

Utah Resident Opinions on Tourism: Statewide Survey Results

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Introduction

Utah residents indicate a wide range of opinions about Utah's tourism industry. In a statewide survey conducted in Fall 2021, Utah residents recognized the extensive reach of tourism activity in the state, revealed their firsthand experiences recreating in Utah, and noted the importance of tourism to Utah's economy. A majority of respondents reported the positive effects of tourism outweigh the negative. Many also indicated that tourism has a positive effect on the state's reputation and that Utah offers a positive experiences to visitors. Thirteen percent felt negative effects outweigh the positive, with the influence of tourism on housing affordability receiving negative ratings, and the effects of overcrowding and the impact of tourism on lands and the environment on top of mind for many respondents.

Large majorities felt that natural resources should be protected, and that the Utah Office of Tourism (UOT) should educate visitors on how to minimize the impact on the natural environment and travel responsibly. Respondents indicated that the state tourism office should prioritize Utah residents at in-state visitor sites and destinations, as well as support local tourism efforts. These and other survey results provide valuable information to inform Utah tourism leadership.

Methodology

In 2021, the Utah Office of Tourism 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 broad statewide sentiments of the general public and one aimed at better understanding resident sentiment in specific communities, many known to be highly impacted by tourism.

This research brief provides analysis of the general population statewide survey. All survey findings are provided in the research brief. Appendix A provides a copy of the questionnaire and Appendix B provides verbatim comments to open-ended questions.

Between October 2021 and November 2021, Lighthouse Research collected 406 surveys using a mixed mode methodology that began with the distribution of online survey links to a random sample of known Utah email addresses and proceeded to telephone interviews to attain the desired response level. The survey has a margin of error of +/-5% at the 95% confidence level. The error rate can differ on individual questions or when responses from individual demographic groups are being considered. The telephone survey averaged 12 minutes and contained three open-ended questions.

The following analysis often combines the two negative responses on the five point scale (such as disagree and strongly disagree) and the two positive responses (agree and strongly agree) in order to indicate general respondent perceptions.

Demographic Profile

Prior to data collection, Lighthouse Research randomized and controlled the sample using the WinCati program. Only adults age 18 and over participated in the telephone survey.

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

Limitations

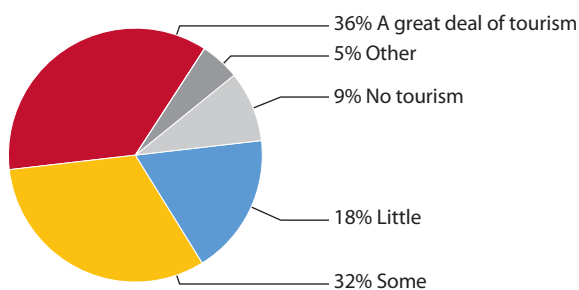
Despite a methodology designed to obtain a representative sample of the state population, respondents had disproportionately high education levels and were insufficiently diverse in terms of race and ethnicity. Consequently, weighting was applied to the education and race/ethnicity responses to better approximate state population demographics.

Table 1: Demographics

		Survey	State
Gender ¹	Male	49.0%	50%
	Female	50.0%	50%
Age ²	18-29	25%	19%
	30-39	21%	14%
	40-49	17%	12%
	50-59	14%	9%
	60-69	12%	9%
	70 and over	10%	8%
Household Income ³	<\$20,000	4%	18%
	\$20,000-\$39,999	15%	12%
	\$40,000-\$59,999	15%	14%
	\$60,000-\$79,999	17%	14%
	\$80,000-\$99,999	14%	11%
	\$100,000-\$150,000	21%	18%
	Over \$150,000	15%	13%
Education ⁴	Some high school	0%	7%
	High school graduate	14%	23%
	Some college/assoc. degree/voc. cert	33%	35%
	College graduate	36%	23%
	Graduate work or degree	17%	11%
	Ethnicity ⁵	White	87%
Hispanic/non-white		12%	22%

1. Data from 2019 American Community Survey.
2. Data from 2019 American Community Survey. Note that age percentages for survey do not include children and are therefore higher than the state percent.
3. 2019 ACS 1-Year Estimates 1-Year Estimates-Public Use Microdata Sample.
4. Data from 2019 American Community Survey. Population 25 and older.
5. Data from 2019 American Community Survey.

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



Experience with Tourism

A majority of survey respondents reported personal knowledge of tourism through their community or personal experience. Two-thirds reported they lived in areas with “some” or “a great deal” of tourism (Figure 1) and three-quarters indicated they had visited a national park in the last three years (Table 2). An even higher percentage of respondents (80%) indicated that in the past three years they had visited a state park, and 83% visited a Utah museum or cultural event like a zoo, concert, or festival.

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

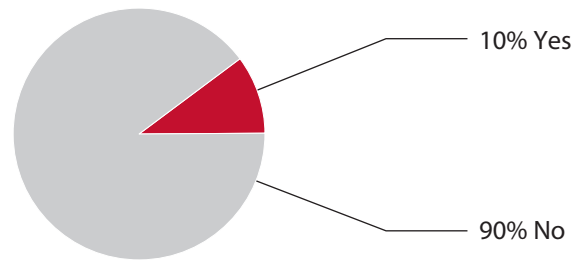


Table 2. When is the last time, if ever, that you visited the following...?

	In the past 3 years	4-10 years 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%

Additionally, a majority of respondents had visited a ski resort in the last 10 years (Table 1).

Although a majority of respondents had firsthand experience with tourist activities, only 10% of respondents report living in a household with any income dependent on tourism-related activities. (Figure 2).

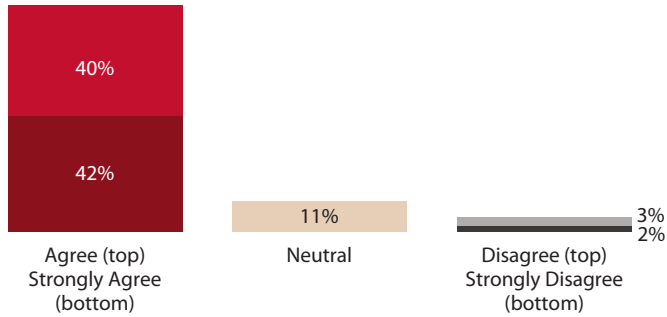
Many of the survey questions explored respondents’ general perceptions of tourism. A large majority (82%) of respondents agree that Utah provides a positive experience for visitors (Figure 3). Over three-quarters of respondents (76%) said they thought tourism was important for the economy, with 42% saying it was “very important” (Figure 4).

The survey also asked respondents to be specific about what they thought the impact of tourism is on several topics (Figure 5). Many of the responses tended toward a majority positive view (the 4 and 5 responses on a 5-point scale) including:

- 75% who thought it had a positive effect on Utah’s overall reputation,
- 66% on job opportunities, and
- 61% on opportunities to meet and better understand people from different backgrounds

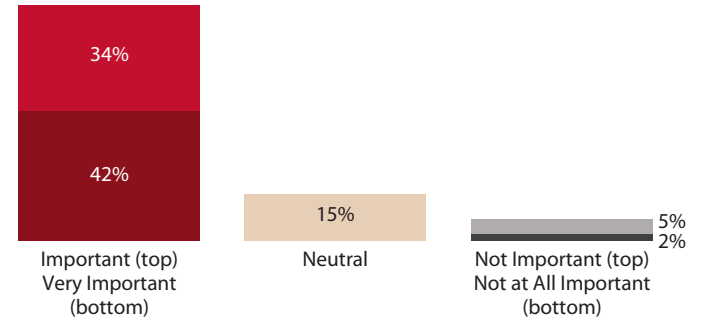
Respondents viewed the effect of tourism on the natural environment and ability to access recreational opportunities as positive or neutral (49%/42% positive and 22%/25% neutral respectively).

Figure 3: How much do you agree with the following statement? "Utah provides a positive experience for visitors."*



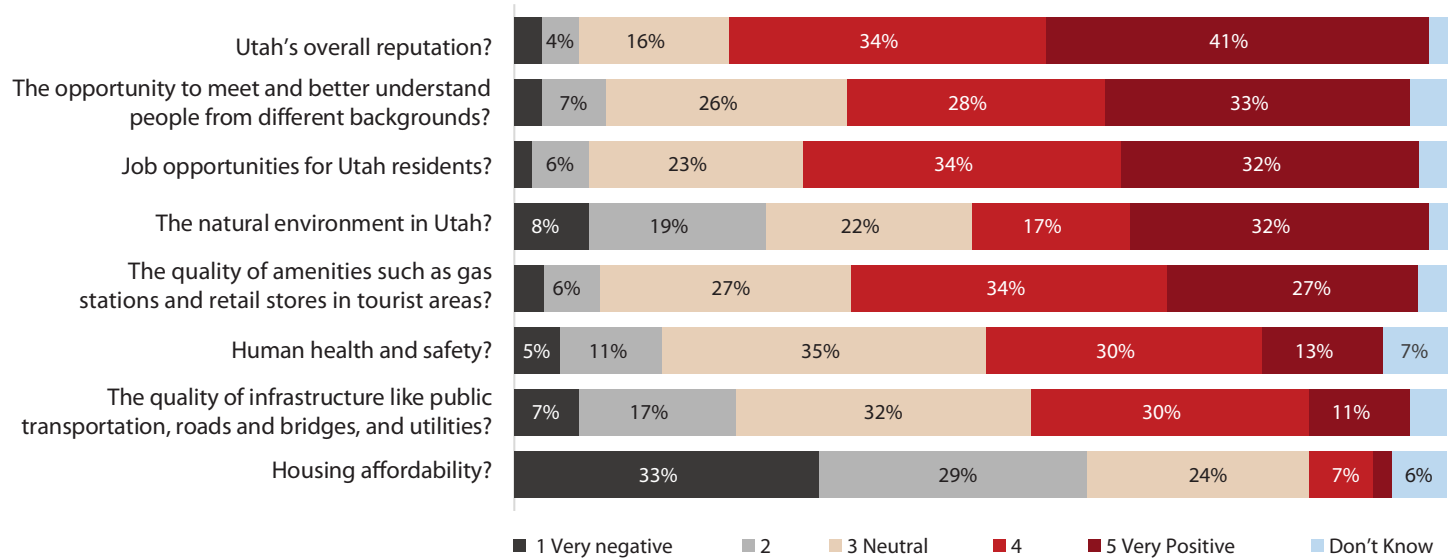
* Don't know: 2%

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



* Don't know: 1%

Figure 5: Opinion on the Effect of Tourism



Respondents more frequently indicated a neutral rating for tourism's effect on both human health and safety, and quality of infrastructure, than they did for other categories (35% and 32% respectively). However, even with higher neutral ratings, positive ratings for these categories were still most common (43% for health and human safety, and 41% for quality of infrastructure).

Only housing affordability came in with a majority negative rating – with 62% indicating they thought tourism had a negative effect on housing affordability.

The survey asked respondents to consider whether tourism increases or decreases the quality and quantity of several amenities. In terms of the number of amenities such as gas stations and retail stores in their area (Figure 6), respondents tended to feel neutral (45%). Thirty-five percent thought there was an increase and 13% didn't know.

Respondents were also asked about what they thought the effect of tourism was on different experiences (Figure 7). Respondents saw a particularly positive impact on dining opportunities (68%) and recreational opportunities (66%), closely

followed by arts and cultural experiences (57%). The impact of tourism on the number of spectator events was less clear to respondents – with 12% answering "don't know" and 31% answering "neutral," while 51% said the impact was positive.

Responses regarding respondents' perception of tourism's effect on the quality of experiences were, for the most part, similar to respondents' perceptions of tourism's effect on quantity (Figure 8). Most saw a particularly positive impact on dining opportunities (61%) and recreational opportunities

Figure 6: How would you describe tourism's effect on the number of amenities in your area (such as gas stations and retail stores)?"

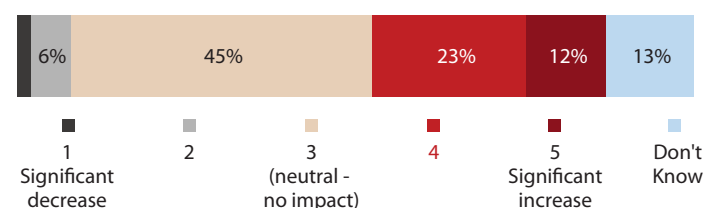


Figure 7: Effect of Tourism on Number of Experiences

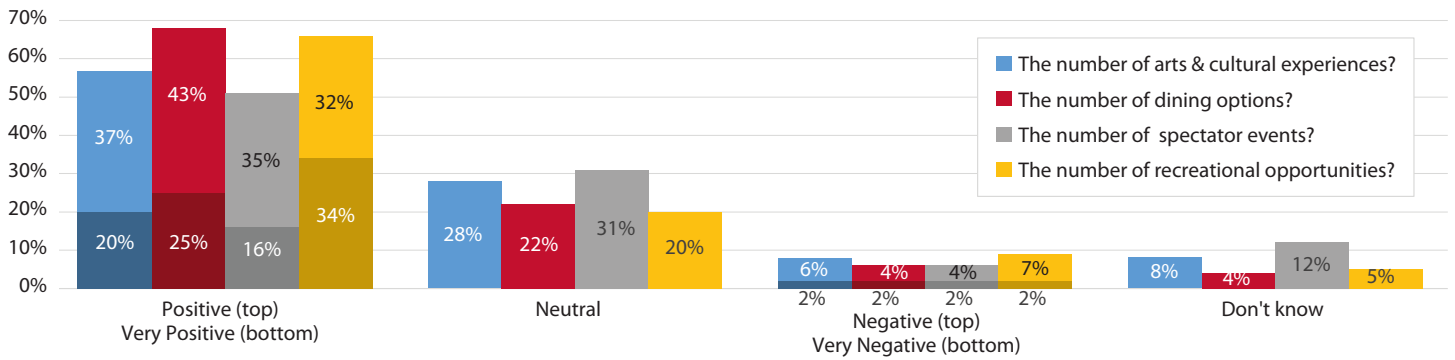
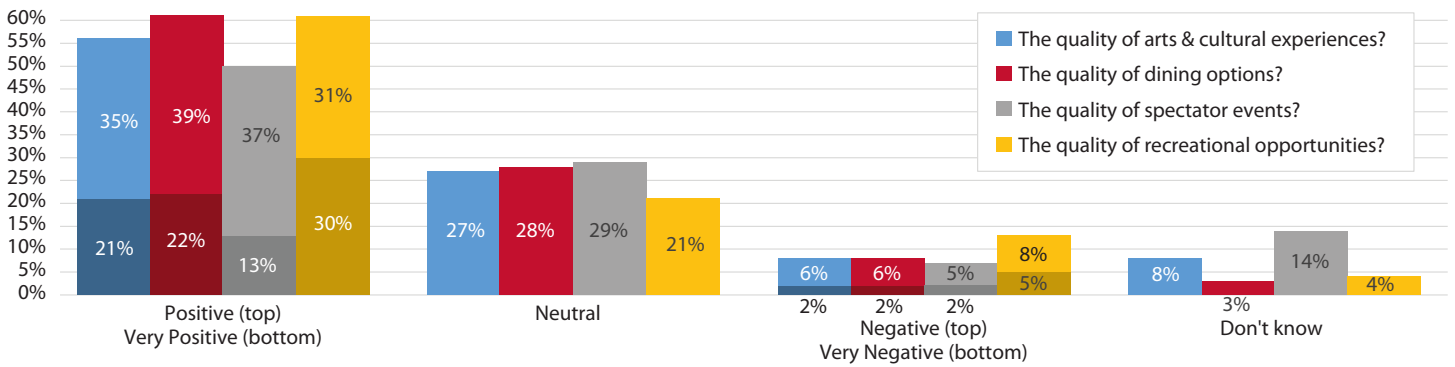


Figure 8: Effect of Tourism on Quality of Experiences



(61%), and within these, more respondents said they thought tourism had a very positive impact on recreational opportunities than dining options (30% versus 22% respectively). Interestingly, a slightly higher percentage of respondents perceived tourism's effect on recreational opportunities as negative when compared to the other categories (13% for recreational opportunities compared to 7-8% for other categories). Fifty-six percent of respondents thought tourism had a positive effect on arts and cultural experiences, and the impact of tourism on the quality of spectator events was again less clear to respondents – with 14% answering “don't know” and 29% answering “neutral,” while 50% said the impact was positive.

Respondents' perception of tourism's effect on ability to access recreational opportunities is mixed – with 29% perceiving it as negative, 25% viewing it as neutral, and 42% viewing it as positive (Figure 9). Considered in light of other survey responses, overcrowding may be considered an access limiting issue.

A majority of respondents (59%) believe the positive effects of tourism outweigh the negative effects (Figure 10). Twenty-eight percent believe the effects are equally positive and negative, and 13% think the negative effects outweigh the positive.

Respondents believe most tourism in Utah is either an approximately equal mix of residents and out-of-state visitors (44%) or primarily out-of-state visitors (40%)(Figure 11).

Over half of respondents (61%) indicated that the state tourism office should prioritize Utah residents at in-state visitor sites and destinations (Figure 12).

A large majority (81%) also indicated the state tourism office should support local tourism efforts (Figure 13).

When asked which more accurately reflected their opinion – that the state tourism office should encourage tourists to visit less popular sites and destinations or that it should protect less visited sites and encourage visitation to more popular destinations – 45% of respondents said “neither of these” (Figure 14). These results are difficult to interpret. Respondents may be indicating that both are appealing goals, that they do not see a government role in directional efforts such as these, or something else entirely.

When asked whether the state tourism office should encourage more tourism in urban or rural areas of the state, the results were similarly inconclusive (Figure 15). A little more than a third of respondents (35%) said “neither of these” and almost a quarter (23%) said “both of these.” The relatively high rate of “neither” and “both” responses could reflect a variety of sentiments. For instance, they may reflect resident preferences, indicate that respondent preferences depend on the locations being considered and how prepared those locations are to have additional tourists directed there, or indicate respondent uncertainty regarding the wording.

Figure 9: Your ability to access recreational opportunities?"

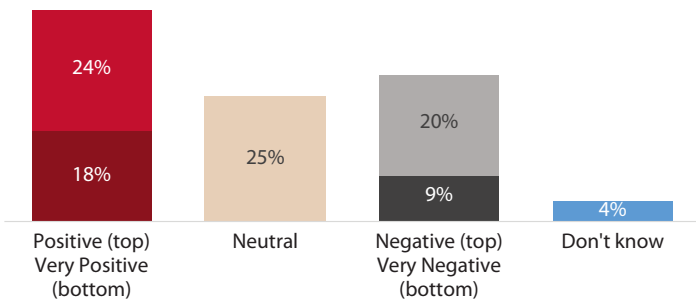


Figure 10: Which of the following statements would you say most accurately reflects your opinion?"

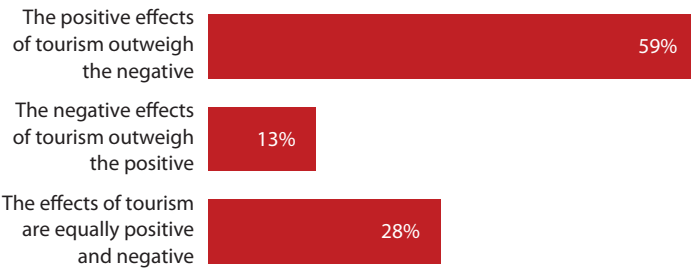
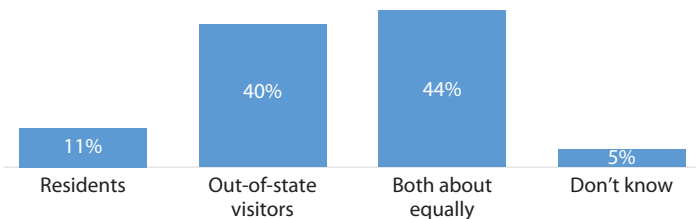


Figure 11: Do you believe most of the tourism in Utah is from residents or out-of-state visitors?"



Environmental Sustainability

Respondents indicated high levels of support for environmental sustainability-related statements, including:

- 86% agreeing that the Office of Tourism should educate visitors on how to minimize their impacts on the natural environment,
- 85% agreeing natural resources in Utah should be protected,
- 69% agreeing natural resource protection and tourism can be compatible, and
- 61% agreeing that long-term planning helps reduce potentially negative environmental impacts of tourism.

Marketing

"The Greatest Snow on Earth™" was by far the most recognized tourism-related marketing campaign, with 92% of respondents familiar with it. Life Elevated™ was second most recognized, with 77% of respondents indicating familiarity. A majority of respondents were not familiar with either the Mighty 5™ campaign (63% unfamiliar) or the Forever Mighty™ initiative (82% unfamiliar).

Figure 12: The state tourism office should prioritize Utah residents at in-state visitor sites and destinations."

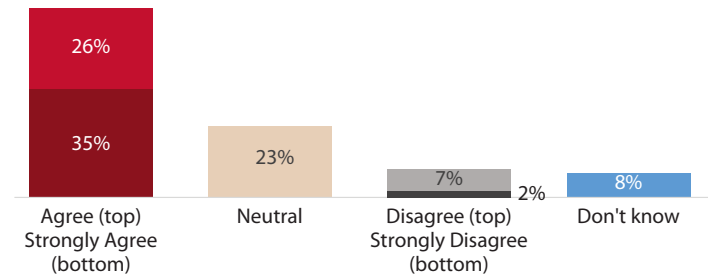


Figure 13: "The state tourism office should support local tourism efforts."

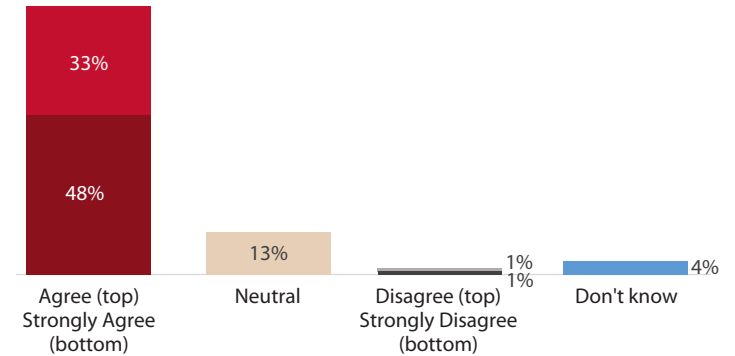


Figure 14: Which of the following statements would you say most accurately reflects your opinion on state tourist office priorities?"

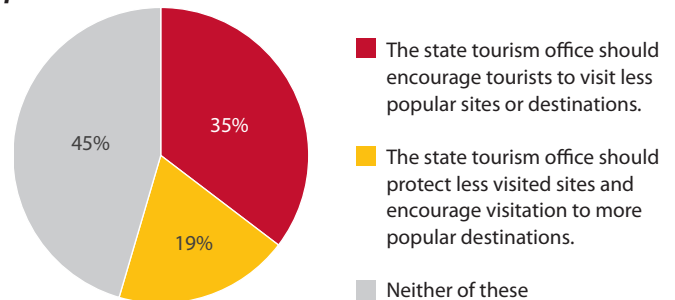


Figure 15: Which of the following statements would you say most accurately reflects your opinion on state tourist office priorities?"

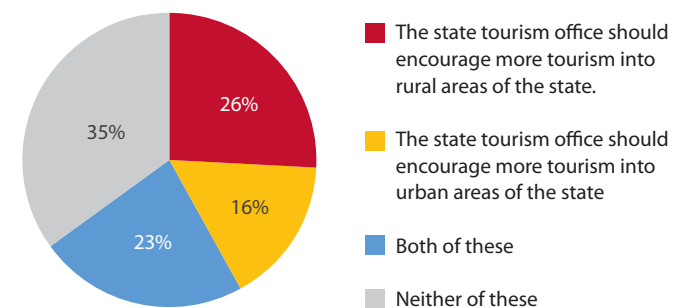


Figure 16: Environmental Sustainability

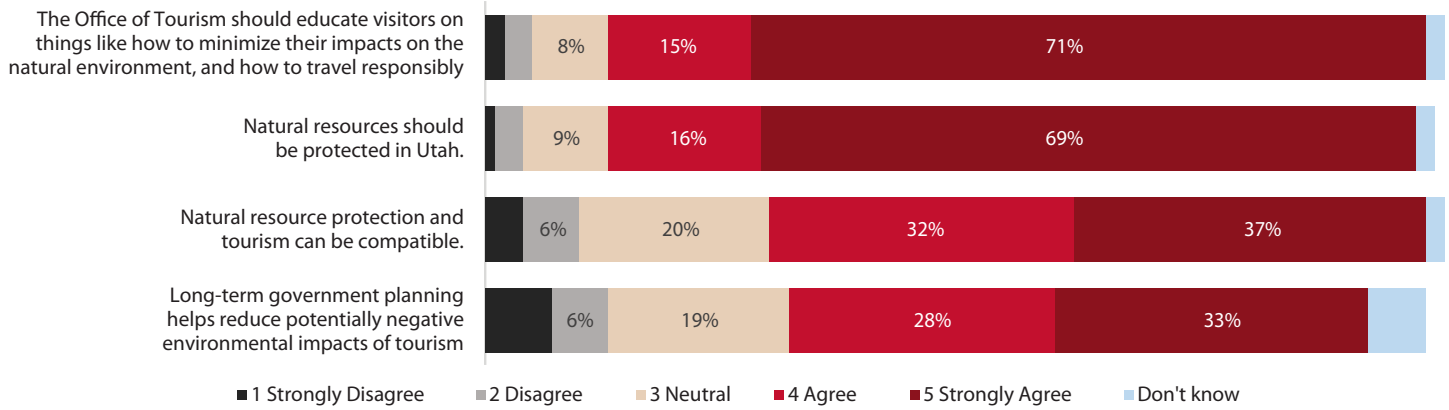
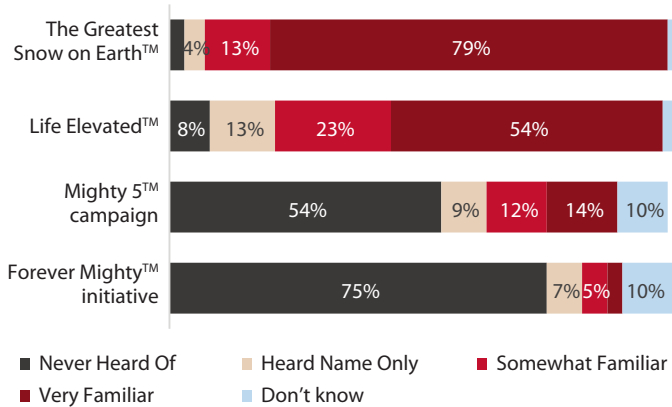


Figure 17: How familiar are you with the following tourism-related marketing campaigns?



Resident Perceptions of Tourism

Early in the survey, respondents were asked to name the most positive aspects of tourism in an open-ended question. Respondents answered the question from differing perspectives, some considering it in terms of how tourism impacts the community and/or state, and some from the perspective of being a visitor to a tourist destination. Forty-six percent of respondents indicated the economy; seventeen percent said beauty/scenery; nine percent said variety of activities; eight percent mentioned culture/diversity; and 6% mentioned outdoor opportunities. All other responses were 5% or less. Respondents mentioning economic impact appear to be addressing tourism in terms of what the act of tourism does for the state (“Bringing money to local stores and communities”). Comparatively, many comments related to attributes such as scenery appear to be describing what they view as positive characteristics of tourism-related sites (“The beauty of the land”).

A few respondents indicated they did not see positive aspects from tourism, or noted they were outweighed by negative aspects (“It probably brings in money, but it would be better if people would stay away”).

Respondents were also asked to name some negative aspects of tourism. Six categories of responses garnered mention by ten or more percent of respondents, and several of these could be further categorized as either related to problems associated with overcrowding, or problems associated with deleterious impact on the land and/or natural environment:

- 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%)

Sample of Comments

“Great benefits to the economy having visitors. It’s also great for encouraging environmentally sensible laws to protect Utah’s greatest asset, natural beauty”

“Brings money into the state, puts Utah on the map so housing values go up ”

“Overcrowding! Traffic congestion, long lines, and damage to sensitive areas negatively affects Utah and its residents. Residents want to ski, hike, and visit state and national parks without sharing them with hordes of people. Also, too many people fall in love with Utah’s outdoor amenities and move here. I like visitors, but the huge influx is worrisome. Housing prices are inflated and lifelong residents are being pushed out of affordable housing. Developers are out of control and green spaces are disappearing. Salt Lake is becoming more and more congested, pollution is worse, water and other resources are dwindling and quality of life is reduced.”

“People not knowing how to take care of nature/ national parks.”

Additional Concerns or Suggestions

When asked if they had additional comments, concerns or suggestions regarding tourism in Utah or their local area that were not covered in the survey, most respondents (56%) said they didn't know or did not have any. Nine percent of respondents gave answers indicating a negative opinion regarding tourism (tourism negatively impacting Utah and residents; tourism associated with overcrowding and congestion; too many tourists moving to Utah; and Utah causing environmental concerns.) Additionally, 6% of respondents expressed concern about protecting Utah's natural resources and three percent did not think tourism should be promoted. Five percent of respondents indicated Utahns should be prioritized over tourists. Three percent indicated lesser known areas should be promoted. No other answer was given by more than 2% of respondents.

Appendix A

Questionnaire – Statewide Resident Survey on Tourism

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

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

- A. What is your county of residence? _____ (OR, Is your county of residence _____?)
- B. In which city or town do you reside? _____
- C. What is the zip code for your area? 8 4 _____

Ok, let's get started...

1. When is the last time, if ever, that you visited the following...?

	In the past 3 years	4-10 years ago	More than 10 years ago	Never	Unsure
A national park in Utah					
A state park in Utah					
A ski resort in Utah					
A Utah museum or cultural event like a zoo, concert, or festival					

2. Thinking about your community or the general area around you, how would you describe the amount of tourism? Would you say there is...?
- A great deal of tourism
 - Some
 - Little
 - No tourism
 - Other (specify): _____
 - Don't know
3. Does any of your household income depend on tourism-related activities?
- Yes
 - No
 - Other (specify): _____
 - Refuse
4. Based on your experience and observation, what are some of the most positive aspects of tourism in Utah? (open-end)
5. And, what are some of the most negative aspects of tourism in Utah? (open-end)

(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...

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

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)?

Significant increase		(neutral - no impact)		Significant increase	Don't Know	Depends
1	2	3	4	5		

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

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

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

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)
- 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 (INTERVIEWER- DO NOT READ)
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."

Not at all important		(neutral - no impact)		Very important	Don't Know	Depends
1	2	3	4	5		

11. Do you believe most of the tourism in Utah is from residents or out-of-state visitors?
- A. Residents
 - B. Out-of-state visitors
 - C. Both about equally
 - D. Depends (specify)
 - E. Don't know

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.

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

(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.

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

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

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

15. 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 tourists 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 (INTERVIEWER – DO NOT READ)

16. 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 more tourism into rural areas of the state.
 - B. The state tourism office should encourage more tourism into urban areas of the state.
 - C. Both of these
 - D. Neither of these
 - E. Don't know (INTERVIEWER- DO NOT READ)

(ENVIRONMENTAL SUSTAINABILITY)

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

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

(PROGRAMS AND STRATEGIES)

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

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

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

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

19. Do you describe yourself as a man, a woman, or in some other way?
- Man
 - Woman
 - Some other way (SPECIFY IF OFFERED)
 - Prefer not to say

20. 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

21. 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

22. 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

23. 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

24. 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 B

Verbatim comments are provided in positive, negative, and general comments sections. Codes precede each section, and comments are organized based on the first coded idea mentioned in a comment. If a comment has more than one idea, a second (and possibly third) code is provided in parentheses after the comment.

Positive Comments

Based on your experience and observation, what are some of the most positive aspects of tourism in Utah?

CODES	
A	Benefits the Economy (46%)
B	Accessibility to Tourist Spots/Amenities (4%)
C	Culture/Diversity (8%)
D	The Beauty/Scenery (17%)
E	Variety of Activities Available (9%)
F	National/State Parks (5%)
G	Welcoming, Friendly (2%)
H	Increased Exposure, Reputation (5%)
I	Outdoor Opportunities (6%)
J	Well Maintained/Preserved (2%)
K	Meeting New People (4%)
L	Not Too Crowded with Tourists(1%)
M	Snow, Skiing and Snowboarding (3%)
N	Job Opportunities (2%)
O	Increased Preservation/Protection of Attractions (2%)
P	Brings in More Opportunities for the State (2%)
Q	Affordable (1%)
R	Family-friendly (1%)
S	No Positive Aspects of Tourism (3%)
T	Miscellaneous Responses (7%)
U	Don't Know / Wouldn't Say (3%)

Benefits to the Economy (A)

- Money (8 comments).
- The money it brings to the state from those coming in from outside the state.
- The biggest is the income for it to support other businesses.
- Increased state revenue. We have a lot of beautiful wild places and people can visit them, and we can share it. (D)
- Lots of money comes into the ski resorts, and that is what keeps the parks all open.
- It is definitely one of the biggest economies down here and supports a lot of people.
- It brings up business, so that's good. Up in Heber, we get more than some places, and it's good for the business here.
- It brings a lot of business to local businesses.
- It probably brings in money, but it would be better if people would stay away.
- Support of businesses.
- The people and the money they bring.
- It brings in revenue, which is nice.
- Increased revenue.
- Revenue and growth.
- Brings money into the state.
- Helps the economy.
- Brings in revenue and new people. (K)
- Income that it brings to the tourist area.
- Increases economic stability.
- The financial aspect of tourists coming in from out of the area is a positive.
- Revenue to support arts and outdoors.
- Attracts tourism and profits, adds diversity to the state. (C)
- It brings money, but not enough.
- More money coming in to local shops.
- Brings in money for the state, allows people to have outdoor pastime activities. (I)
- Bringing money to local stores and communities.
- Money, introduction of culture. (C)
- The money brought in.
- Revenue, sharing natural resources unique to our state. (D)
- Income for local businesses.
- Money incoming to the state and businesses.
- Boosting our economy. People learning how special our national and state parks are and helping to preserve the land and wildlife we have. (F, O)
- The most positive is that tourism brings money into the State of Utah.
- The money coming in from tourism helps maintain current recreation areas and build new things for everyone to use and enjoy. (P)
- Great benefits to the economy having visitors. It's also great for encouraging environmentally sensible laws to protect Utah's greatest asset, natural beauty. (O)
- The money it brings in for business.
- Revenue.
- Income, helps our economy.

- Cash flow.
- Income.
- Economic growth, positive impact on performing arts. (T)
- Economic support.
- Lots of income for ski towns.
- The economy. (3 comments)
- Economic, positive views of the state. (H)
- It brings a lot of money into our town/county.
- It brings in money.
- Economic infusion, but that's about it.
- Money for local economies.
- It helps the economy.
- Infusing millions of dollars annually into the state.
- Brings money to the state.
- Tourism dollars help with the hospitality industry.
- Tax revenue.
- Income to the smaller towns.
- Income for small businesses.
- The boom to hotels and restaurants.
- Increased revenue, public relations. (H)
- Positive economic impact. Increases appreciation for Utah's unique natural environment, leading to support for conservation and public ownership/ access. (D, O)
- Income to the state.
- Revenue. (4 comments)
- Tourism brings revenue to our state. It gives residents an opportunity to meet people from other places in our own state as we recreate. (K)
- Bringing money into the area, which equates to opportunities.
- Brings money into the state, puts Utah on the map so housing values go up. (H)
- Increase revenue for area.
- Money that it generates.
- Income tax base.
- More revenue for the state.
- Revenue for the hotel, tourist shops, restaurants, and travel industry.
- The money it brings to the area.
- Tourism brings a lot of money to Utah. It introduces our heritage and unique culture to visitors, which can generate goodwill in our favor. Many are impressed with the variety of beautiful landscapes our state has to offer from mountains, deserts, red rocks and salt flats. There is so much to see and do here in Utah! (H, D, E)
- It keeps some businesses open.
- The economy boost, which will be gone now due to Biden.
- More economic development.
- Brings in money for businesses in the communities.
- I love that so many people come to see our beautiful state and that it brings great revenue to us.
- Income.
- Supports local businesses.
- More tax revenue.
- Income for some residents and businesses.
- Increased revenue and culture. (C)
- Increase in the economy and better selection of hotels.(P)
- Raises tax money.
- Travelers spend money when they come to Utah to ski or when they visit national parks such as Zions, Capital Reef, or Canyonlands. Tourism generates jobs and also it generates local tax revenue. (N)
- Revenue for local businesses.
- Economics.
- Helps with economic growth.
- Brings in money to the community.
- Brings in revenue so that we continue to protect our national and state parks. (O)
- The income it brings to the state.
- Supports the local economy.
- Revenue generation.
- Some shopping outlets rely on the visitors for their livelihood. They would not survive without it.
- Income for the community, diversity. (C)
- Bringing outside money into the state.
- Some increase in state money.
- Money for town.
- The income brought into the state because of tourism. Being able to share with others the beauties we enjoy here. (D)
- Money that they spend from other states/countries.
- Economic gains, exposure to Utah culture and landscapes. (D)
- A boost to the economy and our natural parks give people something else to know about Utah besides the dominant religion. (F)
- Brings in money for the state.
- Money coming into the state.
- Brings money to the state.
- Income from small businesses to statewide financial benefits.
- It brings revenue to Utah!
- Economic growth, great outdoor experiences, etc. (I)
- Brings in tax revenue for schools. Also, it brings in fun things to do in Utah. (E)
- Money to the state, not as outdated liquor laws, and investment into the state. (P)

- Revenue and taxes.
- Income for communities in tourist areas.
- More money entering our state, plus those of us who live here get to enjoy the touristy things too. (E)
- Steady income throughout the year.
- The income that is brought into our state.
- Increases our home values.
- Income for the more rural areas of Utah.
- Tourism brings people to our valley, and they then spend time and money at our stores and places to eat.
- We get more money in the state.
- Visitors pay sales and use taxes in the state.
- Economic development, awareness, and just the opportunity to see nature. (D)
- The money provided that improves the tourist sites.
- Cash inflow.
- Economic growth.
- Brings money and some jobs. (N)
- Adds to the economy of the state.
- Brings money into the communities.
- Revenue, keeping small quaint businesses in business.
- It brings a lot of money to local businesses, which in turn, helps local residents.
- The boost to our local economy.
- Utah is a great place; it brings revenue into the state.
- Brings in money.
- Brings income to the state.
- Income to my town in general.
- More income to Utah.
- The added revenue to our state.
- Increase in revenue for economy.
- Support our businesses.
- Money, and it's fun meeting people from out of state. (K)
- Economic boost.
- Economy benefits.
- It can help businesses in Utah. It could also convince more people to live here and bring their business with them.
- It is a boom to our economy. It exposes us to the world and other cultures. (C)
- Brings income into the state.
- Brings money into the area.
- Economy boost.
- Money to the businesses.
- Money to local businesses.
- More money for the state.
- It brings in more revenue for some of the businesses in the area.
- Economy, job creation. (N)
- Economic increase.
- It brings in lots of money to the state.
- Cash flow, getting rid of outdated old regulations built around an insulated religious community. (T)
- Economy boost, diversity. (C)
- We get a lot of money from tourism.
- Good for business.
- Earnings to governments, private entities, and the economy from tourism dollars.
- We get people through this area spending money and contributing to our economy, which helps our economy to grow.

Accessibility to Tourist Spots/Amenities (B)

- Very accessible, plenty of options, and very diverse landscapes. (E)
- It's in the middle of everything and the mountains.
- Accessibility. (2 comments)
- Easy access to tourist areas.
- Easy access to many different tourism sites, friendly people, many places to eat, and also hotels near tourism areas. (G, P)
- Availability.
- Great places and facilities close to home.
- You can find places to visit from north to south. Every place is easily accessible. Maintenance of sites is to be commended. (J)
- Close by.

Culture/Diversity (C)

- Adding to the diversity showcasing the natural beauty of Utah.
- Exchanging of cultures, and goods, and ideas between people.
- Brings diversity to the area, communities being more inclusive.
- Having there be more culture around you.
- It brings an influx of culture into the state.
- It brings diversity.
- I think the diversity of people that come to Utah is great. We get to interact with people from all around the globe here in Utah. (K)
- Culture diversity, income. (A)
- Cultural exchange.
- It brings in different perspectives.
- Diverse environments with four seasons. The state has low crime and is fairly clean. (T)
- Bringing different people in from all over the world, and it definitely helps bring in money. (A)
- I believe it broadens our cultural diversity.
- Diversity!

- I like a variety of people that I meet. (K)
- Seeing new cultures and customs.
- Utahns get exposed to outside ideas and views. People other than Utahns get to see wonderful sights in nature. (D)

The Beauty/Scenery (D)

- I think our natural landscapes are our best tourism spots.
- Beautiful scenery and close access to the mountains and snow. People are very nice, and there are great things to see here. (B, G)
- People being able to see things they can't see in other places.
- It's beautiful here. We are a polite culture and welcoming. (G)
- The natural beauty of the world.
- So beautiful!
- It's beautiful, mostly affordable, and decent access. (Q, B)
- Beautiful landscapes in southern Utah.
- Their positive comments about the beauty and all the mountains.
- Scenic beauty.
- The beauty of the land.
- Many people come and enjoy our beautiful area.
- The nature and national/state parks. The mountains, changing seasons, hiking, and wildlife. It attracts a crowd that cares about being outside and in nature. (F, E, I)
- Utah is beautiful and has things to do every season.
- People wanting to and being able to experience Utah's natural beauty, its sights, and people.
- Beauty. (4 comments)
- Sharing our amazing natural landscapes with other people, giving people opportunities to learn about our unique religious heritage. (H)
- Utah is beautiful and I'm proud to show it off. I also like meeting visitors from around the world. Tourism also helps the economy. (K, A)
- World-class beauty, several kinds of natural environments within a few hours. (B)
- We live in a beautiful area and it's fun to be able to enjoy it and it does generate money for the economy. (E, A)
- Utah has beautiful parks and recreation. People visiting brings money into the state. (A)
- There are some scenic places in Utah. My ancestors were here and helped build it. I am proud of our state.

- Utah has a lot of beauty to offer the world.
- Sharing our beautiful state and bringing in some revenue. (A)
- Unique scenery, center of a culture and religion, and a friendly attitude to visitors. (T, G)
- The scenery, the people, and the interesting points of interest. (T)
- Beautiful country.
- Pretty sights.
- Beautiful parks.
- Beautiful and unique landscapes.
- Beauty, access. (B)
- Outdoor beauty.
- People get to enjoy the beautiful areas of Utah.
- Scenic.
- Natural beauty and outdoor recreation. (I)
- Beautiful scenery and nice people. (G)
- More people get to experiment with its beauty.
- Utah is very beautiful and there is a lot to see and many hikes to go on.
- Natural beauty.
- Beautiful place to live and to visit.
- There are beautiful things to see and to visit in every park of Utah.
- Natural beauty, great arts. (E)
- Brings people to see the beautiful landscape Utah has to offer. It is great for the economy. (A)
- We have a lot of unusual scenery.
- Our state is freaking gorgeous and I love that people want to come and see it.
- Sharing the natural beauty that the state has to offer
- Increased appreciation for nature, boosts Utah's economy. (A)
- Great scenery, interesting sites, and great people. (G)
- Utah has beautiful areas to visit. And despite the amount of people who come to visit, I feel like the areas are not overly crowded or difficult to get to. This is much better than most tourist areas around the world. (T)
- Attention to natural beauty and inflow of money to local businesses. (A)
- Beautiful scenic highways and byways.
- Beauty everywhere, easy to get to. (B)

Variety of Activities Available (E)

- The rodeos are fun and things with the LDS tour sites.
- Diversity of activities, the different activities in the seasons.
- There are plenty of tourism opportunities. It's vital for our economy.
- There are many things to do in Utah.
- Lots of year-round variety of activities.
- Lots to do.
- There's so much to do and explore.
- It's cool to experience what Utah has to offer.
- Seasonal activities all year long!
- Utah has a lot to offer.
- Lots of different activities no matter the season.
- There are lots of options for tourism and things for visitors to do.
- Fun things to do.
- Constructive things to do for kids and adults.
- Four seasons activities and activities for all abilities and ages.
- Multiple types of offerings.
- There's always something to do, regardless of what season we are in. Lots of options.
- Lots of things to do.
- Many places of interest.
- The diversity of it; Utah is beautiful. There are so many things to do and see with many different weather and geological features. (D)
- There are lots of unique and interesting places to visit.
- Because this is a tourist area, there are lots of amazing things for the locals to do as well.
- Lots of different things to see from the mountains to the landscapes. Great for snowboarding, skiing, or hiking around. We also have lakes for boats and water activities. (M)
- Utah has a lot of variety because of the diverse climate. There is something for almost everyone.
- There is a lot of variety, parks, zoos, aquariums, art, museums, sports/outdoor activities, etc.
- Variety of options, scenery, and types of activity. (D)

National/State Parks (F)

- Obviously the parks are extraordinary. They are clean, and people are respectful. (J)
- State parks.
- People appreciating state and national parks.
- National parks, skiing, outdoors, variety of landscapes, and boating. (M, I, D)
- Great national and state parks and the best ski resorts in the world. (M)

- National and state parks are amazing.
- Utah is the best place to visit, beautiful national and state parks!
- National parks, diverse environments. (D)
- I love the Arches and Zions and other state parks; they are fun. I love Thanksgiving Point too. Kanab and St. George I love too. (E)
- National parks are unique.
- The national parks and camping are great destinations for tourism. It is fun to see different types of people from all over enjoying nature's beauty. (C, D)
- The beautiful national parks.

Welcoming, Friendly (G)

- Friendly people, new cultures. (C)
- It's fairly inexpensive and very accessible. There are also a lot of options! (B, E)
- Welcomeness.

Increased Exposure, Reputation (H)

- I think it's awesome for people to know there's more than just the temple, so I do think it could be education and there's a place for tourism everywhere. Utah is a beautiful place.
- It puts a good light on Utah and that we have something to offer in this part of the state.
- Recognition of Utah, positive reputation of the state.
- Our state is more known.
- It showcases our great state and makes taking care of the natural resources that the tourists enjoy. It gives them a reason of why we need to protect it. Also, the revenue helps support the many small and large companies in the state! (O, A)
- Image of the state.
- Exposing people to the beauty and also showing them how nice Utahns are.
- We have the opportunity to showcase all of the beautiful people and places within our state.
- People seeing all that Utah has to offer.
- We can share what is important to us and boost the joy and fulfillment of others who visit.
- Exposure.
- People from all over get to come and see the wonderful things about this state.
- We get to share our state with those around and they get to experience cool things.
- Good reputation for our state.

Outdoor Opportunities (I)

- The outdoors, a lot of trails and national parks, lakes and ski resorts. (F, M)
- The outdoors. (4 comments)
- It is all of our outdoor stuff.
- So many natural outdoor activities.
- Lots of open spaces.
- Utah is the best! We have amazing hiking, outdoor activities, skiing, beautiful scenery, and just amazing places to be outdoors and experience things. (M, D)
- Great for hiking.
- Outdoor adventure is good for people. I'm glad we're known for that.
- Love the outdoor activities.
- They are mostly outdoor activities.
- Great outdoors is GREAT here.
- The great outdoors.
- Open air, clean, family friendly, budget-minded, and internationally acclaimed. (R, Q, H)
- The outdoors are great. The facilities are maintained and promoted. Everything is geared towards families. (J, R)
- There are a lot of outdoor opportunities for tourists.
- Great outdoors. It brings culture and better restaurants to rural Utah. (C, P)
- Plenty of outdoor locations.
- Lots of it is outdoors and there is a wide variety of activities. It's very effective in drawing in a crowd from around the world. (E, C)

Well Maintained/Preserved (J)

- Well-maintained facilities and roads.
- The area is always clean.
- Highly desirable and beautifully maintained.
- Parks are maintained well. You get to meet lots of different people.

Meeting New People (K)

- Interactions with people.
- New people willing to learn.
- Meeting new people, positive economic impact, and diversity. (A, C)
- Meeting people all around the world. (C)
- Meeting/sharing time with people from other places, economic value, and it creates appreciation for what we may take for granted when seen through others eyes. (C, A, T)

- Good people coming in.
- We get to meet new people. People get to see our great lifestyle. (H)
- Meeting new people.
- It's great to meet new people and to learn new things from people around the world. (C)

Not Too Crowded with Tourists (L)

- Generally not too crowded, good infrastructure. (T)
- Low volume of people most of the year at most popular sites.

Snow, Skiing and Snowboarding (M)

- Skiing is a huge one and scenery. (D)
- Skiing and snowboarding.
- Skiing, festivals, state and national parks. (T, F)
- Skiing, state park. (F)
- The snow.
- Greatest snow on earth, natural beauty in mountains, desert, and forests. (D)
- Great snow for skiing.

Job Opportunities (N)

- Creating jobs. I think we all benefit from the tourism, and it creates more activities for residents to enjoy. (P)
- Lots of job opportunities.
- Jobs for people and revenue for the state. (A)
- More jobs and opportunities to educate people on our state (through state parks and museums). (H)

Increased Preservation/Protection of Attractions (O)

- It helps Utah be more beautiful and preserves the natural beauty in Utah.
- People see the value in conservation of the land/ protection after visiting delicate places.
- More like-minded people defending and protecting Utah's outdoors.

Brings in More Opportunities for the State (P)

- More choices of restaurants, diversity. (C)

Affordable (Q)

- Low cost and family friendly. (R)

Family-friendly (R)

- Family oriented, fair priced, and lots of different things to do. (Q, E)
- Family-friendly.
- It's usually very family-friendly.

No Positive Aspects of Tourism (S)

- Zero, I don't like it. It's like someone coming into your backyard. It sounds selfish, but you don't like waiting in line for your own back yard. I was born and raised here and it sucks to have to wait in line to go someplace.
- None/Nothing. (8 comments)
- None; the large growth in tourism has had a negative impact on Utah and has caused the state and the National Parks to be extremely overcrowded and ruined.
- There are none.
- It brings in a lot of deplorables trying to either spread or hide from COVID-19.
- I don't like it; it causes our roads to be congested.

Miscellaneous Responses (T)

- The greatest place to live is in Utah; we have everything here.
- Building communities.
- Variety of weather, mountains and red rock.
- It encourages facilities to be built.
- Temple Square, Zion National Park, and Park City.
- Do people actually come as a tourist to Utah?

- Positive.
- Helping change the archaic laws here.
- Growth of smaller communities.
- Great experience when you can afford to go there.
- Low environmental impact.
- Knowing the history behind the places being toured.
- Learning about our beautiful state, revenue from tourism. (A)
- We have really good infrastructure.
- The organization of how people move about, especially in regard to the national parks. (F)
- Being a part of something magical.
- Development of a sense of community, affirming the value of local amenities to provide positive experiences, and affirming the value of people spending leisure time enjoying positive experiences.
- Respectful, not too crowded. (L)
- Extra income on scheduled days.

Don't Know/Wouldn't Say (U)

- I don't know, I guess. (6 comments)
- I don't have too much experience with tourism in Utah.
- I'm not sure. (3 comments)
- I can't answer. Most of the tourists I'm familiar with are either visiting family or the temple in Salt Lake City.

Negative Comments

What are some of the most negative aspects of tourism in Utah?

CODES

AA	Traffic, Congestion (16%)
BB	General Overcrowding, Too Many People (32%)
CC	Liquor Laws (3%)
DD	Increased Costs, Expensiveness (10%)
EE	Pollution, Litter, Environmental Concerns (13%)
FF	Damage to Property/Land (15%)
GG	Noise (1%)
HH	Busyness, Long Lines/Waits (3%)
II	Overcrowded Parks (10%)
JJ	Increased Crime (2%)
KK	Strain on Local Resources (3%)
LL	Inadequate Infrastructure (2%)
MM	People Moving to Utah (4%)
NN	Overcrowding at Ski Resorts (2%)
OO	Employment Challenges (1%)
PP	Attitudes, Lack of Understanding/Respect from Tourists (5%)
QQ	Lack of Offerings for Tourists (3%)
RR	Less Accessibility/Enjoyment for Residents (5%)
SS	Overuse (2%)
TT	Poor Drivers (1%)
UU	No Negative Aspects of Tourism (2%)
VV	Miscellaneous Responses (10%)
WW	Don't Know (7%)
XX	Not Enough Parking (1%)

Traffic, Congestion (AA)

- Have you driven on the highways here? That's the least appealing thing.
- In Heber we get a lot of traffic. The main street gets really backed up.
- Traffic. It's the one that kills me the most.
- It adds to the congestion on the roads and other areas.
- Traffic. (8 comments)
- More traffic. (2 comments)
- Congestion, traffic, and pollution. (EE)
- Traffic congestion, overcrowding. (BB)
- Traffic and crime often increase. Prices are often driven up during tourist season. Local attractions and popular venues are often overcrowded. (JJ, DD, BB)
- Traffic of vehicles and people to popular parks (double edged sword). (II)
- Congestion in our cities and roads and also the national parks. Increasing rents and home prices, and with it comes more crime and homelessness, and it also puts more stress on our resources. (II, DD, JJ)
- Traffic, air pollution, light pollution, noise, use of limited natural resources. (EE, GG, KK)
- Traffic and such. Some tourism leads to move-ins and I don't want too many move-ins to change the way things run in Utah. (MM)
- Traffic, overcrowding of popular restaurants. (BB)
- Overwhelming traffic.
- Makes streets and canyons crazy busy.
- Traffic, congested ski resorts. (NN)
- Increased traffic congestion.
- Traffic, population, inflation. (BB, DD)
- Increase in traffic.
- Congestion, pollution, destruction and overuse of areas, and limited access due to overcrowding. (EE, FF, SS)
- Increased traffic, longer wait time at restaurants/ events. (HH)
- Road and attractions congestion, impact on fragile lands and eco systems, increased prices. (HH, EE, DD)
- The roads and infrastructure surrounding the parks are atrocious.
- The packed streets. Not wanting to visit sites anymore because they're too crowded. (RR, HH)
- It can cause traffic in certain areas and not all of it is affordable and accessible. (DD)
- Congestion, trash. (EE)
- Traffic and irresponsible use of public lands and trails. (FF)
- More traffic, more people, less camping spots available, less availability of parks. (BB, RR)
- The amount of traffic it brings in the tourism season.
- Traffic, explaining local standards and customs to strangers. (PP)
- Traffic congestion.
- Traffic, especially in the canyons in winter.
- It causes our roads to be congested. Too many want to move into our state. It's becoming overpopulated and impossible to afford decent housing. Tourism sucks. (MM, BB, DD)
- More traffic. More crowds. More waiting. More negative attitudes. More outside influences. (BB, HH, PP)
- Congestion, strain on resources, and crowding. (KK, BB)

General Overcrowding, Too Many People (BB)

- Crowding/Crowds/Crowded/Overcrowding. (28 comments)
- Too many people. (15 comments)
- The overcrowding, especially those who moved in the last five years.
- When I was going to BYU, I didn't like how crowded it got.
- Overcrowding and parking and cost. (XX, DD)
- The people. The amount of people.
- Overcrowding and pollution. (EE)
- It's overcrowded and raises prices. (DD)
- Overpopulation.
- Lots of people.
- We used to live in a rural community, quiet and peaceful, but now, everywhere I go in Utah is crowded with outsiders. It feels like every other city and state that is too built up.
- Our part of the state gets very crowded at times.
- Overcrowding, trash left behind, and the noise. (EE, GG)
- Too many tourists sometimes, but it's okay.
- Too many people. It's difficult to visit our own national parks. (RR)
- People.
- Too many people at the favorite spots.
- Crowds and cost. (DD)
- Too many people visiting.
- Too many people and higher mountain home prices. (DD)
- Too many people and parking issues. (XX)
- Crowds and crime. (JJ)
- Overgrowth and crowding to abuse, and pollution of outdoor resources. (FF, EE)
- Crowds, way too many people at national parks. (II)
- The people.
- Overcrowding! Traffic congestion, long lines, and damage to sensitive areas negatively affects Utah and its residents. Residents want to ski, hike, and visit state and national parks without sharing them with hordes of people. Also, too many people fall in love with Utah's outdoor amenities and move here. I like visitors, but the huge influx is worrisome. Housing prices are inflated and lifelong residents are being pushed out of affordable housing. Developers are out of control and green spaces are disappearing. Salt Lake is becoming more and more congested, pollution is worse, water and other resources are dwindling and quality of life is reduced. (AA, HH, FF)
- The negative that comes to mind would be it creates crowds.
 - All the extra people.
 - There can be crowds and not very good traffic. Things like concerts don't always have the biggest headliners. (AA, VV)
 - Overcrowding and traffic jams. Visitors may have a hard time understanding the liquor laws. Damage to the national monuments and parks while hiking. Jobs may be seasonal. (AA, CC, FF)
 - Too many tourists! I don't like going to the parks anymore. They're just too crowded and traffic is too heavy. (II, AA)
 - Attracts too many people.
 - Too crowded, traffic, environmental impact, less access for locals. (AA, EE, RR)
 - Overcrowding. Prices for skiing, etc., went up a lot after the Olympics. (DD)
 - Places are becoming too crowded.
 - Overcrowding, vandalism. (FF)
 - It is getting very overpopulated and expensive to live here. (DD)
 - Too many people and cars and garbage and disrespect for the environment. (AA, EE, FF)
 - We seem to have a lot of tourists in Utah in summer, winter, spring, and fall. Oftentimes, finding a campsite is very difficult for residents. (RR)
 - Lots of people at one place.
 - Too many people visiting at the same time.
 - Overcrowding, unwelcome values. (PP)
 - Too many people in the mountains on their UTVs tearing up the mountains and making new trails everywhere there shouldn't be. I don't enjoy going to the mountains because of that issue. Groups of 50 or more all over. (FF)
 - Too many people, traffic. (AA)
 - It's way too crowded and we're unable to manage the crowds.
 - The overpopulation and overuse of parks. (II, SS)
 - Way too many people consuming a finite resource. (KK)
 - The crowds. In some areas the UTVs have taken over. (VV)
 - Increased marketing creating overcrowding and degradation of parks and natural habitats. (FF)
 - Too many people at once, increasing housing costs due to rental properties becoming Airbnbs, degradation of natural resources and habitats. The list is endless. (DD, FF)
 - There are way too many people. The quality of the experience has diminished greatly because of the huge increase of tourists. (RR)
 - Crowded at times.

- Too many people, demands on our resources. They leave garbage and vandalism in their wake. (KK, EE, FF)
- Too many people and too much traffic (AA)
- Overpopulation, no available housing. (VV)
- Overcrowding, disrespect for the natural beauty, noise and light pollution. (FF, GG)
- Overcrowding, pollution, serious damage to popular tourist attraction. (EE, FF)
- Annoying people, litter, noise, and long lines. (EE, GG)
- The crowds are too big with more traffic, people litter, natural monuments get vandalized, more pollution. (AA, EE, FF)
- Sometimes it is too crowded. Sometimes people from out of state aren't as concerned or invested in keeping the tourism good. (PP)
- Overcrowding, traffic, disregard for others' property (AA, FF)
- There are more people to crowd places.
- Crowded in places.
- Too many people! We can't enjoy our own state without having to deal with hordes of people in our campgrounds and national/state parks. They bring with them what they are trying to leave behind in the form of crimes committed against our state and people. (JJ, RR, PP)
- Crowding, so it's hard to use the areas that we enjoy. (RR)
- Crowds at times.
- Overcrowding, littering, and vandalism. (EE, FF)
- Lots of people.
- Overcrowding at times.
- Sometimes it feels as if we are overrun with tourists. They've trashed some of the local trails and wilderness areas. And although the local economy benefits greatly from tourism, it is too dependent on it. With COVID, we really felt the crunch. So tourism prevents us from having a more diverse economy. (FF, VV)
- It's overcrowded!
- Overcrowding, disrespect for Utah culture, prompts some to move to Utah. (PP, MM)
- Crowds, expense. (DD)
- Rapid growth, pollution, overcrowding. (EE)
- Holiday overcrowding.
- More people.
- Lots of people.

Liquor Laws (CC)

- The liquor laws are stupid and turn people away.
- Tourists complaining about liquor laws.
- Liquor laws, public transportation, air quality (VV, EE)
- Liquor laws! As a drinker, these are some of THE MOST restrictive and backward alcohol laws I've ever seen. Not just in the country, however, in the world.
- Alcohol restrictions.
- Perception of alcohol laws/nightlife, limited hotels. (QQ)
- Alcohol laws are psycho here.
- Not enough bars.

Increased Costs, Expensiveness (DD)

- Certain things can be overpriced.
- Price inflation around ski season.
- The most negative aspects of tourism is that it causes an increase in cost for the local people because business owners have to take advantage of the tourist. Another negative aspect is it increases the traffic on roads, in buildings, etc. (AA)
- Some places cost too much to take a family.
- Anything worth seeing or doing costs too much.
- It's expensive.
- Too expensive for the low-income families.
- Higher prices.
- It can be expensive for state residents to participate in a lot of the activities due to cost and distance.
- It can raise prices on activities.
- Pricing of some events or places are high.
- Raise in housing costs, more people. (BB)
- Residents have to contend with higher prices, and jobs are created but not necessarily high-paying ones. Population growth, because some people come and stay. (OO, MM)
- Prices going up on everything, pollution. (EE)
- Tax hikes.
- Ski areas are too expensive and crowded. (NN)
- Increased park pass costs.
- Increasing cost at ski resorts, overcrowding in national and state parks. (II)
- Expensive.
- Leading to higher costs for locals. Driving the people of this town away.
- The price of many of the activities puts the price out of range for the people that live here.

Pollution, Litter, Environmental Concerns (EE)

- Pollution and destruction of property and monuments. (FF)
- It impacts the environment, especially in our national parks. More people = increase in crime. (JJ)
- Added pollution.
- Litter, crowds. (BB)
- Mess, noise, traffic. (GG, AA)
- Smog.
- People bring their garbage here.
- Pollution, sickness. (hello COVID in Summit County), traffic, busyness. (VV, AA, HH)
- Trash, overuse of parks. (SS)
- Pollution.
- Air pollution.
- Pollution and garbage, overcrowding, destruction of landmarks and artifacts. (BB, FF)
- The effect on the environment and how crowded parks and monuments are now. (II)
- Garbage, pollution, and overcrowding. (BB)
- Trash and pollution.
- Some tourists don't take pride in picking up their trash around camp sites and trails.
- More weight is put on profiting off of the land (mining, drilling, etc.) and not enough focus is on conservation of natural resources such as water.

Damage to Property/Land (FF)

- Damage to the national parks.
- Damage to national resources.
- Damage to the environment, so many trails everywhere, the intimacy of it. It is turning the outdoors into Disneyland. Garbage and too many people. I do understand evolution and things evolve. (SS, EE, BB)
- Damage of property or littering. (EE)
- Vandalism and trash. (EE)
- People damaging things and the parks.
- The degradations of the national parks in Utah, the crowds. (BB)
- Vandalism that happens sometimes.
- It can hurt the national parks. We need to preserve our natural resources.
- Destruction of the land (4-wheeler tracks, etc.), idiots defacing ancient rock formations and petroglyphs, trash. (EE)
- Some people don't take care of things and ruin/deface irreplaceable monuments/artifacts.
- Deterioration of beautiful places, lack of privacy or

- tranquil experiences due to traffic. (AA)
- Increased effects of human-based erosion. People don't know how to stick to trails. Increase in religious-based influence. (VV)
- Ruining the natural spaces that make Utah special.
- Keeping national and state parks nice with so many visitors.
- People not knowing how to take care of nature/national parks.
- Degradation of natural and cultural resources, vandalism. The impact to sensitive areas is increasing as the draw to visit increases.
- Any potential destruction of natural environments.
- Mistreatment of public lands; overcrowding;; not enough parking, space, or hotels for the amount of people who want to visit. (BB, XX, LL)
- Damage to parks (national and state) through overuse and those who don't take care of nature. (SS)
- Vandalism of sites, overcrowding by those from out of state so local people can't access parks, canyons, etc. (BB, RR)
- Sometimes tourists ruin stuff. I think most people are good, but sometimes people can be not respectful of the land.
- Park vandalism.
- Destruction of natural areas if people aren't careful.
- Destruction, lack of respect of our natural resources.
- Destruction of landmarks over time.
- People not respecting our land. Trash, vandalism, and overcrowding of once-loved local sites. (EE, BB)
- Wear and tear on scenery and roads.
- Vandalism, accidents, and crime. (VV, JJ)
- Some of the crowd doesn't respect it (i.e. graffiti).
- Too many people who don't care for or harm the state's natural resources.

Noise (GG)

- Noise, development, environmental impact, traffic. (VV, EE, AA)

Busyness, Long Lines/Waits (HH)

- Overcrowded trails.
- Overcrowded camping and traffic. (AA)
- Busy seasons with not enough parking/placement to visit. (XX)
- Recently things have been pretty busy, which can be annoying, especially on three-day weekends when everyone goes camping.
- It can get busy at times which increases the wait times.

- Some things can be crowded.
- Overcrowded restaurants, roads, and rude behavior. (AA, VV)
- Lagoon does get crowded, although I'm not sure people come to Utah for Lagoon.

Overcrowded Parks (II)

- Just like the overcrowding in the parks, like Zions.
- How busy the parks are getting.
- In the summer, areas tend to get crowded, like parks. There are basically the tourist events that are particular to a particular population, like alcohol isn't provided, as an example. (CC)
- The tourist crowding places/degrading national parks and state parks. (FF)
- Crowded parks.
- Too many people filling up the parks and making it difficult to visit.
- Overcrowding in the parks. We have more people in Iron County than our resources can support. (KK)
- Not enough state parks or national parks.
- Overcrowding of natural sites.
- The national parks have become overcrowded.
- I've watched the national and state parks and ski resorts become incredibly crowded over the past many years. So much so that it is difficult to get in and out of those places and enjoy them. (NN, RR)
- Many parks are over-crowded, scarce water sources. (KK)
- Parks are so crowded they close their gates by 10 am. Limited access, full campsites, and excess refuse scattered to the wind. Crowded lakes and trails. We are overusing and exploiting these sites beyond what they can bear and it's making it a miserable experience for both tourist and locals alike. (RR, EE, SS)
- Crowding in Little and Big Cottonwood Canyon, crowding in national parks.
- Crowded state and national parks.
- Overcrowding of parks, difficulty getting campsites.
- National parks are crowded.
- It's often crowded at parks and it's getting worse. We would love a top-tier dramatic theater. (VV)
- Some of the parks are getting really crowded so we are having to be getting more creative and exploring different areas and at off season times to avoid the crowds. (RR)
- It feels like parks get full very fast.
- Overcrowding at national parks and state parks.
- Crowded parks and venues, and traffic increase. (AA)
- The locals no longer want to visit the national parks

because they are too busy now. (RR)

- Too many people in the state and national parks.
- Many of the known areas are overcrowded (i.e. Zion's). I think many other places aren't as well advertised to distribute the tourism industry. (VV)
- Overcrowding at national parks, carbon footprint. (EE)
- Overcrowding at national parks.
- Overcrowding of national and state parks, disregard for historical significance (i.e. graffiti on cave drawings, arches, destruction of hoodoos, etc.). (FF)
- Overcrowded parks and points of interest.
- Overcrowded state and national parks. People don't respect nature! Leaving trash and graffiti on our parks. (EE, FF)
- Some of the more popular areas, like Moab, become incredibly congested.
- Parks are too full.

Increased Crime (JJ)

- Crime rates go up.
- More crimes.
- Crime coming into Utah, destruction of public land. (FF)
- Brings in unscrupulous characters.

Strain on Local Resources (KK)

- Impacts to local infrastructure, pollution, and increased cost of use to locals (EE, DD)
- Our EMS and SAR teams are volunteer only and the demand in the past couple of years has become crippling for our community. Businesses, once primarily owner-operator, used to allow for "pager time" and different things, but cannot afford to allow staff to leave for volunteering. We have minimal able-bodied individuals with the ability to participate in these community needs. The NPS should pay toward these services.
- Use of resources, crowding, increased traffic, environmental impact. (BB, AA, EE)
- Too much could be a bad thing with little resources to manage it.
- Taxing on our roads, EMS, police, etc.

Inadequate Infrastructure (LL)

- We don't have statewide the best infrastructure. Southern Utah has the worst, as far as places to stay and restaurants. (QQ)
- The only downside I see is the roads in Utah don't really adequately handle the amount of traffic and smog. (EE)
- Infrastructure of roads, etc., sucks throughout the state.

There is only one freeway interstate north-south. (I-15).

- Especially in southern Utah, the infrastructure (roads, layout, etc.) isn't built for an influx of people.
- Lack of funding for supporting infrastructure, not enough local enterprises offering high quality goods and services to visitors. (QQ)
- Infrastructure that was not made to accommodate large influxes of people (freeways, canyon roads), and damage to our natural lands, such as vandalism and littering. (FF, EE)
- Infrastructure, width of roads.

People Moving to Utah (MM)

- Lots of Californians moving to Utah recently.
- It brings more people to move in. The town is a small town that wants to stay small. The litter is a big negative. (BB, EE)
- People who come to ski end up buying homes so locals have less of an opportunity to purchase homes themselves.
- People love it here then want to move here.
- People liking it too much and staying.
- People move here, the prices of our housing goes high, property taxes go up. They build highrise three- to five-story apartment buildings all through Weber and Davis Counties. I don't mind four and eight plexes, but there is reason why Brigham Young had pioneers spread out from Rexburg, Idaho, to San Bernardino, California. Only so many resources can fit in an area. If you put houses, you might have 50 cars in an apartment complex. You put a four-story building, you've got 150 cars in that same space. Who pays for roads to be widened? The bridges to be widened? (DD, BB, KK)
- It might make more people want to move here.
- Too many people like what they see. They move here in unsustainable numbers, driving up housing prices and property taxes, and increasing the pollution and stress on limited resources like air and water. (DD, EE, KK)
- Everybody has found out. The hidden gem isn't so hidden anymore, and the accompanying population growth has further accelerated already fast natural population growth. Also, the federal government's inability to keep up the national parks parking and accessibility with demand at the national parks. (II, XX)
- People like what they see and then move here.
- Too many people now want to move here.
- People love our state and move here.
- People then want to move here, driving up the cost of living. Development and environmental destruction. (DD, FF)

Overcrowding at Ski Resorts (NN)

- Skiing and snowboarding can get crowded.
- Just that the worst is the lines at ski resorts end up sucking, and the line to get up the canyon is brutal and the national parks don't have a ticket system or a lottery system. (II)
- I have had season ski passes to Brighton Resort for 20 years and I'm not getting them this year because I don't want to deal with the enormous amount of visitors that now come to the resort.
- Focus is too much on skiing.
- Ski resorts and just the mountains in general are overcrowded.

Employment Challenges (OO)

- On the off season when it is harder and some jobs get laid off.
- It lowers the standard of living because, unless you are an owner (the very few and seldom local), the jobs available are lower level and lower paying. There is an increased need for employees, but individuals are forced to work several jobs to feed their families. Also, the increased amount of visitors over the past few years are quickly destroying the natural wonders that we took for granted. There is a need for further development to handle the incredible increase of people visiting the sights in our county. We do not have the infrastructure such as roads, parking, trails, bathrooms, trash removal, etc., to accommodate the needs. What once was beautiful and breathtaking is now disgusting and unsafe. (FF, LL)
- Not a stable source of income. It brings too many people into one location. (BB)

Attitudes, Lack of Understanding/Respect from Tourists (PP)

- People judging and being hateful toward each other. It's so religious that it can cause problems with people misunderstanding others.
- People outside the state think we are strange.
- Too many people relate Utah to one religion. It's hard to get to some places to see. (RR)
- Some people who are not from Utah come here and realize just how beautiful it is. They then have an (understandable) desire to preserve it for generations to come, but sometimes assume they know better than we do about how to preserve it. It bugs me when politicians from back east try to legislate what we do with our lands.
- Negative views of people, pollution. (EE)
- The stigma about the LDS church and assumptions

that everything is tied to religion.

- I don't appreciate the entitled tourists and those that show a lack of respect for the area and people who live here.
- The out-of-staters and foreigners, then they try to impose their state's rules.
- Negative people in Utah.
- Too many trying to protect/endorse their own piece of the pie.
- Sometimes cultural differences lead to disrespect of national monuments or other features. (FF)
- Brings in people who don't understand Utah culture.
- They are somewhat disrespectful of the locals and the sites they see. (FF)
- I feel that tourists are too critical of the locals using Utah resources for living.
- The attitude is 'no locals.'

Lack of Offerings for Tourists (QQ)

- The availability of things to do like amusement parks and entertainment places, more like Fat Cats or Boondocks.
- The city—there is not a whole lot to do.
- There's hardly anything to do for disabled or older people.
- We need more to do.
- Quality of hotels, liquor laws, mostly chain restaurants. (CC)
- So much is closed on Sundays.
- Dining and nightlife doesn't compare to other states with similar tourist attractions.
- There isn't enough of a food scene in Utah.

Less Accessibility/Enjoyment for Residents (RR)

- Tourism has grown so much in recent years that, as a native Utahn, I find myself avoiding areas I used to frequent on a regular basis because I know these areas (national parks, monuments, etc.) will be over crowded with tourists. (II)
- National monument designation by the federal government.
- Tourism leads to out-of-state legislators in Washington forcing federal land grabs from the innocent, hardworking citizens to satisfy the liberal elite, giving them a national or local park to visit (far away from where they live). This is not fair to the local landowners.
- Diminished experience due to excessive crowds. (BB)

Overuse (SS)

- Over-trafficking of trails and mountains. A lot of people put expectations on our culture here and they don't find it, so we are forced to change. (PP)
- Overuse. (2 comments)
- Pristine places get overrun and trashed by too many people in certain places. Businesses can become too big and dependent on an unpredictable source of income (i.e. tourists). (EE, VV)

Poor Drivers (TT)

- Tourists that don't know how to drive in snow.
- Their driving is different, and they complain about the alcohol restrictions and stores being closed on Sundays. (CC, RR)
- Too many bad drivers!
- Sh**y drivers and too many Texans, *** Idahoans and Californians.
- College student drivers.

No Negative Aspects of Tourism (UU)

- I don't have a problem with them. The tour person seems to be very nice and respectful.
- Nothing. The tourists are better than the residents and politicians.
- I don't know of any negative aspects of tourism.
- Don't think there are any.
- N/A
- I think we can only benefit from tourism.
- Not many.

Miscellaneous Responses (VV)

- The shutting off of anything to go do.
- The upkeep and cleaning of the parks.
- A lot of our stuff is not very accessible without a car. Without renting a car, you can't get to some of the places.
- Maybe people figuring out the cool hidden gems we have.
- The flawed view of the LDS religion.
- Small cities.
- Salt Lake City and Salt Lake County.
- A lot of it looks and feels the same.
- People don't leave. The housing market is impossible because of it. I want to raise my family near my family, but it's looking more and more impossible.
- All of it; no one wants to come to a state with lots of racists and religious bigots.
- Lifestyle.

- Sustainability.
- It shows what a hidden gem the state of Utah is. I don't want to share it with the world. It gets overcrowded. (BB)
- That the governor doesn't care about tourism, and that celebrities think they own Park City.
- Utah is no longer a "hidden" gem. People have discovered what it has to offer.
- National parks are far away.
- Revenue goes to big corporations.
- Not a lot of people know about areas of the state.
- Some of the facilities need better cleaning.
- Utah's weird laws. People don't understand the stupid behind it.
- Tourism monopolizes in the areas of housing, hotels, restaurants stifling the growth of smaller local businesses.
- Huge gas prices.
- The creation of more national parks or monuments.
- The upkeep of campgrounds is not that great.
- Meeting new people.

- Culture.
- Utahns are incredibly hateful and xenophobic. I've heard incredibly hateful things about visitors.
- We don't know enough about them all
- Too many housing rentals, the amount of people that come through affects traffic and our streets can't handle it. (AA, LL)

Don't Know (WW)

- I can't think of any. (4 comments)
- I don't know. (3 comments)
- None. (6 comments)
- I'm not sure. (5 comments)
- No comment. (7 comments)
- Nothing.
- I can't answer. Most of the tourists I'm familiar with are either visiting family or the temple in Salt Lake City.
- Unknown.

General Comments

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?

CODES

- ZA National Parks are Too Crowded (2%)
- ZB Utah is Expensive (1%)
- ZC Tourism Causes Environmental Concerns (1%)
- ZD Tourism Means Overcrowding and Congestion (3%)
- ZE Prioritize Utahns over Tourists (5%)
- ZF Promote Lesser-Known Areas (3%)
- ZG Tourism Negatively Impacts Utah and Its Residents (4%)
- ZH Utah is Beautiful, Wonderful (2%)
- ZI Tourism Should Not Be Promoted (3%)
- ZJ Too Many Tourists are Moving to Utah (1%)
- ZK Improve Infrastructure to Support Tourism (2%)
- ZL Improve Transit (1%)
- ZM More Camping and Recreation (2%)
- ZN Protect Utah's Natural Resources (6%)
- ZO Utah's Liquor Laws Should Change (1%)
- ZP Miscellaneous Responses (12%)
- ZQ Don't Know, Nothing (56%)

National Parks are Too Crowded (ZA)

- It's sad to see how overrun the big five national parks are.
- I feel like the national parks in Utah are way overrun and possibly should have visitation limited.
- I understand that Utah has many great opportunities for tourism, but we should restrict access because parks are getting overrun (i.e. Zions, Angel's Landing).
- Control number of tourist in the parks. Set aside a two-week period spring and fall for resident-only park visitation. (ZE)
- Tourism has had Zion hiking overcrowded. Hiking in some areas of Utah such as Kanaraville Falls, tourists have greatly damaged and overrun beautiful sites. There are more people on a nature hike than I see inside a gas station. It's horribly frustrating to see destruction of our gorgeous state and tourism overrun some of these places. It's unfortunate for us locals to be unable to enjoy our state due to social media. However, I believe it's wonderful more people are getting out experiencing nature rather than staying indoors on digital devices all day. But regulation and preservation should be implemented with consideration to locals getting first rights. (ZG, ZN)

- We need more done to make national parks easier to visit. Reservations, etc. I haven't been in several years because I always hear that the lines are hours long and people are regularly turned away. I don't want to travel that far just to not be able to see anything. Reservations and limits on visitors would fix this.
- Consider applying a system that regulates access to the national parks in an effort to reduce overcrowding.
- Out-of-state tourism should be as important as in-state. I am a lifelong resident and have never been to Zions. It is just too busy. I would like to see local only events to better support local tourism, and thus redirect out-of-state tourists to some of the smaller areas during these events. (ZE)
- I live near Zions National Park. It is very frustrating that there are so many people. It is hard to enjoy now. It'd be nice to have a few days a year that were Utah residents only. (ZE)

Utah is Expensive (ZB)

- Keep pricing lower to encourage longer stays and to be more affordable for families.
- A friend grew up in Park City and now nobody in his family can afford to live there. I heard the same thing about McCall, Idaho. My grandfather graduated from Moab/Grand High School; it's hard to even get a motel room there.
- Utah is expensive.
- Costs for locals has risen tremendously. Not just housing. Now there are talks of charging for parking by our local restaurants and shops. Outrageous!

Tourism Causes Environmental Concerns (ZC)

- Air quality needs to be a much higher priority in the state.
- Environmental preservation and sustainable regeneration is paramount.
- Smart, green tourism is preferred.
- Air pollution greatly affects tourism negatively from polluting industry, mining, oil refineries, and coal.
- Energy efficient, going solar > gas incentives.

Tourism Means Overcrowding and Congestion (ZD)

- Tourism promotes overcrowding.
- There are too many people. Stop advertising out of state. Prioritize Utah residents. Stop designating public land as monuments and parks; these just attract more and more people who then ruin the land. (ZI, ZE)

- How tourism affects traffic and housing.
- Too many tourists.
- We're past the point of overload. Infrastructure needs a radical upgrade. (ZK)
- It's way too crowded and we are unable to manage the crowds.
- Crowd mitigation had to be addressed. Every year, outdoor recreation is less pleasant due to more crowds.
- I feel we have added problems because of the number of tourists. We don't have the ability to handle the number and it adds to congestion and garbage in our parks and wilderness areas. Let some areas stay as they were years ago. (ZG)
- Tourist sites are very packed and seem to always be full.

Prioritize Utahns over Tourists (ZE)

- People that are residents should also be able to access the lands.
- Giving Utahns priority when visiting national/state parks is an interesting idea. Perhaps we could be given a reduced rate for parks that require an entrance fee.
- I enjoy tourism; just protect our way of life, and minimize traffic problems.
- The rights of the locals need to outweigh those of tourists.
- Maybe certain events should be free for in-state residents, especially if our taxes already being used to fund them.
- Tourism should benefit Utahns, not politicians.
- I feel for those of us who live here. It should be much cheaper to visit places than for tourists out of state. Also, there should be more monitoring of out-of-state tourists and their abiding by parks rules.
- Offer discounts for locals with local ID like Las Vegas does.
- Don't put tourism needs above or over resident's needs.
- I welcome tourism to the state of Utah, as long as no Utah citizen is punished for it. Farmers and grazers have the most right to their land and the liberal thieves can stay away.
- Residents definitely seem to be marginalized.
- Keep it fun for the locals. Keep the sense of style and flair for the residents as well. Recreation and tourism defines who we are. I have made many friends over the years.
- Make Utah tourism more affordable to Utah residents.

Promote Lesser Known Areas (ZF)

- I think that tourism, especially to the rural areas, should be encouraged, but we should make sure that people and places are not being harmed. (ZN)
- I think that places like Ogden, Green River, Duchesne, Wendover, Price, Delta and other rural communities have a vast number of amazing natural destinations nearby. However, most of those cities suffer from poverty and blight. It's high time the money stops getting spent on Moab, Park City, and other existing destinations and is channeled into these other communities to help spread the interest and excitement in these locations. Price could close vehicle traffic to 9 Mile and make it an electric bike petroglyph tour. Duchesne and Vernal have a lot of lakes and both are gateways to the Uintahs. Wendover has the Salt Flats, the raceway, and has some other natural beauty. Give people jobs, clean up the cities and encourage recreational businesses to locate to these places and they could end up being a mecca for tourism.
- I love small local sites and would love to share/advertise them if there was prep prior with walkways/roads/rest stops along the way to protect the sites.
- Utah should protect and invest in the hang-gliding area at Point of the Mountain. It could be built up to draw visitors from around the world to experience hang-gliding with easy access, generate money, and stop the area from being used as a gravel pit.
- My son gives guided jeep and hiking tours at Capitol Reef. That place seems to be ignored in favor of Zion. There are other beautiful places in Utah. I wish the tourism office would highlight all of them.
- Encourage investors in more resort-style tourism in the valleys away from national parks and the canyons so the tourists will stay in the valleys and commute. Also, they need to solve transportation issues in canyons and areas like Zion. (ZL)
- The encouragement of more overnight visitation in/through rural communities.
- There is so much for Utah to provide others that isn't being enjoyed across rural areas because, by definition, they are rural and less developed.
- Are there any plans to expand touristic marketing beyond national parks? Like encouraging state park visitation.
- There are some sites in Utah that aren't on any government maps for people to visit; 13 Heads, for example.
- Exploit lesser visited areas that even you don't know about!

Tourism Negatively Impacts Utah and Its Residents (ZG)

- I believe the marketing and exploitation of Utah is having an overall negative effect on the state and its locals. In addition to general tourism, our population is growing due to a lot of out-of-state move-ins, and that is also having a negative effect on the state, in my opinion. (ZJ)
- I understand tourism is an integral part of Utah's economy. However, the impact I have witnessed over my lifetime in the state is concerning. Opportunities that I had as a child exploring our state are no longer available to my children. No more empty trails or vacant campgrounds. If you do not book well in advance, forget a spontaneous weekend getaway.
- The Ikon Pass has a negative effect, bringing additional tourism and overcrowding to Little Cottonwood Canyon and Big Cottonwood Canyon. There should be discounts and priority and accessibility to residents, especially for state and national parks. Snowbird starting a fast track pass that caters to the wealthy/elite is an outrage.
- Tourism from people out of state both benefits and sometimes harms our state.
- During COVID-19 they all should stay in their home state and countries. I believe a lot of the spread has been because of travel.
- Local tourism brings in a lot of out-of-state retirees, raising the cost of living, making it unaffordable for local residents. Locals can no longer afford home prices and the jobs don't pay well enough to make up the difference.
- Tourism is a blessing and a curse; we need to find a balance.
- Lifetime resident of Washington County: The impacts of out-of-control tourism are very negative in my life. From increased traffic to polluted air, to road closures for tourist-driven events, and litter and destruction of the most popular attractions. My kids can't afford to live here, wages for tourism-related jobs are awful, and rents and availability of housing are out of sight, partly due to so many AirBNB rentals of condos or other places that could house families.
- I feel like Utah is somewhat selfish in the tourism area, more concerned with bringing people in and making money instead of protecting the resources and the local residents from the effects of tourism. The natural beauty and serenity is being ruined by too many tourists, cars, lights, noise and disrespect for our state.
- It is quite clear to me that areas that are advertised as tourist attractions are damaged and destroyed by people who don't have roots in the area and a strong

feeling for and understanding of how to take care of our natural resources. Creating more national and state parks will only lead to more of these sites being damaged and covered in trash.

- I'm concerned all the visitors aren't going to take care of the land and slowly destroy it. All the visitors are going to love Utah so much they all continue to move here and make Utah more crowded, more expensive, more polluted and more like California. (ZJ)
- I think the upward push to increase tourism in the state of Utah is detrimental to the quality of life in the state.
- It saddens me to see the way our natural resources are treated by tourists and inhabitants of this beautiful state. They walk off trails, leave their trash where they drop it, ride ATVs off trails disturbing delicate soils, plants and animals. They have no respect for what they are experiencing. Those types of people need to be blocked from using our resources until they can change their attitudes.

Utah is Beautiful, Wonderful (ZH)

- Utah is a great state; I was born and raised here, and I think we need to make more of the Native Utahns be able to afford living in the state (i.e. discounts and rent benefits). (ZE)
- Utah is beautiful, and I know we need out-of-state tourists, but I hate how crowded they get. (ZD)
- I love this state. It's beautiful and a safe place to visit.
- Utah is beautiful state with so much to see and offer. Everyone should be able to experience it with no limitations.
- I think Utah is a great place to live and to visit.
- Lands diversity in Utah is a great asset. Desert to mountain forests in a half-day's drive. Diversity north, south, east, and west is arguably the most varied in the USA.
- Utah is a beautiful state.

Tourism Should Not Be Promoted (ZI)

- We need to cut down on advertising in Europe and Asia to keep the parks less crowded.
- Slow the tourism!
- Maybe you have been too successful in bringing too many people to the national parks. I would lay off that. Let's improve the facilities.
- Don't go crazy with tourism especially from outsiders!
- In-state tourism doesn't seem to be promoted at all. It's sad.
- I think enough people know about Utah attractions and we don't need an Office of Tourism anymore.

They have done a great job and we are getting plenty of visitors. Further increases are not necessary.

- I think that there is plenty of tourism without spending money on advertising tourist destinations in Utah. Places are becoming overrun by tourists, some of which have no respect for the land or facilities. In-state visitors should be prioritized and should pay less than out-of-state visitors. (ZG, ZE)
- Encourage tourists to visit other states. Offer incentives and opportunities to locals. We can't even visit parks in our own state because of the abundance of people. (ZE, ZD)
- Please stop advertising Moab! We have enough!
- Please don't unintentionally alter our rural lifestyle in the name of economic benefits from tourism. Social media is doing that without your help.
- Tourism should not be promoted over the local economy. Bears Ears did not need to be expanded to the bloated size it is.

Too Many Tourists are Moving to Utah (ZJ)

- Start a new advertising campaign: Visitors welcome, just don't move here.
- I do not like living in Utah much anymore. We are becoming California. Too many people.
- They've oversold the state. Too many people from out of state are moving here, making housing and other things too expensive for locals.

Improve Infrastructure to Support Tourism (ZK)

- Just maybe some more infrastructure would help more than anything.
- Just the infrastructure doesn't support efforts.
- Alternate routes in local areas.
- Fix the roads.
- Perhaps improve infrastructure, highway pull-offs.

Improve Transit (ZL)

- Maybe people who are staying for the ski resorts should be required to take the bus. More buses to the resorts. People should be required to take those unless you have a full car.
- Better public transportation around major tourism sites would help greatly with traffic and ease of use for visitors. Stop taking six years to fix a section of road. (ZK)
- Mass transit growth should be accelerated.

More Camping and Recreation (ZM)

- More family-oriented activities.
- Not enough camping availability.
- I'd love to see more land set aside for recreation, such as parks, trails, etc.
- More walking trails and bike trails.
- Acceptable camping/camper sites throughout state as opposed to long term "camping" at an abandoned water park.
- More camping areas and capacity, more access for people of limited ability.
- More boondock camps.

Protect Utah's Natural Resources (ZN)

- It is good if they can keep coming and do it in a cautious way to protect the environment.
- My only comment is please keep nature in mind. It's great to educate the young and old and keep the trees in mind.
- Tourism is great but just needs to be organized, and tourists need to understand where they're at and how they need to be respectful to the land and people of the community.
- I want our resources to be protected for future generations, but also enjoyed. I don't know what the answer to that is, but it seems like there might be a way to balance the crowds and interest with protecting our amazing location.
- I believe Utah should prioritize protecting the environment and history.
- Protection and sustainability are vital to maintaining tourism in Utah.
- I'm grateful that our national parks and ski areas are magnets that concentrate our outdoor tourism, but I'm terrified of the impact of so many new people heading into the Utah backcountry who are uninformed (or don't care) about minimum impact practices.
- Hard to find the fine line between encouraging visitors and protecting the land.
- Let's make protecting Utah's natural environments a priority!
- People need to be held more accountable while touring our state. It's sad when you try and go do something and it's closed because some idiot didn't read a sign correctly or people leave trash everywhere. It really makes it hard to get out and do things when it's closed because of others.
- Natural resources need to be protected and well managed. Once they are gone, they can never be recovered. Protect the local economies and the rural areas.

- I hope we can all seek to gain more knowledge, to be respectful and courteous to the land, to care for it responsibly and to get more informed on how to take better care of it, while inviting many others to see that Utah had to offer with its residents. I love the state of Utah and hope to keep it a great place to be for many years. (ZH)
- Increase local and visitor education on care and preservation of our natural resources. Pursue and hold accountable those who damage or destroy our natural resources.
- The wildlife should be something worth protecting too.
- Encourage tourism but teach how to be responsible in nature.
- Protect all types of uses, like motorized access.
- It brings in tax revenue, but natural resources need to be protected, and measures should be taken to ensure it doesn't interfere with everyday living.
- There should be a focus on protecting natural tourism attractions, such as state parks, along with a push to save our winters, since so much of Utah's tourism comes from skiing and snowboarding.
- The focus should be on preserving nature so our kids can see the same great stuff we've seen.
- Tourism is essential to the economy in southern Utah. Protecting our way of life is also essential to the quality of life in Utah. I believe the tourism needs to be focused on letting people have a great experience while in Utah, not necessarily encouraging them to transplant to Utah. (ZJ)
- I would like our state to have more control and the federal government less control over our natural resources.
- Tourism is important until people start destroying and disrespecting our natural resources.
- Some areas may need to be protected by limiting the number of daily visitors. Perhaps a daily draw with some slots dedicated to Utah residents and some slots available for out-of-state visitors.
- I'm concerned about increased trail erosion in many parts of the state.

Utah's Liquor Laws Should Change (ZO)

- Liquor laws make our restaurants suck.
- Loosen up the liquor laws and stop making laws the turn off tourists from Utah.
- Restrictive alcohol sales/laws, which I understand is the fault of the legislature, not the Office of Tourism, is a net negative for out-of-state visitors and locals alike.

Daily limitations can be beneficial but come at a price to locals. Transportation is a huge issue to many iconic places. People park on private property when the state should factor in better mass transit to popular destinations. Even locals struggle to get around in some of the most popular places. (ZL)

- We need to change the liquor laws to accommodate tourists.
- We have a lot of stupid laws that discourage tourism or that create missed opportunities for revenue. One such law affecting state liquor stores. A lot of out-of-state tourists (and local tourists) don't subscribe to the same belief system as the dominant religion.

Miscellaneous Responses (ZP)

- Showing how the fees and money are distributed, the fees going to improving people here and services here like this was built and this is coming and paid for by these fees. Show how things will improve because of the tourism dollars, in specific ways.
- The reason tourism isn't being used is many people don't know enough about it.
- I don't give a whole lot thought to tourism.
- I guess be more inclusive with people who are people of color, like ethnicity, and as well as for people in the LGBTQ+ community.
- I live next to the Capitol, so there are always tourists walking up the hill. They don't necessarily bother me. I'm not here during the day. The tourists tend to be nicer than the people who live here.
- It's vital that we keep people coming back here.
- The gondola they are going to build up the canyon should have more government discussion.
- I feel like a lot of the tourism is centered around the LDS Church and temples, and they aren't exactly welcoming to all tourism, just the ones that are there for them, in my opinion.
- Use the money wisely. Grifting is bad.
- Salt Lake County's mayor sucks.
- SLC losing the Outdoor Retailers Convention was a tremendous blow to our local economy and I believe we need to find a way to get it back.
- It would be nice to see tourism, recreation, and agriculture work together instead of being at odds.
- Out-of-towners are fine, but I would like to kick out some of the locals.
- Tourism helps bring in money for the state, which is a good thing.
- My kids and I visited Zion National Park in April 2021. I'm hoping that things have changed in respect to the

ridiculous way COVID was being handled. We saw nothing.

- Increase police patrols at busy Utah state parks.
- Housing. Please stop high density housing. Families are getting stacked on top of each other, and it doesn't need to be the way. What is done now will affect Utah's quality and safety for the future. Do it wisely. There IS room. Plan effective infrastructure FIRST. (ZK)
- Tourism in Utah f***ing sucks. This state is full of racists and bigots and the ONLY people to visit this hell hole are other racists and bigots. I have never met a single person from out of state in this state that wasn't at home with the rest of the racism and bigotry.
- If the state is making so much money on tourism, why do our taxes keep increasing? Where is all this money going?
- Lack of proper planning.
- It's hard to know if recreational sites are more populated from residents or tourists.
- How will possible future weather conditions play a role in tourism?
- This was longer than I thought.
- All recreation areas in Utah should be treated equally and visitors should be encouraged to see and experience as much of Utah as they have time for.
- Tourism is here to stay and should be treated as long-term sustainable.
- Help preserve water; we are in a short supply. If there's no rain, there are too many houses, too much grass. Cut back on the grass on golf courses.
- Outside of the national parks, ski resorts, and the LDS Temple, no one in their right mind comes to Utah to have fun. There isn't really much in the way of recreation here. I went to Florida for a couple weeks, and the flight attendant on the way back was so sure that everyone going to Salt Lake City was a Utah resident, that her first statement on landing was "Welcome home everyone!"
- Students should have discounts on admissions.
- Spend our tax money wisely!
- I believe that they should never build a tram up the canyons to transport people to ski. This is wrong and really worries me.
- Local tourism needs more resources.
- I think with the drought problems in Utah, we need to

focus how to meet the tourism demand and how to protect our reservoirs.

- Let the educated experts in tourism and environment, arts/culture, govern decisions. Not the legislature etc.
- You need to tax the hell out of non-resident visitors.
- There should be more done to make tourist sites and events available to students, especially local students in economically less advantaged areas. More students should be able to go to cultural events and experience outdoor activities that would otherwise be too expensive or inaccessible.
- Have state park passes for the disabled, similar to national park pass.
- "Protect" shouldn't mean "locking up."
- Without cheaper fuel prices, we are screwed.
- Tourism protects the wealthy and demeans the working individual.
- Having lived in Blanding 18 years, the office should be more helpful to small towns that host many tourists.
- The government should not be involved in it.
- CO and WA offer good examples of enterprising and quality tourism development.
- I'm just glad that the signs say, "Life Elevated" rather than "Utah, a pretty great state," LOL. That one was bad.
- Increase out-of-state park visitors' rates and invest more in protecting natural resources and parks.
- I get tired of people from other places telling the residents of Utah how they can use the land.
- You can't have runaway resource extraction AND pristine tourist sites at the same time. Either let the state be destroyed by big energy and mining businesses, or protect the environment and boost tourism dollars.
- Utah will always be Mormonville (and therefore a low travel destination) until we untie the religion and its outdated legislation from our state's laws. The tourism department needs to advocate for making Utah more friendly to all lifestyles by investing efforts in updating the laws.

Don't Know, Nothing (ZQ)

- No/Nothing/None/I don't have any. (229 comments)