48 | 4.03 | 4.15 | 4.46 | 4.41 | 4.41 |
| Don't know | 3% | 2% | 0% | 0% | 1% | 1% | 2% | 1% | 3% | 0% | 1% | 1% | 0% | 0% |

A majority of respondents in four areas (Uintah/Daggett, Iron, and Washington counties and the Park City area) thought local and regional airport facilities were an important use for visitor taxes. Other area respondents had a more dispersed range of preferences (Table 32).

Large majorities of respondents from every area (ranging from 66% to 90%) support using visitor taxes to help with search and rescue capabilities (Table 33).

"[Tourism causes] extreme impacts on emergency services like search and rescue, most of whom are volunteers. It causes a high burnout affect."

– Resident of Moab area

Large majorities of respondents from every area (ranging from 67% to 94%) supported using visitor taxes for environmental protection and repair of damaged areas (land, water, etc.). Eighty-five percent of Park City area respondents think it is "very important" (Table 34).

Even though there was no open-ended answer for tax-related insights, some respondents referred to environmental protection as a policy priority.

"Taxes gained from tourism should be spent on environmental preservation and infrastructure improvements rather than advertising for more tourism."

– Resident of Moab area

"My greatest concern is environmental impact and protection. Progress really does not address this sufficiently. I wish it was objective #1 above profit!"

– Resident of Morgan County/East Weber area

"Tourism has certainly improved the economy for the local area and provided jobs, but that is counterbalanced by the traffic congestion, the lack of affordable housing, and the pitiful wages people are expected to work for in the hospitality industry. I do not believe the government has done any futuristic planning to mitigate the degradation of the environment. One real advantage of the tourist economy is it helps curb our elected officials from selling off all the natural resources to the highest bidder no matter what the industry is or the negative impact it might have on the environment, health, and welfare of the citizens of this state."

– Resident of Park City area

Table 34 - Environment protection and repair of damaged areas (land, water, etc.)

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Not at all important | 0% | 7% | 5% | 2% | 4% | 2% | 1% | 8% | 5% | 1% | 3% | 3% | 3% | 0% |
| 2 | 0% | 6% | 4% | 9% | 6% | 4% | 4% | 10% | 4% | 5% | 2% | 4% | 5% | 2% |
| 3 Neutral | 11% | 19% | 14% | 16% | 17% | 10% | 10% | 12% | 15% | 9% | 11% | 12% | 12% | 2% |
| 4 | 29% | 31% | 20% | 31% | 32% | 28% | 17% | 19% | 22% | 19% | 23% | 12% | 12% | 9% |
| 5 Very Important | 57% | 36% | 54% | 42% | 38% | 53% | 65% | 49% | 52% | 66% | 57% | 69% | 66% | 85% |
| Mean on 1-5 Scale | 4.48 | 3.85 | 4.19 | 4.01 | 3.96 | 4.28 | 4.43 | 3.94 | 4.12 | 4.43 | 4.34 | 4.41 | 4.33 | 4.79 |
| Don't know | 3% | 1% | 2% | 0% | 3% | 2% | 2% | 2% | 1% | 0% | 4% | 1% | 2% | 1% |

Table 35 - Cellular service

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Not at all important | 8% | 8% | 12% | 9% | 7% | 7% | 10% | 11% | 10% | 11% | 11% | 16% | 17% | 13% |
| 2 | 18% | 9% | 8% | 10% | 8% | 11% | 10% | 4% | 7% | 13% | 9% | 15% | 16% | 6% |
| 3 Neutral | 25% | 15% | 11% | 26% | 22% | 23% | 17% | 25% | 14% | 19% | 19% | 27% | 19% | 18% |
| 4 | 22% | 26% | 18% | 28% | 22% | 23% | 23% | 18% | 26% | 29% | 22% | 17% | 17% | 18% |
| 5 Very Important | 25% | 40% | 51% | 26% | 36% | 32% | 39% | 39% | 41% | 25% | 36% | 26% | 31% | 43% |
| Mean on 1-5 Scale | 3.38 | 3.81 | 3.87 | 3.54 | 3.74 | 3.66 | 3.73 | 3.71 | 3.85 | 3.45 | 3.65 | 3.22 | 3.29 | 3.72 |
| Don't know | 3% | 2% | 0% | 1% | 4% | 3% | 1% | 4% | 3% | 3% | 3% | 0% | 0% | 1% |

Table 36 - Visitor education regarding how to best respect and support the local community

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Not at all important | 11% | 7% | 8% | 2% | 5% | 2% | 2% | 4% | 3% | 4% | 6% | 2% | 9% | 1% |
| 2 | 8% | 5% | 7% | 2% | 8% | 3% | 6% | 4% | 1% | 8% | 3% | 5% | 3% | 6% |
| 3 Neutral | 17% | 24% | 18% | 23% | 16% | 23% | 15% | 14% | 12% | 16% | 18% | 10% | 10% | 15% |
| 4 | 23% | 35% | 18% | 33% | 22% | 21% | 15% | 36% | 22% | 30% | 33% | 16% | 19% | 17% |
| 5 Very Important | 38% | 27% | 48% | 37% | 45% | 47% | 62% | 41% | 58% | 41% | 37% | 68% | 59% | 61% |
| Mean on 1-5 Scale | 3.73 | 3.71 | 3.90 | 4.01 | 3.97 | 4.10 | 4.29 | 4.09 | 4.36 | 3.97 | 3.95 | 4.43 | 4.16 | 4.30 |
| Don't know | 3% | 2% | 0% | 1% | 3% | 3% | 1% | 1% | 4% | 1% | 3% | 0% | 0% | 0% |

A majority of respondents in 11 of the areas indicated cellular service was an important use of visitor taxes. Responses from the remaining areas had the majority of responses ranging from neutral to “not important at all” (Table 35).

Large majorities of respondents from every area (ranging from 61% to 84%) support using visitor taxes for visitor education regarding how to best respect and support the local community. The majority of respondents from San Juan, and Washington counties, and the Springdale+, Moab and Park City areas, indicated they felt this was “very important” (Table 36).

Table 37 - Transportation infrastructure like roads and bridges

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Not at all important | 2% | 1% | 4% | 2% | 8% | 1% | 2% | 5% | 1% | 3% | 4% | 2% | 5% | 2% |
| 2 | 2% | 5% | 5% | 4% | 4% | 2% | 2% | 6% | 8% | 6% | 4% | 5% | 7% | 1% |
| 3 Neutral | 15% | 13% | 22% | 27% | 18% | 13% | 8% | 11% | 14% | 10% | 13% | 15% | 14% | 7% |
| 4 | 31% | 27% | 27% | 32% | 31% | 28% | 22% | 30% | 29% | 23% | 22% | 20% | 29% | 18% |
| 5 Very Important | 46% | 52% | 43% | 35% | 36% | 53% | 65% | 45% | 44% | 58% | 56% | 58% | 45% | 70% |
| Mean on 1-5 Scale | 4.24 | 4.27 | 4.01 | 3.93 | 3.84 | 4.33 | 4.49 | 4.06 | 4.10 | 4.28 | 4.23 | 4.29 | 4.02 | 4.53 |
| Don't know | 5% | 2% | 0% | 0% | 3% | 2% | 2% | 2% | 4% | 0% | 1% | 0% | 0% | 1% |

Table 38 - Garbage and recycling disposal and collection in tourism areas

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Not at all important | 3% | 1% | 4% | 1% | 7% | 3% | 3% | 5% | 7% | 4% | 5% | 3% | 5% | 1% |
| 2 | 5% | 13% | 6% | 10% | 4% | 1% | 4% | 5% | 3% | 8% | 3% | 2% | 5% | 0% |
| 3 Neutral | 17% | 17% | 7% | 20% | 15% | 21% | 12% | 16% | 18% | 15% | 17% | 14% | 14% | 10% |
| 4 | 25% | 35% | 29% | 28% | 31% | 28% | 20% | 28% | 22% | 20% | 30% | 27% | 19% | 23% |
| 5 Very Important | 42% | 30% | 52% | 40% | 40% | 44% | 59% | 44% | 49% | 52% | 43% | 55% | 53% | 65% |
| Mean on 1-5 Scale | 4.07 | 3.83 | 4.22 | 3.96 | 3.95 | 4.11 | 4.29 | 4.03 | 4.06 | 4.10 | 4.05 | 4.29 | 4.14 | 4.52 |
| Don't know | 9% | 3% | 2% | 1% | 3% | 2% | 1% | 2% | 1% | 1% | 2% | 0% | 3% | 1% |

A majority of respondents from every area (ranging from 67% to 88%) supported using visitor taxes for transportation infrastructure like roads and bridges. The majority of respondents from Uintah/Daggett, Iron, and Washington counties, and the Morgan County/East Weber, Moab and Park City areas, felt this “very important” (Table 37).

A majority of respondents from every area (ranging from 65% to 88%) support using visitor taxes for garbage and recycling disposal and collection in tourism areas. The majority of respondents from Wayne/Garfield and Washington counties, and the Morgan County/East Weber, Moab, Springdale+, and Park City areas indicated they felt this was “very important” (Table 38).

“Zion and the state parks, the garbage has been thrown out all over and we don't have the abilities of the park employees to handle that. Zion has gotten trashed from graffiti and feces right off the trail.”

– Resident of Washington County

A majority of respondents from every area (ranging from 63% to 90%) support using visitor taxes for recreation infrastructure like trails, campgrounds, parks and restrooms. The majority of respondents from Central Utah, and from Uintah/Daggett, Wayne/Garfield, Carbon/Emery, Iron, and Washington counties, and the Morgan County/East Weber, Springdale+ and Park City areas, indicated they felt this was “very important” (Table 39).

“Lack of infrastructure with campgrounds: roads, turn lanes, etc.

There are lots of vehicle accidents in the peak months.”

– Resident of Wayne/Garfield counties

A majority of respondents from every area (ranging from 69% to 88%) support using visitor taxes for historical preservation of community assets (Table 40).

Table 39 - Recreation infrastructure like trails, campgrounds, parks, restrooms

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Not at all important | 2% | 2% | 2% | 1% | 4% | 1% | 3% | 9% | 0% | 5% | 4% | 6% | 7% | 5% |
| 2 | 2% | 3% | 4% | 5% | 3% | 1% | 1% | 4% | 11% | 3% | 2% | 8% | 3% | 2% |
| 3 Neutral | 5% | 12% | 13% | 9% | 12% | 7% | 8% | 12% | 16% | 18% | 9% | 21% | 17% | 5% |
| 4 | 37% | 24% | 24% | 32% | 26% | 28% | 18% | 25% | 22% | 23% | 31% | 25% | 12% | 16% |
| 5 Very Important | 49% | 57% | 56% | 53% | 51% | 62% | 69% | 46% | 48% | 52% | 54% | 38% | 60% | 72% |
| Mean on 1-5 Scale | 4.39 | 4.32 | 4.28 | 4.31 | 4.21 | 4.51 | 4.51 | 4.00 | 4.10 | 4.14 | 4.29 | 3.83 | 4.16 | 4.48 |
| Don't know | 6% | 1% | 0% | 0% | 4% | 1% | 1% | 4% | 3% | 0% | 0% | 2% | 0% | 0% |

Table 40 - Historical preservation of community assets

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Not at all important | 3% | 2% | 1% | 4% | 4% | 4% | 1% | 2% | 4% | 4% | 2% | 0% | 5% | 1% |
| 2 | 2% | 2% | 4% | 1% | 2% | 6% | 3% | 5% | 1% | 3% | 2% | 5% | 3% | 1% |
| 3 Neutral | 9% | 15% | 13% | 16% | 14% | 10% | 11% | 10% | 23% | 14% | 18% | 13% | 5% | 10% |
| 4 | 37% | 27% | 16% | 27% | 33% | 24% | 17% | 28% | 21% | 32% | 23% | 22% | 24% | 20% |
| 5 Very Important | 46% | 52% | 66% | 52% | 45% | 53% | 67% | 52% | 48% | 48% | 54% | 57% | 60% | 68% |
| Mean on 1-5 Scale | 4.25 | 4.26 | 4.42 | 4.22 | 4.15 | 4.19 | 4.49 | 4.26 | 4.10 | 4.18 | 4.26 | 4.36 | 4.33 | 4.52 |
| Don't know | 3% | 1% | 0% | 0% | 2% | 2% | 2% | 2% | 3% | 0% | 1% | 3% | 2% | 0% |

Table 41 - Arts and culture investment

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Not at all important | 6% | 7% | 11% | 10% | 12% | 6% | 6% | 9% | 5% | 11% | 8% | 7% | 10% | 9% |
| 2 | 5% | 5% | 19% | 7% | 18% | 6% | 11% | 19% | 16% | 16% | 12% | 17% | 16% | 4% |
| 3 Neutral | 26% | 27% | 19% | 17% | 21% | 30% | 23% | 25% | 26% | 33% | 30% | 27% | 22% | 24% |
| 4 | 22% | 42% | 25% | 32% | 27% | 27% | 24% | 25% | 23% | 19% | 20% | 24% | 21% | 28% |
| 5 Very Important | 35% | 19% | 24% | 32% | 19% | 30% | 32% | 20% | 26% | 19% | 28% | 24% | 29% | 35% |
| Mean on 1-5 Scale | 3.80 | 3.61 | 3.33 | 3.70 | 3.25 | 3.72 | 3.66 | 3.29 | 3.49 | 3.18 | 3.49 | 3.41 | 3.44 | 3.78 |
| Don't know | 6% | 1% | 1% | 1% | 3% | 2% | 3% | 2% | 3% | 1% | 2% | 1% | 2% | 0% |

Responses by area were more mixed when addressing using visitor taxes for arts and culture investment, ranging from 38% to 64% of area respondents thinking visitor taxes for arts and cultural investment was important (Table 41).

“More culture! Due to the high demand in housing we are losing the farm town Cedar used to be. Pretty soon there won’t be a lot to tour if that continues. Native American culture needs to be added into the agenda, there’s not many tourists I’ve met that have seen or know much about the culture or the foods.”

– Resident of Iron County

Table 42 - Natural resource protection and tourism can be compatible.

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Strongly Disagree | 2% | 1% | 8% | 4% | 5% | 4% | 6% | 15% | 7% | 5% | 6% | 16% | 14% | 12% |
| 2 | 2% | 0% | 12% | 10% | 6% | 3% | 8% | 9% | 8% | 16% | 7% | 14% | 9% | 6% |
| 3 Neutral | 9% | 13% | 18% | 15% | 14% | 14% | 21% | 26% | 22% | 19% | 15% | 18% | 22% | 17% |
| 4 | 37% | 31% | 17% | 25% | 28% | 32% | 26% | 21% | 23% | 29% | 29% | 27% | 24% | 22% |
| 5 Strongly Agree | 46% | 53% | 42% | 46% | 44% | 46% | 36% | 28% | 37% | 29% | 40% | 25% | 29% | 39% |
| Mean on 1-5 Scale | 4.31 | 4.38 | 3.74 | 4.00 | 4.02 | 4.11 | 3.79 | 3.38 | 3.77 | 3.62 | 3.93 | 3.32 | 3.47 | 3.72 |
| Don't know | 5% | 1% | 2% | 1% | 2% | 0% | 2% | 1% | 3% | 1% | 3% | 1% | 2% | 4% |

Table 43 - Long-term government planning helps reduce potentially negative environmental impacts of tourism.

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Strongly Disagree | 3% | 10% | 10% | 16% | 14% | 10% | 5% | 15% | 19% | 11% | 6% | 13% | 9% | 7% |
| 2 | 8% | 10% | 13% | 4% | 5% | 1% | 9% | 6% | 11% | 6% | 8% | 11% | 7% | 6% |
| 3 Neutral | 14% | 20% | 18% | 23% | 21% | 17% | 18% | 29% | 19% | 16% | 18% | 16% | 30% | 6% |
| 4 | 25% | 28% | 22% | 28% | 25% | 21% | 25% | 20% | 21% | 30% | 24% | 23% | 14% | 22% |
| 5 Strongly Agree | 42% | 26% | 31% | 26% | 27% | 44% | 38% | 29% | 25% | 32% | 39% | 31% | 35% | 56% |
| Mean on 1-5 Scale | 4.03 | 3.51 | 3.55 | 3.46 | 3.51 | 3.95 | 3.85 | 3.42 | 3.22 | 3.67 | 3.86 | 3.52 | 3.63 | 4.16 |
| Don't know | 9% | 6% | 6% | 2% | 7% | 7% | 5% | 1% | 5% | 4% | 5% | 6% | 5% | 2% |

Respondents in both the statewide and local area surveys were asked to rate their level of agreement with four statements related to environmental sustainability:

- 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.

A majority of local area survey respondents (except for Kane County respondents (49%) thought that natural resource protection and tourism can be compatible. However, there were a few areas where about 20% of respondents held a negative view (Wayne/Garfield and Kane counties, and the Morgan County/East Weber, Moab, Springdale+, and Park City areas). Sixty-nine percent of statewide respondents indicated they thought natural resource protection and tourism can be compatible (Table 42).

Like statewide survey responses, most local area responses were positive, indicating respondents “agreed” or “strongly agreed” with the statement “long-term government planning helps reduce potentially negative environmental impacts of tourism” (Table 43).

Table 44 - Natural resources should be protected in Utah.

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Strongly Disagree | 0% | 2% | 5% | 0% | 2% | 3% | 1% | 8% | 3% | 0% | 2% | 5% | 4% | 0% |
| 2 | 2% | 5% | 6% | 2% | 4% | 3% | 2% | 1% | 11% | 1% | 1% | 3% | 2% | 1% |
| 3 Neutral | 5% | 19% | 12% | 19% | 16% | 8% | 12% | 19% | 18% | 10% | 5% | 9% | 7% | 0% |
| 4 | 22% | 20% | 18% | 25% | 33% | 17% | 11% | 18% | 11% | 9% | 16% | 17% | 18% | 9% |
| 5 Strongly Agree | 71% | 52% | 58% | 53% | 43% | 69% | 73% | 54% | 56% | 80% | 75% | 66% | 70% | 90% |
| Mean on 1-5 Scale | 4.64 | 4.18 | 4.20 | 4.30 | 4.13 | 4.44 | 4.53 | 4.10 | 4.08 | 4.67 | 4.63 | 4.37 | 4.48 | 4.88 |
| Don't know | 2% | 2% | 1% | 1% | 2% | 0% | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 0% |

Table 45 - The Office of Tourism should educate visitors on things like how to minimize their impacts on the natural environment, and how to travel responsibly.

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Strongly Disagree | 2% | 5% | 0% | 0% | 4% | 6% | 3% | 6% | 3% | 3% | 3% | 2% | 9% | 0% |
| 2 | 2% | 5% | 6% | 0% | 3% | 4% | 4% | 2% | 0% | 0% | 3% | 6% | 2% | 2% |
| 3 Neutral | 8% | 23% | 13% | 15% | 15% | 11% | 12% | 15% | 11% | 11% | 8% | 7% | 9% | 5% |
| 4 | 28% | 28% | 24% | 28% | 24% | 24% | 18% | 19% | 26% | 18% | 28% | 10% | 16% | 20% |
| 5 Strongly Agree | 60% | 38% | 54% | 57% | 51% | 54% | 62% | 57% | 59% | 66% | 58% | 74% | 66% | 72% |
| Mean on 1-5 Scale | 4.45 | 3.92 | 4.30 | 4.42 | 4.17 | 4.18 | 4.35 | 4.19 | 4.40 | 4.48 | 4.35 | 4.50 | 4.28 | 4.63 |
| Don't know | 2% | 1% | 2% | 0% | 3% | 0% | 1% | 0% | 1% | 3% | 0% | 1% | 0% | 1% |

A majority of respondents in all local areas agreed strongly that natural resources should be protected in Utah. Agreement with this statement was very high, percentages ranging from 67%–99%, with over 90% of respondents in two areas (the Park City area and Wasatch County). “Strongly agree” ranged from 52%–90%, with six areas at 70% or above. Statewide survey sentiment reflected a high-level of agreement as well – 85% (Table 44).

Local area respondents had similar overall positive responses to educating visitors on minimizing impacts as they did to the previous question regarding natural resources. Overall statement agreement ranged from 66%–92%, but with fewer respondents indicating they “strongly agree” (38%–74%). In the statewide survey, this question received the highest positive rating – 86% (Table 45).

“Bullet statement ethic guidance at entrance to public lands. Not just for visitors...all of us. Ensure enforcement. Educate and charge fees for rescues.”

– Resident of Daggett/Uintah counties

“Educate visitors not to abuse the land and follow OHV rules.”

– Resident of Iron County

“Tourism at its best is a great economic driver and adds energy to our town. At its worst it is extremely intrusive (ATV noise) and makes it hard for residents to afford to live here. There is good and bad. It is essential that the effects are mitigated and tourists are educated. The state should defer to local government regarding things like ATV's on the streets and use of TRT monies.”

– Resident of Moab area

Table 46 - My area would be a dull place if visitors did not come.

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Strongly Disagree | 28% | 27% | 35% | 21% | 36% | 20% | 37% | 38% | 38% | 53% | 33% | 56% | 47% | 48% |
| 2 | 22% | 22% | 12% | 25% | 15% | 19% | 22% | 15% | 21% | 14% | 27% | 15% | 12% | 13% |
| 3 Neutral | 22% | 15% | 17% | 22% | 19% | 22% | 21% | 22% | 16% | 23% | 18% | 9% | 21% | 20% |
| 4 | 12% | 14% | 13% | 12% | 13% | 19% | 9% | 14% | 14% | 8% | 12% | 9% | 7% | 6% |
| 5 Strongly Agree | 12% | 19% | 23% | 19% | 17% | 16% | 10% | 11% | 11% | 3% | 8% | 9% | 12% | 13% |
| Mean on 1-5 Scale | 2.58 | 2.75 | 2.77 | 2.83 | 2.60 | 2.91 | 2.31 | 2.46 | 2.38 | 1.92 | 2.34 | 2.00 | 2.25 | 2.24 |
| Don't know | 5% | 3% | 0% | 1% | 1% | 4% | 2% | 0% | 0% | 0% | 2% | 2% | 0% | 0% |

Table 47 - In our area, our way of life has changed to suit visitors.

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Strongly Disagree | 22% | 13% | 8% | 12% | 17% | 9% | 1% | 1% | 11% | 8% | 8% | 2% | 7% | 1% |
| 2 | 26% | 24% | 7% | 25% | 24% | 9% | 12% | 5% | 16% | 13% | 10% | 4% | 3% | 4% |
| 3 Neutral | 23% | 29% | 16% | 36% | 25% | 33% | 27% | 26% | 26% | 33% | 17% | 6% | 10% | 7% |
| 4 | 17% | 19% | 28% | 15% | 17% | 30% | 29% | 22% | 19% | 20% | 32% | 17% | 26% | 29% |
| 5 Strongly Agree | 2% | 9% | 40% | 9% | 14% | 14% | 28% | 40% | 26% | 27% | 28% | 71% | 53% | 57% |
| Mean on 1-5 Scale | 2.45 | 2.86 | 3.84 | 2.82 | 2.86 | 3.34 | 3.72 | 4.00 | 3.33 | 3.46 | 3.65 | 4.52 | 4.16 | 4.40 |
| Don't know | 11% | 6% | 1% | 4% | 3% | 4% | 3% | 5% | 1% | 0% | 5% | 0% | 0% | 1% |

Local area respondents were asked to rate their level of agreement with a set of 14 statements:

- 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.

The statement “my area would be a dull place if visitors did not come” did not resonate with most respondents. In fact, in no area did a majority agree, and in nine areas majorities disagreed. In two of those areas - Morgan County/East Weber and Moab – the majority of respondents “strongly disagreed” (Table 46).

The majority of respondents in seven areas agreed with the statement “In our area, our way of life has changed to suit visitors,” and of these, the majority of respondents in three areas (Moab, Springdale+, and Park City) “strongly agreed.” None of the surveyed areas had majority disagreement with the statement (Table 47).

Table 48 - Overall, I think visitors to my area feel welcomed

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Strongly Disagree | 6% | 1% | 2% | 1% | 3% | 1% | 0% | 2% | 0% | 0% | 3% | 4% | 3% | 2% |
| 2 | 2% | 1% | 5% | 5% | 3% | 2% | 2% | 2% | 11% | 5% | 4% | 8% | 2% | 0% |
| 3 Neutral | 17% | 15% | 6% | 25% | 17% | 9% | 15% | 12% | 18% | 34% | 18% | 28% | 19% | 15% |
| 4 | 46% | 47% | 34% | 44% | 41% | 51% | 44% | 36% | 47% | 37% | 37% | 35% | 38% | 44% |
| 5 Strongly Agree | 25% | 33% | 52% | 20% | 35% | 33% | 36% | 45% | 22% | 19% | 35% | 14% | 36% | 34% |
| Mean on 1-5 Scale | 3.85 | 4.12 | 4.29 | 3.81 | 4.02 | 4.17 | 4.18 | 4.20 | 3.82 | 3.73 | 4.00 | 3.53 | 4.04 | 4.13 |
| Don't know | 5% | 3% | 0% | 5% | 1% | 3% | 3% | 1% | 3% | 5% | 3% | 11% | 2% | 5% |

Table 49 - Tourism has made locals prouder of our area.

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Strongly Disagree | 9% | 5% | 8% | 10% | 12% | 10% | 8% | 14% | 23% | 20% | 6% | 36% | 16% | 27% |
| 2 | 11% | 12% | 10% | 11% | 13% | 9% | 13% | 20% | 19% | 16% | 18% | 20% | 18% | 9% |
| 3 Neutral | 31% | 30% | 22% | 33% | 25% | 18% | 31% | 28% | 27% | 37% | 29% | 25% | 30% | 27% |
| 4 | 18% | 21% | 31% | 25% | 24% | 33% | 27% | 20% | 14% | 20% | 24% | 8% | 21% | 21% |
| 5 Strongly Agree | 17% | 29% | 24% | 16% | 20% | 26% | 19% | 18% | 14% | 5% | 16% | 8% | 14% | 15% |
| Mean on 1-5 Scale | 3.27 | 3.60 | 3.56 | 3.27 | 3.30 | 3.58 | 3.39 | 3.08 | 2.75 | 2.73 | 3.28 | 2.31 | 3.00 | 2.88 |
| Don't know | 14% | 3% | 5% | 5% | 6% | 4% | 3% | 1% | 3% | 1% | 7% | 2% | 2% | 2% |

“We are a very small town and tourists bombard us! They like it here and buy up everything so hometown can’t afford to live here. Then want to change it.”

– Resident of Wayne/Garfield counties

“I guess it’s ok to let people visit if it’s just a visit, but many of these visitors are beginning to move into our communities and want to change what we have. How can we discourage that?”

– Resident of Central Utah

“Tourism has led to an influx of out of state move-ins. Which has negatively affected our “small town” way of life. More crime, more congestion, and very high cost of living. Being local has been ruined, we can barely afford to live here and our kids struggle to stay and find affordable housing as young marrieds.”

– Resident of Washington County

A majority of respondents in all local areas except the Moab area (49%) thought that visitors to their area feel welcomed. About a quarter to a third of respondents in Carbon/Emery counties and the Morgan County/East Weber and Moab areas felt neutral on this statement (Table 48).

A majority of respondents in three areas – Uintah/Daggett, Wayne/Garfield and Iron counties, agree with the statement “tourism has made locals prouder of our area.” A majority of Moab area respondents disagreed. The remainder had a mixture of responses (Table 49).

Table 50 – I prefer to have as little contact as possible with visitors.

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Strongly Disagree | 25% | 34% | 35% | 36% | 19% | 24% | 24% | 34% | 23% | 9% | 23% | 19% | 33% | 14% |
| 2 | 23% | 35% | 20% | 21% | 29% | 23% | 25% | 21% | 16% | 23% | 23% | 17% | 12% | 21% |
| 3 Neutral | 31% | 13% | 22% | 28% | 28% | 26% | 24% | 18% | 26% | 29% | 23% | 25% | 28% | 36% |
| 4 | 9% | 10% | 11% | 6% | 11% | 12% | 11% | 9% | 18% | 16% | 19% | 13% | 12% | 11% |
| 5 Strongly Agree | 11% | 7% | 11% | 7% | 11% | 13% | 15% | 18% | 16% | 23% | 12% | 27% | 14% | 17% |
| Mean on 1-5 Scale | 2.58 | 2.21 | 2.41 | 2.27 | 2.63 | 2.66 | 2.68 | 2.54 | 2.88 | 3.22 | 2.74 | 3.13 | 2.61 | 2.98 |
| Don't know | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 1% |

Table 51 - Residents benefit from a wide variety of cultural activities in my area because of tourism.

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Strongly Disagree | 12% | 6% | 17% | 14% | 25% | 7% | 12% | 18% | 22% | 29% | 9% | 28% | 19% | 16% |
| 2 | 31% | 24% | 23% | 20% | 19% | 3% | 20% | 24% | 22% | 25% | 18% | 21% | 14% | 7% |
| 3 Neutral | 17% | 28% | 27% | 27% | 26% | 29% | 18% | 29% | 33% | 29% | 23% | 26% | 37% | 20% |
| 4 | 12% | 17% | 16% | 26% | 17% | 19% | 29% | 19% | 14% | 9% | 25% | 11% | 16% | 30% |
| 5 Strongly Agree | 20% | 19% | 14% | 10% | 8% | 40% | 17% | 10% | 10% | 4% | 21% | 12% | 12% | 27% |
| Mean on 1-5 Scale | 2.97 | 3.20 | 2.88 | 2.99 | 2.63 | 3.84 | 3.18 | 2.80 | 2.67 | 2.30 | 3.32 | 2.58 | 2.88 | 3.45 |
| Don't know | 8% | 6% | 4% | 4% | 4% | 2% | 4% | 1% | 0% | 4% | 4% | 2% | 2% | 0% |

Table 52 - Tourism has made my community an unaffordable place for many to live.

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Strongly Disagree | 23% | 24% | 17% | 25% | 28% | 11% | 8% | 10% | 18% | 13% | 16% | 9% | 11% | 5% |
| 2 | 20% | 30% | 19% | 27% | 22% | 14% | 8% | 5% | 15% | 10% | 3% | 2% | 12% | 2% |
| 3 Neutral | 31% | 26% | 14% | 22% | 19% | 23% | 11% | 12% | 21% | 19% | 8% | 7% | 7% | 6% |
| 4 | 12% | 9% | 16% | 11% | 14% | 21% | 26% | 24% | 14% | 22% | 14% | 5% | 7% | 12% |
| 5 Strongly Agree | 6% | 8% | 31% | 9% | 13% | 24% | 45% | 48% | 29% | 35% | 55% | 77% | 63% | 74% |
| Mean on 1-5 Scale | 2.55 | 2.45 | 3.26 | 2.49 | 2.58 | 3.35 | 3.94 | 3.95 | 3.21 | 3.58 | 3.93 | 4.38 | 4.00 | 4.49 |
| Don't know | 8% | 2% | 2% | 6% | 4% | 6% | 2% | 1% | 4% | 1% | 4% | 0% | 0% | 0% |

Respondents had a mixed response to the statement “I prefer to have as little contact as possible with visitors.” A majority of respondents from Uintah/Daggett, Wayne/Garfield and Kane counties disagreed, but respondents from other areas were dispersed between agreement, disagreement, and a neutral stance (Table 50).

Local area respondents also provided a mixed response to the statement “residents benefit from a wide variety of cultural

activities in my area because of tourism.” Iron County stands out for atypically low disagreement (10%) and high agreement (59%). The Park City area also had high agreement (57%) but over a fifth of the Park City area respondents disagreed (23%) (Table 51).

Responses to the statement “tourism has made my community an unaffordable place for many to live” were some of the most varied by area. A majority of respondents in seven areas agreed with this statement, and of those, three areas

Table 53 - Tourism supports businesses in my community that are valuable to me.

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Strongly Disagree | 9% | 3% | 5% | 9% | 11% | 4% | 7% | 5% | 5% | 13% | 5% | 11% | 10% | 11% |
| 2 | 9% | 9% | 7% | 7% | 13% | 4% | 8% | 12% | 12% | 28% | 9% | 18% | 12% | 4% |
| 3 Neutral | 29% | 21% | 16% | 27% | 26% | 19% | 23% | 16% | 29% | 24% | 25% | 26% | 10% | 20% |
| 4 | 18% | 35% | 22% | 33% | 25% | 32% | 29% | 28% | 23% | 25% | 35% | 17% | 29% | 37% |
| 5 Strongly Agree | 23% | 30% | 51% | 20% | 23% | 34% | 29% | 38% | 27% | 9% | 21% | 28% | 36% | 27% |
| Mean on 1-5 Scale | 3.41 | 3.80 | 4.06 | 3.50 | 3.39 | 3.93 | 3.68 | 3.81 | 3.56 | 2.90 | 3.61 | 3.33 | 3.70 | 3.66 |
| Don't know | 11% | 1% | 0% | 4% | 2% | 6% | 5% | 1% | 3% | 1% | 5% | 1% | 2% | 2% |

Table 54 – I enjoy interactions with visitors.

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Strongly Disagree | 8% | 7% | 4% | 9% | 9% | 6% | 3% | 6% | 7% | 14% | 7% | 17% | 7% | 11% |
| 2 | 3% | 5% | 7% | 5% | 4% | 10% | 8% | 6% | 7% | 15% | 10% | 12% | 11% | 11% |
| 3 Neutral | 31% | 23% | 24% | 19% | 25% | 28% | 27% | 24% | 16% | 35% | 29% | 31% | 19% | 28% |
| 4 | 22% | 31% | 16% | 27% | 26% | 24% | 34% | 32% | 32% | 23% | 29% | 21% | 32% | 28% |
| 5 Strongly Agree | 32% | 33% | 49% | 37% | 34% | 29% | 27% | 30% | 38% | 13% | 22% | 19% | 32% | 22% |
| Mean on 1-5 Scale | 3.71 | 3.79 | 4.00 | 3.82 | 3.71 | 3.63 | 3.73 | 3.75 | 3.88 | 3.05 | 3.51 | 3.13 | 3.70 | 3.39 |
| Don't know | 5% | 1% | 0% | 4% | 1% | 3% | 1% | 1% | 0% | 0% | 3% | 0% | 0% | 0% |

showed 60% or more of respondents “strongly agreeing” with the statement (Moab area 77%; Springdale+ 63%; and the Park City area 74%). Alternatively, a majority of respondents in three areas (Uintah/Daggett and Carbon/Emery counties, and Central Utah) disagreed with the statement (Table 52).

A majority of respondents in 10 areas agreed with the statement “tourism supports businesses in my community that are valuable to me.” Northern Utah, Central Utah, and the Morgan County/East Weber and Moab areas had responses that were more dispersed (Table 53).

A majority of respondents in every area except the Morgan County/East Weber and Moab areas agreed with the statement “I enjoy interactions with visitors” (Table 54).

In no area did a majority of respondents agree with the statement “government does a good job of balancing residents’ and visitors’ needs.” A majority of respondents in five areas disagreed: San Juan County and the Morgan County/East Weber, Moab, Springdale+ and Park City areas. In the remaining areas, responses tended to be most frequently “neutral” but dispersed (Table 55).

“Washington County travel council does what they want with zero regard to the negative impact their decisions have on residents. They waste funds on advertising our area out of state.

When they do a tourism campaign they never use local companies. They go to Colorado or other areas to hire advertising firms to promote our area. Those out of state firms know nothing about our area. It's always about money, spending money and bringing in more tourists. Focus needs to revert back to those who live full time in Washington County. The travel board uses Greater Zion instead of Utah's Dixie. They did this with no input from residents. Greater Zion is a confusing slogan, they spent too much money to brand the area Greater Zion, it has backfired. There is no oversight, the board over travel seems like they just throw money to ad agencies and roll out whatever they sell to them. Our area is a national treasure. It is quickly eroding due to being overwhelmed by visitors. Of course we want tourism, we want cultural events, we want first rate events. But, the direction its going now, our area is being swamped with more visitors than the infrastructure can handle. Our quality of life has been compromised.”

– Resident of Washington County

Table 55 - Government does a good job balancing residents' and visitors' needs.

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Strongly Disagree | 9% | 13% | 23% | 17% | 19% | 16% | 17% | 26% | 30% | 30% | 14% | 60% | 40% | 34% |
| 2 | 25% | 20% | 17% | 20% | 14% | 27% | 25% | 22% | 21% | 23% | 29% | 25% | 17% | 20% |
| 3 Neutral | 29% | 38% | 34% | 30% | 27% | 27% | 30% | 31% | 27% | 25% | 30% | 9% | 22% | 26% |
| 4 | 12% | 16% | 18% | 15% | 19% | 22% | 12% | 11% | 14% | 9% | 11% | 6% | 16% | 12% |
| 5 Strongly Agree | 3% | 7% | 7% | 9% | 6% | 2% | 6% | 6% | 5% | 5% | 3% | 0% | 5% | 4% |
| Mean on 1-5 Scale | 2.69 | 2.84 | 2.70 | 2.75 | 2.77 | 2.67 | 2.60 | 2.47 | 2.42 | 2.30 | 2.54 | 1.60 | 2.29 | 2.28 |
| Don't know | 22% | 6% | 1% | 10% | 15% | 7% | 10% | 2% | 3% | 8% | 13% | 0% | 0% | 5% |

Table 56 - State government values input from residents about tourism in my area.

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Strongly Disagree | 9% | 16% | 30% | 20% | 24% | 18% | 24% | 29% | 29% | 25% | 17% | 61% | 30% | 41% |
| 2 | 25% | 23% | 14% | 25% | 15% | 13% | 18% | 19% | 18% | 29% | 26% | 20% | 18% | 17% |
| 3 Neutral | 25% | 26% | 19% | 25% | 21% | 26% | 25% | 24% | 26% | 24% | 23% | 11% | 30% | 15% |
| 4 | 11% | 10% | 13% | 16% | 17% | 14% | 8% | 14% | 11% | 8% | 13% | 3% | 11% | 10% |
| 5 Strongly Agree | 9% | 3% | 12% | 4% | 7% | 2% | 7% | 5% | 10% | 4% | 3% | 2% | 5% | 2% |
| Mean on 1-5 Scale | 2.82 | 2.51 | 2.58 | 2.54 | 2.62 | 2.59 | 2.46 | 2.42 | 2.51 | 2.28 | 2.50 | 1.60 | 2.40 | 2.00 |
| Don't know | 22% | 21% | 11% | 11% | 16% | 27% | 17% | 10% | 7% | 10% | 18% | 3% | 7% | 15% |

Table 57 - Local government values input from residents about tourism in my area.

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Strongly Disagree | 6% | 17% | 17% | 16% | 16% | 17% | 23% | 28% | 16% | 29% | 11% | 41% | 29% | 21% |
| 2 | 29% | 16% | 11% | 17% | 8% | 17% | 15% | 15% | 11% | 22% | 17% | 16% | 9% | 17% |
| 3 Neutral | 25% | 24% | 25% | 21% | 24% | 23% | 24% | 26% | 21% | 25% | 26% | 17% | 28% | 26% |
| 4 | 17% | 23% | 20% | 21% | 21% | 17% | 16% | 16% | 23% | 8% | 21% | 14% | 14% | 23% |
| 5 Strongly Agree | 6% | 14% | 20% | 17% | 20% | 11% | 11% | 11% | 23% | 9% | 12% | 11% | 19% | 9% |
| Mean on 1-5 Scale | 2.85 | 3.00 | 3.18 | 3.07 | 3.24 | 2.87 | 2.74 | 2.68 | 3.28 | 2.41 | 3.07 | 2.38 | 2.84 | 2.81 |
| Don't know | 17% | 5% | 6% | 7% | 11% | 16% | 12% | 4% | 5% | 8% | 13% | 2% | 2% | 5% |

"Please don't blame tourism for lack of housing affordability: it's poor local government at fault for refusing to regulate nightly rentals. There should be a limit. My neighborhood is half full of nightly rentals, bringing noise, garbage and traffic to my street. Not what I signed up for. City council doesn't care because of self-interest."
 – Resident of Kane County

"The local residents pay for the state's marketing BS, it sucks, because Huntsville and Liberty are no longer affordable places to live. I am so sick of the trash on the beaches after every weekend at Pineview. It's so unfortunate that the infrastructure and services are years behind the crowds."
 – Resident of Morgan County/East Weber area

Table 58 - Residents have the opportunity to provide input on tourism-related topics in my area.

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Strongly Disagree | 9% | 14% | 18% | 12% | 19% | 16% | 17% | 26% | 22% | 28% | 12% | 37% | 29% | 33% |
| 2 | 17% | 24% | 19% | 25% | 15% | 22% | 25% | 22% | 21% | 23% | 30% | 19% | 22% | 15% |
| 3 Neutral | 31% | 29% | 24% | 22% | 26% | 23% | 24% | 22% | 23% | 29% | 29% | 22% | 21% | 22% |
| 4 | 12% | 15% | 14% | 17% | 19% | 19% | 9% | 15% | 23% | 11% | 14% | 10% | 12% | 18% |
| 5 Strongly Agree | 6% | 12% | 20% | 11% | 9% | 6% | 10% | 10% | 8% | 4% | 6% | 11% | 14% | 6% |
| Mean on 1-5 Scale | 2.86 | 2.85 | 3.00 | 2.89 | 2.83 | 2.73 | 2.64 | 2.58 | 2.75 | 2.37 | 2.69 | 2.39 | 2.58 | 2.47 |
| Don't know | 25% | 6% | 4% | 12% | 12% | 14% | 16% | 4% | 3% | 5% | 9% | 0% | 2% | 6% |

Table 59 - 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.

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Strongly Disagree | 35% | 22% | 13% | 23% | 23% | 27% | 18% | 15% | 19% | 14% | 24% | 3% | 22% | 9% |
| 2 | 31% | 22% | 11% | 19% | 17% | 23% | 23% | 10% | 8% | 16% | 17% | 12% | 14% | 16% |
| 3 Neutral | 11% | 14% | 27% | 27% | 21% | 24% | 20% | 18% | 26% | 24% | 24% | 21% | 17% | 27% |
| 4 | 9% | 21% | 26% | 15% | 20% | 11% | 15% | 29% | 23% | 22% | 16% | 32% | 16% | 26% |
| 5 Strongly Agree | 8% | 15% | 21% | 14% | 15% | 7% | 17% | 28% | 22% | 19% | 16% | 30% | 31% | 21% |
| Mean on 1-5 Scale | 2.18 | 2.84 | 3.30 | 2.76 | 2.86 | 2.43 | 2.88 | 3.44 | 3.21 | 3.16 | 2.82 | 3.75 | 3.19 | 3.35 |
| Don't know | 6% | 6% | 2% | 2% | 4% | 8% | 8% | 1% | 1% | 5% | 3% | 2% | 0% | 2% |

In all areas, respondents were more inclined to say they disagree than agree with the statement “state government values input from residents about tourism in my area.” In four areas, a majority of respondents disagreed. The Moab area was particularly notable for the level of “strong disagreement” with this statement and the previous statement, “State government values input from residents about tourism in my area” (61% and 60% respectively) (Tables 56 and 57).

The responses to this statement were scattered throughout agreement, disagreement, and feeling neutral, with the exception of the Morgan County/East Weber and Moab areas, where a majority of respondents disagreed.

Respondents from all areas tended to disagree or have neutral feelings towards the statement “residents have the opportunity to provide input on tourism-related topics in my area.” In three areas – Morgan County/East Weber, Moab and Springdale+ - a majority of respondents disagreed (Table 58).

Responses to the statement “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” are scattered throughout agreement, disagreement, and feeling neutral, with the exception of Kane County and the Moab area, where a majority of respondents agreed; Northern Utah, where a majority disagreed; and Iron County, where half of respondents disagreed (Table 59).

A majority of respondents in two areas (Uintah/Daggett and Iron counties) indicated they thought the overall quality of life had improved due to tourism. A majority of Moab area respondents indicated the overall quality of life had declined (for 40% significantly) due to tourism. The Moab area responses are particularly noteworthy for the area given that almost half of Moab area respondents indicated they derived some of their household income from tourism-related activities and 88% thought tourism was important to their local economy (Table 60).

Table 60 - Would you say the overall quality of life in your community has declined/improved because of tourism?

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|--------------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 1 Significantly declined | 0% | 2% | 10% | 6% | 9% | 7% | 11% | 15% | 15% | 23% | 12% | 40% | 19% | 26% |
| 2 | 5% | 6% | 14% | 6% | 9% | 10% | 17% | 20% | 14% | 18% | 22% | 19% | 21% | 18% |
| 3 Neither improved or declined | 51% | 31% | 35% | 38% | 36% | 22% | 32% | 25% | 42% | 34% | 20% | 19% | 32% | 20% |
| 4 | 18% | 40% | 22% | 31% | 27% | 36% | 25% | 22% | 16% | 16% | 29% | 14% | 16% | 24% |
| 5 Significantly improved | 9% | 15% | 18% | 9% | 11% | 18% | 11% | 18% | 10% | 4% | 10% | 7% | 9% | 9% |
| Mean on 1-5 Scale | 3.39 | 3.63 | 3.24 | 3.33 | 3.22 | 3.52 | 3.08 | 3.08 | 2.92 | 2.59 | 3.03 | 2.29 | 2.73 | 2.71 |
| Don't know | 17% | 6% | 1% | 10% | 7% | 8% | 3% | 0% | 3% | 5% | 7% | 1% | 4% | 4% |

Table 62 – The Greatest Snow on Earth™

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Never Heard Of | 5% | 2% | 11% | 2% | 3% | 3% | 4% | 9% | 11% | 4% | 3% | 7% | 9% | 0% |
| Heard Name Only | 14% | 14% | 25% | 14% | 9% | 12% | 15% | 24% | 22% | 11% | 11% | 18% | 26% | 5% |
| Somewhat Familiar | 25% | 29% | 20% | 35% | 22% | 23% | 24% | 22% | 21% | 18% | 12% | 24% | 14% | 15% |
| Very Familiar | 55% | 50% | 42% | 48% | 62% | 61% | 55% | 42% | 44% | 65% | 74% | 51% | 49% | 80% |
| Don't Know | 2% | 5% | 1% | 1% | 3% | 0% | 1% | 2% | 3% | 3% | 0% | 0% | 2% | 0% |

Table 63 – Life Elevated™

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Never Heard Of | 8% | 8% | 22% | 11% | 6% | 13% | 11% | 9% | 19% | 6% | 6% | 7% | 28% | 5% |
| Heard Name Only | 17% | 21% | 24% | 23% | 21% | 13% | 20% | 14% | 21% | 16% | 17% | 19% | 14% | 11% |
| Somewhat Familiar | 29% | 28% | 25% | 26% | 26% | 26% | 26% | 31% | 19% | 25% | 21% | 25% | 19% | 20% |
| Very Familiar | 42% | 37% | 29% | 37% | 43% | 44% | 41% | 44% | 38% | 49% | 53% | 49% | 35% | 63% |
| Don't Know | 5% | 6% | 0% | 2% | 3% | 3% | 1% | 2% | 3% | 3% | 3% | 0% | 4% | 1% |

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

Like the statewide survey respondents, local area survey respondents were asked about their level of familiarity with four tourism-related marketing campaigns. General levels of relative local area awareness were similar to statewide levels.

The Greatest Snow on Earth™ was most recognized, with large majorities familiar with the campaign and respondents “very familiar” with the campaign ranging from 42%–80%. Almost 80% of the statewide respondents were also “very familiar” with the campaign (Table 62).

Large but slightly smaller majorities of all area respondents were also familiar with the Life Elevated™ campaign, with respondents who were “very familiar” ranging from 29%–63%. Fifty-four percent of statewide survey respondents were “very familiar” with Life Elevated™ (Table 63).

Local areas were evenly divided between having a majority of respondents who had never heard of the name or heard of the name only, and areas where answers were dispersed more broadly throughout the familiarity categories. A majority of statewide survey respondents had never heard of the Mighty 5™ campaign. The exception was respondents from the Moab

Table 64 – Mighty 5™ campaign

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Never Heard Of | 58% | 52% | 39% | 57% | 55% | 43% | 42% | 52% | 44% | 62% | 49% | 15% | 44% | 51% |
| Heard Name Only | 14% | 14% | 8% | 9% | 6% | 8% | 14% | 9% | 10% | 10% | 12% | 5% | 5% | 5% |
| Somewhat Familiar | 17% | 14% | 12% | 6% | 12% | 16% | 19% | 10% | 15% | 11% | 16% | 9% | 5% | 15% |
| Very Familiar | 5% | 7% | 41% | 17% | 19% | 28% | 17% | 24% | 27% | 10% | 14% | 71% | 42% | 26% |
| Don't Know | 6% | 13% | 0% | 11% | 8% | 6% | 8% | 5% | 4% | 6% | 9% | 0% | 4% | 4% |

Table 65 – Forever Mighty™ initiative

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Never Heard Of | 66% | 74% | 70% | 68% | 73% | 67% | 73% | 69% | 67% | 76% | 69% | 53% | 61% | 73% |
| Heard Name Only | 14% | 2% | 6% | 6% | 6% | 4% | 8% | 14% | 16% | 8% | 9% | 10% | 11% | 5% |
| Somewhat Familiar | 3% | 6% | 10% | 7% | 7% | 10% | 4% | 5% | 3% | 5% | 4% | 14% | 9% | 9% |
| Very Familiar | 5% | 1% | 10% | 9% | 5% | 9% | 6% | 5% | 7% | 3% | 4% | 17% | 14% | 5% |
| Don't Know | 12% | 16% | 5% | 10% | 8% | 10% | 8% | 8% | 7% | 9% | 14% | 6% | 5% | 9% |

area, 71% of whom were “very familiar” with the Mighty 5™ campaign (Table 64).

Like the statewide survey respondents, large majorities of respondents from every area had not heard of the Forever Mighty™ initiative (Table 65).

Open-Ended Comments by Area

Local Area respondents were asked three open-ended questions:

- 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?
- 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.” And why do you say that?
- 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?

Answers to these questions reflect a variety of perspectives by respondents from every area, but there are notable differences in the general perspective and balance of positive negative comments from areas more or less impacted by tourism. Comments from the Moab area respondents reflect the perspective of living in an area almost completely immersed in

challenges associated with increasing tourism-related demands. Other comments reflect varying levels of challenges associated with tourism, some specific to the destinations in the area.

This section provides brief synopses for comments from each area for each of these three questions. These synopses provide a sense of the range of perspectives and concern levels associated with different areas and communities. Please refer to Appendix C for all verbatim comments that provide detailed and heartfelt feedback from respondents in these 14 areas.

Northern Utah (Cache/Rich/Box Elder Counties)

Open-ended responses from Northern Utah reflect in part the variety of life experiences and perspectives on the impact of tourism on people living in this large area. Some noted a lack of tourism opportunity and others noted difficulties accommodating the combined demands of locals and visitors: *“There are few tourists who come here and if they do, they pass through and head to Jackson Hole or Yellowstone Park,”* and, *“Sports activities create a lot of traffic, and all the restaurants are full, and there are probably not enough hotels.”* Similarly, Northern Utah respondents’ views on whether their community is able to provide a positive visitor experience range from those with concerns *“As long as you can get to where you want to go and avoid the campus, yes,”* to those with pride *“Nice community, affordable amenities, lots of fun stuff to do.”*

Some areas of Northern Utah appear to be experiencing strains in meeting the demands and challenges related to tourism.

"Our state already has so much to offer in nature. Tourism takes away from that. The outdoors used to be a place to escape to and now it's crowded and expensive to do what we used to. If you don't know how to snowmobile, boat, ski and enjoy and value nature, don't come here. I want to put signs at the openings of the valley that say "go away." Property prices are outrageous because out of state people will pay through the nose and locals can't purchase and preserve and love the land they have lived near for years already."

Uintah/Daggett Counties

Most respondents from Uintah/Daggett counties thought, with minor exceptions, it was possible to accommodate visitors in their area: *"When there are larger events all of the hotels are booked. But those same hotels are empty when nothing is going on."* There were hints of a couple of areas in Uintah/Daggett counties that may be seeing strain related to visitation levels *"The Dinosaur National Monument road is a disaster in a farming community between river rafters in a hurry and the quarry visitors. You can't hardly get out to drive down the road."* In terms of providing a positive visitor experience, some Uintah/Daggett county respondents observed that the area lacked amenities *"We need better restaurants, shopping, and downtown charm,"* while others thought the area provided for a positive experience *"We have a lot of amenities and recreational opportunities."*

Respondents from Uintah/Daggett counties were more likely than respondents from some other areas to have a uniformly positive view of tourism: *"Vernal is the next Moab! It's awesome!"*

Wayne/Garfield Counties

Respondents from Wayne/Garfield counties expressed a range of views, many of which seemed to vary based in part on how close the respondent's community was to a national park. Some expressed relatively minor inconveniences, while others reported a decided decline in their experience of the area surrounding their community: *"Lots of restaurants, but at peak periods, prime time reservations can be scarce,"* and *"We get so many people who are camping and there are no facilities, they pollute and it's more than we can take. They come to be alone but nobody can be alone anymore."*

In terms of providing a positive experience to visitors, some respondents described how a visitor's experience may be influenced by the locals *"It's a very mixed feeling in the community about the tourism itself, and some people aren't a fan of the national monument,"* while others described local efforts to

provide a positive visitor experience *"The local people here are very welcoming to the tourists, and we have activities they can do. We have diversity for restaurants."*

Many Wayne/Garfield counties respondents observed a recent upswing in visitation in their area and had specific suggestions to problems they saw emerging: *"They should employ more rangers, people are very destructive. It also prevents injury,"* and *"Infrastructure and health and safety is weak in the Garfield area and the sheriffs are understaffed. Search and rescue resources are almost nonexistent."*

Carbon/Emery Counties

The range of open-ended comments shared by respondents in Carbon/Emery counties seemed to reflect an area that is in flux in terms of its experience with visitation and tourism. Regarding the ability to accommodate, some see little problem with current visitation levels *"I believe there are enough hotels, Airbnb's, restaurants, and gas stations to comfortably handle 95% or more of the events and tourism currently happening in our county,"* and others observed challenges *"If you haven't planned for an event weekend months in advance, a hotel or Airbnb won't be available and you will end up having to stay in another city."* There are also several observations of distressing change to local natural sites *"The Wedge overlook has areas of damage by visitors and their machines. I rarely go there anymore because viewing the damage is heartbreaking and depressing."*

In terms of providing a positive visitor experience, a few of the respondents from Carbon/Emery counties focused on the attitudes of locals towards visitors, and these attitudes varied from *"Our community has some great people living here, but they are a little less accommodating to tourists"* to *"Friendly people willing to share what our area has to offer."*

Carbon/Emery respondents shared a number of comments reflecting the delicate balance of valuing economic opportunity and feeling distressed about overuse of valuable natural areas:

"This community has held onto coal with every last bit of strength that it had. Without tourism this community will surely perish. It's time for the community to get behind it but unfortunately everyone here does not welcome visitors or change."

"The biggest concern is that tourism creates opportunities for a few individuals to make a lot of money, while the workers make around minimum wage. They are stuck in dead end jobs."

"I am concerned about rising cost of living, especially housing. I am concerned about damage done by people who go off the trails. I am extremely concerned about vandalism of thousand-year-old petroglyphs. I am concerned about damage from man caused wildfires. I am concerned about flood damage because of wildfires. I am concerned about the drought."

Central (Beaver/Piute/Sevier/Sanpete counties)

Central Utah is another area where there is a wide variety of community experiences reflected in the open-ended comments. Central Utah respondents' perspective on whether their area could accommodate visitors ran the gamut, from "I am not aware of any businesses without sufficient capacity for day-to-day operations. Motels and restaurants get crowded for sporting events, not tourism. The ATV Jamboree is the closest to an overcrowding event, but we handle it too," to "Tourism has exploded the last couple years. The national resources are being destroyed and the wildlife is constantly harassed. No one asked the county residents if they wanted the name of the Ramblers. I no longer want to recreate in this county."

In terms of providing a positive visitor experience, some respondents mentioned lack of locals' interest in attracting visitors "Most people in our area don't like or want tourists. The only ones that do want tourists want their money due to a business," some mentioned a lack of amenities "We don't have many options for eating or entertainment," and others provided an upbeat assessment "The community is friendly and offers good experiences."

Respondents from Central Utah shared a mixed perception of the value of attracting visitors. For example, this respondent described decreased quality of life:

"I don't even have the opportunities I once had to the great areas that Utah offers, even the ones in my own backyard, due to all of the tourists and people ruining and overwhelming the area. I am a native born Utahn and have been watching Utah and its resources being sold out for money. Quality of life and certainly values have disintegrated due to tourism and the overwhelming influx of people."

This respondent, on the other hand, described the benefit of tourism, but seeks a balance:

"I think some tourism is good for our local economy: lodging, fuel, eating, convenience stores. I would like to see our city become more of a destination than just a pass-through, but not like places like Moab."

Iron County

Responses related to the ability of communities in Iron County to accommodate current visitor levels reflected the variety of reasons for people to visit the area, including the Shakespeare Festival, Southern Utah University, skiing, or local natural attractions. Respondents noted an element of disruption associated with these activities and events, in terms of the strain on local restaurants, natural areas, and grocery stores:

"During the Shakespeare Festival hotels are full and most restaurants are closed on Sundays. During ski season the same problems exist,"

"National parks are overwhelmed to the point of not being enjoyable. We still do not have enough grocery stores to accommodate tourists, students, and the growing population,"

"Overcrowding at Zion, Duck Creek, and most of the Dixie National Forest."

Some respondents indicated they were able to provide a positive experience for visitors in a number of ways: "Local people are friendly," and "Our whole community of Cedar City is developed around the experience of the tourist," and others noted limitations "We need more shopping and more variety in restaurants. Our infrastructure, or roads, are poorly planned, and parking is an issue in downtown and other strip mall shopping areas."

In open-ended comments, some respondents provided specifics regarding what they hoped for in relation to future tourism-related policy. Specifically, these respondents suggested reallocating funds away from promotion and towards infrastructure, income for public servants charged with area maintenance, and environmental sustainability through education:

"Put MUCH less money into advertising and promotion and more into improving infrastructure and paying the public servants who maintain and run recreational areas (not management),"

"More education for everyone re: environmental impact."

Washington County (excluding Springdale area)

Most Washington County respondents reported places in their community where the number of visitors is more than their area is able to accommodate. Zion National Park and Snow Canyon State Park are two of the places mentioned frequently. Traffic is also mentioned as a frequent problem related to tourism.

"Our streets are so busy that kids almost get hit or get hit on a regular basis; my son almost twice last year alone. We need a land bridge or two across SR-9. Dining is also crowded,"

"Restaurants are always full, parking lots are always full, traffic is horrific, and wrecks are worse. Most of our hikes and outdoor activities are so full you can't find parking," and

"Overall traffic. Zion National Park and Snow Canyon State Park are overwhelmed."

Many Washington respondents reported being able to provide visitors with a positive experience. Some of their assessments are tempered with concern.

"Who wouldn't love it here? That's the problem. We are too welcoming and enjoyable. Everyone that visits wants to stay."

"Our economy is driven by tourist and retirement dollars, so we structure items to handle accordingly."

"We show people a good time, but the benefits of tourism to our community are not that great."

A wide range of ideas were shared in Washington County

respondents' additional comments, including suggestions to support environmental sustainability, a common concern mentioned by respondents in other areas as well:

"I'm mostly concerned about the impact on the environment. There is constant haze that is creeping in from the southern part of Washington County. The air pollution and dust from construction is having a negative effect on the air in the community. I don't want it to end up like the Wasatch Front!"

"Requiring permits for non-residents (and limiting the number allowed per day) in our recreation areas would help the small-town magic stay intact SIGNIFICANTLY (Sand Hollow, Quail Lake, Kolob Reservoir, Zion National Park, etc.)."

"Rent and house prices are out of control. Too many vacation/short-term rentals. Not enough money is put into maintaining and conserving southern Utah's environment."

"It is such a beautiful place to live but the community is getting a little too big. Water concerns living in a desert, and for our children to afford housing and find jobs here, is a concern."

Kane County

Kane County respondents identified a number of places where the number of visitors was more than the area was able to accommodate. Concerns about the proliferation of Airbnbs are mentioned by Kane County respondents, as well as by respondents in other areas highly impacted by tourism:

"Too many visitors, not enough places to eat. Locals can't get in to the few places there are to eat because the lines are too long. Too many tourists! Recreation places that used to be fun to visit as a local are now overcrowded with too many tourists!"

"The tourism is greater than the land can handle. Resources cannot be renewed. Not quality experiences. You cannot build another Zion."

"There are so many Airbnbs that it is difficult to find a place to live."

Some Kane County respondents do not think the community has enough amenities to provide a positive visitor experience, but others expressed confidence they do:

"Too many visitors and not enough services/businesses to accommodate them."

"I think mostly because the local people are friendly. Again, the lack of workers in restaurants is quite an issue. The housing for these types of workers is minimal, also."

"There is lots of things to do in our area. Anyone who visits has a great experience."

Additional Kane County responses noted a variety of concerns including environmental destruction, allocation of TRT revenue, and housing:

"I think that they should fine the people who are just very destructive to our area because the locals don't like it. Some trails are unlikable because of human and dog waste. They need to be fined because of it. They let them take animals for a walk, and then they don't pick up after them."

"More tourism derived taxes like TRT revenue should be allowed for use in EMS, roads, and water and sewer infrastructure."

"I am VERY concerned with the concentration of short-term rental properties. These VRBO/Airbnbs have destroyed any feeling of community in residential areas. I do not have any neighbors anymore because different visitors just come and go. Also, during the "down" season, it really makes the neighborhood seem empty. There are plenty of hotel rooms available for tourists. The local government should put a restriction on the amount of housing that can be vacation rentals. This has also driven up rents and house prices through the roof."

"Residents are allowed to provide input regarding tourism, but our opinions are largely ignored."

San Juan County

The size of San Juan County provides the opportunity for a diverse set of perspectives on whether there are places in the respondents' community where there are more visitors than they are able to accommodate. These responses ranged from comments such as *"Most tourist spots are wide open areas and can support large numbers"* to *"As tourism continues to increase, the land is taking more and more of a beating. Leaving town to get to Price or Provo is often a 2-3 hour, bumper-to-bumper wait to get through Moab. Getting into some local areas is just lines of people. The land is abused, the ancient sites are desecrated, it is only getting worse."*

San Juan respondents also expressed a range of perspectives regarding whether their community could provide a positive experience. Respondents described a concern with noise pollution associated with ATVs. This concern was shared by respondents in other areas as well:

"Because of all the overcrowding, both on the trails and in town. The incessant roar from ATVs goes on all day and night, and can be heard everywhere."

Respondents also provided contrasting descriptions of the adequacy of amenities in their community: *"Monticello is a very small town with few amenities. Business/visitor accommodations are sorely lacking"* and *"San Juan County is gorgeous. We have some amazing guides and decent amenities."*

In additional comments, San Juan residents provided a variety of suggestions, including the need for *"More dedication to support indigenous cultural centers"* and that *"... government tourism efforts to seek more input from locals and the locals to be more welcoming to tourists."* The importance of hearing and valuing local public input theme was shared among many respondents from other areas as well.

One San Juan respondent shared a comment that touched on a number of issues raised by different respondents in different areas:

"It is interesting to me that the State of Utah is worried about things like internet access and cell service when we are talking about tourism, but it was never a concern when rural residents were asking for support. The Utah housing crisis is an open conversation, but no one is talking about the thousands of homes converted to short term rentals to accommodate visitors over residents. Places like Moab have people with well-paying jobs living in campgrounds because they cannot find a home among the more than 300 short term rentals that could have been homes for families. There are state and local zoning laws for residential areas, for instance you cannot build a motel or turn your home into a business in an R1 zone. However, when it comes to short term rentals, the government has decided the rules do not apply. While local families from Logan to St. George and everywhere in-between are struggling and fighting just to survive and pay for basic needs. Utah continues to push tourism and pretend that it is the savior that we all need - even though it is a large contributor to the continually overwhelming problems that local residents are currently facing. Instead of TRT going to support local residents and improve quality of life it is being used to continually sacrifice communities and families to visitors who don't care about the people or the area that they come in contact with - as long as they get their Instagram photo. It is time to come into the 21st century. Communities no longer need tourism to survive, they don't have to have floods of people in their towns to bring in outside money. Business owners, even small business owners, have access to billions of customers through online shopping. Utah needs to stop putting a hard emphasis on tourism. They need to stop sacrificing residents for visitors and instead spend time and money educating small businesses on how to expand online. We can get our communities back, we can increase our quality of life, we can continue to persevere our natural lands without restricting access if we can embrace the global online market instead of insisting that tourism is the only option. Things have changed. Business has changed. It is time to get on board."

Morgan County/East Weber Area

Morgan County/East Weber area respondents perspectives reflected different proximities to tourism-related sites, but many had more distance than respondents in other areas and didn't seem to be as overwhelmed by crowds and traffic: *"We do not have an overabundance of tourists at this time, but with a new ski resort planning to be built, that will most likely change!"* and *"I live near a dam and the ski slopes. There are times during busy seasons when us locals have a hard time accessing any of these areas anymore."*

Some Morgan County/East Weber area responses to the question of whether their community is able to provide a positive visitor experience reflected the fact that some respondents do not observe much tourism in their community: *"Our community is fairly small without much in the way of restaurants,"* and *"People come primarily for the natural beauty and outdoor activities; but, aside from the developed ski resorts, it doesn't take many visitors (or increased numbers of residents) before the impact of too many people is felt/seen."*

Looking forward, some Morgan County/East Weber area respondents shared some of the same concerns expressed by respondents in areas more highly impacted by tourism: *"Well, I think that the state has to balance tourism with the environment and not over developing it and having be overrun with tourists"* and *"We need thoughtful management of tourism, guided by what is best for our communities, not guided by greed."* Others were eager to promote tourism *"My county needs to take advantage of the environment and use it to our benefit for tourists."*

Wasatch County

Many Wasatch County respondents reported there are some places in their community where they are unable to accommodate the number of visitors. The comments give the sense of notable recent change and the strain on restaurants, infrastructure, and the natural environment: *"We are a small town but have many tourists visit. We don't have the space on our roads or in our restaurants and parking structures for all of them. I love the recreational opportunities that are open to me, it's why I moved here. The last several years the influx in tourists has made living here less enjoyable,"* and *"Roads cannot handle traffic, dangerous intersections, housing becoming unaffordable, and not enough locals to fill low paying jobs."*

Many Wasatch County respondents believe their community is providing visitors with a positive experience *"Beautiful area, good and welcoming people,"* and some noted challenges to meeting the needs of increasing numbers of visitors *"I feel like visitors love it. They come here for events like the ice castles, Swiss Days, and recreational activities. Visitors love to come here for these activities, but sometimes our community resources are not large enough to accommodate everyone that attends. The community is making great changes to accommodate, but there is more to do."*

Despite many Wasatch County comments suggesting that the area provides visitors with a positive experience, many additional comments reflected concern about future increases in visitation: *"We don't need to promote Utah and the community I live in. It promotes itself"* and *"Too great of numbers in parks and campgrounds. Too much wear and tear on the environment. Crowding and much less natural outing experiences. Yet Utah keeps shoving tourism down your throat."*

Moab Area

Moab area responses indicated the intense strain of current tourist volume in their community. They identified many problems associated with their community being unable to accommodate the number of visitors to their area, including environmental destruction, traffic, long lines at stores and restaurants, and unpleasant noise levels associated with UTVs.

"We live in a fragile ecosystem. The destruction is incredible."

"Traffic into Arches Park shuts down Highway 191. ATV traffic invades residential areas causing noise and congestion."

"Tourists overrun our quiet hiking spaces, our silence, the dark of our night skies, and our sewer system. They are like a plague of locusts in the grocery store and create massive increases in the prices of everything, from real estate to gas to food."

"The number of tourists have over crowded the park, trails, and the noise level of UTV's and four wheeling is ruining the quality of life."

Several Moab area residents noted both the effort made by locals to provide a good experience for tourists and the contrast with the local experience: *"Moab bends over backwards to accommodate visitors, so they have a great experience. Unfortunately, this is done at a high cost to locals and to the environment,"* and *"The townspeople are overworked in their jobs because of not having enough help. It is so expensive to live here and there is no housing for the workers."*

Additional comments reflected deep frustration and distress among many of the respondents regarding tourism-related policies:

"Use the room tax to fix the streets please. Don't spend all of the room tax money on advertising. WE have enough tourists. Fix the roads. We have enough ATV's, we don't want ATV's they are ruining the land around Moab. Encourage hiking, e-bikes, even Jeeping is much less destructive than ATV's."

"I think tourism is unavoidable and can be a good thing, but thus far it has been managed poorly and has wreaked havoc on my local environment and community. Currently the costs do not outweigh the benefits. It makes me sad. I don't want to live here anymore and I want to move and sell my house for a ridiculous amount of money."

"We need to protect our natural resources and NOT advertise. We're being overwhelmed by the off-road vehicles here. We need some of our TRT taxes to go to enforcement and taking care of our infrastructure."

A small number of respondents described the negative impacts of tourism as driving local families out of the area. *"The worst thing that has happened in our community was when the legislature passed the law, making ATVs street legal. This opened up Pandora's box and flooded our community with hoards of noisy machines disrupting what semblance of peace and quiet remain. This has caused many of my friends to move away. Very sad!"* Another long-term resident shared, *"Tourism ruins communities and I will not be able to retire in my town. I'm planning to move from this state after 40 years."*

Springdale+ (La Verkin, Rockville, Toquerville, Virgin Cities)

Many of the Springdale+ responses noted an inability to be able to accommodate visitors around Zion National Park: *"Our roads, parking, camping, hiking trails, etc. in the communities near Zion are often crowded or full. These areas cannot handle the volume of people that are here during peak times,"* and *"In 20 years, Zion National Park visitation has gone from about 2 million to over 4 million per year. The landscape in the surrounding areas is having signs of erosion and overuse."*

Springdale+ respondents offered a variety of perspectives on whether their community can provide a positive experience for visitors. On one hand, responses described too much development, ineffective planning, and overcrowding that could hinder the visitors experience. *"The zoning in this area allows too much development. The bike trail is struggling to get in and it drives me crazy. Too many people come here. It's like car-mageddon. Eliminate car traffic in the area,"* and *"Springdale has worked very hard to make it positive. Now the overcrowding is the negative result."* That being said, others felt the area had potential to accommodate visitors, *"The area is beautiful, clean, and the locals are helpful and accommodating."*

Additional comments from Springdale+ respondents included concerns about current and future tourism-related policy direction: *"Local government should have a say in what the message is,"* *"The State of Utah should look at the problems caused by tourism. Like speeding through communities. Alternative forms of transportation are critical, like shuttles and busses. Less emphasis on ads and more funding into infrastructure"* and *"Infrastructure, local affordable housing, and water conservation and sewage are major concerns for me ... both levels of government less so."*

Park City Area

Next to Moab responses, Park City responses appeared to provide the most concerning views of the impact of tourism in their area and the community's ability to accommodate current levels of visitation. Challenges mentioned include, traffic congestion, overcrowded ski resorts, trails and restaurants, and a lack of affordable housing: *"Main Street, Kimball Junction is packed! Traffic is crazy in peak seasons," "Restaurant reservations, grocery store supplies, and overcrowding at the chairlifts or trailheads," "This is a small man town, no room for the amount of people who come through. NO affordable housing!!!!" and "Parking and ski resorts. Restaurants are full, skiing is crowded, and traffic is a nightmare."*

Park City area responses regarding whether the community was able to provide a positive experience to visitors tended to be mixed: *"It used to be a '5' for visitor experience, but the traffic congestion, inadequate parking for the resorts, high cost of rentals, and just too many people here are degrading the experience for everyone," "This community has everything a visitor might enjoy. They keep coming to the detriment of the community," and "Most out-of-town visitors stay near town so don't have to deal with Kimball and Quinn's junctions."*

Additional responses noted serious concerns with recent increases in visitation and several efforts to suggest policies that could change or address these concerns: *"We're struggling with affordable housing for residents. We need public transportation," "The passes have crushed the ski industry. We do not need to promote UT anymore. We need to manage the people who are coming so they don't completely destroy it," and "No one is considering how the built environment affects the environment and whether there is enough water to support the thousands of unaffordable condos the ski resorts build."*

Conclusion

Although a majority of local area respondents in all but two areas (Northern Utah and the Morgan County/East Weber area) thought that tourism is important to their local economy, respondents from areas with high levels of tourism also reported problems with issues such as crowding, traffic, high prices (particularly related to housing affordability), access to recreational areas, quality of life, and environmental degradation. Moab area responses stand as a potential "canary in the coal mine" for sustainable accommodable visitation levels in other tourist areas. Moab area respondents express high levels of frustration, with a majority indicating that the negative effects of tourism outweigh the positive. Other areas where fewer than half of respondents thought that the positive effects of tourism outweighed the negative were Washington, Kane, San Juan, Wasatch, and Wayne/Garfield counties, and the Morgan County/East Weber, Springdale+, and Park City areas.

All areas showed high levels of support for protecting natural resources, educating tourists on how to minimize their impacts on the natural environment, and long-term government planning to reduce potentially negative environmental impacts of tourism. However, sentiments on many other topics differed, and frequently reflected the level of tourism and visitation a community is experiencing. Examining the varying levels and types of concerns expressed by respondents in different areas provides a more accurate understanding of the effects of tourism in Utah and can be used to inform future tourism-related programs, approaches, and policies.

Appendix A - Demographic Profiles by Area

Survey participants were asked several demographic questions, shown in the tables in this appendix.

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

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-------------------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Man | 43% | 48% | 41% | 52% | 42% | 52% | 42% | 38% | 49% | 56% | 43% | 47% | 47% | 46% |
| Woman | 55% | 52% | 59% | 48% | 58% | 48% | 58% | 62% | 50% | 44% | 57% | 53% | 53% | 52% |
| Some other way (Specify if offered) | 2% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% |

Into which age category do you fit?

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|----------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| 18 to 29 years | 15% | 5% | 5% | 4% | 3% | 10% | 10% | 2% | 5% | 5% | 1% | 6% | 9% | 2% |
| 20 to 39 years | 12% | 23% | 6% | 16% | 14% | 19% | 17% | 18% | 16% | 10% | 11% | 13% | 9% | 7% |
| 40 to 49 years | 22% | 26% | 20% | 17% | 17% | 16% | 17% | 19% | 16% | 18% | 20% | 16% | 16% | 20% |
| 50 to 59 years | 26% | 16% | 18% | 12% | 25% | 18% | 18% | 10% | 26% | 24% | 15% | 17% | 10% | 30% |
| 60 to 69 years | 17% | 24% | 30% | 28% | 26% | 26% | 18% | 25% | 27% | 28% | 32% | 32% | 29% | 27% |
| 70 and over | 8% | 6% | 21% | 22% | 15% | 12% | 18% | 26% | 9% | 15% | 21% | 17% | 28% | 13% |

What is the highest level of education you have attained?

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---------------------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Some high school | 0% | 1% | 1% | 0% | 2% | 1% | 1% | 1% | 0% | 1% | 0% | 1% | 2% | 1% |
| High school graduate | 5% | 9% | 16% | 8% | 6% | 3% | 8% | 12% | 12% | 3% | 3% | 10% | 12% | 2% |
| Some coll./assoc. degree / voc. Cert. | 38% | 50% | 44% | 53% | 52% | 29% | 45% | 38% | 40% | 32% | 24% | 37% | 32% | 12% |
| College graduate (4 yrs.) | 32% | 24% | 30% | 26% | 19% | 35% | 29% | 26% | 33% | 39% | 36% | 26% | 27% | 34% |
| Grad. work or degree | 25% | 15% | 9% | 14% | 21% | 31% | 18% | 22% | 15% | 25% | 37% | 25% | 27% | 50% |

How long have you been a resident of Utah?

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|--------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Less than 5 years | 0% | 0% | 5% | 3% | 3% | 8% | 3% | 4% | 0% | 3% | 5% | 3% | 0% | 2% |
| 5 to 10 years | 13% | 6% | 2% | 4% | 3% | 8% | 10% | 16% | 5% | 5% | 14% | 7% | 11% | 12% |
| 11 to 20 years | 18% | 9% | 7% | 5% | 5% | 21% | 15% | 12% | 8% | 14% | 20% | 13% | 18% | 35% |
| More than 20 years | 69% | 85% | 85% | 88% | 88% | 63% | 73% | 68% | 86% | 78% | 60% | 77% | 71% | 51% |

With which racial/ethnic identity do you most identify?

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|-----------------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Hispanic/Latino | 3% | 0% | 1% | 3% | 0% | 1% | 1% | 1% | 4% | 0% | 0% | 4% | 6% | 1% |
| American Indian or Alaska Native | 0% | 0% | 4% | 1% | 0% | 1% | 1% | 0% | 26% | 0% | 1% | 0% | 0% | 1% |
| Asian or Asian-American | 0% | 0% | 0% | 0% | 1% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 2% | 0% |
| Black or African American | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Pacific Islander/ Native Hawaiian | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| White | 90% | 96% | 95% | 87% | 93% | 92% | 90% | 92% | 62% | 91% | 97% | 92% | 91% | 94% |
| Multiple races/ ethnicities | 7% | 1% | 0% | 7% | 5% | 3% | 6% | 5% | 3% | 8% | 2% | 4% | 2% | 3% |
| Other (Please specify) | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 3% | 0% | 0% | 0% | 0% | 0% |
| Don't know | 0% | 1% | 0% | 0% | 1% | 1% | 0% | 1% | 1% | 1% | 0% | 0% | 0% | 1% |

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

| | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|------------------------|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Less than \$20,000 | 10% | 5% | 5% | 5% | 7% | 6% | 3% | 4% | 17% | 1% | 0% | 6% | 6% | 1% |
| \$20,000 to \$39,999 | 15% | 7% | 18% | 13% | 14% | 12% | 9% | 15% | 9% | 1% | 3% | 14% | 17% | 4% |
| \$40,000 to \$59,999 | 15% | 15% | 23% | 24% | 14% | 16% | 10% | 16% | 20% | 7% | 5% | 14% | 28% | 8% |
| \$60,000 to \$79,999 | 16% | 18% | 16% | 19% | 22% | 22% | 21% | 16% | 23% | 13% | 20% | 24% | 15% | 9% |
| \$80,000 to \$99,999 | 19% | 18% | 18% | 19% | 18% | 19% | 17% | 20% | 16% | 15% | 16% | 12% | 13% | 4% |
| \$100,000 to \$150,000 | 15% | 28% | 17% | 13% | 19% | 19% | 26% | 16% | 10% | 37% | 20% | 16% | 15% | 24% |
| Over \$150,000 | 11% | 9% | 3% | 6% | 7% | 7% | 14% | 13% | 4% | 25% | 35% | 13% | 7% | 51% |

APPENDIX B – Tourism Local Area Resident Sentiment 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? _____
- B. In which city or town do you reside? _____
- C. What is the zip code for your area? 8 4 _____

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**IF NO TOURISM, End survey.
- Other (SPECIFY): _____
- Don't know

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

- Yes
- No
- Other (SPECIFY)
- Refuse

In answering these questions, please think of your own community or local area.

3. More specifically, please rate for your view on the effect of tourism in **your community** in the following areas, with 1 meaning "very negative" and 5 meaning "very positive."

The quality of amenities in the tourist areas, such as gas stations and retail stores?

| | | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|-----------------------------|--------------------------|--------------------------|
| Very Negative Effect (1) | (2) | Neutral (3) | (4) | Very Positive Effect (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

The natural environment in Utah?

| | | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|-----------------------------|--------------------------|--------------------------|
| Very Negative Effect (1) | (2) | Neutral (3) | (4) | Very Positive Effect (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Your community's reputation?

| | | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|-----------------------------|--------------------------|--------------------------|
| Very Negative Effect (1) | (2) | Neutral (3) | (4) | Very Positive Effect (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Human health and safety?

| | | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|-----------------------------|--------------------------|--------------------------|
| Very Negative Effect (1) | (2) | Neutral (3) | (4) | Very Positive Effect (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Housing affordability?

| | | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|-----------------------------|--------------------------|--------------------------|
| Very Negative Effect (1) | (2) | Neutral (3) | (4) | Very Positive Effect (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Job opportunities for local residents?

| | | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|-----------------------------|--------------------------|--------------------------|
| Very Negative Effect (1) | (2) | Neutral (3) | (4) | Very Positive Effect (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

| | | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|-----------------------------|--------------------------|--------------------------|
| Very Negative Effect (1) | (2) | Neutral (3) | (4) | Very Positive Effect (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

| | | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|-----------------------------|--------------------------|--------------------------|
| Very Negative Effect (1) | (2) | Neutral (3) | (4) | Very Positive Effect (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

4. And, what do you think is tourism overall effect on the number of amenities in your area such as gas stations and retail stores using the 5-point scale where 1 means there has been a "significant decrease" and 5 being "significant increase?"

| | | | | | | |
|-------------------------------------|--------------------------|------------------------------|--------------------------|-------------------------------------|--------------------------|--------------------------|
| Signifi- cant decrease (1) | (2) | Neutral- No impact (3) | (4) | Signifi- cant increase (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

5. Again, on a scale of 1-5, with 1 meaning "very negative" and 5 meaning "very positive," how would you describe tourism's effect on the following in your community or local area...?

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Very Negative (1) | (2) | Neutral (3) | (4) | Very Positive (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

The **number** of arts & cultural experiences?

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Very Negative (1) | (2) | Neutral (3) | (4) | Very Positive (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

And the **quality** of arts & cultural experiences?

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Very Negative (1) | (2) | Neutral (3) | (4) | Very Positive (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

The **number** of dining options?

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Very Negative (1) | (2) | Neutral (3) | (4) | Very Positive (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

And the **quality** of dining options?

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Very Negative (1) | (2) | Neutral (3) | (4) | Very Positive (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

The **number** of spectator events?

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Very Negative (1) | (2) | Neutral (3) | (4) | Very Positive (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

The **quality** of spectator events?

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Very Negative (1) | (2) | Neutral (3) | (4) | Very Positive (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

The **number** of recreational opportunities?

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Very Negative (1) | (2) | Neutral (3) | (4) | Very Positive (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

The **quality** of recreational opportunities?

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Very Negative (1) | (2) | Neutral (3) | (4) | Very Positive (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Your **ability to access** recreational opportunities?

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Very Negative (1) | (2) | Neutral (3) | (4) | Very Positive (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

6. Still focusing on the effects of tourism in your community, in your opinion, which of the following statements would you say is most accurate?

- A. The positive effects of tourism outweigh the negative
- B. The negative effects of tourism outweigh the positive
- C. The effects of tourism are equally positive and negative
- D. Don't know (DO NOT READ)

7. Overall, how important is tourism to the local economy in your area? Again, use a 1-5 scale with 1 meaning "not at all important" and 5 meaning "very important."

| | | | | | |
|--------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Not at all important (1) | (2) | Neutral (3) | (4) | Very important (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

| | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| None (1) | A few (2) | Some (3) | Many (4) | All (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

And why would you say that? (OPEN END)

9. Do you feel your community is able to provide a positive visitor experience? Use a 1-5 scale, this time with 1 meaning “definitely not” and 5 meaning “definitely.”

| | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Definitely not (1) | (2) | Neutral (3) | (4) | Definitely (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

And why do you say that? (OPEN END - SKIP IF “3” IS SELECTED)

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) | (2) | Neutral (3) | (4) | Strongly Agree (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

11. Which of the following statements would you say most accurately reflects your opinion on state tourism office priorities? (ROTATE)

- A. The state tourism office should encourage visitors to visit less popular sites or destinations.
- B. The state tourism office should protect less visited sites and encourage visitation to more popular destinations.
- C. Neither of these
- D. Don't know

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

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

Parking accommodations (parking lots) in tourism areas?

| | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Not at all important (1) | (2) | Neutral (3) | (4) | Very important (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Public transit, like shuttles, buses, trains?

| | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Not at all important (1) | (2) | Neutral (3) | (4) | Very important (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

High speed internet (Broadband) in tourism areas?

| | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Not at all important (1) | (2) | Neutral (3) | (4) | Very important (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Tourism promotion?

| | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Not at all important (1) | (2) | Neutral (3) | (4) | Very important (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Local and regional airport facilities?

| | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Not at all important (1) | (2) | Neutral (3) | (4) | Very important (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Local search and rescue capabilities?

| | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Not at all important (1) | (2) | Neutral (3) | (4) | Very important (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

| | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Not at all important (1) | (2) | Neutral (3) | (4) | Very important (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Cellular service?

| | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Not at all important (1) | (2) | Neutral (3) | (4) | Very important (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

| | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Not at all important (1) | (2) | Neutral (3) | (4) | Very important (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Transportation infrastructure like roads and bridges?

| | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Not at all important (1) | (2) | Neutral (3) | (4) | Very important (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Garbage and recycling disposal and collection in tourism areas?

| | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Not at all important (1) | (2) | Neutral (3) | (4) | Very important (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Recreation infrastructure like trails, campgrounds, parks, restrooms?

| | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Not at all important (1) | (2) | Neutral (3) | (4) | Very important (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Historical preservation of community assets?

| | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Not at all important (1) | (2) | Neutral (3) | (4) | Very important (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Arts and culture investment?

| | | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Not at all important (1) | (2) | Neutral (3) | (4) | Very important (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

ENVIRONMENTAL SUSTAINABILITY

13. 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?

Natural resource protection and tourism can be compatible.

| | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree (1) | (2) | Neutral (3) | (4) | Strongly Agree (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

| | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree (1) | (2) | Neutral (3) | (4) | Strongly Agree (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Natural resources should be protected in Utah.

| | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree (1) | (2) | Neutral (3) | (4) | Strongly Agree (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

| | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree (1) | (2) | Neutral (3) | (4) | Strongly Agree (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

(PERCEPTION BY RESIDENTS / VISITORS)

Now, in regards to your perceptions of visitors...

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

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

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree (1) | (2) | Neutral (3) | (4) | Strongly Agree (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree (1) | (2) | Neutral (3) | (4) | Strongly Agree (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Overall, I think visitors to my area feel welcomed.

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree (1) | (2) | Neutral (3) | (4) | Strongly Agree (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Tourism has made locals prouder of our area.

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree (1) | (2) | Neutral (3) | (4) | Strongly Agree (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree (1) | (2) | Neutral (3) | (4) | Strongly Agree (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree (1) | (2) | Neutral (3) | (4) | Strongly Agree (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree (1) | (2) | Neutral (3) | (4) | Strongly Agree (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree (1) | (2) | Neutral (3) | (4) | Strongly Agree (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

I enjoy interactions with visitors.

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree (1) | (2) | Neutral (3) | (4) | Strongly Agree (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree (1) | (2) | Neutral (3) | (4) | Strongly Agree (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree (1) | (2) | Neutral (3) | (4) | Strongly Agree (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree (1) | (2) | Neutral (3) | (4) | Strongly Agree (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree (1) | (2) | Neutral (3) | (4) | Strongly Agree (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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.

| | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Strongly Disagree (1) | (2) | Neutral (3) | (4) | Strongly Agree (5) | Depends | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

15. Would you say the overall quality of life in YOUR COMMUNITY has declined/improved because of tourism, with 1 meaning "significantly declined" and 5 meaning "significantly improved."

| | | | | | |
|--------------------------------|--------------------------|-------------------------------------|--------------------------|--------------------------------|--------------------------|
| Significant-ly declined (1) | (2) | Neither improved or declined (3) | (4) | Significant-ly improved (5) | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

PROGRAMS AND STRATEGIES

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

Mighty 5™ campaign

| | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Never Heard of | Heard Name Only | Somewhat Familiar | Very Familiar | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Forever Mighty™ initiative

| | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Never Heard of | Heard Name Only | Somewhat Familiar | Very Familiar | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

The Greatest Snow on Earth™

| | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Never Heard of | Heard Name Only | Somewhat Familiar | Very Familiar | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Life Elevated™

| | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Never Heard of | Heard Name Only | Somewhat Familiar | Very Familiar | Don't Know |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

17. 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)

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

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

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

19. 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

20. 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

21. 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

22. 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

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

- Less than \$20,000
- \$20,000 to \$39,999
- \$40,000 to \$59,999
- \$60,000 to \$79,999
- \$80,000 to \$99,999
- \$100,000 to \$150,000
- Over \$150,000
- Prefer not to say

Appendix C – Verbatim Comments by Area

NORTHERN UTAH (CACHE/RICH/BOX ELDER COUNTIES)

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-end]

None

- It doesn't get busy in Logan.
- The area depends on tourism and thrives on tourism.
- We only see tourism for business and outdoors. We don't have decent malls and stores because of our demographics and the median income. We'd be able to bring more to Cache County if we didn't count temporary students in with our numbers and places like USU, Walmart, etc. paid people a decent wage. I've worked in retail store management for 17 years. The mall and any sort of shopping experience is crumbling because businesses don't want to come here, regardless of our county's growth. This is strictly speaking for shopping related entertainment. It's pathetic and we need to re-invest in our downtown area and get more stores here, like Target, and pay people more money. Our demographics are quite different when compared to surrounding cities. We'd likely see more tourism if so and wouldn't have to rely on the summer arts festivals only. Housing is also out of control and costs don't match the pay we take home. There needs to be more low-income housing and more taxes on the rich. Less focus on attraction and tourism, especially when we're surrounded by amazing mountains and lots of outdoor attractions. Do something to help the people here so we can purchase property and live comfortably.
- We have well attended cultural activities, but no over capacity crowds.
- It's all chain stores.
- There are few tourists who come here and if they do, they pass through and head to Jackson Hole or Yellowstone Park.
- The worst part about our area is the traffic. Past that, I would say that there aren't really any places that are negatively affected by tourism or the needs of the tourists. We are not a tourist destination.
- Most tourists come here for skiing or visiting their university kids and I've never heard of any issues. The only problem is that everything is closed on Sundays.
- Able to attend any and all events.
- We have motels and a RV center.
- We can grow to meet these needs if leaders paint an optimistic picture of its potential and benefits. It's a matter of conscious policy design.
- The Bay is good.
- So far so good, but Bear Lake in the summer gets crazy crowded.

A Few

- There are times when tourists fill up the hotels, campgrounds, etc.
- Fair grounds and rodeo can't handle the amount of people wanting in.
- Our parks and hiking trails have been experiencing a lot of foot traffic and park rangers are having a hard time keeping up with the increase.
- Hiking trails are busy, there is limited parking at trailheads, and too many people on the trail to enjoy the hike.
- Everything is closed on Sunday.
- Campgrounds and hiking trails can get very crowded in summer.
- Poor public parking.
- Some events in the local area fill up all the hotels and then visitors have to stay in nearby cities.
- Only during events, such as the Cruise-In or USU graduation. For example, my choice of wedding venue had to be changed because of the LoToJa bike race.
- At times the infrastructure of Logan's streets which are already crowded, get pushed over the limit with high volume events (Cruise-In, Cache County Fair/Rodeo, Graduation, etc.).
- No walk-in service (COVID/not being able to hire) at fast food restaurants, hence long drive-thru times. We don't have any big outdoor venues.

Some

- Outdoor areas are congested and limit the positive experience for all.
- Sports activities create a lot of traffic, and all the restaurants are full, and there are probably not enough hotels.
- During a few certain times of the year, it's very hard for people to find hotel rooms. Depends on the event.
- When the Cruise-In is held in July and all the running events, the traffic is awful, and the options to use other roads is very limited.
- This is a remote place. Too many people make it populated and that is a negative effect!
- Some added competition for healthcare and transportation; potential increased exposure to diseases. Substantial competition for housing, both in availability and cost.
- The popular restaurant is often too crowded to bother trying to get in.
- During Peach Days in September.
- Campsites and some rivers are sometimes over-utilized.
- Heavy traffic on Main Street.
- Camping sites get overrun.
- Some. Car show.

Many

- We are a small town and, for example, we get a lot of people in the summer, and it is packed, it is hard to get in places, it is too small for the number of visitors in the summer.
- Our community is a small satellite community that does not benefit from tourism compared to the major primary city.
- We are a tiny community that has no large event centers, areas, restaurants, etc.
- A few. Sometimes during certain events.
- Logan is an old city. It has outgrown its infrastructure. This is not due to tourism; this is due to Utah State University which doesn't work well with everyone and a city council that is focused in the wrong areas.
- Roads are too crowded and over busy. Lots of congestion. Lakes are too crowded and busy. Restaurant wait times are too long.
- We bring in more people for events than we can house and transport.
- I don't think the citizens in our area know how to accommodate large amounts of tourists. Not that we cannot accommodate them, but HOW do we do it well. Much of the thinking here is old "fashioned" or out of date.

All

- Cache Valley is congested. Traffic is making it more and more difficult to travel, even in our tiny county. Until traveling in the county, specifically Main Street, has improved, I don't recommend attracting more people.

Don't Know

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." And why do you say that?

(1)

- Except for a two-square-block CBD, it's all sprawl and chain stores.
- We don't LIKE people!

(2)

- It's a small community that has eliminated its historical business district and replaced it with urban highway strip developments.
- Our downtown area needs to be revitalized and the university needs to pay more to its workers. The city needs to allow higher paying stores, like Target, to come here and compete so they're forced to raise wages. Normal citizens are subsidizing healthcare and food stamps for Walmart's employees, yet we also pay taxes so they can take billions of tax credits or pay zero income taxes. Utah, in general, needs to have better labor laws. We should stop worrying about something so stupid when we have real issues.
- There are no tourist opportunities in my town.

- There isn't anything they would like to do.
- Too much traffic makes the county less enjoyable.

(3)

- As long as you can get to where you want to go and avoid the campus, yes.
- For what there is to see...
- I don't love how crowded Cache Valley has become. Drivers here are left lane loafers and need to be taught drivers ed again. Roads are not equipped to handle the increase. Outsiders are turning the state into liberal.
- It's positive for those interested in outdoor recreation. I, for one, would like to see more historical tourist events, like museums or the Cache Valley Cruise-in. I don't feel many tourists come to Cache Valley, but, honestly, I'd rather keep it that way.
- Mostly private residences
- Some people don't like the influx of cars and people in the community
- There is room to improve, for sure.
- There's not much in the way of tourist attrition. There are some locally known retail shops, but mostly it's a bedroom community.
- We could if we put more effort into it.
- We need more restaurants that are sit-down dining. We have so many fast-food places, but few options for a quality dining experience.

(4)

- Great hiking and off-road biking trails
- I think that we could, yes. We have natural beauty in Cache Valley. We could enhance that if we emphasized some of the local businesses - not only the 'good old boys' - and showed a total community spirit.
- I think we all try to be receptive to visitors.
- In most ways I believe the community provides positive visitor experiences, especially in the summer.
- In some areas of town we can provide a positive experience, but we have a lot to improve on.
- It's a cute little quaint town.
- Lots of local culture.
- Night life options are limited, as well as restaurants open on Sundays.
- Our community has expanded very quickly within a matter of months. Older locals detest the growth due to the location [where] some companies are building. However, we have many parks/hiking trails/water attractions that everyone can visit. Very nature oriented. We just do not have large areas for non-religious gatherings. The churches own much of the camping parks, as well.
- Outdoor recreation areas are generally maintained well enough, but with increased tourism maintenance that may become more difficult.
- People love Cache Valley.
- The bay is good.
- The visitors get a wonderful view of our area. The locals don't get to enjoy the outdoors in a private setting anymore.
- There are a lot of places to go.
- There's not a lot to do in my community, but it is a beautiful area.
- Very friendly area, love of outdoors, and love of people of any culture
- We have so many tourists, the experience suffers.

(5)

- Everyone that visits Cache Valley loves it.
- Friendly, small town
- Great community
- I think most people are friendly and they leave a good impression.
- It is a friendly community. There are a lot of things to do that don't cost visitors anything, and people are welcoming.
- It's good.
- Many businesses are very accommodating for the reason visitors are here.
- Nice community, affordable amenities, lots of fun stuff to do
- Our community is generally welcoming to outside visitors.
- Our setting alone provides ample opportunities.
- People are friendly, helpful, and accommodating.
- Summer citizens come here for our cultural activities.
- The chamber of commerce works hard to catch Bird Refuge at Golden Spike visitors.
- There is a history museum, fairgrounds for events, etc.
- There is a lot to do. You can go sailing then skiing the same day.

- Very important to local officials.
- We are friendly with an ample amount of art and culture for our size and quick access to the outdoors. It's a perfect tourist location.
- We are welcoming and love to share our beautiful place.
- We are welcoming. Some of our service workers at restaurants and hotels, though welcoming, need to be more helpful and are in need of improvement.
- We have world-class resources.
- When I first moved here, I was told of these options available, so these are still available.

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?

- I think that we need to do a better job at getting information out of people. I care about it, but I don't know what we are doing to promote a balance between tourism in our community.
- Keep them coming.
- I don't know. There are too many people here, thus leading to an unsatisfactory outlook for the locals.
- We could have a public tourism meeting to better inform our community.
- For tourists to respect local laws and conform accordingly. Congestion on public roads and lands cause more headaches than the "money" they bring.
- Utah State government has made poor decisions regarding the preservation and protection of public lands and open spaces.
- Cache Valley does rely on our tourism for many of our privileges. But it still has a small town feel even with the growth. I think that is important and protecting that balance is always a matter of concern. The other concern is maintaining a local culture, and not just bringing chain stores and restaurants to our valley. It is nice to have some of these options close to home, but they take away from the local business owners and makes the valley look like any other town. With the highway running right through the town a close relationship with UDOT is necessary. It is good that alternate ways of travel through the valley have been created for those working and commuting to pass through, but allow Main Street to be a place where you are able to slow down and stop. Congestion on Main Street will always continue, but I'm glad trouble spots are being monitored. 200 North also needs to remain safe and viable for the community. A stoplight instead of the pedestrian light on the intersection of 200 North and 400 West is necessary, especially with the larger newly renovated Ellis school reopening in January.
- Utah is extremely religious and some communities are not very open to the idea of outsiders due to the age of those who live there. It can be very off putting, but many of us are not this way. I would like to see more cultural/arts events here but Utah is known for the outdoors. This is important to many Utahns and I appreciate that it is a topic included in your survey.
- Less government is best!
- Tourism from other areas have people moving to smaller communities and commuting for employment.
- Middling rate of Covid vaccination and mask requirements is an embarrassment.
- Tourism is fantastic. As long as we keep protecting the environment and keeping tourism orderly, I love it and encourage it.
- I want to learn more about this project.
- Make liquor more available.
- I love how easy it is to find RV dumps in Idaho. I wish Utah had more visible RV dumps, rest areas, and water for visitors.
- Housing costs have risen, but my opinion is that tourism is not the cause.
- Make it environmentally friendly and infrastructure to help with traffic. More transportation options.
- Our state already has so much to offer in nature. Tourism takes away from that. The outdoors used to be a place to escape to and now it's crowded and expensive to do what we used to. If you don't know how to snowmobile, boat, ski and enjoy and value nature, don't come here. I want to put signs at the openings of the valley that say "go away." Property prices are outrageous because out-of-state people will pay through the

nose and locals can't purchase and preserve and love the land they have lived near for years already.

- Governmental officials and leaders, need to more actively LISTEN to local residents and adopt or adapt LONG-TERM policies to match LOCAL needs as the first priorities. I believe that many state and area leaders strive to do this at least somewhat. Federal/National leaders, not at all. By long term planning, I mean 50 to 100 year master planning. Transportation corridors and systems critically should be developed with very long-term views (100 years plus).
- The only local tourist attraction we have is a log cabin/museum that is always closed.
- Most areas in my county are overcrowded because there are not facilities to handle the large influx of people.
- I don't feel like there's much tourism at all in my area, so we've not had negative or positive impacts.
- Local area residents need more input and say about what happens in their area. They live there. The federal government does not.
- How is this being advertised for tourism? TV, social media? I'm not sure how we are reaching potential tourists.
- More historic preservation. Less focus on arts/diversity.
- What way can public lands be protected?
- Utah could outstrip competitors if policymakers seize the opportunity. Utah should grow to include mega-cities and capitalize on its natural wonders to do so.
- It's important to keep what is great about Utah great. However, tourism money is also important to our state and local economy.
- Logan, Utah does not have the roads to support tourism or the growth. The mayor and city council care more about money than local input, most of their meetings are closed to the public. I think they are a shady operation.
- Get more parking at southern Utah national parks
- I would love to be a part of Tour Utah...any part.
- I'm good.
- The state doesn't end in Ogden. SLC forgets that a whole lot of the time.
- You hit everything.

UINTAH/DAGGETT COUNTIES

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?

None

- I don't know about any businesses, we have a bunch of hotels.
- Lots of motels
- There is enough hotels and camping.
- Tons of seating at events.
- It's not so bad that they can't accommodate.
- Because of the amount of hotels and restaurants and places we have to go, I have never seen them all full.
- They have plenty of places.
- There are plenty of motels even during the peak tourist season.
- I'm not sure.
- I'm not really involved enough, but there seems to be plenty of openings at events.
- We have enough hotels and restaurants.
- We get a constant flow in the summer.
- Our area has the potential to accommodate many more visitors than we currently experience.
- Not that I know of!
- We have more than enough places to stay.
- Not many tourists visit the area so there is enough capacity to accommodate them.
- Most of the places that visitors would want to see are able to accommodate large amounts of people.
- Plenty of hotels and motels! Large convention center and many outdoor activities!

- We have a wide variety of hotels, motels, and cabins.
- We don't have more people visit than we can handle.
- Vernal is a boom or bust oil field community. Our area is attracting more people who work online because it's a nice safe place to live. It could offer even more recreational things and has been.
- We have plenty of dining and lodging places to accommodate.
- Plenty of places to stay and eat out at.

A Few

- Some of the restaurants don't have enough seating. It depends on the season.
- Some places don't have room for how many people come, but most places there are.
- The structure out here, I don't think it is set up to handle a lot of people at one time.
- It's a small town.
- I'm not sure how much stuff is here.
- Depends on the event, but some places aren't big enough
- I think most of the time, we are off the beaten path so we don't get a ton of visitors like Moab does. At certain times of the year it gets a little crowded, but for the most part it is not a problem.
- There are a couple of places that get a lot of visitors. We don't get as many people here. The roads are a big factor as to why.
- There's a few places where there's no room.
- We're not set up for tourists now. But it would be good for us to have tourists and to prepare for them.
- Restrictions on camping. Making reservations for wilderness places ahead of arrival.
- Our restaurants are not very big but we usually don't have an issue filling them up.
- Some events get sold out to tourists before locals can get a chance to buy tickets locally.
- Our public transportation is sorely lacking.
- There could be more motels.
- When there are larger events all of the hotels are booked. But those same hotels are empty when nothing is going on.
- Our town gains most of its revenue from tourism and oil. When there are events going on, hotels will be fully booked.
- Tourists to Uintah/Duchesne counties should be careful which restaurants they go to. Last time I tried to eat out there was a huge group in a cafe meant for a few 3 or 4 person groups at most. The place was swamped.
- Red Fleet recreation area needs a back boat dock and additional campgrounds on the back side. Steiner could also add additional sites and a float fun thing over by the beaches.
- We wouldn't be able to accommodate multiple large events at the same time.
- Shouldn't spend tax money to promote tourism
- Not enough places to eat out
- For some events motel rooms can sometimes be in short supply.
- Lakes/reservoirs access and number of crafts on water. Elk and deer hunters seem to flock the openers, but we have adjusted to other times like later in the season.
- Some campgrounds fill up on busy weekends.
- Off-road event in Moab drew crowds in Vernal for some reason.
- We could probably use more hotels on the far west and far east sides.
- We attract outdoor recreation, with river rafting, biking, boating, camping and hunting. We also have larger events with rodeos, motocross and other such events. If tourism were to pick up I don't think we would have the accommodation for such events.

Some

- Not that big of a town and it gets pretty crowded
- They have good facilities to hold many people. They have been able to handle it, even if it is lower quality.
- I guess just places for people to stay etc. When it is the busy season and we are not able to sustain those when it is not tourist season.
- Too many campers and boats on our lakes.
- Some of the fishing areas are too busy.
- Motel rooms, we need more
- Campgrounds are booked a year in advance.
- Sometimes our restaurant and hotels get overfull.

- A few spots are well known by people from outside the area and they can get very crowded and abused.
- I sometimes don't participate, sometimes because it is so crowded.
- Too many people camping on the national forest. It's too crowded.
- Overcrowding
- Some areas are hard to get into due to tourists in summer.
- The venue is usually big enough, but the parking is terrible. People end up parking in places that make it difficult to maneuver normal day to day activities.
- There are enough hotels and accommodations to supply the need.
- Tourism is destroying our way of life here and I want it gone, we do just fine without outsiders coming in and telling us how we should live our lives.
- When the oil field is booming there may be a hotel shortage due to workers living in hotels. We could use more restaurants.

Many

- Plenty of hotels
- Anytime you go it is overcrowded.
- The Dinosaur National Monument road is a disaster in a farming community between river rafters in a hurry and the quarry visitors. You can't hardly get out to drive down the road.
- Hunting is overwhelmed by non-local hunters.
- Not enough restaurants and motels when we have a bike race here
- Hotels, restaurants, and events are full without extra visitors. There needs to be at least more seasonal restaurants and events to accommodate tourism.

All

Don't Know

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." And why do you say that?

(1)

(2)

- It's not wanted here.
- No, there really aren't a lot of facilities geared toward tourists.
- Vernal is too dirty and trashy due to oil field and its influence.
- We need better restaurants, shopping, and downtown charm.
- Yes.

(3)

- Customer service could be better in many businesses.
- I don't think the community focuses on trying to impress tourists.
- It depends on if they know locals to take them places. There are places that are advertised, but others that aren't. You'd need to know the area or someone to guide you to find them.
- It's a very unique town. There is nothing too special unless you know where to go. If you know, it's utterly amazing.
- Lacking things to do in the evenings.
- Letters to the editor have been published by out-of-towners praising the aesthetics and experience, but I don't see it. Maybe I'm too close to the grit. I guess if you stick with the museums, pick the right restaurant and hotel, and walk down Main Street without actually shopping in those stores you'll have a good experience.
- Outdoor activities are good, but there are not enough arts, cultural, and spectator events.
- They really think that being here is like a free for all.
- We have only lived here a few months.
- We only have dinosaurs.
- When we have big events, like a bike race, they raise the price of lodging.

(4)

- A good community.
- A lot of people here do not want tourists, but it would be great for the economy.
- Customer service at some restaurants is lacking.
- Every tourist wants to see things they don't see every day. Whether it's a bunch of cowboys pushing cows down the road or some petrified bones, they get a little of both here. I just wish they had enough sense to not put people's lives in danger.
- I feel our community is open to stabilize the economy and willing to make it positive for tourism to grow.
- I often think since the activity in the oil field around Vernal, that the market for tourism has been neglected over the last several years.
- I think for people who want what is here, there are good quality outdoor activities. Everyone that comes has a good experience.
- I think most people who travel here enjoy it.
- It does well, we haven't heard anything too bad against them.
- It seems like a pretty good place. People enjoy it.
- It's a lovely town if people behave.
- Lodging is okay, but we do not have adequate dining.
- Most people are friendly.
- Nice KOA.
- People have to look for specific things.
- Plenty of hotels, restaurants, and public lands. What really helps control the numbers is the remoteness (i.e., 200 miles from the Wasatch Front).
- The people out here are very outgoing, and they can provide a quality experience.
- The quality of the opportunities is fairly good.
- There are lots of outdoor options to explore and the community has been bringing in a lot of events.
- There is huge traffic in the summertime.
- They have a number of eating establishments, most are nice. There is a low number of population.
- We have a lot of amenities and recreational opportunities.
- We have great environmental resources for the traveling public to enjoy and the experiences are positive.

(5)

- Camping in summer is everything.
- Everyone I have talked to seems to have a good experience and we tend to see them again.
- Everyone is friendly, and it's a great place.
- Friendly people and lots to do if you know where to find it
- Friendly town with lots of places to visit
- Good people in our community
- I really enjoyed Vernal. It's the best kept secret.
- I think our community loves to have others come in.
- It is a beautiful place with many recreational activities for everyone to enjoy, and it is fun to share this gorgeous area with others.
- Lots of fun stuff to do.
- Lots of wide-open places around the area
- Our community is great.
- Our community knows how important repeat tourism is, and we make sure people have good experiences.
- People wouldn't come back if there wasn't a positive experience.
- Positive feedback.
- Some of the kindest people I have met are located here. It's a small town where everyone still looks out for each other.
- That's what we do. That is what everyone works for.
- The area has Dinosaur National Monument. It's a good experience.
- The place thrives on it, so we have to make them want to come back.
- The Uintah Basin takes in a lot of area and fills quite a few needs.
- There are a ton of things to see here. We cater to visitors. People are positive about wanting people to come and see. It is an inviting place.
- There are many activities in our areas, like theatre, hunting/fishing, fishing/hiking/boating, and museums and historical venues!
- There is more to offer here for people who enjoy hunting, fishing, etc., but we prefer for our community not to become a Moab or Park City, and to not have the government BLM or state dictate what we need.

- There is so much to do there, just a lot to do there.
- There's a great visitor center coming into the state from Colorado. The Flaming Gorge area. We need more signage down In Jensen pointing to Dinosaur Quarry. We need a tourist center put in by the dinosaurs in the middle of town.
- They added a balloon fest and paddle board. It brings people to our community. During Thanksgiving and Christmas they have a lot of family things going on.
- They are a lot more focused on tourism.
- They focus on visitors. Tourism is important.
- They're pretty tourist-minded. They make lots of effort.
- Try to put the word out about tourism.
- Variety of places to visit, friendly people, plenty of places to stay.
- Vernal is a supporting and inviting community.
- Vernal is one of the best places in the world to see dinosaur bones.
- We are a very open and friendly community.
- We are friendly and there's a lot of knowledgeable people.
- We have a variety of tourist attractions.
- We have a wide variety of attractions that will please visitors.
- We have great outdoor activities for hiking and boating.
- We live in an amazing place!
- We push hard to make our area visitor friendly.
- We work in the tourist industry and witness the positive effect our community has on the visitor experience.
- We're nice.
- What we have is enough without spending more money.

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?

- Making reservations for tourism.
- The main street is so busy because of tourism in Vernal.
- Improve transportation to the area.
- The area mostly relies on mining, oil, and gas. Most tourists are funneled around SLC, so not many people have gone to other places.
- We are a long way from the ski slopes so we are not affected by winter tourism at all.
- Vernal is the next Moab! It's awesome!
- Our local county commissioners are interested in lining their own pockets, not doing what's best for the residents of Uintah County. The state has done audits and do have evidence against them, but all they get is a slap on the hand and then the state turns its back and they just keep going.
- I would like more access to lakes in the area.
- The state needs to let people know about Eastern Utah.
- We need less government waste of our tax dollars. All of this is a huge waste.
- The state tourism seems to mostly promote the Wasatch Front area and not promote the activities in the Uintah Basin area.
- It would be nice if the government actually took care of their facility. It would also be nice if these recreational places were run like a business and paid their own way. If they can't make it on their own, then don't waste my money.
- We should celebrate the beautiful state we live in. Allocating for resources to local parks (state and city alike) to keep the facilities in good repair would be helpful.
- Utah has a lot of special places to see.
- Affordable housing for summer help.
- Taxation is theft.
- Tourism is important to my area and its continued success is vital, as well as natural resource extraction. This is our way and we want it to stay this way.
- We have a great area, but the roads to and from are horrible. The construction done by Ouray is horrible to travel on.
- Let's really tackle the "outsiders vs insiders" attitude that has dominated Utah from the times of our Mormon ancestors. I have heard from non-white visitors who stumbled into the wrong area and felt unsafe. And what about tourism for disabled folks. I haven't hiked in years since my knee was damaged; this also prevents me from winter sports. I see online

- reviews over and over that say "The social aspect of Utah sucks but the view makes it worth it. The mountains are gorgeous. The state parks are peaceful." What is there for people who can't see, can't walk long distance? Can we even accommodate the differently abled?
- Our local area has really worked hard recently to promote tourism, two thumbs up.
- Tourism promotions are curtailing our small-town lifestyle but catering to environmental issues.
- Have more flyers available at hotels.
- Let the local people make the decision!
- Energy is our main source of income here which has come to a halt! No amount of tourism is going to change what the government has done to us and it is local, state, and federal.
- I'd like to see efforts to keep more tourism to local communities and small businesses instead of it all being taken over by large businesses/corporations.
- Bullet statement ethical guidance at entrance to public lands. Not just for visitors...all of us. Ensure enforcement. Educate and charge fees for rescues.
- Utah should work closer with and be more supportive of federal land management agencies. Utah has been too adversarial in its relationship in the past.
- People actually live in tourist areas. People outside our state seem to think we are here for their enjoyment and this is a park.
- People that move here love it, but we don't want more people moving in.
- Mountain biking is popular at McCoy Flats.
- My input is not that useful because I am not currently involved in an industry that is directly related to tourism.
- Grants.
- Better signage for tourists
- That was a long survey. Keep the wild, wild. More protected areas. Too many people- they will soon ruin everything beautiful unless we protect them. The trees we plant are not for us but our grandchildren.
- I think you covered all questions well. I want the tourism gone from my town because they are making it feel like a circus around here with all the events to promote it. I'm currently looking to move to a smaller town with no possible reason for tourism as they have almost ruined my hometown.
- My local government doesn't allow for public comments. I live in an "old boys" community and they only strive to help each other and don't care to help improve the area for the benefit of the people.
- We would like to see Dinosaur National Monument become a national park. This would increase tourism in our area.

WAYNE/GARFIELD COUNTIES

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?

None

- We are the only tourism business in this community. There is nothing here. We can accommodate what we do. We have a big lodge.
- Can accommodate them.
- We're a really small town, but lots of motels and Airbnbs. We have more than adequate places for people to stay. We have plenty of capacity as that goes. Restaurants are few and far between.
- People camp and they always find somewhere to stay.
- There's enough hotels and campgrounds.
- Tourism is taking over everything.
- I don't think there are enough hotel rooms around here.
- More visitors than stores, restaurants, and motels.
- Still lots of capacity.

A Few

- Overcrowding issues.
- They are usually good at booking up the rooms and hotels here fast. And people are adding and tuning up their houses to be bed and breakfast places.
- We have the intersection of Highway 24 and 12. We don't have restaurants

- to have people and they don't want to drive to the next town.
- There are times where there is not enough hotels.
- Just lack of. We need more than three.
- Too rural
- Small community
- The community has provided zoning and accommodations for people to have Bed and Breakfast, plus hotels and cabins. We have camping and other accommodations for RV's.
- Most places in my area are accessible, but some places are not.
- It is a small community where everything is closed. When it opens they aren't ready.
- The most spectacular areas the locals can't even get into because of lottery tickets.
- We are a very small town and tourists bombard us! They like it here and buy up everything so hometown can't afford to live here. Then want to change it.
- There are a few times where there may be too many people for what it will accommodate. Most of the time that is not a problem.
- Roads
- Lots of restaurants, but at peak periods, prime time reservations can be scarce.
- We have plenty of motels and campground spots to accommodate the tourists.
- Sometimes there are not enough motel rooms for the amount of people coming.
- There is no housing options for local residents due to all housing going to Airbnb and vacation rentals.

Some

- We are a part of Bryce Canyon National Park and sometimes the amount of tour busses coming through, it gets really crowded sometimes. Before Covid we were constantly slammed with business, there would be too many people for what we had, which isn't a bad thing.
- Now that things are kind of monitored by the government with passes and things for certain hikes and national parks, that makes it a problem, limited passes.
- Rooms available decrease in the summer.
- We are getting crowded, we are 97 percent public land, people are coming down and we are getting overcrowded a little bit.
- I imagine that is the case because I heard that, but I haven't been here during the busy season.
- The area is too small to hold all of the people who want to visit.
- We don't have enough places to stay for the amount of tourists we have.
- We fill up and it's getting to the point there's so many visitors that sometimes they have to stop them from driving in and they can only enter through a shuttle bus to Bryce Canyon.
- There's not enough accommodations.
- Sometimes we can't handle it, sometimes there are no places to stay or places to eat.
- On holidays it gets busy
- The driving is negative in the area.
- This area has a few Bed & Breakfasts over here. And about 10 miles away they have places for people to stay and also at Brian Head they have places to stay. It is available, but not a lot.
- There is not enough room in the motels I visit.
- I don't know.
- Seasonally, spring and fall can be crowded with getting into restaurants and motels, there's not a lot here. That's why I would say that, because it does happen at the peak of spring and fall. It's definitely not a year-round problem.
- We don't have the infrastructure to take care of them if they get hurt.
- I guess the fact that if I wanted to take my kids to hike it's packed with people, that some of the things I like to do like hike The Wave by Lake Powell, there is so many people - it's frustrating. Things that our community got to do we're not in competition.
- In my town, we have not enough space. In the next town, we have more hotels.
- Capital Reef has very poor infrastructure because NPS cares more about plants than improving infrastructure and safety!!!

- RV parks often turn people away.
- More tourists than motel rooms
- We expect lots of tourists so most of our attractions are built with that in mind.
- It is hard to keep up with search and rescue and ambulance needs, especially with totally volunteer services.
- Camping and sightseeing are a good thing, but that only happens in the summer months and the resources are limited.
- There's time when the park can't accommodate the amount of cars entering.
- The whole world is coming here. It's called the terminator effect, "I'll be back".

Many

- Again, the community is really small here and when you get a thousand people that come down and it triples the size of your community for a weekend you really don't have the amenities to support that. Then tourism ebbs and flows and so when it is a low year on tourism it's hard to stay in business, you never have enough businesses for the high years and too many businesses for the low years.
- We have a small population and a large tourist population coming through.
- There are often big waits at restaurants and probably during the busiest times, a lot of the accommodations are full.
- We are a very small community and we live right on the edge of Capitol Reef National Park and our infrastructure cannot handle it.
- Sometimes of the year and other times, the amount of tourists is the whole reason.
- More than what our facilities can handle
- So much tourism you can't get to anything local
- We have a lot of tourists and not enough places for them to stay.
- We get so many people who are camping and there are no facilities, they pollute and it's more than we can take. They come to be alone but nobody can be alone anymore.
- Affordable housing for employees working in tourism, i.e. restaurant, hotel, housekeeping, no taxi, Uber or bus, supply chain for food, supplies, fuel, and ice.
- The national forest is overwhelmed with campers. People are crapping everywhere and making new campsites all over affecting wildlife and water quality.
- No problems, but the closer you get to the national park the worse it gets.
- Too many hikers and campers. They leave trash and human waste.
- Often there are just too many people. Dining is limited, cellphone service gets bogged down, etc.
- Not enough hotels, camping, or services for the number of tourists arriving
- Not enough motel rooms
- Our area needs better quality hotels, restaurants, and recreational activities but the problem is that there is not affordable housing and good enough pay to get good people to run these investments.
- There is enough.
- Long wait in restaurants at dinner time
- Block traffic and destroy our culture

All

- Options are limited, Route 12
- Restaurants and motels are overfilled
- One gas station, the store is seasonal and so are the restaurants. There is nothing during the winter.
- We don't have enough housing for employees.
- The local ATV abuse of watershed. 100 year old Head cuts keep getting larger and every new one keep expanding with 4X4 and ATV cross country travel. Seeming none are being closed stabilized.

Don't Know

- Don't know. (4)

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.”
And why do you say that?

(1)

- Because the town is seasonal and everyone here locally understands that tourism comes for three months over the year, we are overwhelmed. The other six months everything shuts down and we have to drive 16 miles because towns are shut down.
- Provides minimum wage seasonal jobs.
- Schools are too small.
- Too low on population

(2)

- Could do better, but refuse.
- I don't know, it's a small town. People are prejudiced, Mormon, and selfish.
- Lack of infrastructure with campgrounds: roads, turn lanes, etc. There are lots of vehicle accidents in the peak months.
- Local religious cult is focused on anti-science abuse of most all natural resources, like anti-Beaver and defacing ancient indigenous cultural resources and paleontology deposits.
- Not enough qualified workers to provide good hospitality services
- Not really many amenities in Hatch
- The local people are rude and ignorant toward tourists. They want the money, but don't want to accept that the tourists require 'service.'

(3)

- Eating and accommodations are too few
- In my immediate community, a '3', but in my general area, a higher number. People near me don't go out of their way to make tourists feel welcome.
- It's a very mixed feeling in the community about the tourism itself, and some people aren't a fan of the national monument.
- Most people here have summer homes.
- Negative attitudes, not enough money to provide places for people to lodge
- Sometimes
- The people are fairly friendly, but there are not enough places to eat and shopping is limited.
- There needs to be more things for them to do and better places to eat. There are only a couple places that have good food.

(4)

- Because they do
- Generally, however our motels are old and need more upkeep.
- Good people in the area
- Great environment
- Great sites, very nice people
- Hard to not enjoy as a tourist, beautiful and friendly
- I feel like if we had more finances we could do better. We are a small town and get the more small-town financial assistance available. We live by Zion and Bryce and near Capital Reef so we get a lot of tourists. Our town has cleaned up because of vacations.
- I think that most people are really welcoming of tourists, but there are people that are annoyed by people coming in from California or internationally.
- I think that the accommodations and restaurants try hard to make it nice.
- It mostly depends on what the specific visitor came for.
- Just have lots of places that give opportunities
- Locals really aren't outgoing, but they're nice to tourists.
- Need more seasonal staff
- Nice town
- Our community is beautiful and people are friendly!
- Our community is very small so they come here for a peaceful experience.
- People try
- Provides quality if not too busy, gets pretty busy in summer
- The business tries to please the tourists instead of the locals.

- The numbers that come through is more than what we have for hotels and restaurant capabilities.
- The town couldn't survive without it... but tourists make it too expensive to live here.
- They do a pretty good job.
- We do the best we can.
- We don't have enough things for visitors to do or go to.
- We don't have people to serve correctly.
- We have got a lake that people love and a lodge, we are next to Bryce Canyon. The overall experience when people come is above average.
- We have very nice things and most people seem to enjoy them.

(5)

- Because I live in Capital Reef National Park, I am a field station manager and I think that we are here to provide a wonderful user experience.
- Because of the reason why all of us are down here and live where we live: we know a lot about the area and like it.
- Boulder is very beautiful, has nice restaurants and hikes, etc.
- Close community, welcoming
- During the season galleries, stores, guided activities, and restaurants provide low-key, quality experiences.
- Experiences, talking to people; they always go out of their way to provide a positive experience, which encourages tourists to come back more than once.
- Friendly
- I think because the people here are good people, they are nice and welcoming.
- I think we have got what people come to see, which is nature, and we do have decent hotels and eating places.
- I think we're a friendly and welcoming community, and the businesses depend on that. It's a pretty little town.
- If you're a hiker or if you like drives
- It's a beautiful and pleasant place to stay.
- It's a paradise.
- Not a big choice of restaurants
- People like interacting with the guests. It stimulates the economy for jobs. Tourism down here is very important to the economy.
- Pretty friendly place
- Scenery, hiking
- The area don't need anything more.
- The local people here are very welcoming to the tourists, and we have activities they can do. We have diversity for restaurants.
- There are a lot of people that take pride in hosting guests, and there is great natural beauty to experience close by.
- There are different activities for visitors to enjoy and keep them busy while they visit here.
- There is a lot to offer here, from historic downtown Main Street, to all of the festivals that go on throughout the year. We are in the middle of a ton of national parks and state forests.
- There is plenty to do such as BCNP, rodeo, ATV tours, bike rentals, star gazing, and helicopter rides.
- They come there to be there, and the people are always friendly and that's from their culture - to get information and to give information.
- They get good reviews.
- They have a few thing going on.
- They offer a lot of options.
- They realized that tourism is part of our economy.
- They've done it for so many years.
- Very friendly and helpful people live here.
- We are right next to a national park.
- We have all kinds of places they can go see like Bryce Canyon and other state parks.
- We know the area and what is here to show them.
- We try hard to provide a clean environment.
- We're friendly and we like people.
- We're what people want. They want to see small town, rural, super scenery, canyon country with ranchers riding around with horses. We still have a little bit of the old west here. They love that.
- Whenever something happens we are able to take care of them.

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?

- Tell the government to stop exploiting uninhabited areas for profit.
- Infrastructure and health and safety is weak in the Garfield area and the sheriffs are understaffed. Search and rescue resources are almost nonexistent.
- I think you covered it all.
- That is about it
- My worry is always that tourism is great for economies but we need to be careful for it not to be the meat and potatoes for rural economies. We push tourism as the biggest economic room for these rural industries. Tourism is fine for it to help the economy.
- I have a concern, our state and state parks, when I was younger I could take my kids and not have to pay, people who live in Utah shouldn't have to pay to go in parks that we pay taxes for, and playing second to the visitors. The visitors are the priority.
- With the increase in population there is an increase need for EMS services and funding to handle the numbers of tourists that need medical assistance.
- What I mentioned, I think tourism in Utah is important for the economy here. Whatever needs to be done to make that possible, we should do that. Especially in Southern Utah. It brings in revenue for the state which spurs the economy.
- The more the government stays out of it, the better off we are.
- Tourism is great, it's just that the number of visitors coming in takes away from the nature that people come here for. It supports the economy, I look at when the federal government makes the national monument, the number of people in that area explode. There are areas of Utah that have traditionally been rural and remote and are now inundated with people.
- No I don't.
- None that I can think of
- They should employ more rangers, people are very destructive. It also prevents injury.
- The lake in my area is not advertised as much as it should be.
- I think that the local county tourism boards more funding; those boards can distribute budget more effectively in the local area. That's what brings in the tourism, like the local motorcycle rally. County tourism boards are more efficient with money.
- I don't know.
- The only difficulty we have, I think last summer it was quite prevalent throughout the state was the lack of water (drought).
- It's been covered very well.
- Need to get DWR involved with tourism because we have a lot of hunting and fishing and it needs to be more contained.
- The fact that there's a lot of good with tourism, but it makes it unaffordable for most of us. We just don't have access on most weekends and can't afford to eat out.
- It needs to be balanced, in the area there needs to be more restaurants and more people to work there, they need affordable housing for people to come.
- My family is deeply affected by it because my husband works out of state to make money to live in our house. It is very difficult to find a place to live because it is too packed with people, which creates a ton of pollution and makes our environment look bad.
- Utah shrinking the monuments
- Respect for our area from the tourists.
- There needs to be a greater push to get the park service to address parking issues because of the amount of people that are visiting parks so it's not so dangerous for the people travelling through the parks. Torrey is six miles away from a national park.
- We need more help for planning how to mitigate the increase in tourism and provide the right kind of infrastructure without changing the character of our little communities.
- To keep the Earth in mind. Don't expand parking lots, let the natural Earth take care.
- Concerned about too many tourists
- Concerned about what tourists have taken of our local community
- I can't really think of anything other than places to plug in electric cars. I don't know if we need to educate people now on wildfires, other places closed if danger for wildfire (e.g. New Mexico), now wildfires are in the news so much, people are more aware.
- I can't think of anything.
- The housing for residents specifically, less is available. Salt Lake makes us be forgotten about.
- A couple years ago I spent time in the Grand Staircase and it's annoying to travel on wash boarded roads, but I hope that they don't pave them because I think it would be a crazy tourist destination once they're paved, same with the road to Willis Creek. If paved, tourism will get worse.
- Utahns do not appreciate the federal government land grabs all in the name of protection. It's all political. It has done nothing but cause division. Our busiest destinations didn't get bathrooms for a while until the state government was put in charge.
- Population in rural areas are big and tourism is seasonal, so when it's over, everything shuts down and that takes away from the locals. I don't want people in the mountains, but want them to stay in the national parks because they don't know how to treat them.
- Tourism keeps growing every year, but there is no effort from government to meet the needs the growth demands. Specifically infrastructure. It is dangerous to drive through Capitol Reef, and NPS doesn't care. They keep limiting pull-outs and parking lots instead of creating them. They also fight UDOT on paving and expanding size of road lanes and shoulders.
- I know a lot of our businesses depend on it. But the town has to import staffing to support it because of no availability of affordable housing.
- Police and local law enforcement agencies are not friendly towards visiting tourists.
- I would like to know what Wayne County does with the TRT taxes us small business owners have to pay.
- I don't have any.
- Without tourism our town would die.
- Utah needs to slow down. Work on developing some industry in small rural towns and counties. Tourism impact is hurting local resources.
- No additional comments
- Nothing comes to mind
- Increased tourism has made the roads busier and unsafe. Short term vacation rentals have created a shortage of homes available and significantly increased their cost.
- Regulations
- Tourists sometimes think they know more than the residents when it comes to the area resources.
- The unintended consequence of escalating real estate prices and lack of initiative on affordable housing for workers is very real. There are employment issues that are directly related to housing.
- There needs to be places for tourists to dump their waste. Hikers leave their human waste in bags on trails. Pack in, pack out does not work
- It's beautiful. Everyone should see it at least once.
- Tourism is very important to me and my family and keeps us busy.
- Promotion of local guides. Closing sensitive areas. Closing roads at certain times of the year.
- We live for tourism. We would not survive without them.
- Nope. But thanks for the input.
- In our local area those that own hotels do not improve them, they are slums. There is one affordable restaurant that is good and one that is expensive that has decent food, the others are not worth eating at. More places to eat would be great and better hotels would be great.
- This life in such a rural community is by far not an easy one. Without tourists we don't live. We depend on tourism for every aspect of our way of living.
- None/Nothing (20)
- Looks like it is all covered.
- Goodbye
- Local users are the most destructive and detrimental to all resources.
- Most Utahns must learn to be more hospitable to everyone...visitors or new residents.
- Degradation of all our resources and culture
- Our tourism is seasonal. I would like to see something that would sustain the local people and jobs throughout the year. Not just 6 months out of the year.
- I think our area needs bike trails alongside the road.

CARBON/EMERY COUNTIES

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?

None

- We could add more. It is not like we are running out of space.
- We have 1 or 2 major tourist destinations and they're wide spaces so there's plenty of room.
- Price isn't a busy place. There is plenty of room for visitors.
- This place is a visitor pit stop.
- New trailer parks, cabins, and teepees
- There is not much tourism. People are passing through mostly and there are enough places to accommodate that.
- We have more hotel rooms and spaces for camping trailers than we can use most of the time, but they frequently are closed due to capacity in the summer.
- We don't have enough to notice.
- I believe there are enough hotels, Airbnb's, restaurants, and gas stations to comfortably handle 95% or more of the events and tourism currently happening in our county.
- We're capable of handling many more tourists.
- Small local population and not many draws.
- All of the tourist attractions are accessible. No overcrowding.
- In good and bad times our state park is well used but not over run. The San Rafael Swell area is so expansive. I don't think I have ever seen it near capacity.
- Most of our tourism comes from people who use the 4-wheeler trails. Sometimes they eat at the Burger Bar, at the grocery store, or fill up at the gas station. None of these are crowded. Our yearly community gathering brings as many visitors as residents, but we don't need extra services for that.
- There are enough hotels, restaurants, and such that can accommodate the people coming here.
- If America wakes up again, then it will be a positive effect on the community. But it could become overwhelming maybe in the future with the culture shock that might come along with the art stuff.
- What little tourism we have now is easily handled by what we have.
- We don't have much of anything here. It sucks other than drugs.
- There are plenty of rooms and lots of restaurants (good or bad).

A Few

- Too many tourists.
- I have been to local areas in peak season and there are people camping illegally.
- Where we go it is famous for rock climbing and there isn't a capacity to house the people needed.
- During some of our events, Helper Arts Festival, for example, our parking becomes impossible and our ability to navigate Main Street becomes difficult.
- Some events need more accommodations. Overflow of different areas need more room to stay.
- Only with bigger events.
- KOA campground has to turn away people who haven't made reservations.
- The Wedge overlook has areas of damage by visitors and their machines. I rarely go there anymore because viewing the damage is heartbreaking and depressing.
- Occasionally we see more visitors than the venue can accommodate.
- Most of the places in our area are for outdoor recreation.
- Influx is not often in huge numbers.
- Towns are small.
- The college has big enough places and our civic auditorium is ok. We have several places for medium occupancy
- Some 'good' lodging, higher-end dining

- When large events happen in the area there is sometimes a shortage of hotel rooms. Restaurants can also be surprised by the influx of visitors and not be adequately staffed or stocked.
- Due to the delicate nature of the venue and accessibility to said venue, too many people could negatively impact that area.
- Well known areas are overly popular.
- The camping in the public lands is not very regulated and interferes with the trails at times.
- There are some really neat local spots, but nothing close to them for accommodations.
- I don't know.

Some

- It's just a smaller town, so not a ton of people can fit in restaurants and hotels.
- Around this area it hasn't change for twenty years.
- There are art opportunities in another town, but in our town not so much. And we have NO shopping options.
- Small town. Stopping ground for big adventures.
- Lodging is limited due to guests from the energy sector being in town for work in the area.
- Not enough motels.
- We need more lodging options.
- There are too many people on the San Rafael Desert, in my opinion. It should be a place of relative seclusion and it isn't that way anymore. People are also not carrying out their waste as they should.
- Sometimes the hotels are completely packed.
- Helper Arts Festival is exceptionally well attended.
- Not very many.
- We definitely need more hotels and wouldn't hurt to have more stores and nice restaurant options. Not so much fast food.
- In Helper we only have an RV park to accommodate the tourists. I think if they had more places to stay in Helper it could be beneficial to the community!
- Some camping areas need updating and improving.
- There are too many people traveling through, so many that dine in the restaurants and bring the sickness. No one wearing a mask. Now look how high the numbers are. We have something like 10 pizza places in Carbon County. All of it gross food.

Many

- The Wedge outside has more people than it can handle.
- If you haven't planned for an event weekend months in advance, a hotel or Airbnb won't be available and you will end up having to stay in another city.
- Property values go up because there are no places to stay, so cheap property 5 years ago is now an expensive Airbnb.
- We often receive visitors from another county, because there are not many hotels in a county 30 miles away.
- The fragile desert ecosystem can NOT withstand all the traffic that has descended upon it since Utah started the "Big Five" advertisement worldwide. Residents of Utah cannot see anything. A recent trip to Capital Reef with a stop at the visitor center was a disaster!!!! There were so many people crammed in to the center that we lost out from the crowds. No films, too many people, no rangers, too many to gather and listen.
- Tourists do not respect what damage is done after they leave (trash, etc.)
- Too many people come here and try to change our backyards.
- The businesses that offer groceries have increased in price (Mine Street Market, fuel prices are not reasonable, and The Lodge in Ferron).
- We don't have adequate lodging.

All

Don't Know

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.” And how do you say that?

(1)

- A lot of people in my community don't like tourism.
- All hours of the day there are drug addicts walking the sidewalks, on corners by the stop signs there are needles and discarded pills. No one wants to see that trash, not to mention the garbage and grocery carts on the by streets. This community needs more than a band-aid of tourism money. It needs a clean sweep.
- We are an arid, desolate place. We like it that way!!!! We don't want to find foreign tourists in places that they shouldn't be in a car that now requires rescue. Why are they allowed to drive large RVs? They can't read the road signs. They don't know how they stop. I don't know how they sway...have never driven that size vehicle??????

(2)

- Not enough places to draw significant tourism
- People don't want to come to this town. It had nothing to really offer anyone.
- We don't want visitors.

(3)

- At present we are okay, but we would be able to provide a better experience only with a few new businesses.
- Based on my first experience there.
- Besides being surrounded by Emery and Grand counties, we have nothing to offer.
- It is just the way it is around here.
- Local frontline workers need to be better trained to represent the area and local options for visitors.
- No hotels really. Lack of directions.
- One visit looks fine. After that, you would begin to see the reality.
- Our community has many entities/individuals that could contribute to improving our town and area through tourism, BUT most of these seem more concerned about protecting their own 'piece of the pie' or how they will get noticed for promotional avenues.
- Our community has some great people living here, but they are a little less accommodating to tourists!
- Overall, the community can provide a lot of amenities for visitors. However, I think some of the staff in the hospitality industry could work on improving their customer service and knowledge of the area.
- Plenty of support.
- We are only somewhat ready for a big influx of tourism.
- We definitely need more businesses to accommodate visitors: restaurant, hotels, and such.
- We have a great Monday through Saturday, but everything shuts down on Sunday when they come through.

(4)

- I like the outdoors.
- I think it's a friendly and inviting community.
- I think there are good opportunities for a good experience.
- It's a historic old town and fun to visit, but people can't afford to live here that are already residents. So, yes, visitors get treated better than locals.
- It's a small town, but it's a good place to visit.
- Need to promote available tourist attractions that are available.
- Plenty of shops. Not a lot of community or recreational activities.
- Some unique things to do in the area. Sense of community in smaller cities.
- The customer service I experience needs to be improved.
- The opportunities are available if visitors wish to access them.
- The quantity and quality of services available adequately meet the needs of tourists in Carbon County.
- There are some people who could.

- There is selective advertising.
- There is the river for rafting and camping, and the desert for biking, 4x4's, and exploring.
- We are a friendly community, for the most part.
- We are still developing, but getting there!
- We have a beautiful setting at the base of the mountains. Our grocery store supplies most of their needs with very reasonable prices. Our beautiful, shady park hosts Community Daze with entertainment and food. We draw as many visitors as we have residents. We host a two-day rodeo.
- We have a museum in our city.
- We try hard.

(5)

- We have enough areas to hold community events.
- Definitely.
- Friendly people willing to share what our area has to offer.
- Friendly, supportive.
- Good people combined with the natural outdoor appeal make for a positive experience.
- Great natural views, trail rides, and many events. There are motocross events and a great firearms range, which also includes archery.
- Helper holds many events and provides interesting history and natural attractions that bring tourists into the community from all over the world.
- I had a tour program several years ago, but insurance was too high.
- I love our small town, and we have some great restaurants and opportunities to explore the outdoors.
- I think Price has a lot to offer, but people just think it's a drug-infested armpit.
- I think we can.
- If they had the funds to advertise about the recreation areas, I think people would stop and explore them.
- If they would get their heads out of coal, there are so many opportunities here that are just not taken.
- It's a nice little town. There are a lot of fun and cultural things that happen here, and they have parades and activities.
- Many years ago plans were made to save this little town by making it a tourist hot spot. It's annoying at times, but it is because of outside money that Helper is booming.
- My small town has had many artists move in and create studios, and there is a great artistic culture in the town. There are also many outdoor and historical places to visit.
- Our community has great residents.
- Our community is very friendly and social. We tend to encourage visitors to visit local attractions and even some not so local attractions. We have many things to do that are inexpensive and several things that are free.
- The dining and galleries, river walk, solar system trail, Rio Theater, TravelStorys, and star gazing provide good times.
- There are many venues and locations to choose from.
- There are quite a lot of thriving restaurants and hotels in my area. There are things to do here in my town.
- Very friendly people.
- We are a good community.
- We have a great community.
- We have a large art community and museums, river walk, and other outdoor activities.
- We have beautiful natural resources, museums, and restaurants.
- We have bouldering festivals and they are popular. We built a ton of stuff to attract people from all over the country to visit.
- We have many different options. Every small town has something different. I love Price.
- We have so many things, mountains, the desert, and we could up that.
- We have some great places to share.
- We have the desert, views, and unique 'stuff'.
- We welcome visitors.
- We were a mining community and come from all over the world. We are pretty much accepted by all nationalities.

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?

- I believe they need to respect the locals more than the tourists. Locals don't get enough respect.
 - Overall, I think the state tourism efforts are doing well, especially around the national parks. But here, tourism is starting to expand and it's a good thing.
 - Overall, the desert looks impermeable, but it's not.
 - Not sure. There is not much work unless it is fast food.
 - I just moved here from out of state. This survey was difficult to complete.
 - I think it's important to encourage visitors to explore historic towns and see how things have changed.
 - Promote every county's tourist sites
 - Utah spends way too much money and time promoting Moab. Money needs to be spent on other areas that could use and appreciate the tourism.
 - This community has held onto coal with every last bit of strength that it had. Without tourism this community will surely perish. It's time for the community to get behind it, but unfortunately everyone here does not welcome visitors or change.
 - I am concerned about rising cost of living, especially housing. I am concerned about damage done by people who go off the trails. I am extremely concerned about vandalism of thousand-year-old petroglyphs. I am concerned about damage from man caused wildfires. I am concerned about flood damage because of wildfires. I am concerned about the drought.
 - The biggest concern is that tourism creates opportunities for a few individuals to make a lot of money, while the workers make around minimum wage. They are stuck in dead end jobs.
 - Rock hounds need more invites
 - Tourism is the main source of income in our town. We have so much tourism that we tend to run out of housing for people working in the industry.
 - Don't move to Utah because it's such a great place to live, if you are just going to try and make its political and cultural views match the concrete rectum you just left. Yes, I'm talking to you Californians! Moab is going to hell because of outside influence and we don't want to see that happen here.
 - The area needs to be promoted more.
 - I wished there was an effort by city officials to encourage the cleanup of the rest of the city, not just the Main Street area.
 - Utah State only values the Wasatch Front, outlying counties get 0 support from the State.
 - In 30 minutes you can be in the mountains, by a lake, or you can be in the desert and enjoying nature and petroglyphs. All within 30 to 60 min.
 - I do not believe local government promotes our venues as they should.
 - We need to advertise more, but need more things to advertise about too!
 - If our area of Carbon County could just get one solid entity that is large enough to encompass all of the amenities and attractions of our area, funneled into a single point of access, AND THEN promote from there, and be more than just a place for pamphlets or people that just have ideas without action who like other areas' ideas that we never see come to fruition. I feel we could provide a very positive point of location for those within and from out of the state. We have places like The Wedge Overlook (Little Grand Canyon) very close to us. We have the Nine Mile Native American paintings. We have one of the highest altitude finds of a mammoth in the world in our pre-historic museum. We have mountain access roads and desert landscapes to hike, camp, and see. We have Helper Utah that's up and coming but still growing slow with an annual Christmas light parade (which could be made more of a production if invested more into). And out in the desert is a place call the Military Cave where historically was once in consideration for a possible military instillation. These are some of the major finds in our area that could be seen and have people come to view and stay a night or two instead of just being a fuel stop on the way through. Getting these things promoted by more than word of mouth or just stumbling across them from a friend of a friend or family member seems like it would serve our community better and give a much more positive outlook about who and what we are.
- Growing up here during the coal and gas booms was great but it's hard to look back and see that we put our future/eggs in one energy-based basket to be where we currently are when we have so much more to offer. Things like extreme foot racing could be very well promoted and hosted here. To go from high elevations and drop to extreme heat and lower elevations could be something to consider. The Schofield Triathlon is a high elevation event that has been going since I was a kid. We have little bits of mountain biking happening here when we could be just as big or a larger destination than Moab. And yes, there are those in our community that think that expansion or growth can bring negative things and we even used to have a mayor that didn't want to invite much into our town and county. Those ideals have been a tragic loss for our area. Our current mayor is all about rejuvenation and the new while still holding to our small-town values and I for one fully support shouting from the rooftops about our area because it not only is my home and has much to offer, but also because of the value of what it is for residents and those who we could get to experience our area.
- Rich people downing our way of life. Greenies think coal still pollutes like it did 50 years ago. We need coal and more importantly they need it. You think electric cars don't run on coal, you're stupid.
 - Outlaw it.
 - My concerns are about keeping OHV tourism alive and well.
 - The number of jobs correlating to the amount of money paid by tourism dollars isn't a life sustaining wage. We absolutely should not rely on tourism dollars to support a community, it should only be a supplement.
 - Charge the foreign tourist more! Lower the fee to residents of the state the parks are in. A resident of the United States should pay less than the fees the foreign tourist pays. The advertisers of off-road vehicles, bikes, pedal and motorized, OHV's and UTV's, need to stop advertising "NO FEAR!!!" This attitude is transferring to the owners of the vehicles as they see it they figure they can do it. They do not understand the impact of the landscape. Another subject is the electric pedal bikes, e-bikes. I am older and would not be able to visit many of these places without the use of my e-bike. I can't climb the hills and do the distance without. I am only able to go with my bike.
 - Areas need to be policed.
 - Price is a tiny, old town, but has history. It needs to be promoted and elevated. Our local government should look into this.
 - I don't think it is taken seriously enough in my hometown, but other towns nearby do.
 - We want visitors to respect our environment. Not to leave garbage behind, etc.
 - We are okay the way we are.
 - None. I don't know enough about the industry to really comment intelligently.
 - Quit supporting tourism with my money and let it happen on its own or not. Stop wasting taxes on it. It is a private endeavor.
 - I feel like the state government could give two craps about Carbon County. We are just a drink stop for people traveling to Moab or somewhere else.
 - Don't come here.
 - If tourism is actually important to the state for revenue, etc. then the state needs to spend an equal amount of resources promoting rural tourism as is spent promoting urban tourism.
 - Small community tourist offerings are overlooked as a source of statewide promotions. The campaign to promote The Mighty 5 have left smaller rural communities in the dust and made the national parks overcrowded and undesirable for any Utah residents.
 - We really need more people to come into the community to bring it out of the past. And like much of Utah we need more affordable housing.
 - Promote tourism to small communities, not just to well-known areas. Bring people to the small areas.
 - In smaller towns the cost of living goes up.
 - I wish there was a way we could stop the graffiti on the Indian writings on rocks. It's pathetic how people ruin that.
 - To be able to sustain tourism we have to be able to train our community to accommodate tourism, especially in the culinary business.
 - Tourism is vital to the survival of my area.
 - Local services pay too little.
 - Publicity in local venues.

CENTRAL (BEAVER/PIUTE/SEVIER/SANPETE COUNTIES)

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?

None

- There's really not a lot of tourism compared to the rest of the state. Like further east, there are nicer places to see than Beaver County.
- Tourism isn't that heavy, so they plan for it.
- Tourism in our community is outdoors based, lots of room.
- There are adequate hotels and RV and camping sites.
- We have very little tourism and very few places to accommodate them.
- We can accommodate all.
- There are no longer any activities that bring in tourists.
- Our tourism is largely the mountains.
- We don't get hardly any tourists.
- I've never known of an event that turned people away.
- There are few events, but there is always plenty of seats or area.
- I have no answer.
- We only have 2 tourism events per year.
- I can't think of any.
- I am not aware of any businesses without sufficient capacity for day-to-day operations. Motels and restaurants get crowded for sporting events, not tourism. The ATV Jamboree is the closest to an overcrowding event, but we handle it too.
- Very small rural town
- The tourists all go to the mountains.
- I don't think we have a problem with accommodating people.
- Although we don't have much tourism in this area, except for special events, I think more would be positive for our community in general without impacting existing resources negatively.
- Salina accommodates very well.

A Few

- I don't believe we have that much tourism.
- The number of visitors has greatly affected our parades.
- Hotels can be fully booked. That is not negative for the hotel, but negative for the tourist.
- We get a couple of events annually (ATV Jamboree, a couple of high school basketball tournaments) that fill up the area motels and restaurants for a week or a weekend.
- With few exceptions lodging and dining are adequate for those attending events or visiting the area.
- When we have a sporting event or other event that brings people to the area the restaurants are overwhelmed and there's a few hours wait to get a table or food.
- Our mountains are being abused and littered.
- We don't have enough restaurants and hotels.
- At times (holiday weekends in the summer for example), the Ephraim Canyon area has more people that it can probably handle. Accidents are fairly common, but this could definitely be a seasonal/holiday type thing.
- Some weekends our canyon feels like there are people everywhere.
- We only have one hotel and a few bed & breakfast establishments.
- The city park and fairgrounds are the only places to fit large groups. And sometimes those are too small.
- Mountain roads get busy.
- Small community and limited accommodations.
- Too many people in our mountains (ATV's) and Maple Canyon has been overrun by rock climbers, so much so that it is hard for the locals to enjoy.
- Sometimes we don't have enough motel rooms and dining options to meet the demand.
- I feel we do not have enough restaurants or shopping to accommodate tourism in our area. Whenever there is an event in town, there are not enough options for dining for people to go to.
- We have limited dining options and when there's large sporting tournaments the dining options we have are hard to get into.
- Only one hotel to house people.
- We only have two motels in Milford.

Some

- There are some hotels, but there's not enough.
- Too many people at the creamery.
- Sometimes.
- Mount Pleasant is "on the way" to National Parks
- Some events bring in more visitors than can be accommodated in eating establishments and motels.
- We are very rural. Mining and trucking are the largest employers. Tourism brings lots of people, sometimes the dining and rooms fall a bit short.
- Local infrastructure is not always capable of handling larger events, but we manage.
- We only have one hotel and when the college is hosting a visiting team there is very little room for visitors.
- We have very few places to eat out here, no sit down restaurants, and no indoor places to go for fun.
- The number of hotels is very limited, although outdoor campsites are increasing.
- The area seems to be a hub for 4-wheeler and ATV activity!!
- A little town.
- We need the tourists to help all our businesses in this area.
- Sometimes people overflow the campsites and park their trailers on the side of the road. There isn't enough hotel space for some events.
- ATV and UTV trails are being overused.
- When big ball tournaments come.
- Few motels, but lots of camping.
- ATV riders come in and trash the environment.
- The world-renowned Piute ATV trail brought people here. However, there are very few ATV trails over 50 inches wide. This drastically limits trails open to the fast-growing UTV market. With the new enthusiasm for mountain bicycling in the areas that are close to towns, more trails away from towns, in the mountains, need to be widened.
- If multiple events are in town there is a lack of lodging.
- Not enough hotel rooms and places to eat.

Many

- Tourism has exploded the last couple years. The national resources are being destroyed and the wildlife is constantly harassed. No one asked the county residents if they wanted the name of the Ramblers. I no longer want to recreate in this county.
- They fill hotels and motels and as for dining, there is only one new decent place to eat and lots of fast food and one hole in the wall cafe that seems to attract everyone. The food is ok, but the place is a dump. But they refused to do as requested during the pandemic because the waitresses want all the tips they could get and I, myself, have not been in the dump in over 3 years because the then owner would not handle business and treated some of her loyal help awful and gave bonuses to undeserving ones.
- There are not enough hotels etc. to handle any large events.
- There are many places that you see more out of state license plates than in-state and you hardly see as many locals visiting those places.
- Not as much places but rather times. For some events the closest available hotel room is over 50 miles away.
- Sanpete is a rural agricultural-based small town conservative community which attracts big city people who want to come here and change things back to what they tried to get away from. Because of greed, ego, and political ambition all of Utah is being affected this way.
- We don't have enough housing, some of the venues are too small to accommodate large crowds.
- School events.
- Hotels are limited and would prevent a large influx of tourists.
- We rely on rentals and RV parks.
- Crowding of highways and secondary roads.
- Sanpete County has a limited amount of facilities and resources available and the economy has suffered in jobs and a huge loss due to the pageant that the LDS church pulled from Manti.
- Hotel rooms are often booked solid, and this causes negative pressure on the local housing shortage.
- I used to be able to hunt fish and recreate. Nowadays there are so many other people recreating I literally can't find space on the mountain to safely harvest game or camp in peace.

- People on the mountain.
- We do not have places to stay and definitely not many places to eat.
- Not enough hotel, dining, or organized activities.
- Not enough places to stay.

All

- Tourists come and run out the locals. Too many people for the area. Go to the mountains and don't recognize anyone. Tourists are disrespectful of the area.
- People come to do ATV rides and can't find anywhere to stay.
- Our city needs to develop more year-round recreational availability. Enhanced public and competitive pool facilities. Quantity and quality of fast food, restaurants, and hotels to fit the incoming events hosted by local partners. Many chain food establishments only look at permanent residency numbers and not the consistent influx of tourism and will not consider the location.
- It's bad.

Don't Know

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." And why do you say that?

(1)

- Most people in our area don't like or want tourists. The only ones that do want tourists want their money due to a business.
- Sevier County doesn't provide a good tourism spot. They lack a lot of things, especially the ability to adapt with the times and upgrade the area to invite more tourism. It's a dying place.
- There is not much to see here, except around the surrounding town. There is one museum, two motels, and three not very good places to eat.
- We are not big enough.

(2)

- I don't know.
- If you have an UTV or ATV and don't mind eating clouds of dust and noise, then this is the place for you.
- People have a hard time finding places to eat and places to stay.
- We don't have a variety of food options or hotels available.

(3)

- A little town.
- Beautiful area.
- Everything is mediocre in Ephraim.
- I feel our community has the ability to provide visitors a positive experience. However, the majority of our residents do not enjoy tourists visiting.
- If you are outdoors all the time, it's a fantastic place to be!
- It depends on the season, etc.
- Most of our community events are cultural in nature and not much different than what other Utah communities put on. It's not that attractive unless people have roots here.
- Most of the time. However, a lot of the people who live here have to travel for jobs. We really are a bedroom community.
- Not much infrastructure.
- Not much to do here. The people are not that friendly (most, not all).
- We don't have many options for eating or entertainment.
- We have places to visit and lots of history in the area.
- We have Snow College here, and they do have some good entertainment from time to time.
- We need more infrastructure to accommodate visitors. Trailheads lack restrooms, there are not enough dining or restaurant services. What we do have doesn't have enough staff to provide quality product and services.

(4)

- Able to provide good experiences.
- Again, not enough dining or shopping options to accommodate tourism.
- Businesses like the increase of capital.
- Friendly town.
- Good, welcoming community.
- I have limited knowledge of things to do in and around Milford. We need to invent new things to do.
- I think if they're willing to make this happen.
- I think we are a pleasant community, but we only offer high school spectator sports aside from the natural beauty we have.
- I think we are a welcoming community and when events come through town people are friendly.
- It doesn't matter what the event is, the county always welcomes visitors with open arms even if the locals don't want the event going on.
- It is a big focus of the community that the people are taken care of.
- It's beautiful and nice here.
- Manti is welcoming to all.
- May be crowded at popular times, but adequate.
- Most people here are welcoming and friendly. We lack on dining options and grocery options, but other than that...
- People here are super friendly.
- People keep coming.
- The community is friendly and offers good experiences.
- The increase of people only helps a few in business here and causes congestion for the rest.
- There are some positives, and they have a variety of things.
- We have made an effort to make our Main Street more attractive and to clean up eyesores in other areas of town.
- We need more places to eat and sleep, and a place where people can recreate – a public rec center.
- When there are events that don't include food, the restaurants are overwhelmed and people get frustrated and leave the restaurants because they're sick of the wait.

(5)

- Area is an outdoor draw for recreational activities and is promoted as such.
- County commissioners seem to always bring out the red carpet for events so visitors feel welcomed and want to come back. That's why I moved here.
- Easy access to great outdoor activities, wonderful cultural and art events throughout the year, and a main highway through town
- Everyone around here knows where Fish Lake is.
- Everyone I have ever met, when I tell them where I am from, always has positive things to say about it.
- Friendliness
- Good 'hang-in' there town!
- Have been for some time now.
- I think the community is very friendly and helpful.
- If we had the ability to offer more places to stay and dine for affordable prices, travelers could stay for longer periods of time and travel to all of the nearby surrounding opportunities.
- It is a beautiful little valley with great access to mountain and recreational options.
- It's a small town with a big heart.
- Local community is very friendly and open to tourists.
- Lots of outdoor activities
- Many positive comments over the years.
- Most if not all residents would be willing to come together to provide an amazing experience for any visitors.
- Most of the community is helpful and accommodating.
- Motels, eating places, and proximity to national parks, mountains, deserts.
- None needed.
- Our community actively seeks tourism events.
- Our community is smiling and friendly to tourists and alike people traveling through to add to the experience.
- People are very friendly and willing to talk to those traveling through. We have well over 1,200 miles of ATV trails, and miles and miles of bicycle trails that continue to be developed and already bring people from several states away. There is good hunting and fishing in several areas. National

Parks: Zion, 175 miles; Bryce Canyon, 101 miles; Capital Reef, 73 miles; Arches, 171 miles; Canyonlands, 249 miles. Simply said: We have the best of the world in our backyard. Oh, maybe I shouldn't have told you that.

- People seem to keep coming back to this regardless of possible health risks!!
- Plenty to see and experience.
- Pretty friendly small town.
- Quality and quantity of support groups.
- Salina appreciates visitors.
- Sanpete is a rural, agricultural-based small town and conservative community that attracts big city people who want to come here and change things back to what they tried to get away from. Because of greed, ego and political ambition, all of Utah is being affected this way.
- Small-town atmosphere with amenities and close proximity to the mountain.
- The ATV Jamboree.
- There are good stores and dining options. I think most of it would be on the mountain or around the ski resorts. They take care of people pretty good.
- There are great restaurants, motels, campgrounds, etc., and very friendly people.
- There are guides, restaurants, etc., to cater to tourism.
- There are many outdoor events that go on.
- This is a very small but classy college town.
- Very good drive-ins and take outs.
- We are a friendly and welcoming community, and we appreciate the opportunity to show off our wonderful area.
- We are just so isolated that there are not a lot of tourist things here.
- We do our very best to accommodate visitors.
- We have a nice area.
- We have good food and Airbnbs.
- We will be great.
- Yes, at the expense of the locals who reap no rewards, and they ruin our roads.
- Yes, we can accommodate all.

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?

- The state parks need to be pushed more. More promotion of state parks opposed to the Mighty 5. They are being pushed.
- Let's not turn into California.
- Emphasis should be on local input as a priority, and federal a very low second.
- This survey was hard to understand, and poorly written and worded.
- Tourism is great and a benefit to the community, but we as a community shouldn't have to alter or amend our way of life to make tourists feel welcome. We are who we are.
- Highway 89 is the scenic highway through Utah north to south. I live a block off US Highway 89.
- I believe tourism brings visitors which encourages more people to move to this area. I think they move here for the small-town atmosphere, but it's changing as the population increases.
- I would move, but due to the price of housing and lack of availability I can't.
- We need tourism!
- We as a whole do not want more people moving here. There is not enough places to rent or buy for our own people. I have a family that has spent almost 4 years living in motels because they have a service animal which happens to be a feline. And people will not rent to them and yet they rent to people with dogs. Motels charge \$100 a piece for a feline to live with them and that is unreasonable plus most Main Street motels are going to extended rooms so they can stay for 90 days and they have to get out and re-rent over again. Plus they are supposed to provide cooking facilities and a refrigerator and a separate sink to wash dishes in. This family was not even given the amenities of clean sheets or soap. They had to wash the motel towels and sheets on their own time and money. They

would not allow them to use the washing machine and dryers of the motel and no one will do a damned thing and make them stop. Now it is low season, and all rents should be going down, but they are not. They are paying. Can't someone do something about this? They need more housing here for renters and they need to make sure they are renters that will take care of their places, not people that move in and leave in the night without paying rent. To say I am pissed off and hate living here is to say the least and I have lived here since the mid 70's, and it is not right what is allowed to be happening here.

- Get rid of all the billboards on I-15. They are not only unsightly, but accident-prone causes. It makes us sound like druggies and drunks!
- I guess it's ok to let people visit if it's just a visit, but many of these visitors are beginning to move into our communities and want to change what we have. How can we discourage that?
- I would like to see more development and maintenance of campsites, also tourist rest areas on the Interstate.
- Let them come. We love most visitors. Some, but very few, wouldn't be as welcome. Those that riot and cause destruction can stay as far away from Utah as they can.
- Give each county equal amounts to promote their area as they would like.
- Not anymore. This pretty much covered this issue!!
- Our national parks and skiing are the biggest attractions. The state has done a good job promoting them. Money should not be spent on things that don't have wide appeal.
- I don't even have the opportunities I once had to the great areas that Utah offers, even the ones in my own backyard, due to all of the tourists and people ruining and overwhelming the area. I am a native born Utahn and have been watching Utah and its resources being sold out for money. Quality of life and certainly values have disintegrated due to tourism and the overwhelming influx of people.
- Overwhelmed.
- We have a great area for outdoor recreation activities. We lack in professional cultural events and activities. Local wages are low but with the increase of people coming to our area, housing has increased making it unaffordable for locals. There are fewer rentals for families due to homes being turned into nightly rentals. We have people and families living in motels and this decreases the amount of rooms available for travelers. Our city doesn't have the resources for management.
- We used to have a lot more tourism during Mormon Miracle Pageant. Our area misses the revenue generated from that tourism.
- I think every area of Utah is amazing. The whole state is amazing.
- Sanpete is a rural agricultural based small-town conservative community which attracts big city people who want to come here and change things back to what they tried to get away from. Because of greed, ego, and political ambition all of Utah is being affected this way.
- Make sure to keep things open for those of us who like to ride dirt bikes, especially on single track trails that are fully able to support hikers, mountain bikers, horses, as well as dirt bikes in respect to all who use them. It is hard to see trails continue to be opened and created for others, and areas limited to dirt bikes, when we often are those who respect and maintain many of these trails for the enjoyment of us and others.
- The Jeep Jamboree should not be during hunting season. It greatly disturbs the wildlife who go into hiding.
- Safety and police improvements for tourists and residents have not been addressed.
- I feel that people in their own towns and communities should be making local decisions, NOT THE STATE and especially not the FEDERAL GOVERNMENT!!
- Looks good.
- Smaller towns that would benefit from tourism refuse to change their stances on it and instead would rather watch the town become deserted than booming. Tourism could help, as well as establishing more retail places and campsites.
- Focus on the smaller communities
- Our county tourism board and leaders need to start using more modern resources such as social media. We need someone younger to attract more visitors.
- The state spends too much money on tourism which only benefits certain businesses.
- The Forest Service should build more campgrounds if they are going to

- continue to close popular locations that people have used for years.
- Salina isn't a tourist town.
- I think the tourism has made people come to our state then want to move here and change it. Too much of our state is federal or state ground and does nothing but hurt ranching
- Local government is good. Washington D.C. is a big problem when Democrats are in control.
- Lack of hotel rooms could be a problem as some of them are letting people live there monthly.
- I wish more emphasis would be on areas other than outdoor recreation.
- Money.
- Check with my mayor and its councils.
- The natural resources have been abused by visitors.
- Again, if the local public trails are opened to 66-inch UTV's, then the impact on the very few trails that are will decrease and the mountain roads will have far less traffic on them as the traffic is distributed on more than one road up and one road down. Giving more trails to visitors disperses the heavy concentrations of people and gets UTV's away from slower moving, larger vehicles. This will make everyone safer.
- Our town has a beautiful and capable venue for large events, such as mainstream concerts and trade shows, but it is only utilized for sporting events or small local events.
- Increase education on the responsibility of tourists. And increase the education of the many other things to do for tourism!
- They could do something more, but I'm also glad we're not Park City!
- I think some tourism is good for our local economy: lodging, fuel, eating, convenience stores. I would like to see our city become more of a destination than just a pass-through, but not like places like Moab.

IRON COUNTY

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?

None

- As far as I know, there are rarely, if ever, issues with accommodations for people from out of town.
- I feel like there are plenty of restaurants and hotels to cover the influx of people who are here for tourism.
- The community has had recent growth in number of hotel rooms.
- The infrastructure is set up to accommodate tourism and is growing.
- There are no places.
- This question makes no sense. Explain what?
- We are known as Festival City starting with the Utah summer games and ending with the Shakespeare Festival, so we have plenty of restaurants and many hotels in town.

A Few

- We usually get a ton of passing-through tourism.
- I don't see this as a significant issue. Capacity seems okay.
- I'm not happy with how crowded the roads are. Highway 14 can get extremely crowded on a busy weekend.
- Large school groups come at once. Hotels fill up fast.
- Local cities near national parks can get overwhelmed in peak tourist seasons.
- National parks within a short distance are overcrowded. Attractions such as Kanarrville Falls have restrictions.
- On occasion, the motels in town are all full.
- Parking for nearby national parks is quite limited.
- Seasonally, the national parks draw more in warmer weather and people may have to find lodging further away from those attractions. I attended an event near Midway in September and had to stay a town away but within easy driving. It is the same for around here.
- Some streets are closed down in the evening due to the Shakespearean Festival.
- Sometime traffic and parking can be terrible.

- The county fair is held here and parking gets hard to find to go anywhere local.
- There is only one small hotel/motel and a couple of short-term rentals.
- Tourism and growth is happening too fast.
- Traffic.
- Traffic needs to be addressed.
- We kind of run out of options when things get filled up.

Some

- Campgrounds in the forest are full. Trash is left in the mountains by folks from California. California folks are rude.
- Closures due to parking issues or maximum capacity.
- During the Shakespeare Festival hotels are full and most restaurants are closed on Sundays. During ski season the same problems exist.
- Hotels and restaurants are full for certain events.
- Housing is short for students, hotels get filled up quickly, and national parks are very crowded at times.
- I feel like our hospital is too small to accommodate our growing community. I can imagine this has an impact with visitors as well.
- I feel like sometimes your local restaurants or stores. There are times when you want to go out but there is an event so you choose to stay home because you know everything will be crowded. There is a need for more restaurants and more things to do in Cedar.
- National parks are overwhelmed to the point of not being enjoyable. We still do not have enough grocery stores to accommodate tourists, students, and the growing population.
- No thanks.
- Our roads are overcrowded.
- Parking and restaurants.
- Roads and restaurants are very busy and crowded.
- Roads are crowded. It's hard to go out to eat because there's always a wait and all restaurants are the same. We don't have enough retail stores for the people in our area, surrounding area, and tourists.
- Roads, dining establishments, and accommodations.
- Roads. Public transportation is a nightmare.
- Sporting facilities, things to do.
- The number of visitors makes it difficult for those living here to access many of the recreation areas due to overcrowding and lack of parking.
- There are times when all hotels are booked out.
- There are times when the only housing available is in St. George, such as the Utah Summer Games.
- Traffic.
- We don't have enough retail shops or nice restaurants to accommodate travelers or locals.
- We don't have many large capacity venues, and there are only a few major streets in town. If there is a large population of visitors, things get a little congested on our small roads.
- We have Utah Summer Games and the Utah Shakespearean Festival in the summer months.
- We need more museums and guided tours; not only Mormon, but Catholic and other religions as well.
- Zion National Park.

Many

- Admission prices have gone up, accessibility has gone down, move-ins have increased, and then they complain because it's not like what they left behind.
- It's hard to not be angered by visitors who treat the area poorly, as well as locals, all as well as poorly planned roads, for the amount of traffic.
- I've lived in my same town my whole life. There are places that I used to go and not see anybody. Now you can't even find a parking spot.
- Locals can no longer visit the national parks due to overcrowding. All local businesses are packed at all hours, the local roadways cannot accommodate the current traffic!
- Mainly downtown during festivals. It gets crowded and I fear for safety of others.
- Many places are overrun by tourists so locals can't even go to these places.
- Many times our community is so populated with tourists that it is difficult for the local community to live their normal lives.
- Most locations have seat limits that are at capacity.

- Most places, especially outdoors, are overcrowded.
- Overcrowded in all areas.
- Overcrowding at Zion, Duck Creek, and most of the Dixie National Forest.
- Overcrowding in most of the hiking and parks in the areas.
- Places are already sold-out months in advance.
- Restaurants are packed and hikes are packed, more specifically during peak seasons.
- Road capacity.
- Roads are busy. And there aren't enough restaurants in Hurricane, so they all struggle to keep up with demand.
- There are many places where too many tourists are ruining the area, making for an unenjoyable experience.
- Too many people!!!!!!
- Zion National Park is in close proximity and consistently receives more visitors than can be accommodated.

All

- Overcrowded! Not enough recreation to go around or workers to maintain.
- Stop trying to California my Utah.
- The forest is full of people.
- We do not need more people in Southern Utah!!!!!!

Don't Know

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." And why do you say that?

(1)

- Too many people.

(2)

- Hurricane has very little to provide for tourists as far as dining, entertainment, and shopping goes.
- In Parowan City businesses and residents could definitely improve and accommodate better the visitor experience by providing more services, friendlier employees, more options, and more help as tourists visit this community.
- We can't accommodate a Californian.

(3)

- I am not sure. I live here and so don't see the visitors.
- It depends upon the visitor and what they came to the area for.
- It's pretty good, but the quality level needs improvement.
- Not enough workers.
- Smaller businesses, like restaurants, need help during off-peak months. There needs to be some benefit to offer seasonal workers in helping them to come back.
- The shopping closes early during the week and is closed Sunday.
- We don't have enough amenities. (2)
- We've grown too far.

(4)

- All good.
- Between the mountains, federal parks, and cultural events (plays, concerts) there is plenty to see and do as long as government doesn't stop these things due to COVID. When the community is used to travelers from around the globe to bring in tourism dollars, to have these venues closed severely affects the incomes of multiple groups. Not to mention the increasing gas costs. It can almost bring about a collapse of a small town like ours.
- Cedar is still a small town, but when there are surges in visitors the city struggles.
- Due to the amount of access tourism brings.
- I don't really pay a lot of attention to tourism specifically, but we do have a few local festivals, a university, and a lot of neat options for outdoorsy

activities that people seem to enjoy and sometimes actually come here for.

- I think the visitor experience is good. I'm not sure it's good for the residents because the roads are so crowded.
 - I think there is room to improve.
 - I think we could have a better variety of dining options and lodging could be improved. There are no top-quality lodging choices.
 - I would hope that our community members are accepting and kind!
 - It has potential.
 - It's able to provide a positive visitor experience.
 - It's a charming place.
 - Locally we have many arts to see and sporting events.
 - Lots of wide open spaces.
 - Most post people have a good time.
 - Our town has been an area that many tourists have stopped or passed through for many decades. We are tourist focused.
 - Overall, I believe we do provide a positive experience.
 - People are very friendly to visitors.
 - Pretty positive, in most cases.
 - Several hotels and dining.
 - Sure. I think that it's chill here.
 - The arts.
 - There are some things that are fun to do in this area that visitors could do to have fun.
 - Traffic is crazy.
 - Unique places to eat without a lot of detour driving. Easy on and off the freeway.
 - Usually.
 - Usually but crowded.
 - Visitors think it's a beautiful place.
 - We are welcoming.
 - We do all we can to make it a pleasant experience for all.
 - We do have things in place for tourism, like attractions. They seem to do the job and bring people in.
 - We do our best.
 - We have lots of hotels and restaurants.
 - We need more shopping and more variety in restaurants. Our infrastructure, or roads, are poorly planned, and parking is an issue in downtown and other strip mall shopping areas.
 - Well, they keep coming so it must be a good experience.
 - Yes, but more can be done.
- #### (5)
- A clean city.
 - A lot of opportunities.
 - Everyone loves it here.
 - Friendly, clean, natural atmosphere; beautiful town with quaint shops and amenities.
 - Good exposure, many visitors come back.
 - I feel like there is definitely room for improvement, but overall tourists seem pretty satisfied.
 - I think Cedar City does a good job of leveraging access to the surrounding natural attractions while promoting the cultural attractions, such as the Shakespeare Festival, other festivals and celebrations throughout the year, and the small but active arts community, to include the Southern Utah Museum of Art. There is certainly room for improvement, but for a town this size there are some awesome opportunities, and they do attract tourism.
 - It's welcoming and scenic with lots to do.
 - Local people are friendly.
 - Lots to do and see.
 - Many activities and opportunities to take in: hiking, biking, art and shows!
 - Many amenities and varying experiences culturally, in the arts and in the outdoors.
 - Many amenities, the people are very welcoming and friendly.
 - Our town businesses provide great quality and atmosphere.
 - Our whole community of Cedar City is developed around the experience of the tourist.
 - People are friendly here.
 - People are friendly.
 - People say how much they love our town.

- Shakespeare Festival, SUU sports, many outdoor experiences, museums, musical performances, etc.
- The community volunteers to help support and it's the reason why others visit.
- The number of events, restaurants, hotels, etc., all help to provide a positive experience for visitors.
- The people in the area are very friendly and helpful when someone needs something.
- The problem is the focus is all on tourism only; not the wage scale, not the housing or the cost of living in Cedar City. We should also take care of the residents that stayed here and made Cedar City prosper. We need affordable housing, to lower the cost of living, and remove 50% of what taxes we pay and provide incentives to local businesses to raise the wage scale.
- This area, Cedar City, just has a great common personality that charms visitors for any reason they may get here.
- This community is a community full of persons who choose excellence as the minimum acceptable outcome of their efforts.
- This community is both friendly and open to providing tourism a positive experience.
- Too many tourists.
- Tourists willing to explore less-used venues can have an enjoyable time. Those who are drawn here for the "Big Five" campaign will be frustrated.
- We are geared for tourism.
- We are the festival city. We have good, down home patriotic Americans with wholesome Christian values and a pro-American outlook.
- We have a lot of outlets and activities for visitors.
- We have lots of fun and engaging activities.
- We have many cultural and arts events to offer and festivals all summer. Also, we have outdoor hiking and trails and parks!!
- Welcoming.
- Keep promoting tourism in Utah.
- I believe tourism should be encouraged and supported, sometimes even beyond more traditional industries and commercial enterprises. There obviously has to be a balance between these two things, such as between mining or grazing and tourism. But the former should not necessarily be promoted at the expense of the latter, and sometimes tourism is the superior choice when a decision has to be made. I'm thinking especially (though not exclusively) in terms of the unparalleled outdoor recreation opportunities Utah enjoys.
- Maybe the crowds can be spread all over the state beyond the national parks and ski mountains.
- Put MUCH less money into advertising and promotion and more into improving infrastructure and paying the public servants who maintain and run recreational areas (not management).
- Utah should own all of its lands, manage its own lands, and not the federal government. Locals know better than Washington bureaucrats how to manage the places they live.
- Stop trying to California my Utah.
- As a local to Utah, there are certain places I used to go enjoy but can no longer because it is too crowded.
- Again, stop promoting Utah. We already have too many people that are destroying our way of life and diminishing our natural resources. I love Utah and tourism is ruining it for all of us!
- Nothing, because no one listens anyway.
- I wish our local government was open to new ideas. We paid to have a huge survey done and the guy came up with so many good ideas and very few were actually put into place.
- Where possible, state funding should be given to local areas to develop their local tourism to align with county master plans.
- Natural resources, the lack thereof, and we keep building more and more homes.
- Government will screw it up if they get involved.
- Encouraging visitors to respect the areas they visit as we do the same wherever we go.
- More education for everyone re: environmental impact
- I am but a 1-year resident and I would prefer to have more experience before commenting.
- Cedar City needs to put left turn lights on all 5 traffic lights, from midtown to the library, to reduce accidents and protect locals.
- Lower costs of flights in and out of St. George and Cedar City.
- Residents are finding it harder to be able to enter parks and enjoy our local amenities.
- Make public meetings better known to the public so voices can be heard!
- Lack of customer service among service related employees has become an issue in our community. Like many places in the country, the lack of workforce is a problem here. I don't have a solution for this problem, but those employees we do have need to be trained on customer service.
- More infrastructure needs.
- Better advertisement of trails
- Tourism is more important in some areas than others. Some of us like our small communities.
- Would like more info.
- The tourism office (state & county) should help smaller communities within their local government understand the importance of tourism, tax revenue, and resources available to that specific community. Parowan definitely needs help understanding the "why" tourism is so vital to a community that refuses to grow responsibly. Collaborate with the different communities so that they can all be on the same page when it comes to tourism, funding, events, projects, service, training, and recreation for their own residents.

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?

- Thank you.
- Overcrowding. The increased targeting of tourism has made it difficult to enjoy national parks. It's almost impossible to get into Zion regularly because of how quickly parking is full. It's similar in other areas as well.
- Tourism is not the only thing we should be promoting in Utah.
- Governments local/state are not the source for solutions. Governments tend to be an obstacle under the guise of "help." Local people should determine what is best and governments help support those initiatives.
- Before inviting people, be prepared instead of playing catch up. In other words, think things all the way through. Do things right the first time.
- More culture! Due to the high demand in housing we are losing the farm town Cedar used to be. Pretty soon there won't be a lot to tour if that continues. Native American culture needs to be added into the agenda. There's not many tourists I've met that have seen or know much about the culture or the foods.
- Seems complete.
- There is really not a lot of tourism in Parowan. In Cedar City there is the Shakespeare Festival and it's close to national parks.
- I would like to see Cedar City's lighthouse get some upkeep. That was one of the reasons we moved here some 22 years ago.
- I know tourism is important to Utah, but I don't think the current infrastructure supports it well enough to make it comfortable for residents.
- Educate visitors not to abuse the land and follow OHV rules.
- Lock the door and throw away the key!
- Quit promoting the national parks. Do not make Bears Ears a national monument. Too many tourists are ruining our state.

WASHINGTON COUNTY (EXCLUDING SPRINGDALE AREA)

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

None

- Close to Zion, but there's plenty of other places to go.
- No events are big enough to cause issues with accommodations.
- Plenty of housing and food options.
- Spread out pretty well.
- They are able to accommodate very large crowds over here, they have done a good job over here and can hold large groups.
- We live in the outskirts of where the tourism happens in our county, so we don't feel the effects of tourism. Our town is not on the way to any significant sights to see so we don't get the traffic that comes with tourism.

A Few

- At seasonal "highs" a few of the great little secret's here in Hurricane, Utah (the Gateway to the Parks), like Main Street Cafe can get frustrating to us locals. But if you ask me where to go, it's always my first recommendation.
- During holidays there are a few streets that can't handle the amount of drivers.
- Increased attendance to state and national parks that make it less accessible for the local community.
- Lodging can be an issue for a few of the city sell-out events.
- Not enough parking and traffic flow. They are planning poorly.
- Not very many.
- Roads and transportation, such as flights to our airport, bus services to relieve congestion.
- Some attractions are being overrun and commercialization of those attractions seem to have no end in sight.
- Sometimes restaurants are full. I wish we had more options.
- Sometimes Tuacahn and Zion National Park.
- The Dixie Center.
- The only time accommodation becomes a problem is when there are events in towns such as the Ironman.
- There's not a lot that are affected by tourism.
- Traffic is impacted.
- Traffic overload, lodging.
- Very seldom.

Some

- At certain times of the year and events like marathons, triathlons, and Parade of Homes, St George isn't able to fit the amount of people the event brings in.
- Certain events create a shortage of places to stay.
- Certain times of the year it's hard to get a hotel room.
- During busy periods, traffic can be very heavy, trails crowded, and restaurants packed.
- Freeways and roads are very congested. We are going to have water problems in the coming years.
- Good place.
- Hotels, restaurants.
- Housing that would be rented to families have become Airbnb's, limiting opportunities for families and others to live affordably. Additionally, tourism traffic creates unsafe driving situations partly due to the somewhat rural nature of the county areas where state and national parks are located. It is also beginning to affect air quality, bringing hazy, polluted air into our area that has never had air pollution in the past.
- Infrastructure.
- It's overly congested and we lack water. We need to stop promoting tourism here.
- More people mean a less enjoyable outdoor experience.
- Mostly hearsay. Locals mostly know where and when to stay away from these areas. Recreation is abundant in the area so there is always places to

- go with an open mind.
- National and state parks have lots of visitors. Races and senior games bring in a lot of people.
- Not enough affordable housing for students going to school. Not enough dining places that stay open later at night.
- Not enough hotels. They should allow Airbnb to help with this issue. We also could use more eating places.
- On the roads, specifically the Boulevard and River Road. We have many out-of-staters clogging the roads near the interstate ramps and major dining/shopping. It makes getting around much more frustrating.
- Our area is one of the fastest growing cities in the nation. It's really hard to keep up with the growth of the population. On top of that, people coming from all over the world. It's hard to keep up with lodging and housing for that many people.
- Our community is able to handle normal tourism, but when we have sporting events like Ironman then it is not enough.
- Our infrastructure (roads) cannot handle the amount of traffic we have anymore. It seems traffic is always heavy and ridiculously so on weekends, holidays, and when events are taking place in our community (marathons, Ironman, senior games, baseball and soccer tournaments, etc.).
- Parking is always an issue during peak periods.
- Roads.
- Roads are very congested at times, restaurants are sometimes inundated, and there is not enough parking.
- Roads aren't built for the amount of people. Often can't get into national parks due to overcrowding.
- Sand Hollow Reservoir, Quail Lake, and other outdoor recreation are sometimes overcrowded.
- Some areas get crowded on weekends.
- Some days at Zion National Park it gets very crowded.
- Some of our national parks draw more people than the park can accommodate, such as Zion National Park.
- Some weekends, when there's a large event, roads get very congested. Overall, it's not a problem.
- The answer chosen is self-explanatory.
- The campgrounds in Pine Valley are being negatively impacted by people from out of our local area.
- The hospital frequently is full of people from out of town. It needs to grow significantly still. The roads and traffic aren't set up for the extra growth we have had and tourism too.
- The number of visitors to national parks, especially Zion, is more than the park can accommodate.
- There are large events that transportation amenities are limited.
- They're having to put high density housing here and it's making the housing market through the roof. It keeps increasing more and more, same as rentals, so original residents can't afford to live here.
- This is a very small and close-knit community. Mostly tourists just go right on by.
- Traffic from tourism deters me from attending some local events.
- Traffic is a problem at Green Springs and St. George Blvd.
- Traffic is horrible and often locals will not participate in tourism-based attractions or even go out of the house when big events are here.
- Traffic through Hurricane on SR-9 is a bit much at times. I think we would benefit from an alternate route to Zion. Restaurants in the St. George area are generally packed, with long waits on the weekends. We would benefit greatly from additional restaurants opening in the area.
- Very little.
- Waiting in lines at some restaurants.
- We don't have enough employees or water. The visitors have driven housing costs up beyond affordable for many.
- We have to wait 1-2 hours to get into a nice restaurant on a Friday or Saturday evening.
- When it comes to traffic, our infrastructure is quite drained to handle the huge influx of people at times.
- When we have a lot of people come into town, it's very difficult to get around town. And going out to eat becomes ridiculous.
- Zion Canyon can no longer be driven by car, you must use the bus. And Zion campsites are impossible to get most times of the year.
- Zion is very cramped.

- Zion National Park is overrun with tourists; locals seldom go any more. There are more areas as well, but Zion is extreme. As a local, I go farther and farther out to enjoy the outdoors, away from the chaos.
- Zion National Park, Snow Canyon State Park.

Many

- Climbing areas in Snow Canyon, Black Rocks, and Chuckwalla can be difficult for access.
- Considering natural parks and outdoor areas that are consistently getting trashed and are completely full. There are not enough houses for people since folks are moving here or buying vacation homes. Even supermarkets are consistently packed with no parking.
- Far too many visitors not respecting our properties and resources.
- Hotel and restaurants are so full at times during the year that I just want to stay home.
- Hotels, traffic, and cost of living have gone up in Price
- I don't mind tourism in my area or surrounding area, I just don't like the traffic every time there's an event. Although tourism generates income, I guess that's a positive effect.
- If you're going to Zion, but you're not here by 9 in the morning there's no place to park. If anything big is going on you might as well give up on parking anywhere.
- Ironman.
- It is a cluster.
- It is very difficult to go out and enjoy the local attractions like Zion National Park for locals. Most of the time the local restaurants are packed and the wait to dine is long.
- It's almost impossible to hike without a crowd.
- Lack of opportunities for residents, poor quality of life.
- Lack of restaurants and housing.
- Lots of vacation houses, but they sometimes seem more than actual affordable houses.
- Major events strain the small number of gas stations, restaurants, and grocery stores. This area lacks parking and infrastructure to handle events. Too many vacation homes, not enough single-family residential housing for families that want to move in and stay to create a strong sense of community.
- Minimal dining options, most reservoirs in my area are over capacity, hiking areas are slightly crowded, etc.
- More people sucks for residents, but it's only for a short period of time, typically.
- Need more hotels and eating establishments. Locals can't enjoy amenities many times throughout the year due to tourists. Wait times at restaurants are ridiculous.
- Our roads are overcrowded when events and holidays come to town.
- Overall traffic. Zion National Park and Snow Canyon State Park are overwhelmed.
- Parks are at capacity at many times because of sporting events. Reservoirs are often at capacity. Zion National Park is like Disneyland, Snow Canyon is not much better. Mountain bike trails are degrading.
- Parks, roads, hikes, trails, and off-highway areas are less enjoyable and overcrowded. They are getting overused.
- Restaurants and access to parks/outdoor activities is too busy to enjoy during high peak tourist days.
- Roads get too congested, dining out is too full, and recreation areas have WAY too many people
- Springdale's infrastructure cannot handle the tourist population.
- State and national parks are a nightmare to visit most of the year.
- The constant advertising by the state and business community is causing massive increases in tourism. This limits access and causes environmental harm to the natural resources. It appears that profit is the primary motive for all of the efforts to increase tourism.
- The Gunlock waterfalls were overrun with tourists when they last ran. Sand Hollow State Park routinely closed because it was at capacity and many of those visiting were tourists, so locals cannot enjoy their own area if too many tourists arrive.
- The number of restaurants may have increased slightly, but the wait time to get seated and served is generally 90 minutes or more. Local infrastructure does not keep up with traffic. Must sit through certain stoplights three to four times to get through an intersection.
- The town is overrun by tourism, it makes it hard for locals. Streets are overcrowded due to tourism.
- There are places that are too crowded.
- There are too many people coming into the area. It is hard for the people who live here to enjoy our area. The national parks in our area are being trashed and overwhelmed by tourists.
- There is no need to promote this area for a long time. The parks are being overrun, traffic is a nightmare, more and more trouble in the area and generally changing the entire county for the worse.
- There is simply not enough room for the amount of people that travel to the national parks. They get super crowded, and the egress and digress is very limited which causes traffic problems.
- There isn't a weekend or weeknight that the locals can go out to dinner and have less than a 30 minute wait time. Trying to go hiking? The trails are so packed anymore and trash is all over that the rules and regulations are going crazy making so many public areas now closed so locals can't enjoy them either.
- This could be partially caused by Covid, but there are a lot of wait times. Also, there are a lot of traffic and infrastructure issues.
- Too fast grown in housing, area is not keeping up!
- Too many negative people and too many people everywhere.
- Too many things get clogged up when there is a marathon, so much so that things are brought to a crawl. There's not enough parking for those kind of things either.
- Tourism has made so many aware of the area, that there has been a huge influx of people. The influx has so overwhelmed shopping, dining, and such, that locals have a hard time meeting their needs. The retail needs can't keep up with the number of people.
- Traffic, increased smog layer noticed. Very difficult to get into businesses.
- Traffic. Number of good restaurants not enough during peak tourism times.
- Trails are overrun.
- We are overrun on weekends and holidays with people coming to the area. Too many Airbnbs.
- We constantly have sports tournaments, national races, and national parks that attract a lot of visitors. This puts a strain on infrastructure, restaurants, and sleeping arrangements.
- We get so many tourists that locals hardly have a chance to enjoy the amenities of our own town. Tourists don't really understand the negative and positive effect they have on our little town.
- We rarely visit Snow Canyon or Zion because of the crowds. The other hiking trails are very crowded as well. The mountain bike trails have really been abused with very little maintenance performed and there is no expansion of trail systems in the St. George area. The side-by-side crowds in Warner Valley are insane and tend to create large trails where there were just single track trails only months previous. Sand Hollow and Quail Creek are almost unbearable and dangerous to boat on with so many boats and people every day of the week. People come to St. George for the recreation, but it is being loved to death.
- When there are so many tourists around that locals can't enjoy their own communities, there's a problem. It's becoming less and less enjoyable to spend time taking in local recreation areas. Any place you pull up to, the license plates in the parking lot are overwhelmingly from out of state. I know growth can't be stopped, but I hate it.
- When there is a big event, the traffic is awful and being able to eat at a restaurant is going to take forever. We generally avoid going out at all when an event is going on in town.
- Zion and the state parks, the garbage has been thrown out all over and we don't have the abilities of the park employees to handle that. Zion has gotten trashed from graffiti and feces right off the trail.
- Zion is about to start turning people away.
- Zion is overcrowded, as is Snow Canyon.
- Zion is overcrowded. Our streets are so busy that kids almost get hit or get hit on a regular basis; my son almost twice last year alone. We need a land bridge or two across SR-9. Dining is also crowded.
- Zion National Park gets so packed with cars and people that it really isn't enjoyable to visit anymore. It's difficult to get into the park and you can't find those quiet spots to enjoy nature without tons of other people around you.

- Zion National Park is overrun and overcrowded. Too many tourists, locals are not able to enjoy a nice park experience. Tuacahn, there is only 1 road in and out, traffic is congested. Ironman and St. George marathon, the traffic is terrible during large events in St. George.
- Zion National Park, hotels and restaurants are always full.
- Zion Park, just try to drive there.

All

- Restaurants are always full, parking lots are always full, traffic is horrific, and wrecks are worse. Most of our hikes and outdoor activities are so full you can't find parking.
- The roads can't handle who lives here normally and add tourists who don't know where they are going and it makes it even worse to get around.
- The world has found Utah. It's a beautiful place, but people are coming here more and more. We have lots of open space, so the lockdown attracted lots of people.
- There are lots of Airbnb's, new hotels, and VRBO's. Plenty of places tourists can stay.
- This was a nice place, but now there are so many people it's like going to California. They paved paradise and put in a parking lot so everyone can stand in line.
- Tourists and move-ins are loving Southern Utah to death. Too many people in this fragile desert environment.
- We do not have a road system to handle the traffic! The city is giving building permits but not keeping up on building more roads and sidewalks. Our few stores (Target, Costco) can't handle the crowds. The parks are full and getting trashed.
- We have many areas for tourists.
- We have very few restaurants. Infrastructure cannot handle the increased tourism.
- We never can swim at the city pool, there are too many from out of town. They take over and grocery items at stores are gone because of tourism.

Don't Know

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." And why do you say that?

(1)

- Too many people.
- Very few amenities!!!

(2)

- Not really.
- Overcrowded.
- People are not friendly.
- Success in bringing too many people (some of the wrong element), congesting streets, dining out is impossible at times.

(3)

- Again, retail and restaurant choices are dismal. We need an IHOP, Panda Express, Del Taco, Jack in the Box, KFC, and Krispy Kreme as thousands pass through and stay for Zion. Our local fast food is pretty bad. There is a pinball arcade for those who can't do outdoor stuff. Lowe's or Home Depot. In my humble opinion, they built all these hotels and we have no decent place to go get breakfast. Of all, I think the Panda Express and IHOP would do very well out here.
- COVID has increased tourism in our mild climate. Not enough people want to work in restaurants, so service is slow and unpredictable, and the wait time is annoying. Hotels are booked. Our tourism bureau spends too much money publicizing our area, begging people to come here. It's out of control. The visitor has a bad experience due to overcrowding. The community can't enjoy doing anything but staying home due to too many visitors. Why not stop spending funds on begging outsiders to come here and use those funds to do something about traffic so people can actually enjoy the area? It's chaos with all of the softball and soccer tournaments,

- running races, and bike races. Traffic is a nightmare. Why can't there be some scheduling coordination throughout Washington County?
- Good as any other place.
- I feel like St. George is a beautiful town that is currently trying to cram as many folks in as we can, and that makes it less appealing to some due to traffic issues and big crowds of people at stores and restaurants.
- It's run down.
- Lack of parking, adequate shopping. Road infrastructure can't accommodate the influx of visitors. Poor planning here for growth
- Less is more.
- No accommodations.
- Probably, but we are way overstocked with visitors.
- So many people come here and seem to love it.
- Sometimes the expectations are higher than we can provide.
- The area has much recreation and there is always something available if you look for it. This is my opinion, and may not be that of the local populations.
- The business communities profit from tourism. The dollar appears to be the primary motive for all decisions.
- The cities are way behind the curve when it comes to one's ability to make it from one place to another. Also, new construction far exceeds the cities' ability to keep up.
- The quality of the natural surroundings is a huge bonus. There still aren't a ton of nightlife options for out of towners.
- The town is building more motels and RV parks, but not more restaurants.
- There are a number of B&B-type establishments, but very little in the way of dining and activities.
- We need better grocery stores, quality services, and dining experiences.
- We need more restaurants and shopping.
- Yes and no; there are a few new dining places, but wait times can be long.
- Yes, except for ease of transportation and dining options.

(4)

- A better variety of restaurants and activities.
- At work I speak with various folk and most claim to enjoy the area.
- Beautiful outdoor activities available.
- For the most part.
- Friendly, outdoors, down-to-earth kind of people.
- Great and kind people here.
- Great place to visit. Lack of infrastructure and opportunities for residents who live here to recreate, dine out, etc.
- Great scenery.
- Have a number of exceptional places to see.
- I don't have anything negative to say.
- I don't hear much bad about my community from outsiders.
- I feel the community can meet the needs of the visitors, but the living experience for the locals is declining due to too many people. I don't believe that the visitors notice much.
- I think it does since there's always a lot of people coming.
- I think people still have a good time when they come, but for the locals it is a change.
- I think that there are things they do really well, and there are other things that if they really looked at it... rather than bringing people in the middle of town, they inconvenience residents when they do that. People are still going to come to the downtown area.
- I think the whole community does a good job making sure outside people are taken care of.
- I'm not a visitor so not sure!
- It is a nice area. It is a good time here, just busy.
- It is beautiful.
- It is difficult to find restaurants that serve alcohol. Tourists don't understand not being able to have a cocktail with dinner.
- It's all directed to tourism. Forget the locals.
- Lots of tourist traps here
- Most of the people and the tourists get along fine.
- Natural beauty and parks are provided.
- Needs improvement.
- Our area is full of vacation rentals.
- Plenty to do if they like the outdoors. I wish there were more family and younger kid activities.
- Quality of dining opportunities is poor.

- Scenery alone is beautiful. Lots of outdoor options available if you got the money or know where to go.
- Small town vibes.
- St. George is known for its beautiful scenery and outdoor activities, and the town people are very accommodating and willing to help any way they can to make your visit a positive one.
- The area is so beautiful that, even without proper accommodations, people always come back.
- Too many people bottle necking the paths in Zion.
- Very friendly community.
- Views.
- We don't have a plethora of entertainment options, but there are many different types of options. For example, Tuacahn Amphitheater offers great shows. There are different types of outdoor experiences year-round, and there are many restaurants and dining establishments to choose from. There is the issue that many places are not open on Sunday which causes problems for some who visit here.
- We have a great tourism office.
- We have cool stuff here.
- We live in a pretty place.
- We offer a number of outdoor activities that visitors can access on their own and at their own pace.
- Who wouldn't love it here? That's the problem. We are too welcoming and enjoyable. Everyone that visits wants to stay.
- Yes, mostly. The locals may feel a little displaced, though.
- Yes, we are welcoming, but we have too many visitors and it's getting more hard to be welcoming.

(5)

- A lot of variety.
- Always something to do.
- Beautiful hikes and outdoor entertainment, lots of activities all the time.
- Because of the organization over here and how they do the events here for so long. They have gotten good at it. I have been impressed moving over here because I lived in the Moab side of the state.
- Great outdoor recreation opportunities.
- Great weather, national parks nearby, fantastic sport venues, friendly locals.
- Hurricane is an awesome community and I hope people feel welcome.
- I feel that our community is very accommodating.
- I love meeting people.
- I think the community leaders do a good job of having events and resources to attract visitors.
- I think we can provide a good experience. The number of hotels has exploded lately, but with a somewhat negative impact on quality of life for residents, including housing prices going up so fast that no one can keep up. We have a good income and have wanted to build or buy a newer home, but are starting to feel like we are priced out of options that would have been very affordable for us just a year or so ago.
- I think we're friendly and welcoming, even though some visitors aren't as kind or good at taking care of nature.
- I would hope that we are friendly and helpful to our visitors.
- It's St. George.
- Know the area and provide great ways to enjoy and show it off.
- Locals are very friendly and the hospitality in this town is amazing.
- Lots of accommodations, amenities, and activities.
- Lots of entertainment and activities.
- Lots of good amenities for visitors.
- Lots of lodging and dining – accommodations, great escape from Wasatch Front.
- Lots to offer.
- Many enjoyable experiences like national parks, reservoirs, live theater, camping and many shopping experiences.
- Most citizens are welcoming and realize there are benefits that outweigh the negative effects.
- Most visitors love coming here.
- Nice area
- Of course we CAN provide a positive experience, but when thousands of extra people come weekly it gets frustrating.
- Our area is very friendly and welcoming to visitors and has abundant volunteers.
- Our community has really tuned in to tourism and people try to create

- positive experiences.
- Our community supports tourism.
- Our economy is driven by tourist and retirement dollars, so we structure items to handle accordingly.
- People and weather.
- People are friendly.
- People are still pretty positive, but pretending St. George has a small-town feel is becoming a stretch.
- People are very nice here.
- People here are very friendly.
- People work hard in this area.
- Santa Clara is well maintained and a welcoming community.
- St. George has always been a tourist destination. The city and county government place a high emphasis on drawing and hosting tourism-related events.
- The cities surrounding and the many attractions here focus on providing for tourists. A lot of money is spent on amenities. Tons of hotels have been approved to be built.
- The city does a great job planning.
- The community is aware of the importance of tourism.
- The limited resources we have are a minor inconvenience to the visitors to the area versus the residents who deal with it significantly more frequently.
- The limiting factor is insufficient workforce.
- The masses who come here apparently love it.
- The people here are very friendly and welcoming to visitors.
- There are a lot of volunteers in St. George that love to help.
- There are a number of things to do in this town, especially if you like the outdoors.
- There are many hotels and restaurants and a variety of activities.
- There are natural resources, great weather, trails for biking and walking, but we still need many more dining options.
- There is no WinCo, but there are other retail stores. Food service is affected as every shop, restaurant, and joint is in need of workers.
- These towns have wonderful, open, loving people.
- They are built for the visitors.
- They just keep coming.
- They like it, or they wouldn't come back.
- This is a beautiful area with a great diversity of activities to see and do and participate in.
- Tourism breeds a friendly small business environment.
- Tourists are generally treated well.
- Tuacahn, the natural beauty, hiking in the red rocks of Southern Utah.
- We are generally a kind and welcoming community.
- We are welcoming.
- We don't say 'don't come.'
- We have a lot of golf courses, nice weather, and excellent hiking and biking trails. It must be positive; they keep coming.
- We have lots to offer.
- We have many sporting programs and facilities that draw teams from other areas and several new motels or hotels have been built to accommodate the visitors.
- We have very nice people here.
- We served at the temple visitors' center. By far, the majority of visitors expressed a positive experience.
- We show people a good time, but the benefits of tourism to our community are not that great.
- We support tourism.
- We're the Gateway to the Parks. The area has something for everyone.
- Weather, great sports venues.
- Well, we're blessed with Zion National Park and the surrounding area. So, even a bad experience here is better than a good experience most places, but that has more to do with non-human factors.
- What's not to love about St. George?
- When we do have visitors, the local people are friendly and accommodate them.
- Year over year we continue to get increasingly more visitors.
- Yes, so much so that they all want to move here, overwhelming housing, and my kids can't live here.
- Yes, we have some landmarks that are good to visit and many people love the red rock for hikes, including Zion and hot air balloon rides.

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?

- Maybe when other states' parks are closed, that our parks should only be open to state residents.
- I think it was all covered.
- That was a good survey. My entire adult life has been in the tourism industry, so my family is dependent on tourism to sustain ourselves here in Utah. I am very pro-tourism. I am a general manager of resorts and I have been in this industry for my entire career. We come from a good state that understands tourism and very pro-active to have it to sustain our state.
- Damage is done. We just got to ride the ship till she sinks.
- The community does a good job with tourism and doesn't need government help unless it's with national parks.
- I think the biggest issue is transportation, trying to individually drive everyone's car to some of these places is not healthy for the environment. We have millions of people that see Zion and Bryce every year and the shuttle system has improved.
- Every summer when the weather is bad in Salt Lake, the weathermen say go to St. George, and I wish they didn't.
- This is a very different time, so it's hard to see how this will shake out. I'd love to keep our family moral standards and still be a part of the world. I don't want to be judgmental to other people, but they can affect the world in bad ways.
- I'm mostly concerned about the impact on the environment. There is constant haze that is creeping in from the southern part of Washington County. The air pollution and dust from construction is having a negative effect on the air in the community. I don't want it to end up like the Wasatch Front!
- In our area we need the roads and things like manhole cover hole fixed, stuff like that.
- People in my community complain about visitors. I recognize that tourism is what is driving our local economy.
- Tourism negatively affects the quality of life for local residents in Washington County.
- Make sure the traffic isn't too bad.
- Stop promoting tourism.
- The price of homes and rent availability.
- We need to do a better job of discouraging littering and dumping on public lands and private lands.
- Utah doesn't need to advertise itself.
- Greater Zion tourism board is useless and doesn't listen to the community and is a total fraud!
- Most concerns were answered.
- More affordable housing for locals that are employed by an employer that is supported with tourism.
- More restaurants. Charge locals less for state parks, let tourists pay for the freedoms we get in Utah.
- The state and tourism interests have placed profit above all other considerations in spite of efforts to compromise.
- Take the tourist tax dollars and improve the roads, traffic control, law enforcement and support a 5-year freeze on new building permits. Slow things down.
- Requiring permits for non-residents (and limiting the number allowed per day) in our recreation areas would help the small-town magic stay intact SIGNIFICANTLY (Sand Hollow, Quail Lake, Kolob Reservoir, Zion National Park, etc.).
- Tourism is a dual-edged sword. Why are we pushing to overfill our parks, roads, and communities with more and more visitors? There are incentives in place for growth but at what cost? Overcrowded experiences, overpriced housing, powdered dusty overdriven trails, graffiti on sandstone, and a way of life lost. Is it all worth it?
- We need to do something about the lack of water that we're going to be containing West in the next couple of years or next decade. Lake Powell is not the answer. We need to cut back on green scape.
- My only issue with tourism is they make a mess and don't clean up. But I work for a ski resort and tourism is important for my job.
- Local input is vital. Federal government should stay out of local tourism.
- My impression is that tourists contribute somewhat to the rising costs and unavailability of housing to locals looking to purchase a first home as many homes are being sold as vacation rentals at prices locals are unable to meet.
- Always put residents first.
- Only negative feedback I've gotten from visitors is a familiar one about Utah. Liquor laws. Things being closed on Sunday, holidays, and hours of operation.
- Toddler friendly recreations and activities.
- I feel the state does a good job with tourism.
- When they hold races on our highways where we have to drive for work and they close the roads, it affects our commute considerably. We wish we had more info on road closures.
- Housing is screwed, too many people, homeless are getting out of control, and a&%holes need to go.
- Just stop.
- Provide more roads around the city to handle visitors so residents can get where they need to go in the city.
- Don't listen to Ryan Smith. He will ruin the Jazz before he is done, so don't let it happen to the state.
- I wish our natural resources were more accessible to the people that actually live here. Setting up discounts help, but I almost miss when things were only open to locals. For the first time I was able to take advantage of the things around me.
- Worst visitors that come here are from California. They are the one group that I would love to see stay away.
- Traffic, roads, etc.
- It is such a beautiful place to live but the community is getting a little too big. Water concerns living in a desert, and for our children to afford housing and find jobs here, is a concern.
- I strongly approve of peak period buses in Zion, but am glad we can still use our cars at less busy times. I think all trucks and buses should be banned from the tunnel.
- We have a water shortage and Washington County leaders keep building more condos and motels and no for their own finances and no water pressure at those of us who pay taxes here.
- Soon Utah will be out of water and Californiaized.
- I don't think holding the Ironman in St. George is a good thing. We really don't have the infrastructure to handle it.
- I think tourism is important to our community and I hope we continue to embrace it and improve on it.
- Trash is a problem that needs to be addressed.
- National parks protect our public lands. Leave Bears Ears and Grand Staircase alone!!!
- There are great bike trails for residents and tourists, but we've had a lot of accidents on the southern parkway between bikes and autos. Something needs to be there to keep bikers safer.
- Come and visit, spend your money, but go home. If you buy a home, come live in it. Don't put it in a rental pool.
- Access issues have certainly taken the spontaneity out of enjoying the incredible sites of the southern Utah for locals.
- I feel like the state is doing a great job. We have multiple businesses in Springdale and appreciate the campaigns you do.
- I'm concerned with the amount of trash and vandalism that our area has seen because of the influx of visitors. I wish there was a way to prevent that.
- Places in rural counties such as Wayne and Carbon need more publicity about what they have for tourists.
- None. I'm fairly ignorant on the topic
- Congestion from excess traffic.
- It is imperative that tourism has a minimal impact on tourism sites, this must be a top priority.
- The increase in traffic during events, vacant lands that are now getting full of houses, businesses.
- Please stop all ad campaigns for tourism in Utah, until there is an infrastructure to handle the crowds. What about water? How can we build more hotels, vacation rentals, golf courses with no water?
- More and more people have ruined this beautiful state. It's all greed for a few with no foresight for the future.
- Unaffordable housing.
- I believe that finding a balance between community and tourism is very

hard. It is no different here than it is in places we vacation. It's selfish to not want others to enjoy the majesty around us, but it negatively affects the lives of those who live here. The hardest thing for locals, I believe is the negative impact on the cost of living.

- Water, we need more but the pipeline is not the answer.
- Traffic in Southern Utah, it has gotten very congested. I see the only option is to bring certain main retailers and restaurants to us. Then we don't have to travel 30-40 miles roundtrip and the traffic would ease. We have already grown and now we need to do it right. Tourists, in my opinion, would appreciate the restaurant choice.
- I don't want to see local trails/resources closed to locals due to changing opinion of locals based on migration...from California. We value our way of life in Utah and wish to preserve it at absolutely all costs.
- Infrastructure.
- Our area is so popular that many people are moving here and/or purchasing second homes here. There have also been a huge number of short-term rentals spring up in the areas that allow it. These trends have driven home prices up so high in this area that many people can no longer afford to live here. While there may be interest in new retail, dining, and other facilities opening here. The wages paid in these industries are not enough to cover the cost of housing. Meanwhile, infrastructure is not adequately planned. Even the newest roads and bridges are not large enough to support immediate needs, much less an increase in tourism.
- I just feel residents need to see the benefit of so many tourists; pay, housing. Restaurants should not get away with paying two dollars an hour and relying on residents as well as tourists to pay their employees.
- Tourism is good for us.
- It's overwhelming the parks. We just aren't equipped to handle the number of visitors entering the national parks, for example.
- None, the survey was too lengthy. I was checking out at the end.
- One road into an area, the same road out is dangerous. The fires along I-15, exit 18, proved that.
- How to better regulate the amount of visitors to certain locations so as to better preserve the landscape, but still allow it to be observed and appreciated by those who want to see it.
- Tourism has led to an influx of out of state move-ins. Which has negatively affected our "small town" way of life. More crime, more congestion, and very high cost of living. Being local has been ruined, we can barely afford to live here and our kids struggle to stay and find affordable housing as young marrieds.
- Respect the community they visit.
- I hope our local and state government leaders will watch the effects of tourism in our area.
- I'm glad others like to come visit my community. I just wish the small-town vibes remained that made me fall in love with this area. Right now, the traffic situation is a real hassle and makes it harder for me to enjoy my everyday life around town.
- Would like to see a property tax decrease in areas of tourism to balance out the increase in consumer prices that are higher because of tourism.
- This was way too long.
- Need better stores and restaurants.
- Washington County travel council does what they want with zero regard to the negative impact their decisions have on residents. They waste funds on advertising our area out of state. When they do a tourism campaign they never use local companies. They go to Colorado or other areas to hire advertising firms to promote our area. Those out of state firms know nothing about our area. It's always about money, spending money and bringing in more tourists. Focus needs to revert back to those who live full time in Washington County. The travel board uses Greater Zion instead of Utah's Dixie. They did this with no input from residents. Greater Zion is a confusing slogan, they spent too much money to brand the area Greater Zion, it has backfired. There is no oversight, the board over travel seems like they just throw money to ad agencies and roll out whatever they sell to them. Our area is a national treasure. It is quickly eroding due to being overwhelmed by visitors. Of course we want tourism, we want cultural events, we want first rate events. But, the direction its going now, our area is being swamped with more visitors than the infrastructure can handle. Our quality of life has been compromised.
- Provide better, more affordable (for what locals make) housing.
- How to develop workforce and their quality of life is an important and difficult challenge.

- There have been trade-offs as my community has changed, due to tourism. There have been benefits to the local economy that supports ALL of us, but the growing pains have not always been kind to locals.
- We moved here twenty years ago when we retired, and hoped this would be our last home, but in the last five years the increase of people ruining the parks and increased traffic, noise, we are seriously thinking of moving. We know of a few couples that have already left the area.
- Some practical procedures can be put in place to help with some tourism issues. For example, Angels Landing needs to have a one-way stoplight (not literally) that directs traffic and makes it safe and feasible for people to go back and forth. Also, when businesses open targeting tourists -- the locals pay the price (it seems some businesses are not as concerned with repeat business because tourists are likely a one and done visit -- which means locals are left with a variety of businesses targeting tourists but not the locals themselves.)
- How tourism has impacted traffic and housing prices for residents.
- More stations for electric cars.
- We have plenty of tourists, we don't need to seek more tourists.
- I appreciate the parks management working on and implementing systems that limit the number of visitors permitted in the parks.
- I think the local area could enrich what it offers to visitors as far as cultural variety.
- Rent and house prices are out of control. Too many vacation/short-term rentals. Not enough money is put into maintaining and conserving southern Utah's environment.
- Utah is a beautiful state that has created its own rules and other people want to come from out of state and change it. You have to cover more how Utah was created.

KANE COUNTY

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?

None

- It's a really balanced little community. It's split up enough and has no box stores, and it's slow paced and laid back.
- No overflow. Everything is full but not overflowing
- Plenty of hotels and vacation rental by owners.
- Plenty of motels.
- Sometimes popular restaurants get crowded, but the tourists don't come here for the town. They come for the scenic surrounding area. So if you asked about crowding in outlying areas such as The Wave, or Zion, then sure, the crowding is an issue, but not directly in Kanab where people sleep, eat, gas up, and go.

A Few

- At times restaurants will be packed in the summer and locals cannot get in to eat. That is probably it.
- Friday nights in summer months can be hard to find quality and affordable accommodations.
- It affects the amount of housing available.
- Need more casual dining
- Need more jobs for returning children from college.
- So few restaurants that often we have to wait in line.
- Some places can accommodate the number of guests.
- There are a lot of Airbnbs. It affects the ability to do renting. When there isn't as many rentals it affects the area.
- There are few businesses where we do not have enough space to go around for the tourists. However, many businesses shut down in the off-season. So, there are one or two types of business that we don't have enough of due to not being able to be seasonal.
- There are too many people to be able to fit in the area.
- We don't have enough for older adults to do. But we have things for kids to do.

Some

- Dining. You have to wait so long for them.
- Fishing.
- Hotels and Airbnbs are efficient, but we lack adequate dining. Things are very expensive. We need affordable restaurants. We get approximately 200,000 tourists a year.
- I believe that they did not have enough space for all of the tourists.
- I think that with restaurants when there is a lot of tourism, there is not enough restaurants or variety.
- In our community tourists are #1, residents are not considered in many decisions.
- It's hard on the resources.
- Lack of parking available at trailheads. One way dirt roads are too busy for my comfort. Restaurants are too busy to get in.
- Long lines outside restaurants. Traffic is bad.
- National park access.
- Not enough restaurants or people willing to work at them.
- Our restaurants can be overcrowded and unable to serve every patron that would like to dine-in.
- Overcrowding of campgrounds and trails.
- People can't hire employees so places are not open.
- People like the area.
- Restaurant and hotel staffing is in short supply, primarily due to the cost of housing.
- Sometimes it is hard to go to dinner because there are so many people in town, or there might be activities that you would like to do but with all the tourists taking up spots they get the spots and as a resident it is hard to get.
- Sometimes there are too many people in camping places.
- The people that come here for tourism, they leave waste on trails, and they let their dogs leave waste.
- There are so many Airbnbs that it is difficult to find a place to live.
- There aren't enough people [workers] and housing for people to lodge, but it's not too crazy.
- There is not a lot of accommodations.
- They built more hotels here to help with that, but there is a lot and sometimes we don't have enough to get everything done, or restaurants.
- Too many tourists tear up our roads.
- Tourism in our area is related to summer activities and our businesses boom in the summer and shut down in the winter.
- We have plenty of places for the tourists to stay, but our biggest problem is not having any affordable or any housing for workers to stay and there is no public transportation of any kind in the area for anyone to get around. No taxis, buses, or even Uber.
- We have the traffic, but no places for people to stay or eat.
- We've had a number of motels that have come in. So I think it is about even.
- Zion isn't too far from us and there's a lot of people trying to come there.
- Zion, White Pocket, The Wave. The made up tourism sites like Belly of the Dragon, Sand Caves, and Detroit RipRap need infrastructure like restrooms and off-road, safe parking.

Many

- A lot of the hotels and Airbnbs fill up. There are more people in the summer.
- Extreme high cost for gas and groceries. Restaurants serve low quality food with high prices. Narrow streets with no room to widen and bad flooding from rain due to poor city planning.
- I can't go anywhere because of tourists.
- Natural wonders abound here and they are being overtaken by HOARDS of people wanting to visit them. They are being loved to DEATH.
- Our county was not ready for the huge wave of tourists and campers due to Covid!
- The number of people in those areas. We spend a lot of time outdoors and a lot of times nothing can support the popular areas.
- There are not enough workers in local restaurants to accommodate the amount of tourism.
- There are staffing issues at most restaurants and shops. Plenty of places to stay and things to do, but there is a bottle neck on staff.
- Too many tourists in our area are ruining the small town atmosphere.
- Too many visitors and not enough devices make prices a lot higher for

- locals. Not enough housing for families, hence not enough work force.
- Too many visitors in high season, too many locals renting out their homes for nightly rentals, hurting affordability for locals who want to live here year-round.
- Too many visitors, not enough places to eat. Locals can't get in to the few places there are to eat because the lines are too long. Too many tourists! Recreation places that used to be fun to visit as a local are now overcrowded with too many tourists!
- Tourism has destroyed many outdoor places/locations I grew up going to and loving. All the dirt roads are absolutely destroyed now. We can't go anywhere without there being a million people. Go away tourists!
- Tourism in Kane County put a strain on all of our infrastructure. Our county put the moneys for stuff like TRT taxes back into tourism type stuff like conference centers, golf courses, and busses. They need some money for roads, first responders, and affordable housing. Overall, tourism drains far more then it put back!
- We have a small campground with 20 sites and 3 other type of places that haven't operated in 3 years.
- We have The Wave here, which is extremely popular.
- With all the Airbnbs there isn't enough housing for employees or residents at affordable rates.

All

- Everything is always overflowing with tourists who ruin the quality of life for lifelong residents and the jobs don't pay a livable wage. Because of tourism, we have so many vacation rentals and no affordable housing for people who work in the service industry. It's so bad here. You can't enjoy your own back yard without swarms of tourists EVERYWHERE!!!!
- Everything is geared to tourists. Everything is priced out of the residents' reach. No family-oriented, affordable dining, especially for breakfast. We didn't move here 45 years ago to live in Disneyland.
- I don't believe we have the infrastructure to support the visitors that come to Kane County and the locals suffer more than anyone. The cost of living and quantity of jobs to support a healthy community isn't there, or sustainable. Businesses target tourism, versus locals.
- It has become too much.
- Locals now have NO opportunities to experience the local area without LITERALLY getting run over by tourists in cars, side by sides and ATV's.
- The tourism is greater than the land can handle. Resources cannot be renewed. Not quality experiences. You cannot build another Zion.
- There are way more tourists than the community can support.
- Too many people everywhere.
- We can't eat out because it is overcrowded, hotels are crowded and not just in one city, it is all over.
- We get a ton of tourists here and there is not a lot of places for them to be.
- We have more visitors than we can handle. There are more businesses than can be manned. No housing, not enough workers, too much traffic, and all our local hangouts are crowded.

Don't Know

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."
And why do you say that?

(1)

- Our community is too small.
- Tourism is eating itself.

(2)

- Many are against tourism. Lots of 'leave your money and get out' attitudes. It's very sad and stupid.
- They make it hard to access important needs.
- We are a small community. There are not many accommodations.

(3)

- I guess if they are used to overcrowded areas they'd be happy. So much for wide open spaces on popular trails. I am making overcrowding limited to the amount of visitors a location can handle.

- I think locals are friendly and accommodating with limited resources.
- It depends on the night and dates.
- Maybe there are not enough people to provide that opportunity.
- Our community only cares about money and not the local people and environment issues.
- Our community, no. A few business people probably could.
- Overall, yes, but there are problems with wait times at restaurants.
- Residents are not considered when events are planned.
- There are scenic places people want to go, but still don't have the infrastructure to make it happen.
- Too many visitors and not enough services/businesses to accommodate them.
- Tourists are catered to and locals are second-class citizens. Tourists have no respect for the local residents or our beautiful area and town.
- Visitors have plenty of choices for gas, motels, food, and supplies if they don't mind paying high prices for low quality compared to other towns nearby.
- While our community has made some great strides in the last few years, we need to have more downtown/evening experiences that show off our unique little town.

(4)

- I think Kanab does a ton of stuff for tourists and it is a friendly community. They try to have activities for tourists to do. There are a lot of companies that take you hiking and things like that.
- I think mostly because the local people are friendly. Again, the lack of workers in restaurants is quite an issue. The housing for these types of workers is minimal, also.
- If they are passing through there are adequate things around. It lets people see what communities are about.
- If they had a place to eat, they will be happier.
- Like any community, tourism is not popular with some.
- Most people here are getting away from the city, and there are accommodations people can't get here. People that are coming for nature is awesome.
- Not enough restaurants or people willing to work at them
- People are friendly and helpful.
- People are friendly.
- People come from all over the world to see our area.
- People like me.
- People seem to like it.
- Small town.
- The community is full of kind and friendly people, including the residents and the service providers.
- There are certain things to do in our community, but there's not a big variety. There's a lot of outdoor hiking, but not everybody's into that.
- They certainly have plenty of hotels and scenic spots.
- They do a good job at providing things or helping the tourists.
- We are almost to that '5' I would say. Everything I see, people have everything available for them as far as tourism, instead of the locals.
- We do a good job and a lot of people coming for the same things.
- Yes, because we cater to tourists.

(5)

- Active travel.
- Except for dining, the community is a good place to enjoy the natural wonders.
- I am a tour operator for the biggest tour company in the area and we provide a great service.
- I have seen a lot of people who are satisfied with their experiences.
- I work in the visitor center and we provide detailed maps, information on visiting trails, events, and tour companies available to four-wheel drive areas.
- If people want to come and do things then people that live there will take them and do it. People come to look at coal mines.
- It is a fantastic community.
- It is a small village with local people that care about others and work hard to make sure their needs are met.
- It's a stunning area and we are very friendly. The service could be better because we don't have enough people to serve.
- It's a very friendly community-oriented town. There's just a lot of good

and very kind people.

- It's gorgeous and just the natural setting is awesome. People are friendly and the food is great!
- It's still manageable, but if rates of tourism continue to climb as it has in Zion, the visitor experience will suffer. We need to stop promoting the area. People know we are here. Enough.
- I've been in that industry and there's a lot of things to offer if people are willing to look or do it.
- Kanab is warm, friendly, and beautiful. There are a number of events throughout the year that attract tourists.
- Local shop keepers and owners are friendly and courteous.
- Locals are very accommodating to others and are capable of entertaining others.
- More events are planned with the thought of tourists in mind.
- Most people absolutely love Kanab and the surrounding area. I rarely hear complaints about the place. I do periodically hear complaints about the people that live here from other people that live here.
- Numerous tour guide companies. My son's is American West Scenic Adventures.
- Our town is all about tourists.
- People are very friendly to visitors they see on the street.
- People here are very friendly people.
- People like it there.
- People like seeing the places around here.
- Something for everyone.
- The people in our community are, for the most part, friendly and loving. That will make for a good experience for anyone visiting.
- There is lots of things to do in our area. Anyone who visits has a great experience.
- They do a great job, maybe too good.
- They have a friendly atmosphere. The council is always working to improve things. They welcome people to come stay. They have a lot of tour groups.
- Utah is a very fun place to be that has everything you need.
- We are accommodating, but we don't like it.
- We are small-town-minded people who are generally kind to everyone and know our income depends on tips from tourists, so usually they are treated very well.
- We have always been a farming and tourism area and have provided for both, and we will always be there for both.
- We have world-class adventure companies.
- We used to live right by the freeway, and out here you're more involved in the environment and you're involved in something more positive.
- We're able to, but it doesn't mean we always do. The services are there and most of the frontline workers area pleasant enough.
- What's not to love?

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?

- It would be nice if the tourists cleaned up trash.
- The other campaign is "The Red Emerald," trying to get people to places that they wouldn't otherwise. Spread them out so the major sights have less traffic.
- I really think they need to find a way for people to make a living other than tourism. In the summer it is busy, but in the winter, people struggle, and they make the rent so high that the people that live here have a hard time, and they don't have a job in the town.
- I think you covered everything. I own a real estate company, so we sell homes to people and they have tons of visitors. Some of these small areas in Utah like us. We need more infrastructure.
- I think that Utah made a mistake in Life Elevated and putting themselves out there because they wanted so much tourism for the national parks which are now overcrowded. It has been bad for some of the smaller towns. People here are concerned about tourism.
- I don't like tourism, however it is important to the economy in my area.
- Taxes should not be spent to bring tourism to Utah.
- In the local area, they forget about the small businesses that are tourism

driven and try to steamroll over the top of those people.

- Small businesses - I'm interested in seeing farmers markets, something that would be good for tourists and locals, that way local people could bring things they make or grow and actually meet or talk to tourists in person. It's a one-on-one level.
- Housing for workers is an issue, and bringing in workers for the different slots we have for the different venues we have in town.
- I am currently a town councilman in Big Water, Utah. I am trying to get an Office of Tourism here in Big Water. And I am coming out of my own pocket to build a building to house it. I grew up here, we moved here in 1970. I know most of the guys here, they are some of my best friends. I ran for mayor and I didn't win. My whole thing is I want to see Big Water, Utah be much more than it is right now, but Kanab does not want us to take business away from them. Kanab is the county seat and in Big Water we have more to offer down here, but the county commissioners don't want the competition, they want the money spent in Kanab. As town councilman, my job is to help promote our area and try to build little, small, local businesses and it is like a battle with Kane County. Right now, personally, I am in the process of building a coffee shop and it is costing me a couple hundred thousand dollars. There should be a way for a town like Big Water to go directly to the state for money instead of going through the county seat. The county ignores you. There should be a direct channel to the state so that we can bypass the county seats.
- I think that they should fine the people who are just very destructive to our area because the locals don't like it. Some trails are unlikable because of human and dog waste. They need to be fined because of it. They let them take animals for a walk, and then they don't pick up after them.
- I think they need to give locals a break in prices at restaurants and such.
- Tourism should be a private sector initiative.
- Money and transit.
- Government is closing down accessibility to senior citizens to reach beautiful places. It makes it hard for people visiting that cannot go on hikes to see those things. Creating parks creates difficulty for cattlemen. This affects the driving ability for all.
- I think that the government should pay more attention to helping out small businesses due to the pandemic.
- Build infrastructure. Local and state governments must work closely with federal agencies to support tourism and protect fragile, sacred, and historic sites.
- It's just too much!!
- We've been discovered. We no longer need to use tax dollars to bring tourists in. We need it to clean up the mess that they bring and the impact they have! Stop whoring our land!!
- More tourism derived taxes like TRT revenue should be allowed for use in EMS, roads, and water and sewer infrastructure.
- Increase in vandalism to cultural sites.
- I have had an Airbnb in Kanab and enjoyed that experience enormously, but as for my quality of life in the 18 years I have lived here, it has declined at an alarming rate. The infestation of tourists, even though I love them personally and love to see them loving to see what I love here, has greatly diminished my own enjoyment of this amazing part of the world. I wish we could find a happy balance.
- I am VERY concerned with the concentration of short-term rental properties. These VRBO/Airbnbs have destroyed any feeling of community in residential areas. I do not have any neighbors anymore because different visitors just come and go. Also, during the "down" season, it really makes the neighborhood seem empty. There are plenty of hotel rooms available for tourists. The local government should put a restriction on the amount of housing that can be vacation rentals. This has also driven up rents and house prices through the roof.
- Tourists come and act as if they own the place. They drive like maniacs and are very snarky. Many of us absolutely detest tourist season.
- Utah should not encourage tourism beyond what we and our parks infrastructure can handle.
- Biggest complaint I have is OHV's tearing up our roads and it makes it tough for general 4-wheel drives to use the same roads. Someone needs to maintain the roads/trails to address the OHV damage. I use OHV's so I am not against them, but they need to be addressed.
- Support infrastructure projects in different areas and let the locals take it from there! We know what is cool and are driven to create experiences for visitors. Lifting some of the heavy costs of infrastructure allows locals to

focus on funding area specific offerings for locals and visitors alike!

- Home prices are skyrocketing in Kanab and surrounds because of tourist demand for lodging, but that is the fault of Kanab City allowing transient lodging anywhere and everywhere instead of only in commercial zones as is the case in more forward-thinking communities like Springdale. The crisis comes from the Libertarian property rights people. Property owners capitalize and the workers suffer.
- Saving artifacts - dinosaur tracks, natural landscapes. Too many tourists. No protection is not good!
- We can't go anywhere we used to go for an outing with family, because it has become sooo overrun with tourists. It is becoming impossible to make a livable wage in a tourist/service industry job.
- Tourism dollars would be extremely helpful in providing professional planning and zoning assistance to the local planning and zoning commission and city officials so that we can plan for a more unique, yet robust city.
- Locally it has proven that it doesn't matter how much you TRY and educate tourists. They ALWAYS do what they want when they get out of view of the locals.
- Locals are being looked over. We are losing our heritage and way of life. Stop it.
- We need to stop spending so much money on trying to bring people here and start focusing more on diversifying our economy and focusing on families.
- Please don't blame tourism for lack of housing affordability. It's poor local government at fault for refusing to regulate nightly rentals. There should be a limit. My neighborhood is half full of nightly rentals, bringing noise, garbage and traffic to my street. Not what I signed up for. City council doesn't care because of self-interest.
- Change is a constant. Try not to fear it so much.
- Focusing only on tourism has changed many communities in our state to make them unrecognizable to residents who lived here just 20 years ago. And not in a good way.
- Kanab is the center of 5 national parks: Zion, Bryce, Grand Canyon, Capital Reef, as well as Lake Powell.
- Best Friends Animal Sanctuary is a very important resource in Kanab. They are the largest employer in our county.
- Residents are allowed to provide input regarding tourism, but our opinions are largely ignored.
- There is no affordable housing in the area because of vacation rentals. Prices in restaurants and grocery stores are forcing residents to shop out of the area.

SAN JUAN COUNTY

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?

None

- I am in a remote area.
- I don't believe there is a negative impact.
- I don't know of any complaints from tourists.
- I think industry should be encouraged instead of tourism.
- Most tourist spots are wide open areas and can support large numbers.
- Right now that isn't an issue because of Covid.
- Steep drop off in foreign visitors with pandemic, so not overwhelmed.
- There aren't many places to stay or anything like that.
- They have wide open spaces.
- This is a drive-through town. More development needs to happen on federal land.
- We can accommodate the tourists we receive.
- We don't have that much.
- We get a good amount of tourists. We are mainly a stopping area for national parks.

A Few

- As tourism continues to increase, the land is taking more and more of a beating. Leaving town to get to Price or Provo is often a 2-3 hour, bumper-to-bumper wait to get through Moab. Getting into some local areas is just lines of people. The land is abused, the ancient sites are desecrated, it is only getting worse.
- In our community it is kind of in a remote area and there is not a lot. You have to go further out to where the tourists are.
- It is very remote. Every now and then there will be people that want to sightsee, but mostly everything is private.
- Most areas that can accommodate people have large hotels, but there are some small private businesses.
- Motels and eating establishments.
- Not enough eating places.
- Public accommodations.
- Search and rescue.
- Some archeological sites are overcrowded on some days.
- The few motels and hotels fill quickly and people have to choose to stay in neighboring towns or find overpriced accommodations.
- The trails and sights can get fairly crowded at times.
- There are places that can hold as many people, it is a pretty open space. But when it comes to entertainment and seating there are issues.
- There are some places that the infrastructure cannot deal with it.
- They are too far apart.
- Tourists overload our public utilities (i.e. police, fire, and emergency volunteers). They come from the city with GPS and cell phones that do not work in many areas.
- We get Jehovah's Witnesses. They come around and we have a good time with them and sometimes the LDS people come and we talk with them and study the bible with them.
- We're in the peak season. Every place is full of tourists, traffic jams, lots of things to see down here. If you're local it can get pretty stressful.

Some

- A lot of tourists.
- Affordable housing is non-existent. Local attractions are crowded and overrun by people trying to see the sites.
- Damage to natural resources. Strain on the natural environment
- I don't know. This year we don't have that much tourism. Very few.
- Moab is busier at times.
- Moab is very close, so we get a lot of overflow, and there are too many people.
- National parks frequently exceed carrying capacity. Camping areas fill up quickly.
- Necessary evil.
- Some historical sites are over popular and overcrowded
- Sometimes there's too many people for what we've got here.
- The number of tourists outnumbers available amenities. Is this what you are asking? You stated the obvious already.
- There are few motels for the number of visitors.
- There are more outdoor opportunities in this area, but tourists damage Anasazi ruins and natural resources.
- There is no affordable housing for people to live and work here, so you can't get workers. And without workers you can't house the people here because there is nobody to claim the rooms.
- There are not enough hotels.
- There's a few places where they get too many tourists. Some of the motels are closed.
- There's been times where hotels get filled up and the smaller campgrounds are not as well-known.
- There's usually either too many people and not enough places, or not enough people for all the places.
- Tourism has increased significantly, but little infrastructure has been put in place to accommodate the increased visitation.
- We get a ton of visitors in the summertime.
- We're not really an attractive place.

Many

- Access to national parks is limited because of the large amount of visitors.
- Crowds of people. People driving trucks or RV's towing flatbed trailers with several OHV's on them affecting parking, noise, etc.
- Downtown, Arches National Park, grocery store.
- High priced groceries, no alcohol, only high school sports or summer leagues. Some museums, some local arts, mostly outdoor activities, good medical facilities.
- Only one restaurant and one grocery store.
- Our grocery store gets depleted. Housing options are fewer and locals can't go to a lot of the great outdoor places because they are so full.
- The infrastructure was built to hold a certain amount of people and now we have gone over to holding over 10%.
- The number of tourists that we have seen in the last couple years since Obama and Biden have enlarged the National Monument is outrageous. There are not enough people in our area to accommodate the large influx of people coming through our area and camping all over the place.
- There is a shortage of hotel rooms and dining options. We also have really poor two-lane highways.
- There's really nothing here. There is a monument.
- Tourism has ruined this area. Please quit advertising it.
- Tourists come through.
- We are a small community with little to offer, including water and emergency teams. With more tourists come more injuries that pull our teams away from who needs them most.
- We have people getting stuck in RV's, on roads they shouldn't be on.

All

- Because of the locals there are certain times during the week because we're so overrun. As an employee of tourism, I see the effects on the town and I think we can stand to curb the amount of people who access certain activities so it's more enjoyable for everyone.
- Dispersed camping. There are people camping in almost every pullout and open area along the La Sal Loop Rd. My community was devastated by a wildfire last summer caused by illegal camping.
- Most people have reservations.
- The sewer system alone doesn't have the capacity. Add the amount of water available/expected to be available and there is not enough of the basic necessities to support the amount of hotels, not to mention local residents.
- There are maybe 5 hotels in the entire county.

Don't Know

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." And why do you say that?

(1)

- Because of all the overcrowding, both on the trails and in town. The incessant roar from ATVs goes on all day and night, and can be heard everywhere.
- I think so.
- It is not really a tourist area. We don't have hardly any of that stuff where we live. The highway is close to our house, and that is where all the tourists go by. They don't stop in our area.
- There are very few places to go do things out here besides walk and hike.

(2)

- Because of the virus.
- Hardly get visitors
- I have heard from almost everyone that visits that it is crowded. Now, the issue is not space as Grand and San Juan are the biggest counties in Utah. The issue is the town of Moab. It was not designed to manage the movement of the masses it is getting.
- I would like to see better retail and local amenities such as biking and

walking trails, and better quality community parks.

- No dining on Sunday except Subway.
- People are not trusting of outsiders.
- We don't have the amenities in the area.

(3)

- I don't care to share my community with other people, so it makes it hard for tourists to be happy.
- I'm just thinking of the reservation and off-reservation.
- I think we can provide an adequate one. It is not overly great, but we are not geared up for it.
- It is too crowded and it is very frustrating for tourists to drive and go places with long waits. That also causes irritation.
- Monticello is a very small town with few amenities. Business/visitor accommodations are sorely lacking.
- Nothing special for them here.
- People like how it is calm and feels safe.
- Some of the locals have a poor attitude toward tourists themselves, and some of the city council is looking out for their own things and not the locals and their incomes.
- There's a lack of local streets. There are a limited amount of places to shop and eat.
- There's a lot of things in our area to go see. Bryce Canyon is nearby.
- There's not enough to accommodate the people that come through.
- We can do our best, but we aren't able to provide adequate safety support (search and rescue, 911, etc.) for this major influx of tourists seen since the Bears Ears monument designation put us in the map.
- We only have one grocery store and two gas stations.

(4)

- Everything is geared towards tourism, though motel rates are almost unaffordable. Gasoline prices fail to come down to state average levels and sit-down restaurants have become far more expensive. But there is a lot to see and do in this community for the visitor that can afford the higher prices.
- Friendly.
- I think that, as citizens, we make a positive impact on tourism.
- I used to do off-road tour driving. It was a good experience.
- If the visitor is not wanting a 'guided tour,' we do pretty good.
- It has to come with the entertainment venues, like seating. Everything blows up sometimes. 20 percent of the time people are running around with their heads cut off.
- It's a positive and accepting community. People want to come back.
- Many residents want the dollars but not the people.
- Not everybody likes the tourist thing, so we have a few people that withdraw from it.
- Our natural resources are amazing. Who needs more?
- People are pretty good.
- People want to explore on their own.
- The area is beautiful and has much to offer to tourists. Most residents are welcoming and helpful.
- The Blanding visitor center is a very positive experience, as is Edge of the Cedars.
- The community is, but the accommodations are not.
- The culture itself is a gray area. Some know it but few know it very well.
- The people of the town still care about having the direct impact that we can, so we're just focusing on that.
- The place is geared toward the tourists at the expense of the residents, so we can't offend the tourists. Locals, who cares?
- The tourism is based on Four Corners.
- There are so many good people here.
- There are some that come that usually ask for permission and directions. People like to help them if they are polite and respectful. Everyone helps others to see things.
- There are those who try.
- They may hate the idea, but when it happens, they are great.
- We are kind and welcoming, even when we have no desire to have our backyard explored by many.
- We have a great breakfast restaurant. It's the only place to get breakfast in a 90-mile radius (Yaks café). There is unique Navajo heritage and lots of

outdoor activities.

- We have a lot of offer, but the motels and eating facilities are few.
- We have good people here, but they are overwhelmed by the amount of people coming to Bears Ears on dirt roads not knowing what they are to expect. It's very out in the boonies with no facilities or tour guides. They go out in the winter and get stuck in the mud with no one to help them. It is a very barren area far from civilization.
- Well enough.
- We've got some really nice natural areas people like to come to.

(5)

- Community is very friendly, welcoming
- Definitely positive for the visitors, but at a great cost to the residents. Not just monetary, but emotionally and physically because of visitors' lack of patience and compassion. Locals are running themselves ragged trying to keep up.
- Friendly and welcoming with very unique and beautiful scenery.
- Friendly, clean, safe.
- Good people.
- Great outdoors
- It is a friendly community.
- It's a good experience, lots of outdoor recreation.
- It's a feeling. I just have it.
- Local outfitters and people are very helpful and generally kind.
- Lots and lots of beauty to see.
- Quality time. The things going on. The Covid thing. They come around and they help us with cleaning and stuff for Covid. Wipe down doors and light switches and stuff like that. We have plenty of help and people come around and look at landscapes.
- San Juan County is gorgeous. We have some amazing guides and decent amenities.
- The recreation opportunities are great. They have complained of hotels.
- They always say they have never been to Monument Valley.
- We are very good people and have beautiful scenery.
- We can, but we don't.
- We have an excellent visitor center with knowledgeable employees that help direct visitors to the well-known areas as well as recommending the lesser-known areas.

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?

- More dedication to support indigenous cultural centers.
- There is a lot of stuff. They just tear up that ground. That is probably the most. Dirt roads, trash.
- There is biking and hiking up in the south. We like to get out and hike and enjoy ourselves and look at rocks and crystals and things. I think they should be able to have access to the trails out here to enjoy themselves.
- Just making sure it's coordinated with the local areas.
- I think we covered most everything.
- I think in local government we have get rid of [name withheld], she is bad for Moab. And [name withheld] in Moab too. They are bad news. They push their own agenda and they don't care what others think. State government has to leave some funding from our area for our area.
- I think the biggest problem is the roads and I think the visitors pass through on horrible roads. We don't have the amenities for them to stop and stay so they aren't spending money here.
- No problems with tourism. It's good for Utah
- More compatible infrastructure.
- The pandemic has greatly impacted tourism and I have felt the direct impact of it.
- The State of Utah should advertise or do PR in terms of drawing people here for telecommuting purposes.
- Tourists take priority and that shouldn't happen.
- The vacation rentals by owners is a big issue. It makes places not so great to live. It adds to the amount of people that like to live outside but others are being pushed out. The murders have weighed on them.

- There are way too many people and not enough room to hold all of them comfortably and it is a little bit cash grabby to me.
- More collaboration.
- They do not pay enough attention to the damage that the tourists do.
- Alcoholism and huge population increase.
- What specifically has changed in my town regarding tourism...we've created a lot of hotels and not a lot of long-term sustainable housing. We're creating jobs for people but not building sustainable housing. We need to focus on more sustainable housing.
- I think we need to have more events.
- The local government, especially our particular area, needs to listen to the people and not their own self-interest and represent the people fairly. One of my biggest beefs with county leadership in particular is that they care more about the tourists than the residents.
- Get the government out of the way of businesses and let them operate.
- A government who declares areas to be National Monuments without ever visiting, knowing the area, or offering financial and/or infrastructure support before hundreds of thousands of tourists flood the previously unknown area with destructive habits, while simultaneously narrowing the way of life for locals.
- Shrink the Bears Ears Monument!
- I don't know.
- Our county is federally owned, leaving local and state out of the picture most of the time.
- Public land concessions need to be easier to acquire and established outside of the more popular areas.
- The state needs to pressure USFS and BLM to work more with local community and less with special interest groups (SUWA).
- It is interesting to me that the State of Utah is worried about things like internet access and cell service when we are talking about tourism, but it was never a concern when rural residents were asking for support. The Utah housing crisis is an open conversation, but no one is talking about the thousands of homes converted to short term rentals to accommodate visitors over residents. Places like Moab have people with well-paying jobs living in campgrounds because they cannot find a home among the more than 300 short term rentals that could have been homes for families. There are state and local zoning laws for residential areas, for instance you cannot build a motel or turn your home into a business in an R1 zone. However, when it comes to short term rentals, the government has decided the rules do not apply. While local families from Logan to St. George and everywhere in-between are struggling and fighting just to survive and pay for basic needs. Utah continues to push tourism and pretend that it is the savior that we all need - even though it is a large contributor to the continually overwhelming problems that local residents are currently facing. Instead of TRT going to support local residents and improve quality of life, it is being used to continually sacrifice communities and families to visitors who don't care about the people or the area that they come in contact with - as long as they get their Instagram photo. It is time to come into the 21st century. Communities no longer need tourism to survive. They don't have to have floods of people in their towns to bring in outside money. Business owners, even small business owners, have access to billions of customers through online shopping. Utah needs to stop putting a hard emphasis on tourism. They need to stop sacrificing residents for visitors and instead spend time and money educating small businesses on how to expand online. We can get our communities back. We can increase our quality of life. We can continue to persevere our natural lands without restricting access if we can embrace the global online market instead of insisting that tourism is the only option. Things have changed. Business has changed. It is time to get on board. – [Name withheld]
- Education is more important than tourism.
- There should be a way to regulate the price gouging that goes on in rural Utah tourist communities. Everything from housing, fuel, groceries, to life supplies.
- I would like to see tourism and the money it brings in support the local communities better. Better quality parks, trails, arts and other amenities. Locals and tourists could both appreciate these things. Also support for long term growth and community planning for that growth. We should be seeing better choices made to support our communities into the future.
- Locals know better how to care for the natural resources. Listen. Some places shouldn't be advertised anymore. Example: "Bears Ears" only has brought more and more people to ruin it.
- People are going to love the cultural resources to death because of the Bears Ears Monument. I don't want to be regulated, restricted, and pay fees because the government "needs to protect the resources". We are stuck in a bad situation.
- The state government has done everything in its power to keep small communities impacted by tourism from doing things that could minimize those impacts. This runs from allocation of TRT taxes (more money to infrastructure and less to advertisement) to not allowing local governments to keep ATV's off streets or not allowing laws/regulations to minimize tourism impacts.
- If you have a golden nugget, the worst thing you can do to protect it is to advertise to the world that you have it. Everyone wants to come see it. The place is now overrun with tourists and the golden nugget isn't so golden anymore. Too late now. The only thing we can do now is try to manage the influx and keep up with the issues they bring.
- In my opinion there is too much funding going to recreation only. Yes, we need parking lots and bathrooms, but we don't need 3 or 4 every year. This land is for multiple use. The locals have a bigger connection to this land. Bigger than going to the prettiest overlooks and checking it off their list, saying they've "seen" it. The people that spend all their time on this land should get the majority of government assistance available (the less government regulations/oversight the better). This corner of heaven is too majestic to keep tourism out, but I feel funding could go to other options and have a more positive, long-lasting effect.
- We are being loved to death by tourists. Stop it already! Developers are buying up single family homes and turning them into ugly overnight rentals. The people who work here can't afford to live here. Have to plan trips into town around events and visitors during "the season." I can't wait to move the heck out of here.
- I think tourism is a great thing if we can balance local needs and respect all involved, not only indigenous and tribal folks, but ranchers and farmers as well.
- I believe free enterprise, not government, should determine commerce.
- Having a 1.9 million acre Bears Ears National Monument with no support given to people going out all over the place and not knowing what a HUGE area they can get lost in is not very smart!
- It doesn't matter what we think, as the government does what it wants.
- This area is reliant on tourism. Without it we fail to thrive since that is the main earning potential for the community. Just bring back the tourists. No one is complaining about help, we just want our income to return. Can you help with that?
- Each location should be independently considered and not lumped together with other sites.
- Too many people visiting have caused areas to be closed. Local people are now locked out of places they have enjoyed for their whole life.
- Need commercial transportation. We are located at the end of state.
- San Juan is too vast to protect. More tourists will inevitably create more problems for search and rescue, law enforcement, the environment, and possibly overwhelm the quiet communities that people here cherish (like has happened in Moab).
- If you are going to invite millions of people to an area, you should already have a plan in place to protect environment and sites. Also help the towns nearby prepare before tourism gets out of control. Nobody knows where the Bears Ears are. Many tourists don't understand the land and end up getting stuck in mud or sand. Don't make a monument if you haven't put Visitor's Centers and info areas in place before you invite them to come to the area.
- Keep the tourism effort growing!
- We need the government tourism efforts to seek more input from locals and the locals to be more welcoming to tourists.
- Bears Ears is inaccessible during winter.

MORGAN/EAST WEBER COUNTIES

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?

None

- Great place to live. Too many move-ins. We can accommodate easily.
- I don't think that there is.
- I'm in the mountains, so people are usually camping.
- It's never huge, not a lot of people.
- Limited tourism in the community
- Morgan is a low traffic, low profile place.
- Not yet, but in the future possibly
- The activities are enough, and people will come out and help.
- Very little impact on availability of accommodations.
- We do not have an overabundance of tourists at this time, but with a new ski resort planning to be built, that will most likely change!
- We have a brand new hotel.

A Few

- Condos and second homes bring too many people.
- Most places are able to accommodate the crowds.
- Not enough hotels.
- Overcrowding at reservoir and some campgrounds.
- Ski resort, no parking.
- So many tourists coming in that there aren't enough space for them to stay.
- Some places are always maxed out.
- Sometimes Pineview Dam meets its capacity.
- The lake becomes overcrowded on weekends at times and is dangerous.
- The limitations are both in the roads (too full) and in the increased taxes due to increased usage, but lack of commercial development to pay for it.
- There are only 2 gas stations in town, and one is on a very busy intersection which makes that area difficult to navigate. There are no traffic lights at this intersection which contributes to the problem.
- There are plenty of places to stay.
- Too many people.
- Traffic comes through to go over to the other side to the ski area and cause a traffic jam for locals. They don't drive the other canyon to get to it.
- We are a bedroom community. Close to bigger communities that have more to offer.
- We don't have a ton of amenities in place. We have a gas station but it doesn't affect access of the locals to those places, so it's more for the tourists than us.
- We have only one small grocery store that gets pretty busy in summer and winter.

Some

- A lot of people coming from the city to get clean fresh air.
- Busy days at Snowbasin has overwhelmed the parking and leads to backed up traffic on Trapper's Loop.
- I live in a small community that is considered a bedroom community. We don't often host large events.
- I live near a dam and the ski slopes. There are times during busy seasons when us locals have a hard time accessing any of these areas anymore.
- Inside dining.
- Local stores.
- My town is small and we don't have many places to stay.
- Not many lodging or dining options.
- Ogden Canyon. The intersection by the Maverik.
- Other than schools and churches, there really isn't anything.
- Overcrowding of small areas.
- Parking at recreational sites and condos.
- Pineview Reservoir.
- Pineview Reservoir is very busy in the summer and parking is very limited.
- Ski areas are overcrowded.
- Skiers at Snowbasin, the parking is an absolute joke. Ragnars/races/Ogden City marathon is a complete joke with the traffic/parking.

- Snowbasin Ski resort has no hotels or accommodations in the area.
- The trails get crowded, not only the ski trails, but the hiking trails, which is a feature of them over expanding housing. The roads here aren't made to take this much traffic.
- There are lots of lakes that get overfilled.
- There is not public land, so visitors coming don't have anywhere to recreate.
- Too many tourists overwhelm parking, infrastructure, and recreational facilities during summer and winter months.
- Visitors seem to be responsible for garbage left on the shores of Pineview Reservoir... a very negative impact.
- We don't have the infrastructure. The dam is going down so it's not as good as it used to be. The skiing is not good as it used to be.
- When we have stupid marathons in our area it blocks roads that are already limited to access our local area.

Many

- I don't want to see my community turned into a Park City or Jackson Hole. Housing prices are ridiculous because of these people also.
- Lack of infrastructure; roads, housing, police, and maintenance of recreation areas.
- Lots of people.
- Lots of people coming here.
- More tourists than amenities. You can wait at a restaurant for two hours, and there aren't many restaurants.
- No infrastructure in place to accommodate influx of people. No county resources available.
- No restaurants, minimal gas stations, minimal motels/hotels, and minimal housing.
- Not enough restaurants and hotels to support visitors to Snowbasin.
- Our campgrounds and beaches are overused and left in shambles and garbage. Our lake is also overcrowded.
- People using natural resources who overwhelm the capacity for maintaining offers and cleanliness.
- Small mountain community that doesn't even have a stoplight, but we have traffic jams all summer long and you can't find a place to park or a spot on the beach at the local reservoir. Then we have marathons and Ragnar, mountain biking competitions, triathlons, cycling events, and many other events that create congestion, traffic, and very little revenue for the few local businesses we have.
- Snowbasin is overwhelmed by tourists in the winter, as is Pineview Reservoir in the summer. Roads and trails also are negatively impacted.
- The grocery store is overwhelmed with tourists. The roads are inadequate for ingress and egress during high visitation. Policing is very inadequate for the number of both permanent, vacation homes, and day visitors.
- The impact of all the tourism is too much for the Ogden Valley. We cannot support more people and the effects on the environment. It's a shame that money speaks, and we will no longer have our quiet valley. People that come to visit do not respect the beauty. They leave trash at the beaches.
- The quality of life of residents is negatively impacted by tourism.
- There are not enough roads to accommodate the increase of visitors.
- There is one motel in Morgan. Snowbasin is close by but there are little accommodations in Morgan County.
- Too crowded.
- Utah has a housing shortage. Rural areas are being hit the hardest with people looking for more elbow room.
- We don't have the resources and capabilities to handle it.
- We have one local, small market in Ogden Valley. Shopping is self-restricted to very early mornings, or late evenings, as the market and parking lot are overwhelmed above capacity. Weekend shopping is avoided all together.

All

- I'm not a fan of tourism at all, our city is not prepared and our council does not know how to manage it.
- Not enough land or houses.
- There are some campgrounds, but it is so crowded and the beaches are so crowded, as is the lake, that it makes it frustrating for the locals to use their own resources fairly.
- Too many people moving here.

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.” And how do you say that?

(1)

- Lack of infrastructure: roads, housing, police, maintenance of rec areas.
- No restaurants, minimum gas stations, minimal motels or hotels, and minimum housing.
- Our council had no clue what our hours were to properly complete this objective.
- There are no dine-in restaurants, no grocery stores, and only two gas stations in a town that thousands of people pass through on their way to recreational areas.

(2)

- A town of 3,500+ residents and thousand more visitors have very limited choices for dining.
- Lack of stores and infrastructure.
- No dining. Right now there is one fast food place, no meeting places, very little shopping, no chain stores, and little to no entertainment
- Not much available.
- Not much opportunity.
- The infrastructure is not sufficient for all the visitors. Sewer systems are missing and there are not adequate roads with shoulders for bikers and runners.
- We are rural.

(3)

- Amenities are few and many activities that attract tourists burden the community without much return.
- Amenities just depend on what you're looking for.
- Great for outdoor activities, but few amenities beyond that.
- I don't believe visitors from outside the northern Utah community have any idea how much they are disliked due to noise, traffic, overcrowding of resources, and the increase in crime.
- I feel like Snowbasin here doesn't make an effort. The forest service trails are okay, but mountain bikes turn them into ditches so it affects hiking quality.
- I wish they would stay in city.
- It's hard to put a number on it. It depends on the type of experience.
- Not enough places to eat.
- Our community is fairly small without much in the way of restaurants. People come primarily for the natural beauty and outdoor activities; but, aside from the developed ski resorts, it doesn't take many visitors (or increased numbers of residents) before the impact of too many people is felt/seen.
- Snowbasin ski resort has no hotels or accommodations in the area.
- There aren't enough places, but it doesn't want to see any more growth either.
- There is a lot of private land, tourism isn't a big push.
- There is no infrastructure in place to accommodate the influx of people. There are no county resources available. With no infrastructure, how can there be positive experience?
- Too many people, and not enough support and supervision.
- Too many tourists cause a bad experience from overcrowding.
- Visitors may be better served by more amenities.
- Yes, but local residents are paying the price.

(4)

- A beautiful place to go, lots of outdoors stuff, has a grocery store there.
- Allocating resources if planning is part of the experience.
- Amenities here are very sought after and high quality.
- Beautiful area.
- Despite the non-stop problems created for locals, event attendees and participants likely have a positive experience.
- Dining options needed. Grocery store.

- Even with the crowds, there are still many things to do.
- For the most part, the skiing and water sports are a good fit, but so many tourists and out of area patrons drive up the prices for the locals.
- Good location, room to grow
- I think people are generally friendly with the tourists that we have and benefit from the recreational opportunities.
- It's a beautiful place.
- It's a fun area. The roads are kept up. There's a lot to do within a 45-minute radius. Everything has been more improved since we started getting more traffic.
- Its native beauty is the experience.
- It's nice if you are a tourist.
- Lots of natural beauty.
- Meets people all around.
- Need more places to eat (quality restaurants) which we do not have in Morgan!
- No good restaurants, poorly maintained golf course; quality of the area and environment is the draw.
- People here are cool.
- They come here for food, not specifically Mexican food. It would definitely be better to have more amenities.
- We have a very small and rural community that many people see as a positive aspect.
- We now have a hotel so can better accommodate visitors to our community.

(5)

- A friendly community.
- A gas or goodies stop plus a hotel, close to many recreation sources.
- Beautiful, in spite of lack of facilities.
- Beautiful mountains. Year-round outdoor activities.
- Because the people are nice.
- Everyone wants to get out in the outdoors and away from other people.
- It is a beautiful place.
- It's a beautiful area that people are drawn to.
- It's a beautiful area with no air pollution.
- It's a great place to live, but I don't want the tourism. It will ruin the area.
- Lots of good people.
- People are willing to come out and help.
- People like to ski.
- Skiing.
- The community support.
- The people are friendly.
- There is a great variety of opportunities for individuals and families.
- This community area provides positive experiences year-round.
- We have world-class skiing at Snowbasin Resort that is very accessible. There are very few amenities outside of the resort, however. Mountain Green has no ambulance, no grocery store, and only one restaurant. Some growth is needed.
- What they do have is beautiful and amazing. People can enjoy them.

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?

- Would like less tourism.
- We need more public input.
- Things have become much more expensive since tourism has come in.
- Expansion of tourism is not needed, they should pay attention to protecting and expanding natural areas, the tourism will come. They don't need to spend money promoting already crowded places.
- Prices on national parks vs. residents of the state and tourists. Resident discounts.
- Make sure that infrastructure is focused on.
- Well, I think that the state has to balance tourism with the environment and not over developing it and having be overrun with tourists.
- Take only pictures, leave only footprints.

- None. Where is my incentive?
- If there was a way to ban tourists from Ogden Valley, that would be awesome.
- Balancing local values with managed growth.
- Do not encourage visitors to relocate to the state.
- Utah is full. Go home...
- Tourists are taking over our area and it sucks.
- Keep the tourists away.
- We need thoughtful management of tourism, guided by what is best for our communities, not guided by greed.
- I feel like residents have no voice in planning.
- Weber Canyon and the exit in Mountain Green is becoming very crowded and sometimes dangerous with traffic going to Snowbasin and Pineview Reservoir. We need the new on and off ramps on I-84 to be built and connect directly to Trappers Loop.
- Be proud of Utah's heritage. Don't pretend we are something we are not or try to become like other states. We have unique art, music, history, and natural resources that are awesome and should be celebrated and cultivated. We can and should continue to better ourselves in regards to infrastructure, environmental protection, cultural awareness, etc. which will continue to attract the people of the world. Let's not become the next California, but stay the only Utah.
- Limit the use of phones and cameras in areas so social media doesn't keep ruining our beautiful state.
- We should have residents only days.
- My county needs to take advantage of the environment and use it to our benefit for tourists.
- Crime and illegal vacation rental of homes/apartments.
- I am not thrilled with the over usage of recreational activities in the state parks, etc.
- My greatest concern is environmental impact and protection. Progress really does not address this sufficiently. I wish it was objective #1 above profit!
- Tough job. Keep up the good work!
- With better county enforcement, environmental preservation and attention/balance of full-time residents' concerns will lead to a better experience for tourists as well.
- Need to improve the environment and not cater to tourism.
- We have a problem with federal government blocking access to public lands. We have more problems with federal government regulations than with state government.
- We need responsible tourism growth with protection of our spaces, and serious sustainability initiatives.
- We need to slow the growth of Morgan until we can handle it.
- I think it is a great value for our state and helps the economy in our community.
- Growth, growth, growth. STOP IT.
- Tourism is vital to continued growth in Utah for the state, businesses, and residents. We are in the infancy stage in Morgan County and could use a boost from the State of Utah to get this going!!
- Plan local infrastructure and support before inviting people to visit. I get tired of the traffic and trash left by visitors. Put a surcharge on those visiting our areas in remote areas either via tourist tax or surcharges for non-locals.
- The local residents pay for the state's marketing BS. It sucks, because Huntsville and Liberty are no longer affordable places to live. I am so sick of the trash on the beaches after every weekend at Pineview. It's so unfortunate that the infrastructure and services are years behind the crowds.
- Tax rates.
- They want to make our area similar to Park City. Too expensive.
- We live in the upper Ogden Valley (Huntsville, Eden, Liberty). The Weber County commissioners love the revenue generated by our area, but do not spend time and effort necessary to make the upper valley a better place for permanent residents. Laws and regulations (especially as these relate to short term rentals and other zoning violations) are rarely, if ever, enforced.
- Support the film industry here.

WASATCH COUNTY

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?

None

- I haven't seen any.
- Lots of hotels available.
- Midway City has added public parking which has helped keep "local" parking like the Post Office easily accessible. Businesses that have succeeded beyond their expectations have, with help from Midway City and other entities, been able to adjust to manage visitors better with less impact on the surrounding community (see The Ice Castles).
- The Olympic venue of Soldier Hollow was well thought out and built. Many events are held there. Also skiing, biking, hiking trails, and Deer Creek Reservoir all provide great opportunities and are well built to accommodate many people.
- There are no events so large that it exceeds the amount of hotel/motel or Airbnb's available.
- We have a few hotels that can accommodate visitors.

A Few

- Available accommodations.
- During festivals such as Sundance and Swiss Days it gets pretty crowded at all venues and on the roads.
- Golf courses.
- Hotels.
- Lift lines at Deer Valley are getting worse in the last few years. Parking is really bad at Deer Valley. Parking at Park City Resort is horrific.
- Most events are getting crowded, which affects the traffic, which is the number one problem. These events also sell out. We can't fit more people on the train during the holidays and lines at Dairy Keen or The Hub get long when tourism picks up. But I'm not sure that's a bad thing!
- Not enough parking. Traffic can get backed up during events.
- Restaurants are full, lines at stores, limited parking, and pollution.
- Roads are overwhelmed with traffic and UDOT needs to address this issue sooner rather than later.
- Some events draw more people than the roads can accommodate, or there is not parking.
- Sometimes too crowded.
- Sometimes because of space and cost, locals are unable to participate in some events. The outsiders fill all the seats and the cost is more than locals can afford.
- Too crowded, new people arrive and want to change what they find.
- Way too much traffic so often it's hard to drive down the streets. Restaurants are full, grocery stores are hard to shop because of crowds, and empty shelves. This was true before Covid.
- We could use better access to ski resorts which would bring better hotels and restaurants.

Some

- Big events fill up the town.
- Certain times of year.
- Downtown Midway on Labor Day during Swiss Days.
- Expensive.
- I believe the number of tourists outweigh the number of restaurants in Heber.
- It depends on the day.
- Local traffic is affected by parking for restaurants along the streets.
- Main Street is on a busy highway and needs a biomass so it can accommodate to the businesses and not just traffic passing through.
- No satisfactory rentals for labor workers.
- Not enough restaurants. Service is poor without tourists, so what do you think happens with more people?
- Our roads are crowded.
- Restaurants are sometimes overrun

- Rodeo stadium was built long ago when the city was much smaller.
- Some of the tourism venues become very crowded. Increased tourism has a big impact on traffic.
- Sometimes local accommodations are full and visitors must stay further outside of town.
- Specifically affordable housing is a BIG problem.
- The airport is accessed by planes larger than what is likely to be safe. During some of the events all motels are fully occupied.
- The community event center is ok for big crowds.
- The lakes can get very crowded at times.
- The lakes, the trails, and the forest are all getting too crowded. Having the winter Olympics in 2002 was the beginning of the end for this area. Now it's crazy with development, people, and traffic. Housing costs are out of control.
- The main roads in the summertime are impossible to turn onto because of recreational traffic. Housing is inflated to unaffordability because of tourism rentals and people moving to the area.
- The Main Street on Thursdays, Fridays and Saturdays is jam packed with cars. The fast-food restaurants are packed and it feels like chaos. As a local, we plan to not go out on those nights within our community.
- The roads get really busy.
- The roads have become congested, grocery stores are a nightmare with out of towners, and our natural beauty is being destroyed to put up more vacation homes and condos. It's very depressing.
- The state parks in my area become crowded and most turn people away.
- There are so many people at the lakes and camping areas, it is difficult to ever be able to use them ourselves.
- There is not much for visitors.
- They mostly stay out of town.
- Traffic.
- Traffic congestion.
- Traffic in our community is nearly unbearable on holiday weekends and during special events.
- When visitors arrive, our infrastructure cannot accommodate the traffic and parking, and still maintain the beautiful rural quaintness they come to appreciate. Our natural beauty is being overrun by developers and that will reduce the beauty tourists come to experience. Also, as developers pay little in impact taxes, the local community is overwhelmed, and the tourism value diminishes.

Many

- 10's of thousands of visitors with not enough infrastructure to minimize traffic, congestion, pollution, negative impact on wildlife, etc.
- Depending on the time of year it is very busy.
- I can't afford to go to local venues. There are always too many people and not enough places for locals.
- It is a matter of perspective. I did not move here to share the outdoors with large amounts of people.
- It's becoming overcrowded on the lakes, the streets, the hiking trails, and the restaurants. And there is a need of expanding our opportunities and city planning.
- Lakes and ski resorts are too crowded. Main Street is too crowded to drive on in busy tourist seasons. Restaurants are overcrowded and locals can't get in. A locals only day on the lake is needed.
- More accommodations in Park City.
- Not enough overnight camping.
- Not near enough sidewalks, paths, and hiking trails.
- Our city is growing way too fast and out-of-staters are making the housing unaffordable, which is pushing the locals right out!!!!!!
- Our tourism is so high you can't get into a restaurant for dinner most days.
- Roads are very crowded. Type of vehicles all around (side by sides, ATV) is counter to the beautiful natural valleys.
- Roads cannot handle traffic, dangerous intersections, housing becoming unaffordable, and not enough locals to fill low paying jobs.
- Swiss Days and any weekend with camping can really affect the driving ability and accessibility for locals during the summer.
- There are too many people that attend the rodeo and derby. There are WAY WAY too many people who attend Swiss Days and make it so there is zero parking and locals can't attend. The event center can't hold all the families of our graduating students and our town can't hold all the tourists.

- Too many come from outside the community thus blocking out locals due to available space and higher costs.
- Too many people everywhere. It makes it hard to go anywhere for recreation.
- Too many tourists and too much traffic without the infrastructure to handle it.
- Too many tourists!
- Tourism has definitely helped increase the available options in our area, but often there are so many tourists that resources in our community don't accommodate everyone they need to accommodate. The reservoirs are always full beyond capacity in the summer season. Events like Swiss Days and rodeos are overcrowded. Art events are becoming more frequent and better quality than when I first moved here, but also are becoming more crowded. Dining options are improving, but are fairly limited still. Shopping is limited in our area and I wish we had more options. I feel like the effects of tourism are both good and bad in our community.
- Tourism has led to growth that from an infrastructure point our community can't handle effectively.
- Tourists came here to keep the search and rescue people busy.
- Traffic is getting worse and ski hills are getting more crowded.
- Traffic, air pollution, and water.
- Very crowded restaurants, resources, and no place for the locals.
- We are a small town but have many tourists visit. We don't have the space on our roads or in our restaurants and parking structures for all of them. I love the recreational opportunities that are open to me, it's why I moved here. The last several years the influx in tourists has made living here less enjoyable.
- We don't have enough hotels.
- We live halfway between Heber City and Park City. Traffic in Park City can get busy during certain times of the year. The area is growing too fast and they are not taking into consideration water availability with the number of new residents/homes.

All

- From May to September our valley cannot handle the traffic and number of tourists. We have not planned accordingly to accommodate for the growth in tourism...with roads, dining, recreational activities, and locations.
- Get the Park City tree huggers to expand the roads so traffic isn't a nightmare.
- Not enough restaurants (other than fast foods), main roads are completely overrun, Main Street is a disaster, airport traffic basically goes to Park City and is no benefit for Heber, etc.
- Traffic, parking, and housing opportunities.
- We are getting way too many people in our valley. Tourism and increased population has tripled our taxes and cost of living.
- You drive down the roads. They're driving the prices so high I can't afford to live in my own town.

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." And why do you say that?

(1)

- Not at all

(2)

- Better restaurants.
- There are too many people in the valley.
- Too redneck in events.
- We do not have the infrastructure or accommodations for the number of tourists.
- We don't have good restaurants.

(3)

- I feel there are a lot of positive features about Heber, but I feel the increase in commercialism and lack of care for maintaining the old town vibe that used to be prevalent in Heber is making Heber and Midway lose its charm and novelty.
- It's surprising that many establishments have poor customer service or the concept of creating a positive experience for customers.
- Not enough amenities. Or roads can't handle the traffic.
- Overpricing everything.
- The experience can be good for those willing to deal with the crowds.
- There are not enough restaurants. The service is poor without tourists, so what do you think happens with more people?
- There are resorts and hotels off the main area that are able to accommodate their guests with food and activities.
- Too expensive.
- Too many tourists!
- Too much traffic. Not enough decent restaurants, etc. Too much airplane noise and traffic.
- We don't seem to lack for visitors to our valley. It's getting old.

(4)

- Beautiful area, good and welcoming people.
- Business caters to the tourists.
- Everyone thinks it's so lovely here that after they visit, they decide to move here and that's not a good thing.
- For the most part, people are welcoming.
- Good booster club
- Great for outdoors, but stupid in fighting on the performing arts has Heber versus Midway when neither does it well. The Heber Valley needs to do more joint planning. Ten crappy fast-food restaurants versus some decent places.
- I feel we have everything to offer a good experience, we just need to continue to work on the liquor laws. There is still a negative sentiment from visitors.
- I live in a beautiful area.
- I think we are experiencing growing pains related to population that may have a negative impact on visitor experience, but more importantly on current residents maybe souring them toward tourists.
- It is a beautiful area with friendly local people.
- It is beautiful here. There are not enough sidewalks, paths, or hiking trails to experience the beauty.
- It's a charming, Swiss-themed town.
- Lack of employees.
- Lack of retail outlets.
- Locals and tourists are all trying to use the same venues. Our population is growing so fast, but the infrastructure isn't.
- Our community is beautiful and welcoming. That's why people come here and why we are growing so quickly.
- People are nice, but many houses in Heber are not maintained well and have a lot of junk outside the house.
- People like our valley and they just keep coming. We must be doing something right!
- People visit Midway once and then they always come back.
- People wouldn't come if it wasn't positive.
- Probably.
- Sure.
- The amenities are great. The access experience is painful.
- There are plenty of activities in our community.
- Tourism is a focus for the government leaders of our community.
- Variety is good.
- We are a mostly friendly town with mostly friendly people who have mostly good hearts and intentions.
- We have a beautiful area which makes people want to move here and, therefore, housing prices increase.
- We have cool things and people keep coming back.
- We have many recreational activities bringing in many tourists.
- We need more upscale grocery stores, more quality restaurants in Heber, and also a bypass to keep big truck traffic off Main Street.
- What we do offer is of high quality. With an increase in visitors, the quality goes down for everyone.

(5)

- Beautiful area.
- Continued volume.
- Everyone loves Midway and loves to visit.
- Friendly people. Great hiking and skiing.
- Great little community.
- History, recreation, beauty.
- Hosting events.
- I feel like visitors love it. They come here for events like the ice castles, Swiss Days, and recreational activities. Visitors love to come here for these activities, but sometimes our community resources are not large enough to accommodate everyone that attends. The community is making great changes to accommodate, but there is more to do.
- If they didn't, the people wouldn't keep coming back.
- It is a beautiful place with lots of outdoor activities.
- It's a small town. Visitors usually stay in Park City.
- Local people are friendly and always ready to help.
- Lots of activity.
- Lots of things Utah has that others states do not.
- Midway has embraced tourism and the city has planned for it with the express purpose of giving visitors a positive experience. For example, parking is close to restaurants and businesses.
- Midway is a unique Swiss-themed village with outdoor and cultural opportunities and a quaint and interesting ambiance.
- Midway is beautiful and visitors enjoy the scenery. There are lots of restaurants, lots of hiking and biking trails, several golf courses, it's close to skiing, and close to several lakes.
- Nice people, beautiful scenery, fun activities.
- Numerous activities on a regular basis.
- People love coming here. It's exploding with move-ins.
- People love Midway.
- People love to visit in all seasons.
- Plenty of opportunities.
- Plenty of sleeping and eating places, unlimited hiking, off roading, skiing nearby, tubing, etc.
- Swiss Days success.
- The area is considered one of the top small-town locations in the US.
- The areas are clean and nice.
- The community is beautiful. We have nice weather in the summer, spring and fall, providing beautiful hiking, golfing, boating, bike riding, and tons more. Winter snow provides lots of winter activities.
- The people are friendly and the scenery is great.
- The scenery is beautiful. Summer and winter events draw crowds.
- There is great support I feel from the local community for activities of tourism which, in turn, translates to an overall positive experience for tourists.
- This is a beautiful valley.
- Very nice people, lots of outdoor activities.
- Wasatch Back is great place to come. Golf, skiing, hunting and may other activities.
- Wasatch County is one of the largest growing cities in Utah, which brings lots of visitors as well as high rent and living costs.
- We do a good job.
- We have a lot to offer as long as you're willing to walk out your front door.
- We have both indoor and outdoor activities. The outdoors are probably more positive than the indoor. The indoor activities are where it pushes out the locals.
- We have lots of dining options and attractions, and we like to have people visit us, but then they decide to stay and we get over run. Prices increase but our wages don't.
- We have such natural beauty that it is hard to come here and not have a positive experience.
- We have the experience.
- We provided skiing, mountain biking, hiking, shopping, great views, pretty surroundings, and clean air.
- Welcoming citizens. Great place to live and visit.

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?

- Continuity and cooperation between counties.
- Keep the funding to support tourism.
- Tennis and pickleball courts.
- Tourism brings added revenue and jobs to Utah.
- Put caps on number of ski tickets they can sell unless they solve their parking disaster. Need a bus system from Heber to Park City.
- Transportation and overcrowding.
- We are happy to have tourists. We just wish they would stay tourists and did not camp out in town making it impossible for the locals to afford anything in the housing market.
- Traffic has to be dealt with as tourism increases in the state.
- Too great of numbers in parks and campgrounds. Too much wear and tear on the environment. Crowding and much less natural outing experiences. Yet Utah keeps shoving tourism down your throat.
- We don't need to promote Utah and the community I live in. It promotes itself.
- You have pretty well covered it all. Heber Valley is being inundated with people. We are being taxed out of our homes. We have become a haven for millionaires. Our open spaces are gone. Development is out of control and you want to know if we like it!! My suggestion would be to help our county officials be a bit more responsible and respectful of our environment and the community who voted for them. If there is enough money, developers get to do whatever they want regardless of the area they destroy. They don't have to live here.
- Traffic on Main Street in Heber and getting in and out of Park City are my main concerns.
- Needs to be encouraged, but not beyond what each county can handle.
- Be careful when increasing tourism with little infrastructure to support.
- Recreation and tourism is more valuable than the extractive industries. Promote the former and stop the latter.
- We need more sidewalks, paths, and hiking trails!
- There is a difficult balance in the ever-expanding interest in living and visiting Utah and especially our local community. Some look at the expanding population as a positive inclusion of new opportunities and others see it as an intrusion of their past heritage and customs.
- While local governments are in tune with local and visitor needs, state policies such as the lack of support to preserve the natural beauty of the back of the Wasatch (power lines across the Heber Valley and to address the lack of impact fees for developers) has gutted and forever damaged the pristine beauty of the valley. Such a shame that the State has given so little support in protecting such a rare asset for tourism and local life.
- Increased cost of living.
- I am not a big artsy or going out to dinner type of person. The large number of tourists and visitors in my area for me have negatively impacted the places that I love. I confess I am selfish about where I live and what I like to do. I do realize though that it drives a part of the economy in my area. I don't necessarily need that but I do realize other people do.
- Just a hope that tourism dollars are equally spent among large and small venues and counties. Small places deserve advertisement and promotion too.
- Eradicate the state's involvement with liquor. No state stores, only private enterprise. Eliminate the stupid liquor laws. Enforce speeding limits and tailgating (a Utah requirement to get a license).
- Will my opinion matter? And to whom?
- I think there are areas that tourism should be promoted and supported. And I think there should be areas that are kept natural and pristine and protected.
- Need to take into account that residents are here year-round and visitors are here a few weeks. Residents are more important.
- Utah should look at how they can maintain and build upon the history and unique architecture and environments around Utah. There have been so many historic buildings that have been torn down and replaced by modern ones with no personality, which in turn is making Utah a more bland and less inviting place.
- I love Utah!
- Less government spending and do something about the property taxes going up exponentially for senior citizens on fixed incomes.
- None, this survey is too long.
- Growth and tourism has overshadowed the needs and wants of longtime residents and prices have been driven so high that locals and kids that have grown up in the valley can no longer afford to live here.
- Price of living is outrageous making it very hard for long term residents to continue to live here.
- Although it has been covered in some of the questions, I think we have to really look at whether locals can afford to continue living in our community.
- More parking would be nice.
- Since we live on the Wasatch back we feel Salt Lake ignores us. Out of sight, out of mind.
- Our local tourism office works so hard to promote our area and bring events here but the secret is out. We no longer need to promote nor host events here to encourage more people to come. It's very sad for longtime residents who can barely afford their property taxes now because of soaring property values here. Legislators seem only to want more development so they can line their pockets, but we are losing resources and quality of life. We don't have the water to support all of the development and in my opinion, development has accelerated because of tourism.
- We are on the cusp of over tourism, and it is more important than ever to start looking to the future and how we can sustain tourism and keep or maintain our natural environment.
- Need shuttle transportation to and from Provo and SLC.
- State tax and tourism dollars should support the preservation of agriculture and open space so tourists and residents can truly enjoy the beauty of our state.
- Park City area and national parks are oversubscribed/too crowded. Tourism marketing has done too good of a job. You should pull back on promoting these areas for a while. Too much development will ruin our beautiful state.
- There are many generations of families that have presided in our town. But because of the HUGE increase in the cost of housing, our next generation cannot afford it and is being forced to leave!!
-
- Make better roads.
- Tourism impacts local residents' daily life. Those impacts need to be considered as part of planning for tourism (e.g., travel time to work, opening hours for services, distance to services, etc.).
- Government should not promote tourism, as it happens on its own. Our community is growing too much, too fast and many are not pleased with this out-of-control growth.
- Start construction of the US-40 bypass.
- Utah tourism could help Wasatch County get a bypass road that doesn't uproot residents or favor protecting wetlands over protecting residents and schools.
- Resorts in Midway need to help with overall infrastructure to accommodate tourists (paths, sidewalks, parking, etc.).
- People visit and then they come back to live.
- We don't need to promote tourism. We have enough tourists. I wish people wouldn't come to visit national, state, and ski resorts.
- I want to ensure my concern is having enough water supply to support all the new housing, WITHOUT water becoming ridiculously expensive for permanent dwellers.
- Why aren't there more trails to ride a four-wheeler on?
- Allow the state governments to control more of the land set aside as national parks/wetlands/forests, etc.

MOAB AREA

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

None

- The hippies have taken over our town. There are lots of dirty, filthy, and run-down places where respectable and clean places were. These types of people don't care about our town and trash it out.

A Few

- Arches National Park, because they cap the number of people.
- Crowded trailheads and trails.
- Downtown can get very congested and UTV's driving around in the streets are noisy and affect the quality of life for town residents.
- In the parks it gets too crowded.
- Restaurants are so busy, wait times are long. One trail in particular, is overcrowded. Our tourism department and locals advocate for one trail exclusively. Tourists have so many more options, but they are not well informed about that.
- The local government is trying to influence/limit the type of tourist that come to Moab. They are very one-sided.
- Usually there are accommodations for people around.

Some

- Arches National Park.
- Depending on hiking trails, those areas reach capacity and fill up quickly. There are certain areas where the tourism can't handle that many people on certain trails.
- I would say during peak season months, the town can get crowded at moments with tourists.
- Many local businesses rely on tourists to make money, but places that are saturated are fully full.
- Moab is a tourist destination, the people that live here are subject to higher costs of living. Also, government agencies have become lawless to the point of public disrespect.
- Moab is not much different than any other "vacation destination resort community", except that many residents refuse to accept the fact that without tourism Moab would die a tragic death or at best return to the sad effects of a mining town left with nothing to mine. It is sad that elected officials are NOT pro-tourism, nor pro-development, nor pro-growth, and the general population unknowingly suffers.
- National parks.
- Some visitors aren't content to stay in motels, so there are illegal commercial overnight rentals in residential areas. Second home buyers have further depleted affordable housing for workers/residents.
- Sometimes there are more people than services, often there are less people.
- The local community has grown with tourism, but, government agencies limit infrastructure and access to areas where more people want to go. Tourism does not guarantee destruction of natural areas. Government agencies sticking their heads in the sand ignoring the tourism in hopes that it will go away does.
- There are way more tourists than workers, but our community DEEPLY depends on tourism. Without tourism, off-roading, jeeping, and rock crawling, this town would crumble. The town cannot be supported by hotels, river rafting, and biking alone.
- Way overbuilt for hotels etc., but no housing for locals. Restaurants are too few during peak times.
- We have lots of area, but the more popular ones are getting loved to death.

Many

- A small town with limited access roads or tourist amenities. The town infrastructure was not designed to handle such a larger influx of visitors.
- Almost every day during the tourist season, the entrance to Arches ends up closed due to congestion. In addition, many of the more popular trailheads are packed with visitors and as a local I am forced to avoid these

- places. It is very disappointing!
- Arches National Park is constantly shutting the gate. If you do get in, there is no place to park. Our streets are in horrible condition and tourists contribute to this. ATV's are noisy and create so much dust. It is already dry here. The ATV's run rampant over the desert and are out of control.
- Arches needs to add a shuttle system to allow visitors access during peak season.
- ATV's flood the trails that used to be quiet places to walk. They degrade the trails themselves, partly by sheer volume, and partly by irresponsible use. They create lots of noise in residential neighborhoods.
- Busy.
- Dispersed camping, but people are not doing dispersed camping right.
- Driving around town is very hard and there is little parking.
- During the busy times there are large traffic problems. We have had to switch Arches,. You have to make an appointment. A few times a year things get overly crowded. That includes the restaurants. They are understaffed.
- Extreme impacts on emergency services like search and rescue, most of whom are volunteers. It causes a high burnout effect.
- I can't eat at my favorite restaurant anymore ever. They are overrun and there is nowhere to live because of second home ownership.
- Impact on the infrastructure has been a lot.
- It is just very crowded in Moab. All the hotels are booked out months in advance. There are not enough roads for all the traffic.
- Lots of hotels and Airbnbs that are sold out. No one to work and everyone who does work is overwhelmed.
- Many areas have been trashed by tourists or are too crowded to be enjoyable anymore.
- Many recreational areas are overcrowded. Amenities such as restaurants and stores are overcrowded.
- Moab needs equal growth. We have a ton of hotels and nightly rentals but not enough affordable housing and NO shopping options. There is only one grocery store. Most drive 117 miles one way for groceries and supplies.
- National parks.
- National parks are over run, locals avoid downtown. You can't "just go get a gallon of milk" because it takes an hour to get through the crowd. The only reason I put up with it is because it pays the bills.
- No parking and no left-hand turn signals
- Not enough dining places, outdoor areas are very full, and too much traffic for a small town.
- One example is tourism in my area is recreational. Sometimes the national parks get filled to capacity and close.
- Our level of industrial tourism has brought our town to the breaking point. Hotels and UTV's are rampant, affordable housing for locals is nonexistent, and the backcountry is being despoiled.
- Our local government discourages families from moving to Moab, and raises sky rocketing taxes on the few who struggle, to carry the weight of the astronomical many who come to play!
- Our national parks have long lines to get in. Our trails and off-roading areas are overused in the summer.
- Our national parks, tour companies, and local amenities (such as stores, restaurants, and gas stations) are very overcrowded during peak seasons.
- Our sewer system and our aquifer are routinely maxed out 9 months of the year.
- Our small community of 5,000 - 8,000 people is expected to cater to over 3 million visitors each year to the national parks alone. This puts a huge strain on our grocery stores and lack of any other stores. Visitors that can afford to buy a home here, is likely their 2nd or 3rd home. Our healthcare system is stretched thin as well as. The typical community member cannot afford to purchase a home here, and therefore has at least 2-3 jobs each!
- Overcrowded and overran by noise and pollution, too many recreational vehicle rentals, and too many hotels. Crowded national parks and disregard for our beautiful country.
- Places are overrun, hotels get booked up and there are not enough places to eat.
- Pretty much everywhere, national parks to restaurants.
- Public lands are overcrowded.
- Roads and traffic.
- So many residents and businesses cater to tourists that workers have nowhere to live. Workers live in vans on city streets and parks. Hotels are

pushing services out of the community. Doctors close practices to make way for more hotels, for example.

- Sometimes you can't find a campsite close to town and the overnight accommodations are too expensive.
- The biggest problem is UTV noise in town, lowering quality of life (way too many rentals). Traffic, cost of housing, crowds at local places like "Left Hand" of Mill Creek Canyon. The whole thing has become completely absurd. Tourism jobs pay poorly.
- The majority of places are impacted by noise from ATV's. It is harder and harder to find places for quiet use, and both foot races and ATV's are having a very serious impact on the land.
- The national park gets jammed. In addition, it's hard to get into restaurants and the grocery store can just be packed.
- The nearby public lands and parks are very overused. There are people everywhere. It is hard to find parking. And dispersed camping sites are overused.
- The number of tourists have over crowded the park, trails, and the noise level of UTV's and four wheeling is ruining the quality of life.
- The parks are overcrowded. Restaurants are overcrowded. Traffic is horrible in this town. Main Street is the only way in or out of this town.
- The quantity of dispersed camping in our county is way out of proportion to the number of camping spots and is wrecking the land as people are boondocking all over the desert.
- The size of some off-road events make it impossible to enjoy our town. We literally go to work and come home. We don't go anywhere; we order groceries to be delivered, get gas in advance, and hunker in.
- The town is overrun with off-road vehicles and the town is very noisy.
- There are too many people here and not enough places and they keep getting places shut down.
- There is a lot of traffic, housing shortage, and long wait times at restaurants.
- There isn't enough restaurants so the wait and service suffers.
- Too crowded.
- Too many beds still aren't enough, even though the amount of people now is more than our recreation opportunities can handle. It is crowded outdoors and in town.
- Too many people.
- Too many people.
- Too many people everywhere!!!
- Too many people, too many businesses selling the outdoors.
- Too many tourists degrades the lifestyle of locals.
- Tourists are ruining this place!
- Traffic into Arches Park shuts down Highway 191. ATV traffic invades residential areas causing noise and congestion.
- Traffic is a nightmare. There are hour long waits to dine out during tourist season. Too many people out on the hiking and jeep trails to enjoy nature.
- Trails are crowded and users lack education on the use of our outdoor resources. Shops and restaurants are so busy and understaffed locals don't go out and enjoy them much.
- Visitation seems to be outpacing quality of life. Noise from side by side UTV's is extremely annoying. Crowded national parks, biking and hiking trails lessens enjoyment. Too much tourism in my area is greatly diminishing quality of life.
- We are inundated with tourists who overrun the grocery stores, gas stations, parking places, restaurants and the area attractions such as Arches, and Canyonlands National Parks and Dead Horse State Park. The locals have no place to recreate when the tourists are here.
- We don't have enough water to support so many people. We hardly have any infrastructure in place to manage the impact on the desert ecosystem of so many people.
- We have enough places for visitors to stay. There could be more restaurants here.
- You can't fit 2 gallons of water in a gallon jug.

All

- Arches National Park closes on a daily basis because they are full. There are not enough restaurants and the ones we have are always full with huge wait times. We keep building hotels and they are full to capacity. The grocery stores can't keep up and there is not enough food for the locals. There are empty shelves on holiday weekends, even before Covid.
- Food, gas, housing, and property are high! Businesses cannot keep employees because the high cost of housing, so the quality of service is poor! The environment is being trampled to death by the number of people and their machines! Noise is HIGH also. This place sucks!
- Housing is too expensive, and greed is rampant. Moab has lost its soul to rich, greedy outsiders.
- It's insane.
- Long lines to the parks. Overcrowding in city market. Inability to make a left-hand turn. Terrible driving.
- Main Street in Moab can back up so that it takes 20 minutes to cover a few miles. Sometimes it takes 30-60 minutes to get into town from the north side. Trailhead areas are overrun with cars, so they park wherever and cause damage.
- Moab is being overrun with new motels, timeshares, and high-end homes, but there is a serious worker shortage because workers can't afford to live in town. Infrastructure is also lacking in town.
- Moab used to be a nice place to live. Now there is literally shit, piss, and garbage everywhere I look. People are sleeping in vans everywhere.
- Need more affordable houses and stop with these stupid two or three house people.
- Restaurants, roadways, parks and hotels are out of control crowded.
- Significant overcrowding issues there. We have to wait hours to get into things.
- The Arches gets closed because there are too many people coming.
- There is basically the infrastructure for five thousand people in Moab, but it often times doubles.
- There is not enough water to support the tourism industry Moab has going on, the local people have reduced water pressure and higher bills. It has made the price of housing go sky high and the price of wages dip or stay stagnant because there is no better industries to come in and grow, it is all service-based. Tourism sucks!
- Too many people all at once.
- Too many people driving too many motorhomes pulling too many trailers full of noisy toys.
- Too many people to serve all needs of the community. We are overlooked. The needs of tourism are being paid for by locals in increased fees and taxes.
- Tourism has RUINED Moab.
- Tourism has run rampant and out of control. Disproportionate number of hotels to any other business amenity. Industrial tourism has ruined my quality of life. It has degraded the natural landscape and turned a quiet, peaceful place into a Nascar race 24/7. I am heartbroken.
- Tourists make the grocery store too busy after 9am, crowded out all the real stores with T-shirt shops, overloaded Arches National Park, so there is no room for the locals to hike there. They make it impossible to turn left, overloaded the old sewer system and our limited water, creating crowded noisy streets, and ruining the beautiful land with ATV's and Jeeps.
- Tourists overrun our quiet hiking spaces, our silence, the dark of our night skies, and our sewer system. They are like a plague of locusts in the grocery store and create massive increases in the prices of everything, from real estate to gas to food.
- Trailheads are overcrowded with visitors, increasingly including van lifers and campers. As a local it's almost impossible to enjoy the natural amenities of the area. Places that used to be secret haunts are now on the map. Even the few remaining secrets are polluted by the hut of UTVs. The grocery store sells out of staples regularly. I can't make a left turn to get my kids to school due to traffic. Our parks are full of van lifers and dog poop. Moab is just not a local-friendly place anymore.
- We live in a fragile ecosystem. The destruction is incredible.

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.”
And how do you say that?

(1)

- County council and city council are both anti-tourism, anti-vehicle, and socialists. They are doing everything they can to eliminate all tourists and vehicles except leftist extremists as visitors.
- Our restaurant workers are stretched so thin and overworked so much that it's impossible to give the visitors a positive experience, which they deserve as they are spending a lot of money here.
- Overcrowding at the parks, long lines, overcrowding in town, a line for anything you may want.
- People in town are angry and treat visitors very poorly!
- The townspeople are overworked in their jobs because of not having enough help. It is so expensive to live here and there is no housing for the workers.
- They killed the Golden Goose. There are too many tourists for what the small town and land can support. STOP ADVERTISING!!!!
- Too many tourists, crowded streets and businesses, natural resources being rapidly depleted, water and sewer services unable to keep up.

(2)

- A lot of the local people that live here and people that are elected discourage the tourism because they complain about noise, too many rentals, their housing, taxes going up even though it makes their value go way up, so it is worth more money.
- Hardship conflict of those choosing peace and quiet in nature verses motorized, noisy machines.
- How can they have a positive experience? It is hard to find a parking spot in Arches, there are staffing shortages everywhere, locals can't afford to buy a home, and taxes keep going up.
- I'm sure the tourists generally have a positive experience, but as a local, tourism is nothing but a nuisance, and drives costs of all kinds up for locals.
- It depends on what you are here for. Bike and hiking, yes; anything off road - HELL NO. I SUPPORT OFF ROAD. I AM HANDICAPPED.
- It is getting harder and harder with all the noise. The amount of crowding is breaking services, in particular restaurants during COVID.
- It is often so crowded that I doubt even the tourists enjoy it.
- Long wait time, no parking for the increased number of vehicles, overcrowding.
- Noisy.
- Not enough space and infrastructure.
- Our community is fed-up with rude, entitled idiots that trespass, illegally off road, crowd the stores, and are rude to employees. Also, we don't want them in our neighborhoods. Locals have no privacy, no place to hike without hordes of people everywhere, and so we have become not very friendly.
- Residents are tired of putting up with rude visitors and picking up their trash. All the while, visitors are stealing the local housing and making it impossible for locals to find a place to live.
- There are certain sections of tourism that dominate others and can sometimes be impacted by attitude.
- There are too many tourists and we're all sick of it.
- Too crowded, too noisy (ATVs), too expensive.
- Too many people.
- Visitors, yes, except for the price gouging of big hotel chains that have come in and jacked up the room rent so bad that people are sleeping in parking lots and parks.

(3)

- As understaffed and overworked as many people are, it is hard to keep the energy to create the best experiences people can.
- I think sometimes it depends on the experience. It can be positive, but often times part of nature is not having a ton of people here, so when

there is a ton of tourists(?) it can increase the quality of why people are there.

- I'm sure the travel council does. They can stop advertising Moab. They have it over run now and with word on the internet they ought to use the money to repair the damage the tourists are doing. A lot of the damage is not repairable.
- If you are into hiking, Jeeps, etc.
- It's capable, but this community is torn between which types of tourism are best suited for the area.
- Loud and disruptive visitors are overtaking our community. Many friends and family share that they choose not to visit anymore due to the noise. The 'positive experience' of a small set of visitors increasingly has a negative effect on most visitors.
- Most people don't know better. Your average suburbanite or city person thinks it's okay to have crowds in the back country. They think traffic is okay in a small town. They think noise is okay.
- Our county government is not very welcoming, even knowing that our community depends on the money we receive from tourism, especially since they will not allow any industry to offset the negative impacts of tourism.
- Overcrowding and premium gas prices, along with not too diverse of restaurant selections, coupled with outrageous prices on lodging.
- Overcrowding is affecting local and visitor experiences.
- People don't seem to mind being herded like cattle.
- So sick of nightly rentals on my block.
- Some of the views in town are more negative than others and it gets taken out on the tourists.
- The amount of people during what has become a nine-month tourist season now make for a highly diminished experience, such as lines at national park entrance stations, at restaurants. It's very sad.
- The area has great recreation opportunities, but the town is lacking in adequate services. Arches National Park has excessive visitation and often has a long entry line. Sometimes the park becomes so crowded that it has to be temporarily closed to entry.
- The liberals in the area are making it very hard on tourism.
- The surrounding area is largely undeveloped with beautiful scenery.
- The workforce has never been trained on how and why to cater to the demands of the tourist. Many businesses and many employees continue to treat tourists as if they are doing them a favor. It is sad. I am reminded of the evolution of Park City - look it up.
- This was once a QUIET, beautiful, remote experience. Now, it is a crowded, rude, tourist town with constant noise. Sometimes it smells bad. Get rid of ATVs! Who needs that BS at 10 pm?
- Too many people = poor visitor experience.
- Too many visitors makes for overcrowding.
- We can provide a positive experience. Visitors love the land here and the recreational opportunities, but affordable housing is so scarce that there are not nearly enough people to work service jobs, so there are long waits and poor service at restaurants and retailers. Also, there are few places to get away from crowds and find the solitude and quiet that most associate with the desert. Also, the UTVs that some tourists drive in town make it very noisy and unpleasant during busy times.
- Yes and no; too many of anything is not good.

(4)

- A lot of options and things to do.
- Apparently people still come, the crowds and high prices must not bother them.
- I don't know.
- I think tourists can have a pretty good time here because they are so oblivious to their impact. It's locals that have negative experiences from visitors.
- If you have money you could pay for an overpriced, nice hotel room.
- I'm sure they are. That's why people keep coming back.
- Many people and businesses are very welcoming, accommodating, and eager to provide quality service and build relationships, but there are people that moved in from other cities and states because they liked it and then want to shut it down so no others can come or enjoy themselves if they do.

- Moab is a community that has had to adapt and we will continue to do so, but it is getting harder to do with more people coming to town.
- Most people still have a positive experience.
- Multitudes of types of experiences.
- Nature is good for the soul. The problem is most tourists are lazy and won't even walk a mile from their car.
- No, most businesses focus on turn and burn and make a mediocre experience or even a bad one knowing that tomorrow new people will show up. Old and bad business is the name of the game here.
- Not enough places to eat given the number of hotel rooms, crowding at well-known sites.
- Our infrastructure has not kept up with the demand.
- Overall, our community has come a long way from the early days of our tourism economy. I think there is a pretty high level of customer service being provided now.
- Overall, we do a pretty good job with accommodating tourists.
- People are frustrated about the lack of restaurants, but why would you do a restaurant when you could open a trinket shop?
- That is unfortunately all they strive to do, causing the joy and well-being of the locals to plummet.
- The scenery is amazing and that's what they come for.
- The town depends on tourism.
- There are a ton of services here for tourists, but you can't really handle the numbers sometimes. The cost of the services, like hotels, are so high here. I would think that would not be positive.
- There are quality guides and businesses here.
- They just come in and have fun.
- This is a diverse landscape.
- This is one of the most beautiful places on the planet.
- Tourism before locals.
- We can, but I think most people feel overwhelmed by the number of tourists.
- Yes.
- Yes, for the tourists.
- You get what you pay for.
- You have many locals that don't want to share our community, so they choose not to be hospitable.

(5)

- All we do is cater to tourists.
- As tourism is our only industry, the focus is exclusively upon providing tourists with a positive experience to the exclusion of the well-being of the town and its residents.
- Heart of The Mighty Five; it's beautiful country.
- It is beautiful country.
- It is nice for tourists, but not so nice for locals.
- It's all good.
- It's all in what they make it. If they chose to come here to experience what Moab is known for, like off-roading, I'm sure they would love their experience.
- It's a naturally beautiful area.
- Lots of interaction with locals for the visitors.
- Moab bends over backwards to accommodate visitors, so they have a great experience. Unfortunately, this is done at a high cost to locals and to the environment.
- Moab is a tourist destination, and we have hotels and places for people to come and visit. We can handle tourism, and it is a great place for tourism.
- Moab is a world-famous recreation destination.
- Moab is loved. The business owners - a very high percentage of Moab businesses are owner-operated - and employees are warm and welcoming to tourists, while at the same time educating them to the need to recreate responsibly.
- Moab's economy is based on tourism.
- More city folks come every year because it is better than the s*!#hole they come from.
- My community provides visitors with the beauty that they come to see.
- Our community loves our natural surroundings. Most residents are able to share their enthusiasm with visitors.
- People wouldn't come back if they didn't like it.
- That's all business and government focus on. It makes the only financial base we have.

- That's what we do.
- The environment provides the experience.
- They keep coming back, don't they?
- We accommodate to the tourists because that's how we make our money. Even though it's difficult living a normal, stress-free life in our community during peak season.
- We are a tourist community set up to serve.
- We definitely can provide a positive experience, but our city and county councils don't want to do that. They want to drive away tourism and make everyone poor again.
- We have a lot of government employees who try very hard to provide a positive experience.
- We have been doing it for a long time. We have tailored the community to tourism.
- Yes for visitors; no for locals .

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?

- I think it is a critical economic opportunity for Utah, but I think it needs to be managed with planning from government and local residents for infrastructure like roads, transportation, and cost of living reasons.
- I don't have any.
- I think more addressing issues in the national parks as far as tourism and assessing more overall work to assess tourism impacts. Increasing the sustainability of tourism and not just trying to get people to come spend more money, but to invest in the community.
- Nothing, I feel like tourism is valuable to Moab and should be supported.
- The most important thing is the impact on tourism on the natural environment. People assume tourism means protecting the environment but the numbers show it degrades the environment.
- Water, we need to figure out how to wash sixty thousand bedsheets every day without it sucking our water dry. We only get water from one place if it snows, so water conservation on behalf of the hotels where they are required to recycle water.
- Trying to put money into infrastructure and less promotion. There is enough tourism. We are past what we can support, as far as workers and staff, so we need to do less promotion and more supporting what we already have. We have an affordable housing crisis.
- Build infrastructure better because Southern Utah brings in a lot of money.
- Pointed questions about UTV/ATV experience from locals would be great, because we can't change that unless the state changes that. And Moab experiences this way worse than any other town in the state. And the state is strong-arming us to keep the policy that they are street legal. Noise pollution.
- Everyone is aware that Moab is a recreational hub and it would be great if tax revenue could be used more for mitigating impacts and improving infrastructure.
- The state's decision to allow side by sides on public streets was negative and the government does not listen.
- Better affordability of housing.
- All forms of tourism are not alike. Not all visitors are satisfied with their options. It has made Moab almost unlivable.
- Responsiveness of government varies between the local and state government. The state government isn't as concerned about some things as the local government is. There's a tug-of-war happening between local and state control in Moab.
- We need to protect our natural resources and NOT advertise. We're being overwhelmed by the off-road vehicles here. We need some of our TRT taxes to go to enforcement and taking care of our infrastructure.
- Make UTV's quiet! For their size and power, they are way too loud and intrusive.
- We need metrics of well-being to assess the impact of tourism. Stop with opinion debates and endless investment. People who work here can't afford to live here, tourism is eroding and exploring our community!!!!
- The worst thing that happened in our community was when the legislature passed the law making ATV's street legal. This opened up a Pandora's box and flooded our community with hoards of noisy machines

disrupting what semblance of peace and quiet remained. This has caused many of my friends to move away. Very sad!

- It has just all become way too much.
- Taxes gained from tourism should be spent on environmental preservation and infrastructure improvements rather than advertising for more tourism.
- Local government needs to recognize that we are a tourism community. We won't be anything else. We don't have the quantity or quality residents to attract companies that will create high paying jobs. We don't have enough private property to attract other industries that will provide great jobs. We have a very high entrepreneurial spirit in Moab. So many budding businesses filling the needs of our visitors, but local government seems to despise the tourism. It seems it is because they have no idea how to manage it to serve both locals and visitors well.
- No more nightly rentals and second and third homes, enough is enough. Let people who grew up here stay here and be able to take care of their family.
- We need to find a happy medium where the tourists are satisfied with their experience here and the locals can afford to thrive and survive.
- Our local government is too one-sided to make the right decisions for our area. UTV's, 4x4's are hated by them. 4x4s and it's bringing 80% of the money here. Them ruling tree huggers need to pull their head out of their ass!!!!
- The taxes from our visitors that brings to our community...you have some people forget the value it brings to all of us.
- State overrides what locals want. It is unfair that the state receives ANY benefit from dollars spent in Moab. We suffer, Salt Lake City benefits. You are robbing a beautiful place and harming our way of life. (Our way.... acknowledging hotel owners who live here benefit greatly).
- Allow cities to use the room tax as they see fit. Go ahead and advertise the ski areas, just not the national parks which are clearly overrun.
- In my small community, it seems, as locals, we bear the brunt of paying higher taxes for tourism to come and play here.
- Please stop advertising Moab. We have too many tourists.
- Zip.
- Too late.
- The community needs to be able to use 100% of TRT (Transient Room Tax) to mitigate impacts of tourism. Nightly rentals need to be severely limited. UTV/ATV not allowed on public roads unless fully street legal. Noise limits on UTV's. Stop promoting Moab. Minimum wage needs to be raised. Moab is culturally vacuous despite more tourists (this could be Covid related).
- State tourism has been pimping Moab hard for the last 7 or 8 years in order to boost the state economy without regard for the problems it causes for Moab. Moab is overrun with tourists all year long now. The sewage treatment plant was literally overflowing for crying out loud! The flood of people is bringing greater irresponsibility. For example, the accessibility of side by sides by novice riders who travel off trail is doing damage to the desert that literally can't heal in our lifetimes. Additionally, the crimes we are faced with now sound like episodes of Longmire. Shootings related to drugs, human trafficking, and double homicide. When you bring the whole world to your doorstep, the whole world brings all of its problems.
- Too much tourism. Stop promoting, we don't need it. Send money for infrastructure to support all the people- sewer, water, power, why do locals pay for that? NPS needs more full-time employees to staff parks. Need Congress to support increased use in NPS.
- They will come, embrace it.
- Visitors need to be reminded that real people live where they are playing. Don't leave their brains in their driveway.
- Why is everyone so greedy?? Quit advertising!!
- Since the use of social media became universal it has become unnecessary to spend such a large chunk of tourist dollars on further promotion of tourism in the area. Reapportionment of those funds to effectuate infrastructure improvement and affordable housing is appropriate.
- We don't need any more tourism. We don't need to advertise. If we truly want to protect our natural resources, we should keep them a secret and keep tourists away.
- Tourism in the Moab area has outgrown the capabilities of the community to coexist.
- Tourism ruins communities and I will not be able to retire in my town. I'm planning to move from this state after 40 years.
- UTV use has ruined quality of life.
- Tourism is the single largest driver of global warming. It is a completely frivolous and unnecessary activity. If all of that energy was stored or put into productive activities, the world would be a much better place with a brighter and viable future. Anyone who engages in or promotes tourism should kill themselves and make the world a better place.
- Tourism at its best is a great economic driver and adds energy to our town. At its worst it is extremely intrusive (ATV noise) and makes it hard for residents to afford to live here. There is good and bad. It is essential that the effects are mitigated, and tourists are educated. The state should defer to local government regarding things like ATVs on the streets and use of TRT monies.
- Tourism should be paying all new infrastructure costs, not under paid locals.
- I think "up-state" should stop interfering with our local government's choices regarding off-road vehicles, zoning/rental regulations. Furthermore, they should give us more of the transient room tax revenue, and not insist we keep spending money on tourism promotion/ advertising. And they should be sending more money our way for infrastructure.
- Our tourism organizations continue to implement programs that attract more and more tourists without servicing them once they get here. A common problem so I am told. Good luck.
- Use the room tax to fix the streets please. Don't spend all of the room tax money on advertising. We have enough tourists. Fix the roads. We have enough ATVs. We don't want ATVs. They are ruining the land around Moab. Encourage hiking, e-bikes, even Jeeping is much less destructive than ATV's.
- Industrial tourism has as many impacts on communities as anything else.
- I think tourism is unavoidable and can be a good thing, but thus far it has been managed poorly and has wreaked havoc on my local environment and community. Currently the costs do not outweigh the benefits. It makes me sad. I don't want to live here anymore and I want to move and sell my house for a ridiculous amount of money.
- We don't need so many tourists, they have negatively impacted our region.
- Locals need financial support: housing, better wages, and year-round opportunities.
- I know growth is inevitable and having a tourism related business, I directly benefit from people coming to Moab. It is still hard to see our little town having growing pains and losing the small town community feel.
- There should be no more advertising to Moab. We are too crowded.
- We have considered moving. There is just too much government intervention in our community.
- Nothing is in balance here. I have had nurses living in my driveway. There is an average rate of 50 homeless people. Housing is ridiculous. People have become greedy. I would not want to come here as a tourist. I'm not sure that after 30 plus years, that I even want to live here.
- Living in Moab is like living in a protest where the fall-out is rape and pillage.
- Tourism should be more limited, not expanded. It makes enjoying our assets by locals nearly impossible and drives away more valuable businesses that could improve the locals' opportunities and wages to other areas.
- "Slow the Flow" should not only apply to water but TOURISM! I'm coming close to not wanting to live in Moab anymore due to over visitation and side by side UTV noise. Thank you for this survey. I really hope it helps improve our frustrating situation.
- Specific areas of tourism: quiet/non-motorized vs. motorized. Not all are equally welcome due to oversized impact.
- Available industry in the area is unrelated to tourism.
- All the state cares about is the money brought by tourism. Little concern is given to the quality of life they destroy when there are 8,000 residents trying to deal with 2,500,000 tourists per year.
- The state legislature's hostility to local control is a significant barrier to preserving the quality of life in our tourist communities. Restrictions on the uses of TRT do a great disservice to our local tourist communities.
- There are currently more visitors than the natural environment and community can support.
- I don't know how to fix it. I only know it is out of hand.
- You have ruined this town.

- Local government is inept, they try to tax locals and local businesses. Local government does not care about affordability of housing for locals. "Tax them till they break" is their motto. Also make it hard through zoning regulations for locals to make a living.
- Accountability for Grand County officials.
- The local tax payers are barely breaking even financially because we're picking up the heavy tab with the little we struggle to make! So many have made a mass exit away from the place they've always considered home!!! Disgusting!!!!
- I want the swarm of people to lighten up.
- I would like to see the parks on a reservation system. The lines are too long and the quantity of visitors is overwhelming at times.
- Tourism pays for a lot of jobs, but seasonal workers need places to live at an affordable price -- and tourism doesn't support that.
- Northern Utah doesn't give a shit about locals. All the legislators think about is money, money, and more money.
- As previously stated, Moab would literally collapse without the off-road based community.
- Getting more support from tourism for our infrastructure, medical facilities /services should be a priority. The Utah legislature should not make broad-based laws that negatively affects our community, i.e. allowing UTV's to legally drive through our streets.
- Reallocate TRT to fix our failing infrastructure.
- Stop pimping out our backyard on billboards and semi-truck trailers across the nation. When a town is too crowded it is a burden on everyone including tourists.
- Local government is trying to ignore state laws and wants to bypass Utah state government to close down more land to multiple use. They are taxing private property owners to death to make them pay for their leftist agenda.
- More state money should be spent here on utilities improvements and crowd mitigation.
- Tourism dollars paying for expansion and upkeep of infrastructure.
- Please stop advertising Moab in the winter. Actually I think you can stop advertising Moab period. Everyone knows about it. It's found.
- We are getting crushed in Moab, it isn't fair for the Mighty 5 to generate all this tourism and not help us at all cover the additional impacts to our town infrastructure like waste management, roads, etc. Also, the water impacts are going to be increasingly more horrible in coming years. Also, the impact on affordable housing and the service sector are horrific.
- Quit supporting tourism and start helping the impacted communities.
- Crime rate in my city is way higher than it should be and is going up every year.

SPRINGDALE+ (LA VERKIN, ROCKVILLE, TOQUERVILLE, VIRGIN CITIES)

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?

None

- It just isn't a problem.
- There's nearly 20 hotels and plenty of dining, but we're running out of space to build more, we're on the park boundaries.
- There's no accommodations.
- They have many hotels.

A Few

- In my general area there are few restaurants, so it doesn't have many to offer.
- It's probably pretty even in terms of distribution.
- Most of the hotels are better than this year. They were fuller last year. It seems like we usually have more people, but we've had a pandemic and cost of living and gas has increased.
- Some people have a hard time finding a place to stay when they come.
- The roads to get places.

Some

- I live by Zion. Springdale has a 2-lane highway that can barely handle traffic and parking. 4.5 million visitors a year is crazy!!
- Not everyone can get into Zion because they are limiting. There are now restrictions on them.
- Sometimes there's just too many people.
- Springdale.
- The number of people makes it overcrowded in some areas. The bus system can't accommodate their needs.
- There's no sewer systems, nearby towns have one, but can't keep up with us.
- Tourists often travel on to larger cities (St. George or Cedar City) or on to Las Vegas, a two-hour drive from here.
- Zion National Park.

Many

- I live by Zion.
- I live near Zion and too many people visit.
- I live outside of Zion.
- In 20 years, Zion National Park visitation has gone from about 2 million to over 4 million per year. The landscape in the surrounding areas is having signs of erosion and overuse.
- In my area there are three national parks, two reservoirs, museums, and ghost towns.
- In the summertime there are a lot of people.
- It's being overrun. It's hard on the environment, the hikers, and the 4x4s.
- Lots of people have been coming more. As a local they have limited the access.
- My community is small. The park has attracted record numbers of visitors this year and last.
- Not enough restaurants/stores in my town.
- NPS trails and state parks are overcrowded. Traffic congestion.
- Our roads, parking, camping, hiking trails, etc. in the communities near Zion are often crowded or full. These areas cannot handle the volume of people that are here during peak times.
- Springdale is overrun. Tourists don't respect the land.
- The town is so small that it can't accommodate enough people.
- There are so many people here that it makes it difficult for residents to enjoy the parks for themselves.
- There are so many people in the park, it's doubled in visitation in the last 10 years. Angels Landing is like a conga line.
- There is definitely a scarcity for space. Hotels are booked to capacity, lines are long, and waits are long. But it is also well managed.
- There were too many people for the park. People are lined up, there are too many people for Zion to handle right now. It is a tiny town and the third most popular park in the US.
- Tourism has greatly affected traffic, shopping, and the way of life in a NEGATIVE aspect!! Roads, stores, and restaurants are overcrowded to a point we choose to shop and eat in other areas than our own communities.
- Tourism is decimating the rural nature of Utah. Housing affordability is a huge issue. Livable wage, job opportunities, anything other than service sector is a huge issue.
- Tourists mostly go to the same hikes.
- We are way too heavy loaded and I've been here 36 years.
- We don't have enough hotels to fit everyone who visits.
- We have far exceeded the quality of life because of an extreme excess of tourism.
- We just had a record number of visitors. Some people haven't been able to enjoy them.
- We're right near Zion National Park. There's an overflow.
- When going out to eat or experience nature there are too many tourists, so locals are unable to be fit in or enjoy our surroundings.
- Working for the Chamber of Commerce in St. George, there were 22 million people that visited Sand Hollow alone in 2020

All

- I lived here before the area was popular.
- I've been there. You can't access anything. You can't even get a Jeep and go somewhere. It's all limited.
- My area is extremely crowded everywhere I go.

- There are too many people in the area.
- There are too many visitors. It depends on the time of year.
- Too many people are overcrowding the area and it is destroying the natural beauty because these outside visitors do not care. The local business owners also do not care as they highly encourage this behavior just to line their pockets with more money.
- Too many people for the infrastructure. Cost of housing. Everything is geared towards tourists making activities and food unaffordable to locals.
- Way too many visitors.
- We have events that make all the hotels fill up and people sleep on the streets and in tents.
- We just passed the point of tourists being a positive thing. There's too many and they're overcrowding us.
- We live next to Zion National Park and it is crowded.
- You have to schedule anything. Places I used to go to are very difficult to go to now because of the scheduling.

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." And why do you say that?

(1)

- How can you have a positive visitor experience when people just look down on you?
- Infrastructure has not kept up with demand and the locals are the ones who suffer. Traffic and long waits negatively affect EVERYONE!!
- Nothing there
- There's no infrastructure.
- This is a community that people drive through to get to the park, they don't stop here. There is no gas station, no stores, no traffic light. It's beautiful here.

(2)

- Because there is nothing there, there are a small number of things that aren't always open.
- People expect more amenities.
- There are too many of them.
- There isn't much to do activity or accommodations-wise.
- We have too many people here and nowhere for them to go.

(3)

- Again, many people are coming from big cities. They're looking for an Instagram picture, not an outdoors experience.
- Besides an awesome hike trail that I don't usually see visitors at and hotels.... We have one cute rock store for souvenirs. Our grocery store is decent with foods from all over the world, but what is there to experience? The farmland animals are pretty, but some new neighbors seem to be fighting that. There is no museum, good and reasonably priced restaurants, no pools or laser tag, and the hotels detract from the view. I wish they had red cliff mountains or something painted on them.
- Most places aren't accessible to everyone.
- My community is small, and while there are several hotels, dining and retail are limited.
- Parking is outrageous and prices are way too high. I would not like being a tourist in this community. I've lived here 36 years.
- People stay in Virgin because it's a lot less busy and quieter than Springdale, but the town has plans to expand, sometimes without thought to the future (water use and sewage).
- Sometimes there are just too many people not enough activities.
- The zoning in this area allows too much development. The bike trail is struggling to get in and it drives me crazy. Too many people come here. It's like car-mageddon. Eliminate car traffic in the area.
- There are a lot of tourists around.
- There are so many people in the last five or six years.

- We need to have more advertisement for the things that are going on, to let people know what's going on. I don't know how to explain it exactly, but a lot of times I didn't know about the activities that were going on locally.
- When it's too busy they cannot supply everyone.

(4)

- Citizens here are very friendly, and business owners and employees are mostly caring, kind and helpful.
- For what we have, they have done a good job.
- Good place
- I know it's a pretty small town so we can't do a '5,' but we do good.
- I see people are very happy being here.
- I think it's good, they just don't try to include the community a lot.
- I think there are places that are over capacity so that impacts the quality of service and experience.
- I think with what we've got, local businesses in town have done the most they can.
- It's the gateway to Zion.
- I've heard feedback from visitors that the overcrowding is off-putting.
- Most people like coming here.
- People are really great here. They go out of their way to be nice.
- Springdale has worked very hard to make it positive. Now the overcrowding is the negative result.
- The accommodations don't allow everyone to do everything that they came for.
- There is plenty of infrastructure to bring in visitors, but that leads out to locals. There are 4.6 million visitors coming through our canyon every year, and it's not optimal.
- They could do more, but they do good overall.
- They're putting a lot of money into it.
- Town is geared towards tourists. People make others feel welcomed, but there are some people who are hostile.
- When going out to eat or experience nature, there are too many tourists so locals are unable to be fit in or enjoy are surroundings.

(5)

- Friendly town.
- If it wasn't positive, they wouldn't be here. There are more cars with outside the state plates than locals.
- It's the best place on earth for outdoor activities and Jeeping experiences.
- It's well-rounded. There are a lot of things to do, lots of hotels, and hiking. It's good for anyone.
- Our main income is tourism, and we've done things to make that possible.
- People keep coming. It's the third most popular park in the United States, so people keep coming and that is why it is a decent experience.
- People think it's so great here, and, as visitors, it is. It isn't for us, though.
- That's what they do.
- The area is beautiful, clean, and the locals are helpful and accommodating.
- The state gains money when visitors are happy. We can use that money to improve their experiences.
- The town is small but they accommodate a lot of visitors. Even if the town is at capacity, the residents and service workers work hard to make it positive.
- There are tons of activities that can be done here for anybody of all ages.
- They keep coming back, the numbers are growing.
- Visitors are happy.
- We are friendly and typically welcoming.
- We rely on it so much that it's necessary to make them want to come back.
- Yes, but the Wells Fargo museum needs more funding to be able keep up with the amount of people that are looking for a more complete experience when visiting the museum.

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?

- Local government should have a say in what the message is.
 - The state tourism board working closer with specific local communities impacted by tourism.
 - Government needs to be more aware about tourist protection. They need to be on top of it and do a better job. They need to do more communication with local areas that are being affected.
 - The biggest issues are housing affordability for service workers to support the tourism. Balancing open land, exploring, and resource protection, including protecting the experience.
 - I think we have covered it well.
 - It's important for the state tourism department to listen to local tourism needs rather than putting state agenda on the local community.
 - The State of Utah should look at the problems caused by tourism. Like speeding through communities. Alternative forms of transportation are critical, like shuttles and busses. Less emphasis on ads and more funding into infrastructure.
 - I believe my state legislature does not care for public lands and would like to turn them into private lands, which I am against.
 - Tourism is getting out of hand because of tourism.
 - Stop advertising. We have more people than we need already.
 - Lots of controversy over government land changing hands.
 - We have overwhelmed the area with tourism, and it is taking the beauty of it away.
 - The cities and towns leading to Zion Park, they should add better landscapes for people to see when they come through. They need better signage.
 - Stay home.
 - I know tourism is important to the town, but it's a headache for the residents.
 - I wish they would let locals have first pick of certain trails and things. I wish locals could park for free and have spots and make housing more affordable.
 - I think we've covered it - predominant is affordable housing, huge issue.
 - None. But inviting too many people has been a problem in the last two years.
 - There are those who are after the money that tourism brings, and there are those who enjoy a normal neighborhood with permanent residents. It's annoying at times, and they jacked the price up so high that the younger generation can't afford it anymore.
 - Stop giving people licenses to build houses. You don't have enough water.
 - We need more traffic lights on SR-9.
 - It's been overpublicized to the point where it is destroying the area.
 - St. George and my area are great for people to come to, but we've grown at such a crazy rate in the last little while.
 - The state government needs to put more power in local government to make change happen.
 - Locals have a difficult time enjoying our beautiful area, as there are too many tourists.
 - I'm glad East Zion is taking some of the pressure off Springdale.
 - Not just search and rescue, but other emergency and public safety need to have some tourism funds to help pay for the tourists who get lost, hurt, or have other emergencies.
 - Covered most of it.
 - If the federal government wants to run so much of Utah's land, they should provide more money to go to the infrastructure to support those areas.
 - You've pretty much covered it. Local standard and quality of life has severely declined because of too many tourists as a result of out of control advertising and promotion.
 - Out of state tourism has damaged many local areas and cultural sites and has caused closures to the locals. I have volunteered many times to clean up areas following holidays where out of state visitors have trashed an area and it's left up to the locals who love and enjoy these areas to clean it up. The state invites these bums to invade Utah and the locals are left to clean it up. It's getting old!!!
- Utah has seen the cash cow and will do anything to exploit it to bring in more tax dollars to the state at the cost of the area and people who live and work there.
 - Thank you.
 - Infrastructure, local affordable housing, and water conservation and sewage are major concerns for me ... both levels of government less so!
 - I don't mind some B&B's, but I also want permanent neighbors. I think every resident should have to have a permanent person, and if they have a spare room or a guest house then they can make room for visitors. I think there are so many things we could do to maximize our appeal as a visitor spot while adding to the appeal of the place for the rural community too. I don't want an HOA in my neighborhood, but I feel like new people are pushing for it. I want farmers and business owners to be protected from harassment of neighbors. I also would love to see a few more culture and game things added to our community.

PARK CITY AREA

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

None

- No problems here.
- We have tons of rental homes and condos, and secondary properties that are vacant much of the year.

A Few

- Fast food.
- In Park City we have robust tourist infrastructure. We can accommodate a large number of tourists. It does cause traffic problems, though.
- Main Street, Kimball Junction is packed! Traffic is crazy in peak seasons.
- Only on high tourism weeks and events are the local accommodations not enough.
- Restaurant reservations, grocery store supplies, and overcrowding at the chairlifts or trailheads.
- The only time where tourism is a burden is during the Sundance Film Festival.
- The town is built for the amount of tourism we have. "it's just during holidays or rush that we have issue in some places.
- Time based, like during Christmas week and Sundance.
- We will always have peak periods.

Some

- At times, the community is overwhelmed with visitors where our infrastructure is pressed to its limits.
- During major events there is not enough affordable options for guests.
- Ever go to Park City Mountain Resort? Or any ski resort in Utah? Duh.
- Hotels, dining, shopping, and traffic.
- If we get snow, there will be a lot of tourists.
- It's a double-edged sword. More people visiting does have negative effects.
- Lift lines at local resorts
- Park City hosts many events that exceed the capacity of the town to manage traffic.
- Ski resorts, unsafe conditions.
- The destinations are very popular.
- The restaurants and hotels are at capacity, but OK. Park City has built for it. The ski resorts are a disaster at 2x the reasonable capacity.
- Traffic.
- Traffic and parking during certain times of the year.
- Trails get overcrowded and ski slopes get overcrowded on busy weekends.
- We are overcrowded.
- We get slammed in high season. Hotels get crowded. Traffic is crazy and restaurants are booked solid.

Many

- Biking trails and ski slopes are crowded. Traffic is bad.
- Dining.
- Driving in Park City is a challenge and walking some places is almost impossible. Everyone screams buses, but they ride around empty and they aren't where you need them.
- Growth is ridiculous. Everything caters to billionaires and not locals who loved this area before it became a playground for Hollywood and Wall Street. Traffic, entitled attitudes, and poor paying 'hospitality' jobs are an insult to so called 'progress'. Greed has destroyed yet another beautiful small town in the USA. I suppose that's just 'all American'.
- I rarely go to old town. I've abandoned it to the tourists. I rarely ski the Park City side of the mountain. Parking is horrible. It is Disneyland without the smiles. Vail is a hot mess.
- Infrastructure is behind the rate of growth.
- It is just too many people, everything is overcrowded.
- It's very overcrowded.
- Main Street is a disaster of overcrowded hell. Traffic is horrible in and out of Park City during peak season.
- Many places can't accommodate enough people.
- No parking and traffic jams.
- Not enough affordable housing. People rent their homes and it makes it so locals cannot afford to work or live here. It's very elitist here now. It's sad.
- Not enough restaurants or housing sometimes.
- Our infrastructure cannot accommodate the insane amount of tourists flooding in. The risk to and disregard for our community's health during this pandemic has been astounding. Tourists coming in and putting their children in our local childcare programs while they ski or golf makes it nearly impossible for locals to find a spot for their kids while they work. Traffic is atrocious, parking is impossible, and people are nasty.
- Our roads and neighborhoods were not made for the quantity of traffic.
- Our trails are packed year around.
- Overcrowding of trails and amenities. B traffic.
- Parking and ski resorts. Restaurants are full, skiing is crowded, and traffic is a nightmare.
- Roads and infrastructure are just about maxed. Also, affordable housing is non-existent.
- Since Covid, crowding on trails. All seasons, it has increased dramatically. Vehicle traffic is at a breaking point
- Ski resort overcrowding, hiking trail overcrowding, and traffic overcrowding
- Sundance, overrunning the streets, and high school.
- The base areas of the resorts and the access to/from them is so overburdened on the weekends.
- The infrastructure cannot handle the number of people that come here. The building is out of control with no real planning. The water availability is soon to be a real crisis. The only people able to afford to live here are the extremely rich and many homes are second homes. The prices and taxes are too high and eliminating the long-term residents from living here.
- The Park City community has tipped the tourism scales. There was a period where tourism created a boon to the community. Now it has surpassed its usefulness and we are wishing for the 'old days' when you could drive from Kimball to Park City in 10 minutes, eat at a sit-down restaurant for less than \$15 a plate, and park on Main for free.
- The roads, the parking, the mountain, the restaurants, the ski school - the list is endless.
- The ski mountain is overwhelmed. We can't even ski on the weekends anymore.
- The town frequently doubles in size when accommodating events or during holidays.
- There are TOO many events in Park City which brings too many people all trying to participate in the multitude of offerings.
- This is mostly a traffic and parking issue. There aren't enough ways in and out and definitely not enough parking. They do a reasonable job with the public transportation but no one seems to want to take it.
- Too much pressure on roads, trails, and parking.
- Too much traffic and not enough workers.
- Traffic congestion has become horrible
- Traffic is horrible and getting worse. Number of entitled people is growing rapidly. Summers are possibly busier than winters.

- Traffic is practically gridlocked at different times of the day, all year long. Parking is sometimes difficult. The bus system could be improved in terms of accessibility.
- Traffic, parking at resorts.
- Traffic, parking, crowds at events, skiers, and restaurant availability.
- Traffic, stress on infrastructure, trails are becoming overcrowded, quality of mountain life is rapidly deteriorating, and real estate is extremely overpriced to the point of absurdity.
- We are a resort community that is growing at an incredible rate. We cannot house those who come for winter jobs at the resorts. Therefore, the winter guest visitors who pay to play can stay; those who come to work are out of luck.
- With the increase in tourism to Utah ski areas, it has degraded what was once a fun and enjoyable experience. Everything is more expensive and the crowds are so large that some days one can't even gain access to the mountain. Secret's just out on Utah unfortunately...

All

- I live it everyday. There are more crowds, traffic, more interactions as opposed to a local community. It's more out of towners that aren't part of the community, but to a degree it is hard to get into a restaurant and drive around. The daily stress.
- Locals avoid the places that drew us here. Too crowded and too much traffic to get there. Nothing is getting better as this place is getting loved to death.
- Skiing, hiking, biking trails, parking, and traffic
- There are too many people here in the winter.
- This is a small man town, no room for the amount of people who come through. NO affordable housing!!!!
- Too many people that make the area too crowded and less enjoyable. All visitors need to either go home or go some place else as we are tired of them!
- Too many tourists kill the community by being overcrowded, polluted, and making it inaccessible to locals to live there.
- Town is small, too many visitors, not enough upgraded infrastructure, too much pressure from developers, and a lack of political support from the State of Utah.
- Utah tourism destroyed Park City and the whole reason I moved here. Greed consumed and destroyed.
- Vail has destroyed the ski experience with dangerous crowds. Roads are backed up and parking is difficult.
- Way too crowded and traffic is beyond what infrastructure can support.
- We get a lot of tourists in the winter because we are a ski resort town. We used to be able to enjoy summers, but now we are overrun with tourists and sport tournaments and the people that come in the summer don't respect our community.

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." And why do you say that?

(1)

- I suppose, if you are a shallow and spoiled.
- Skiing has gone from an awesome all-day event to getting parked an hour before the resort opens with ability able to ski an hour before huge crowds arrive.
- Too many tourists, town is too small.

(3)

- Beautiful but very busy and expensive.
- Crowds detract from the experience.
- Employee shortage is a growing issue, nowhere to live in area
- I think the amenities and opportunities for tourists are great, but locals are not always welcoming.
- It is extremely expensive compared to Europe with higher mountains and better skiable domains, better cultural environments, and higher capacity

- to control the number of tourists.
- Little congested during the winter season.
- Not a priority if the locals are miserable.
- Pandemic notwithstanding.
- Some locals get pissed, some locals welcome the tourists.
- The traffic, the high prices and gouging, loss of open space.
- There is no thought or consideration for the working folk!
- Tourist do not like the overcrowding and traffic issues.
- Traffic.
- We try our best, but the current operators of our ski areas are pricing out the families we used to get.

(4)

- Experience on mountains.
- Food options could be better. Traffic is getting very bad.
- Generally people are nice to each other, but the traffic is getting pretty bad. I mean, who planned the lights at Kimble Junction? Major fail.
- Generally, yes, but occasionally there are too many people overwhelming the community.
- I do think they provide a good experience with a hefty price tag.
- I think it's positive for visitors. I think for the permanent residents, it's unsustainable.
- I would rate a '5' except so much is dependent on weather and we have no control over that.
- If I were a tourist I don't see why I'd come - long lines, terrible traffic, sky high accommodation prices and food prices.
- If there is snow, then yes.
- It used to be a '5' for visitor experience, but the traffic congestion, inadequate parking for the resorts, high cost of rentals, and just too many people here are degrading the experience for everyone.
- It's a ski resort. Everyone is happy when they come here.
- Lots to do.
- Many amenities.
- Our community is very welcoming.
- Park City provides visitors a very positive experience.
- People that complain about tourism or the migration to the area have a poor understanding of quality of life, a global economy, population growth, and - for that matter - any basic economics.
- People who visit and who don't live here love coming here. People who live here hate when this town is descended upon by masses of tourists. All made worse by the pandemic.
- Positive for the tourist, but negative for residents.
- Still a great place to visit, but getting too crowded.
- That's what we do.
- This community has everything a visitor might enjoy. They keep coming to the detriment of the community.
- We put on a good show, but full timers suffer from lack of easy access to amenities and crazy traffic.
- We try, but it's really out of control. Overcrowded and overpriced and our local workers are exhausted and frustrated by tourist mentality or rudeness.
- With the multitude of events which overlap.
- Yes.

(5)

- Beauty, variety.
- Ease of access from the airport combined with the natural beauty.
- Greatest snow on earth.
- I think that it is a beautiful place and that this is a better place than where people are coming from. It is a positive experience for everyone, and us, too.
- Most out-of-town visitors stay near town so don't have to deal with Kimball and Quinn's junctions.
- Our local government puts visitors first.
- Park City does a great job attracting more tourists than we can handle.
- Park City has a lot to offer.
- Park City is a great place to visit!
- Park City is a resort town tailor made for tourists.
- Park City is a tourist town. We know how to do it well. What we're not so good at is taking care of our locals.
- Park City takes care of its tourists very well.

- People keep coming which is proof we offer positive experience.
- People love our skiing and outdoor activity.
- People love where we live. We are in paradise.
- People realize the economy is driven by tourism.
- Skiing, biking, UOP.
- So much in Park City is geared towards visitors.
- The outdoor experiences are vast.
- The visitors are thrilled, the residents are hiding.
- The visitors have a very pleasant experience. The people that live here do not!
- There is a lot to do. There is a good focus on tourism and decent infrastructure.
- Tourists are catered to sometimes at the expense of locals.
- Two words: Park City.
- Um... Park City.
- Virtually unlimited recreational opportunities with exceptional natural beauty and considerable open space.
- We accommodate visitors as best we can.
- We have a high level of education.
- We have wonderful cultural and recreational options.
- We offer everything one could want for visitors, except inexpensive eating places.
- We provide a local feel with an incredible amount of outdoor recreational options.
- Welcoming attitude, so much to see and do - providing you don't mind sitting in traffic and not being able to find a parking place
- Yes

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?

- As a long time local who did not grow up here, I think that the things that I think are really interesting and make Utah unique is the people, culture, and environment. I think that for example, I live in Park City and you go to Alta or Snowbird, you are skiing locally. If you go to Park City you are skiing in the middle of real estate that commercial real estate folks from out of state came here to develop. It is not much of a local flavor.
- I think we need to be smart in terms of long-term planning for the increase of tourism that the state wants and needs.
- We're struggling with affordable housing for residents. We need public transportation.
- The multi resort passes have increased traffic coming in and out of our town. The people staying in hotels show up and stay put. The day traffic has to be better controlled. I have chosen not to go to the emergency room for treatment during high traffic times as a 1 mile drive could be frightening when you are not feeling well.
- You've covered a lot. I'm a 5 year local and full-time resident. I know growth is inevitable in a place as amazing as Park City, but please don't let it get overdeveloped. Keep it smaller, not bigger. Find ways to reduce traffic especially during peak times. Keep fighting for quaint, charming, local, historic. Not big, corporate, largest. Thanks for asking. I love living here.
- I wish greed didn't drive decision.
- Less catering to tourists and more on locals. Specifically parking at ski resorts!!!
- Parking lots are ugly. Please start thinking about underground parking.
- Stop just focusing on national and state parks, promote the whole state, north of I-70, urban. Time to move on from Mighty 5.
- Everyone that comes bringing their unfriendly attitude. Acting like they can do whatever they want because "I'm from California".
- I hate watching my beautiful home get ruined because of tourists discovering our spots.
- Anyone who has lived here for 20 years or more knows that the growth in tourism is not unsustainable. An increase in tourism should not be a goal for state government.
- Do not cede Park City to developers. Smart development is fine, but

- balance all of the competing interests.
- Tourists need to know that we place the land first, and protecting sites such as Bears Ears, keeping areas free of graffiti, and high fines should be in place for those who choose to disobey and destroy our lands. Visitors should pay a higher amount for a Park Pass and tutorials on keeping our land safe and clean for all (read: don't destroy monuments).
- We need to stress public transportation in high tourism areas.
- We don't need more growth in the Kimball Junction area.
- This needs to stop before it's too late. When is enough, enough. You're destroying the planet, our state, and our local community.
- More discounts for locals on activities would be welcome.
- Please protect our public lands!
- I enjoy living in a tourist town. We have a large number of amenities because of the money the tourists bring to town. I would love to do more to support healthy tourism in the area.
- I do not wish this small town to turn into another Aspen, Colorado. We need affordable housing and to stop building on our beautiful land. We are too commercialized now. Let's not destroy all our beautiful land.
- The balance is tough between the quality of life and the increase in tourism.
- Need to diversify economy instead of relying on tourism only.
- Tourism is great... 2nd homeownership and Vail have made life and untenable. Friends have moved and will never return. Tracks of home are empty most of the year, but none are affordable. Utah has become exploited!
- Tourism has certainly improved the economy for the local area and provided jobs, but that is counterbalanced by the traffic congestion, the lack of affordable housing, and the pitiful wages people are expected to work for in the hospitality industry. I do not believe the government has done any futuristic planning to mitigate the degradation of the environment. One real advantage of the tourist economy is it helps curb our elected officials from selling off all the natural resources to the highest bidder no matter what the industry is or the negative impact it might have on the environment, health, and welfare of the citizens of this state.
- Nothing I can think of.
- Tourism has destroyed a national treasure.
- We need a rail system from the airport to Park City. Buses should use the Disney World model.
- We need to balance quality of life for residents and promotion of tourism.
- Tourism is definitely the wave of the future for Utah. It can be a great success if managed well. Natural resources need to be managed and preserved.
- No one is considering how the built environment affects the environment and whether there is enough water to support the thousands of unaffordable condos the ski resorts build.
- Stop raising prices for locals or have a local card for discounts at restaurants.
- I don't think increasing tourism in Utah is necessary. They are coming anyway. A little less would be a relief.
- Affordable housing is critical
- Locals and tourists alike are disrespectful of traffic rules.
- We are lucky to live here.
- Tourism is way better than extractive industry and unlimited development for the state and local economies.
- Stop the crowds, save the locals, save Utah.
- State commitment to infrastructure (roads) is critical in overpopulated areas like Park City.
- Thanks.
- The need for affordable housing is huge in Summit County. We also need more car repair places, dog grooming places, and a shoe repair place.
- I think Utah has been promoted to the detriment of Utahns...enough already.
- Clean up the air. We should be on the leading edge of clean air, clean water, and solar initiatives. We are not. We are fools not to take it more seriously and put MASSIVE effort and money behind it.
- Stop advertising Park City.
- Obviously, Utah has become NO LONGER the world's best kept secret. The airport provides unprecedented access like no other city in the world with perhaps the exception of Geneva, Switzerland. The State of Utah has to step up and support its tourist-enabling communities such as Park City and Little/Big Cottonwood Canyons. The State currently does not. The State has to take water management seriously. The State currently does not. The State has to take infrastructure upgrades seriously. The State currently does not. (Every new build in the State should have a \$10,000-\$20,000 surcharge added to it for upgrade dollars, both local and regional). Park City and Utah are quickly becoming unaffordable, the quality of life is degrading, and because of the effect of outside big money (read: Vail/Alterra), the State has ignored its residents in favor of dollars. Tourism is one thing. Taking care of your residents who, may I remind, have a curious habit of voting, is something different.
- Overcrowding and over building of tourist areas will lead to the destruction of tourism in Utah.
- I want more musical events/festivals.
- Stop the Mighty 5 advertisements, tourism has destroyed national parks. The environment is NOT capable of handling the stress. And humans are too stupid and destroy!
- Perhaps our biggest issue is transportation (roads, public transportation, parking, etc.). This should be priority one.
- We are overcrowded. Stop advertising.
- Greatest Snow on Earth, that was/is a great campaign.
- Tourism is important and the state should support the movie industry in Utah because it also helps promote tourism of the best kind.
- Water....where are you going to get it???????
- Stop with the surveys!
- This survey covers a lot and I appreciate the coverage of the impact on the environment. Without a good climate/environment most of what makes Utah special will disappear.
- Developers need to stop due to lack of water in Summit County.
- Mass transit needs to be a priority to alleviate traffic and parking problems. Ski areas need to be coerced to provide employee housing. Covid has caused semi-permanent relocation of second home/condo owners further restricting housing for workers.
- I think Ski Utah has done too good of a job and can stop promoting skiing in Utah. The overall ski experience in Utah has been made worse with the increase in crowds with no visible benefit to residents who put up with it.
- Send all the visitors to CO, AZ, CA, ID, NM and keep them out of UT!
- Alcohol laws are ridiculous in Utah.
- Survey was a tad too long.
- The Utah legislature must recognize the economic future lies in tourism, not coal and extraction industries. Facilitate and control tourism through investment in infrastructure and education.
- They should have less special events.
- The passes have crushed the ski industry. We do not need to promote UT anymore. We need to manage the people who are coming so they don't completely destroy it.
- Drinking water availability in the near future.
- I believe tourism is more trouble than benefit. It bastardizes local culture, turns community events into money making rather than traditional activities.
- Why don't we have a LARGE park 'n ride and light rail into Park City?

Appendix D – Means Score Tables

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

| MEAN SCORE ONLY | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| The quality of amenities in such as gas stations and retail stores in tourist areas? | 3.62 | 3.71 | 3.45 | 3.43 | 3.45 | 3.68 | 3.66 | 3.29 | 3.12 | 3.03 | 3.60 | 2.93 | 3.45 | 3.66 |
| The natural environment in Utah? | 3.65 | 4.17 | 3.65 | 3.53 | 3.65 | 3.61 | 3.09 | 3.24 | 3.07 | 3.27 | 3.34 | 2.17 | 3.22 | 2.67 |
| Your community's overall reputation? | 3.95 | 4.13 | 4.12 | 3.56 | 4.10 | 4.27 | 4.21 | 4.10 | 3.49 | 4.04 | 4.23 | 3.16 | 4.00 | 4.15 |
| Human health and safety? | 3.42 | 3.64 | 3.37 | 3.36 | 3.55 | 3.46 | 3.30 | 3.10 | 3.14 | 3.03 | 3.39 | 2.54 | 2.98 | 3.05 |
| Housing affordability? | 2.32 | 2.97 | 2.34 | 2.80 | 2.59 | 2.21 | 1.97 | 1.64 | 2.18 | 1.91 | 1.75 | 1.21 | 1.70 | 1.54 |
| Job opportunities for Utah residents? | 3.67 | 3.48 | 3.49 | 3.08 | 3.18 | 3.75 | 4.01 | 3.46 | 3.03 | 3.35 | 3.79 | 3.53 | 3.53 | 3.62 |
| The quality of infrastructure like public transportation, roads and bridges, and utilities? | 3.27 | 3.43 | 2.87 | 2.97 | 3.19 | 3.22 | 3.05 | 2.72 | 2.56 | 2.64 | 2.74 | 2.20 | 2.91 | 3.40 |
| The opportunity to meet and better understand people from different backgrounds? | 3.37 | 3.59 | 3.89 | 3.51 | 3.67 | 3.81 | 3.86 | 3.65 | 3.68 | 3.21 | 3.55 | 3.29 | 3.82 | 3.68 |

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

| MEAN SCORE ONLY | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|--|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| The number of arts & cultural experiences? | 3.51 | 3.23 | 3.17 | 3.50 | 2.87 | 4.14 | 3.90 | 2.97 | 3.08 | 2.92 | 3.61 | 3.46 | 3.15 | 3.89 |
| And the quality of arts & cultural experiences? | 3.51 | 3.35 | 3.18 | 3.63 | 3.07 | 4.14 | 3.86 | 3.03 | 3.33 | 2.99 | 3.60 | 3.40 | 3.18 | 3.84 |
| The number of dining options? | 3.26 | 3.53 | 3.42 | 3.23 | 3.18 | 3.74 | 3.73 | 3.01 | 2.85 | 2.82 | 3.85 | 3.39 | 3.57 | 4.12 |
| And the quality of dining options? | 3.23 | 3.36 | 3.45 | 3.21 | 3.16 | 3.52 | 3.46 | 3.12 | 3.03 | 2.86 | 3.57 | 2.94 | 3.47 | 3.61 |
| The number of spectator events? | 3.21 | 3.49 | 2.95 | 3.13 | 3.20 | 3.98 | 3.65 | 3.19 | 2.57 | 2.84 | 3.68 | 2.98 | 2.89 | 3.65 |
| The quality of spectator events? | 3.28 | 3.52 | 3.08 | 3.13 | 3.34 | 3.87 | 3.71 | 3.17 | 2.68 | 2.99 | 3.70 | 2.95 | 3.11 | 3.83 |
| The number of recreational opportunities? | 3.69 | 4.23 | 3.84 | 3.58 | 3.61 | 3.91 | 3.97 | 3.75 | 3.34 | 3.74 | 4.11 | 3.52 | 3.57 | 4.23 |
| The quality of recreational opportunities? | 3.77 | 4.04 | 3.54 | 3.62 | 3.68 | 3.82 | 3.71 | 3.36 | 3.21 | 3.73 | 3.98 | 2.97 | 3.42 | 3.88 |
| Your ability to access recreational opportunities? | 3.52 | 3.94 | 3.73 | 3.51 | 3.61 | 3.43 | 3.29 | 3.31 | 3.30 | 3.24 | 3.69 | 2.75 | 2.76 | 3.21 |

Please use a 1-5 scale to indicate how important you feel the following categories of spending are for future use of visitor taxes in your community

| MEAN SCORE ONLY | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Parking accommodations and parking lots in tourism areas | 3.68 | 3.58 | 3.62 | 3.29 | 3.33 | 3.84 | 4.03 | 3.21 | 3.39 | 3.66 | 3.90 | 3.70 | 3.46 | 4.16 |
| Public transit, like shuttles, buses, trains | 3.67 | 3.20 | 2.73 | 2.71 | 2.54 | 3.70 | 3.87 | 2.66 | 2.98 | 3.20 | 3.73 | 3.73 | 3.44 | 4.60 |
| High speed internet or broadband in tourism areas | 3.56 | 3.63 | 3.82 | 3.58 | 3.69 | 3.45 | 3.62 | 3.50 | 3.64 | 3.35 | 3.54 | 3.14 | 3.23 | 3.68 |
| Tourism promotion | 3.44 | 3.82 | 3.33 | 3.74 | 3.57 | 3.31 | 2.93 | 3.08 | 3.14 | 2.72 | 3.13 | 1.94 | 2.28 | 2.70 |
| Local and regional airport facilities | 3.28 | 3.76 | 2.65 | 3.09 | 3.03 | 3.71 | 3.88 | 2.87 | 3.17 | 2.68 | 2.66 | 3.35 | 3.00 | 3.64 |
| Local search and rescue capabilities | 4.11 | 4.10 | 4.46 | 3.93 | 4.16 | 4.26 | 4.32 | 4.39 | 4.48 | 4.03 | 4.15 | 4.46 | 4.41 | 4.41 |
| Environment protection and repair of damaged areas, including land, water, etc. | 4.48 | 3.85 | 4.19 | 4.01 | 3.96 | 4.28 | 4.43 | 3.94 | 4.12 | 4.43 | 4.34 | 4.41 | 4.33 | 4.79 |
| Cellular service | 3.38 | 3.81 | 3.87 | 3.54 | 3.74 | 3.66 | 3.73 | 3.71 | 3.85 | 3.45 | 3.65 | 3.22 | 3.29 | 3.72 |
| Visitor education regarding how to best respect and support the local community | 3.73 | 3.71 | 3.90 | 4.01 | 3.97 | 4.10 | 4.29 | 4.09 | 4.36 | 3.97 | 3.95 | 4.43 | 4.16 | 4.30 |
| Transportation infrastructure like roads and bridges | 4.24 | 4.27 | 4.01 | 3.93 | 3.84 | 4.33 | 4.49 | 4.06 | 4.10 | 4.28 | 4.23 | 4.29 | 4.02 | 4.53 |
| Garbage and recycling disposal and collection in tourism areas | 4.07 | 3.83 | 4.22 | 3.96 | 3.95 | 4.11 | 4.29 | 4.03 | 4.06 | 4.10 | 4.05 | 4.29 | 4.14 | 4.52 |
| Recreation infrastructure like trails, campgrounds, parks, and restrooms | 4.39 | 4.32 | 4.28 | 4.31 | 4.21 | 4.51 | 4.51 | 4.00 | 4.10 | 4.14 | 4.29 | 3.83 | 4.16 | 4.48 |
| Historical preservation of community assets | 4.25 | 4.26 | 4.42 | 4.22 | 4.15 | 4.19 | 4.49 | 4.26 | 4.10 | 4.18 | 4.26 | 4.36 | 4.33 | 4.52 |
| Arts and culture investment | 3.80 | 3.61 | 3.33 | 3.70 | 3.25 | 3.72 | 3.66 | 3.29 | 3.49 | 3.18 | 3.49 | 3.41 | 3.44 | 3.78 |

Mean Scores for Environmental Sustainability Questions - 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?

| MEAN SCORE ONLY | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|---|---------------|-------------------------|-------------------------|-----------------------|--------------|-------------|-------------------|-------------|-----------------|--------------------------------|----------------|-----------|-------------|----------------|
| Natural resource protection and tourism can be compatible. | 4.31 | 4.38 | 3.74 | 4.00 | 4.02 | 4.11 | 3.79 | 3.38 | 3.77 | 3.62 | 3.93 | 3.32 | 3.47 | 3.72 |
| Long-term government planning helps reduce potentially negative environmental impacts of tourism. | 4.03 | 3.51 | 3.55 | 3.46 | 3.51 | 3.95 | 3.85 | 3.42 | 3.22 | 3.67 | 3.86 | 3.52 | 3.63 | 4.16 |
| Natural resources should be protected in Utah. | 4.64 | 4.18 | 4.20 | 4.30 | 4.13 | 4.44 | 4.53 | 4.10 | 4.08 | 4.67 | 4.63 | 4.37 | 4.48 | 4.88 |
| The Office of Tourism should educate visitors on things like how to minimize their impacts on the natural environment, and how to travel responsibly. | 4.45 | 3.92 | 4.30 | 4.42 | 4.17 | 4.18 | 4.35 | 4.19 | 4.40 | 4.48 | 4.35 | 4.50 | 4.28 | 4.63 |

Means Scores for observations about tourism in local community - Please tell me whether you agree or disagree with the following statements with 1 meaning you “strongly disagree” and 5 meaning you “strongly agree.”

| MEAN SCORE ONLY | Northern Utah | Uintah/Daggett Counties | Wayne/Garfield Counties | Carbon/Emery Counties | Central Utah | Iron County | Washington County | Kane County | San Juan County | Morgan County/ East Weber Area | Wasatch County | Moab area | Springdale+ | Park City area |
|--|----------------------|--------------------------------|--------------------------------|------------------------------|---------------------|--------------------|--------------------------|--------------------|------------------------|---------------------------------------|-----------------------|------------------|--------------------|-----------------------|
| My area would be a dull place if visitors did not come | 2.58 | 2.75 | 2.77 | 2.83 | 2.60 | 2.91 | 2.31 | 2.46 | 2.38 | 1.92 | 2.34 | 2.00 | 2.25 | 2.24 |
| In our area, our way of life has changed to suit visitors | 2.45 | 2.86 | 3.84 | 2.82 | 2.86 | 3.34 | 3.72 | 4.00 | 3.33 | 3.46 | 3.65 | 4.52 | 4.16 | 4.40 |
| Overall, I think visitors to my area feel welcomed | 3.85 | 4.12 | 4.29 | 3.81 | 4.02 | 4.17 | 4.18 | 4.20 | 3.82 | 3.73 | 4.00 | 3.53 | 4.04 | 4.13 |
| Tourism has made locals prouder of our area | 3.27 | 3.60 | 3.56 | 3.27 | 3.30 | 3.58 | 3.39 | 3.08 | 2.75 | 2.73 | 3.28 | 2.31 | 3.00 | 2.88 |
| I prefer to have as little contact as possible with visitors | 2.58 | 2.21 | 2.41 | 2.27 | 2.63 | 2.66 | 2.68 | 2.54 | 2.88 | 3.22 | 2.74 | 3.13 | 2.61 | 2.98 |
| Residents benefit from a wide variety of cultural activities in my area because of tourism | 2.97 | 3.20 | 2.88 | 2.99 | 2.63 | 3.84 | 3.18 | 2.80 | 2.67 | 2.30 | 3.32 | 2.58 | 2.88 | 3.45 |
| Tourism has made my community an unaffordable place for many to live | 2.55 | 2.45 | 3.26 | 2.49 | 2.58 | 3.35 | 3.94 | 3.95 | 3.21 | 3.58 | 2.93 | 3.13 | 4.00 | 4.49 |
| Tourism supports businesses in my community that are valuable to me | 3.41 | 3.80 | 4.06 | 3.50 | 3.39 | 3.93 | 3.68 | 3.81 | 3.56 | 2.90 | 3.61 | 3.33 | 3.70 | 3.66 |
| I enjoy interactions with visitors | 3.71 | 3.79 | 4.00 | 3.82 | 3.71 | 3.63 | 3.73 | 3.75 | 3.88 | 3.05 | 3.49 | 3.13 | 3.70 | 3.39 |
| Government does a good job balancing residents' and visitors' needs | 2.69 | 2.84 | 2.70 | 2.75 | 2.77 | 2.67 | 2.60 | 2.47 | 2.42 | 2.30 | 2.54 | 1.60 | 2.29 | 2.28 |
| State government values input from residents about tourism in my area | 2.82 | 2.51 | 2.58 | 2.54 | 2.62 | 2.59 | 2.46 | 2.42 | 2.51 | 2.28 | 2.50 | 1.60 | 2.40 | 2.00 |
| Local government values input from residents about tourism in my area | 2.85 | 3.00 | 3.18 | 3.07 | 3.24 | 2.87 | 2.74 | 2.68 | 3.28 | 2.41 | 3.07 | 2.38 | 2.84 | 2.81 |
| Residents have the opportunity to provide input on tourism-related topics in my area | 2.86 | 2.85 | 3.00 | 2.89 | 2.83 | 2.73 | 2.64 | 2.58 | 2.75 | 2.37 | 2.69 | 2.39 | 2.58 | 2.47 |
| I have provided input on tourism decisions in my area by doing things like attending public meetings and/or writing letters to local government or decision makers | 2.18 | 2.84 | 3.30 | 2.76 | 2.86 | 2.43 | 2.88 | 3.44 | 3.21 | 3.16 | 2.82 | 3.75 | 3.19 | 3.35 |

Appendix E – Statewide Tourism Resident Sentiment Survey for Utah Office of Tourism

Questionnaire with results

Conducted: October-November, 2021

Data weighted by:

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?
- B. In which city or town do you reside?
- C. What is the zip code for your area?

Ok, let's get started...

- 1. When is the last time, if ever, that you visited the following...?(n=430)

| | In the past 3 yrs | 4-10 yrs ago | More than 10 years | Never | Unsure |
|--|-------------------|--------------|--------------------|-------|--------|
| A national park in Utah | 76% | 15% | 6% | 3% | 1% |
| A state park in Utah | 80% | 10% | 4% | 2% | 3% |
| A ski resort in Utah | 43% | 20% | 18% | 17% | 1% |
| A Utah museum or cultural event like a zoo, concert, or festival | 83% | 12% | 4% | 1% | 1% |

- 2. Thinking about your community or the general area around you, how would you describe the amount of tourism? Would you say there is...? (n=430)

A great deal of tourism..... 36%
 Some..... 32%
 Little 18%
 No tourism 9%
 Other (specify): _____ 5%
 Don't know 0%

- 3. Does any of your household income depend on tourism-related activities? (n=430)

Yes 10%
 No 89%
 Other (SPECIFY) 0%

- 4. Based on your experience and observation, what are some of the most positive aspects of tourism in Utah? (open-end – first responses only) (n=406)

Benefits the economy..... 46%
 The beauty/scenery..... 17%
 Variety of activities available 9%
 Culture/diversity..... 8%
 Outdoor opportunities..... 6%
 Increased exposure, reputation 5%
 National/state parks 5%
 Accessibility to tourist spots/amenities 4%
 Meeting new people..... 4%
 Snow, skiing, snowboarding 3%
 Welcoming/friendly..... 2%
 Increased preservation/protection of attractions..... 2%
 Brings in more opportunities for the state 2%
 Job opportunities..... 2%
 Well maintained/preserved 2%
 Family-friendly 1%
 Affordable..... 1%
 Not too crowded with tourists..... 1%
 No positive aspects of tourism 3%
 Miscellaneous responses..... 7%
 Don't know..... 3%

- 5. And, what are some of the most negative aspects of tourism in Utah? (open-end) (n=406)

General overcrowding/too many people 32%
 Traffic/congestion 16%
 Damage to property/land..... 15%
 Pollution/litter/environmental concerns..... 13%
 Overcrowded parks..... 10%
 Increased costs/expensive 10%
 Attitudes/lack of understanding/respect from tourists 5%
 Less accessibility for residents/less enjoyment 5%
 People moving to Utah 4%
 Busy/long lines/waits 3%
 Strain on local resources 3%
 Utah liquor laws 3%
 Lack of offerings for tourists..... 3%
 Inadequate infrastructure..... 2%
 Overuse of area..... 2%
 Increased crime..... 2%
 Overcrowding at ski resorts 2%
 Noise..... 1%
 Parking challenges..... 1%

- Poor drivers 1%
- Employment challenges 1%
- No negative aspects of tourism 2%
- Miscellaneous responses..... 10%
- Don't know..... 7%

The next set of question ask about the effect of tourism on the quality, quantity, and access to experiences in the state.

8. Using the same 1-5 scale, with 1 meaning “very negative” and 5 meaning “very positive,” how would you describe tourism’s effect on... (n=430)

| | Very negative 1 | 2 | Neutral 3 | 4 | Very Positive 5 | Don't Know | Mean on 1-5 scale |
|---|-----------------|-----|-----------|-----|-----------------|------------|-------------------|
| The number of arts & cultural experiences? | 2% | 6% | 28% | 37% | 20% | 8% | 3.72 |
| And the quality of arts & cultural experiences? | 2% | 6% | 27% | 35% | 21% | 8% | 3.73 |
| The number of dining options? | 2% | 4% | 22% | 43% | 25% | 4% | 3.89 |
| And the quality of dining options? | 2% | 6% | 28% | 39% | 22% | 3% | 3.77 |
| The number of spectator events? | 2% | 4% | 31% | 35% | 16% | 12% | 3.66 |
| The quality of spectator events? | 2% | 5% | 29% | 37% | 13% | 14% | 3.64 |
| The number of recreational opportunities? | 2% | 7% | 20% | 32% | 34% | 5% | 3.92 |
| The quality of recreational opportunities? | 5% | 8% | 21% | 31% | 30% | 4% | 3.75 |
| Your ability to access recreational opportunities? | 9% | 20% | 25% | 24% | 18% | 4% | 3.24 |

GENERAL VIEW OF STATEWIDE TOURISM

6. 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... (n=430)

| | Very negative 1 | 2 | Neutral 3 | 4 | Very Positive 5 | Don't Know | Mean on 1-5 scale |
|---|-----------------|-----|-----------|-----|-----------------|------------|-------------------|
| The quality of amenities in such as gas stations and retail stores in tourist areas? | 3% | 6% | 27% | 34% | 27% | 3% | 3.78 |
| The natural environment in Utah? | 8% | 19% | 22% | 17% | 32% | 2% | 3.47 |
| Utah’s overall reputation? | 3% | 4% | 16% | 34% | 41% | 2% | 4.07 |
| Human health and safety? | 5% | 11% | 35% | 30% | 13% | 7% | 3.37 |
| Housing affordability? | 33% | 29% | 24% | 7% | 2% | 6% | 2.10 |
| Job opportunities for Utah residents? | 2% | 6% | 23% | 34% | 32% | 3% | 3.90 |
| The quality of infrastructure like public transportation, roads and bridges, and utilities? | 7% | 17% | 32% | 30% | 11% | 4% | 3.20 |
| The opportunity to meet and better understand people from different backgrounds? | 3% | 7% | 26% | 28% | 33% | 4% | 3.84 |

9. Still, thinking about the effects of tourism **statewide**, in general, which of the following statements would you say most accurately reflects your opinion? (ROTATE) (n=430)
 - The positive effects of tourism outweigh the negative 59%
 - The negative effects of tourism outweigh the positive 13%
 - The effects of tourism are equally positive and negative 28%
 - Don't know (INTERVIEWER- DO NOT READ) 0%

7. 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)? (n= 430)

| Significant decrease 1 | 2 | Neutral - no impact 3 | 4 | Significant increase 5 | Don't Know | Mean 1-5 |
|------------------------|----|-----------------------|-----|------------------------|------------|----------|
| 2% | 6% | 45% | 23% | 12% | 13% | 3.43 |

10. 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.” (n=430)

| Not at all important 1 | 2 | Neutral - no impact 3 | 4 | Very important 5 | Don't Know | Mean 1-5 |
|------------------------|----|-----------------------|-----|------------------|------------|----------|
| 2% | 5% | 15% | 34% | 42% | 1% | 4.48 |

11. Do you believe most of the tourism in Utah is from residents or out-of-state visitors? (n=430)
- Residents..... 11%
 Out-of-state visitors.....40%
 Both about equally44%
 Don't know..... 5%
12. 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. (n=430)

| Strongly Disagree 1 | Disagree 2 | Neutral 3 | Agree 4 | Strongly Agree 5 | Don't Know | Mean 1-5 |
|---------------------|------------|-----------|---------|------------------|------------|----------|
| 2% | 3% | 11% | 40% | 42% | 2% | 4.19 |

ROLE OF GOVERNMENT ASK ALL

13. How much do you agree or disagree with the following statement? "The state tourism office should prioritize Utah residents at in-state visitor sites and destinations." Use the same 1-5 scale. (n=430)

| Strongly Disagree 1 | Disagree 2 | Neutral 3 | Agree 4 | Strongly Agree 5 | Don't Know | Mean 1-5 |
|---------------------|------------|-----------|---------|------------------|------------|----------|
| 2% | 7% | 23% | 26% | 35% | 8% | 3.92 |

14. How much do you agree or disagree with the following statement? "The state tourism office should support local tourism efforts." (n=430)

| Strongly Disagree 1 | Disagree 2 | Neutral 3 | Agree 4 | Strongly Agree 5 | Don't Know | Mean 1-5 |
|---------------------|------------|-----------|---------|------------------|------------|----------|
| 1% | 1% | 13% | 33% | 48% | 4% | 4.29 |

15. Which of the following statements would you say most accurately reflects your opinion on state tourist office priorities? (ROTATE) (n=430)
- The state tourism office should encourage tourists to visit less popular sites or destinations. 35%
 The state tourism office should protect less visited sites and encourage visitation to more popular destinations..... 19%
 Neither of these 45%
 Don't know (INTERVIEWER – DO NOT READ) 0%

16. Which of the following statements would you say most accurately reflects your opinion on state tourism office priorities? (ROTATE) (n=430)
- The state tourism office should encourage more tourism into rural areas of the state. 26%
 The state tourism office should encourage more tourism into urban areas of the state. 16%
 Both of these 23%
 Neither of these 35%
 Don't know (INTERVIEWER- DO NOT READ) 0%

ENVIRONMENTAL SUSTAINABILITY

17. 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? (n=430)

| | Strongly Disagree 1 | 2 | Neutral 3 | 4 | Strongly Agree 5 | Don't Know | Mean 1-5 |
|---|---------------------|----|-----------|-----|------------------|------------|----------|
| Natural resource protection and tourism can be compatible. | 4% | 6% | 20% | 32% | 37% | 2% | 3.95 |
| Long-term government planning helps reduce potentially negative environmental impacts of tourism. | 7% | 6% | 19% | 28% | 33% | 6% | 3.79 |
| Natural resources should be protected in Utah. | 1% | 3% | 9% | 16% | 69% | 2% | 4.52 |
| The Office of Tourism should educate visitors on things like how to minimize their impacts on the natural environment, and how to travel responsibly. | 2% | 3% | 8% | 15% | 71% | 2% | 4.54 |

PROGRAMS AND STRATEGIES

18. How familiar are you with the following tourism-related marketing campaigns? (ROTATE) (n=430)

| | Never Heard Of | Heard Name Only | Somewhat Familiar | Very Familiar | Don't Know |
|-----------------------------|----------------|-----------------|-------------------|---------------|------------|
| Mighty 5™ campaign | 54% | 9% | 12% | 14% | 10% |
| Forever Mighty™ initiative | 75% | 7% | 5% | 3% | 10% |
| The Greatest Snow on Earth™ | 3% | 4% | 13% | 79% | 2% |
| Life Elevated™ | 8% | 13% | 23% | 54% | 2% |

19. 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) (16 codes) (n=406)

- Protect Utah's natural resources 6%
- Prioritize Utahns over tourists 5%
- Tourism negatively impacts Utah/residents 4%
- Tourism should not be promoted 3%
- Promote lesser-known areas 3%
- Tourism means overcrowding/congestion 3%
- Improve infrastructure to support tourism 2%
- Utah is beautiful/wonderful 2%
- More camping and recreation 2%
- Too many tourists are moving to Utah 1%
- Improve transit 1%
- Tourism causes environmental concerns 1%
- Utah's liquor laws should change 1%
- Utah is expensive 1%
- Miscellaneous responses 12%
- Don't know/nothing 56%

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

20. Do you describe yourself as a man, a woman, or in some other way? (n=430)

- Man 49%
- Woman 50%
- Some other way (SPECIFY IF OFFERED) 1%

21. Into which age category do you fit? (n=430)

- 18 to 29 years 25%
- 30 to 39 years 21%
- 40 to 49 years 17%
- 50 to 59 years 14%
- 60 to 69 years 12%
- 70 and over 10%

22. Which of the following categories best describes your total household income? (n= 411)

- Less than \$20,000 4%
- \$20,000 to \$39,999 15%
- \$40,000 to \$59,999 15%
- \$60,000 to \$79,999 17%
- \$80,000 to \$99,999 14%
- \$100,000 to \$150,000 21%
- Over \$150,000 15%
- Prefer not to say 0

23. With which racial/ethnic identity do you most identify? (n= 423)

- Hispanic/Latino 3%
- American Indian or Alaska Native 1%
- Asian or Asian-American 1%
- Black or African American 1%
- Pacific Islander/Native Hawaiian 0%
- White 87%
- Multiple races/ethnicities 4%
- Other (Please specify) 2%
- Don't know 0%

24. What is the highest level of education you have attained? (n= 424)

- Some high school 0%
- High school graduate 14%
- Some coll./assoc. degree/voc. cert. 33%
- College graduate (4 years) 36%
- Graduate work or degree 17%

25. How long have you been a resident of Utah? (n= 425)

- Less than 5 years 2%
- 5 to 10 years 6%
- 11 to 20 years 13%
- More than 20 years 79%

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