

UTAH TRAVEL & TOURISM PROFILE

State and Counties

2014-2015



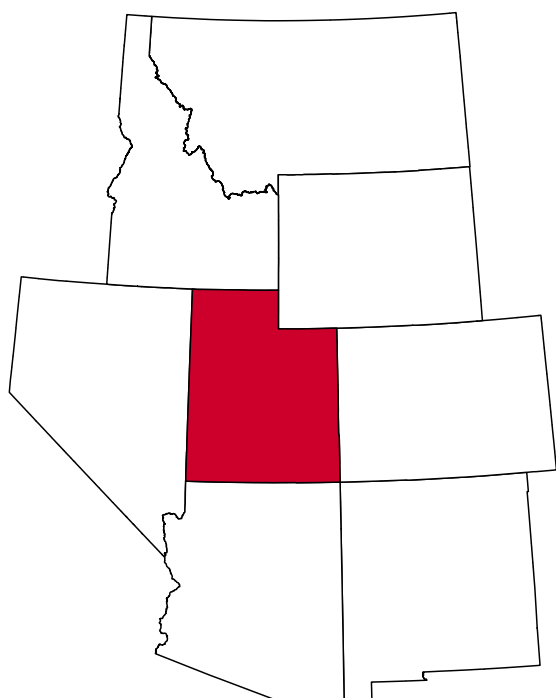
Kem C. Gardner

POLICY INSTITUTE

THE UNIVERSITY OF UTAH

State of Utah

The State of Utah had a 11.9% leisure and hospitality share of total private jobs in 2015, ranking 33rd among all states. Utah has a diverse travel and tourism industry, which generates jobs and income for Utah residents and produces tax revenue for the state. Domestic and international visitors are drawn to Utah's natural, cultural, and historical assets. Utah has 14 ski resorts, 10 of which are within one hour of Salt Lake City International Airport, as well as five national parks, seven national monuments, two national recreation areas, one national historic site and 43 state parks. Throughout the year, Utah hosts several arts events, such as the Sundance Film Festival, Utah Shakespeare Festival, Utah Festival Opera, and Utah Arts Festival, in addition to well-attended athletic events, meetings, conventions, conferences and tradeshows.



Travel and Tourism at a Glance

	2015	2014	change
State of Utah Pop.	2,995,919	2,944,498	1.7%
U.S. Pop.	321,418,820	318,907,401	0.8%
T-R Sales Tax Rev.	\$143,328,028	\$130,728,466	9.6%
L&H Taxable Sales	\$6,606,009,002	\$6,043,566,544	9.3%
L&H Jobs	133,613	128,013	4.4%
L&H % of Total Jobs	11.9%	11.9%	0.0%
L&H Wages	\$2,405,121,126	\$2,218,913,856	8.4%
Skier-Days	4,457,575	3,946,762	12.9%
National Parks & Places	9,825,287	8,569,322	14.7%
State Parks	4,906,621	4,131,412	18.8%
Avg. Occupancy Rate	60.6%	58.3%	4.1%
SLC Int'l Airport	22,152,498	21,141,610	4.8%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$50,510,265	\$45,302,015	11.5%
Municipal Transient Room Tax	\$9,308,221	\$8,310,719	12.0%
Resort Communities Sales Tax	\$20,841,544	\$19,282,460	8.1%
Restaurant Tax	\$47,302,618	\$42,999,807	10.0%
Motor Vehicle Leasing Tax	\$15,365,380	\$14,833,466	3.6%

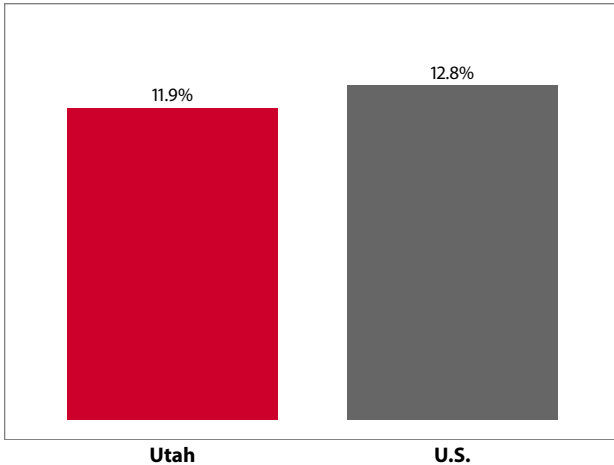
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$1,560,237,605	\$1,413,686,994	10.4%
Arts, Ent., & Rec.	\$712,702,603	\$620,687,720	14.8%
Food Service	\$4,333,068,794	\$4,009,191,831	8.1%

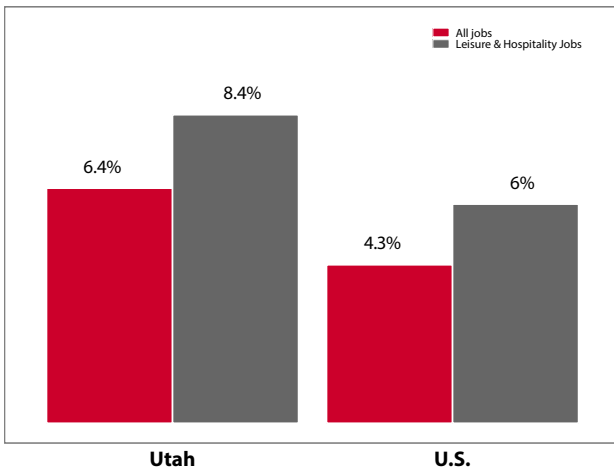
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



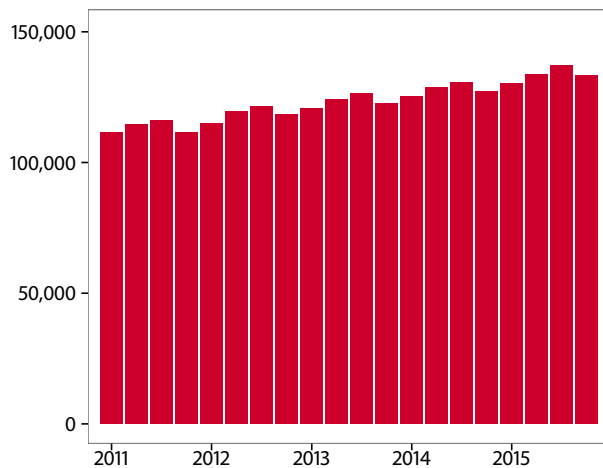
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



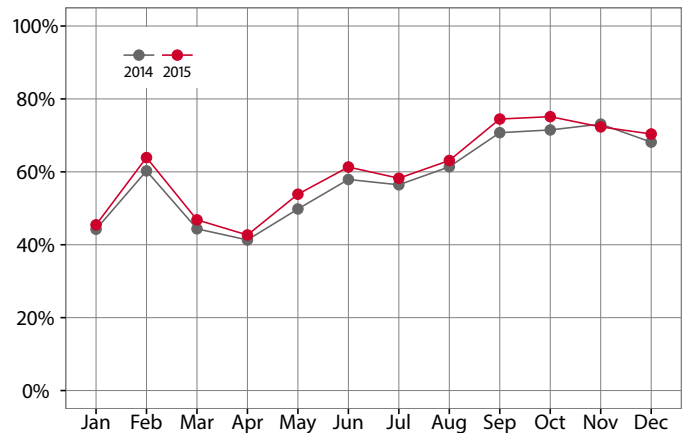
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	19,800	19,289	510
Food Service	92,760	88,770	3,990
Air Transportation	6,162	6,212	-51
Amusement and Recreation	14,894	14,075	819
Gasoline Stations	9,594	9,530	65
Miscellaneous store retailers	7,936	7,608	328
Museums/Parks/Historical sites	1,222	1,160	62
Perf. Arts/Spectator Sports	4,939	4,719	220
Scenic and Sightseeing Transportation	50	-	-
Sporting Goods/Hobby/Books Stores	8,802	8,541	260
Transit and Ground Passenger Transport	1,644	1,518	126

Source: U.S. Bureau of Labor Statistics (BLS). The marker "--" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

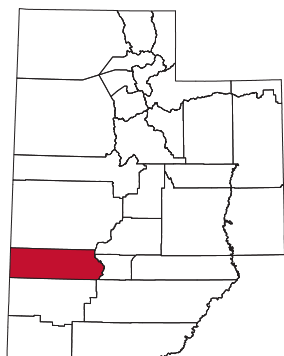
Accommodations Industry

	2015	2014	change
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

Beaver County

Beaver County, located in southwestern Utah, had a 17.4% share of leisure and hospitality jobs in 2015, ranking 13th statewide. The massive Tushar Range marks the eastern boundary of Beaver County that houses Delano Peak (12,173 feet) and Mount Belknap (12,139 feet)—two of the highest mountains in the state. The county has a diverse history that includes Native American inhabitants, famous explorers, western outlaws, Mormon settlers, military personnel, and mineral prospectors. Rockhounds are drawn to Beaver County's deposits of smoky quartz and feldspar in and around Rock Corral Recreation Area located on the west side of the Mineral Mountain Range. Beaver is also home to Eagle Point Ski Resort, Frisco Ghost Town, and the more recent "Crusher in the Tushar" bike race. Additionally, the county receives supplemental visitation from motorists traveling the I-15 corridor between Salt Lake City and Las Vegas or Los Angeles.



Travel and Tourism at a Glance

	2015	2014	change
Beaver County Pop.	6,354	6,454	-1.5%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$343,178	\$318,848	7.6%
L&H Taxable Sales	\$15,817,724	\$14,656,161	7.9%
L&H Jobs	356	348	2.5%
L&H % of Total Jobs	17.4%	17.9%	-2.8%
L&H Wages	\$4,739,887	\$4,548,210	4.2%
Avg. Occupancy Rate	55.2%	52.1%	6.1%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$239,917	\$218,180	10.0%
Municipal Transient Room Tax	\$4,822	\$3,755	28.4%
Resort Communities Sales Tax	—	—	—
Restaurant Tax	\$98,439	\$96,913	1.6%
Motor Vehicle Leasing Tax	—	—	—

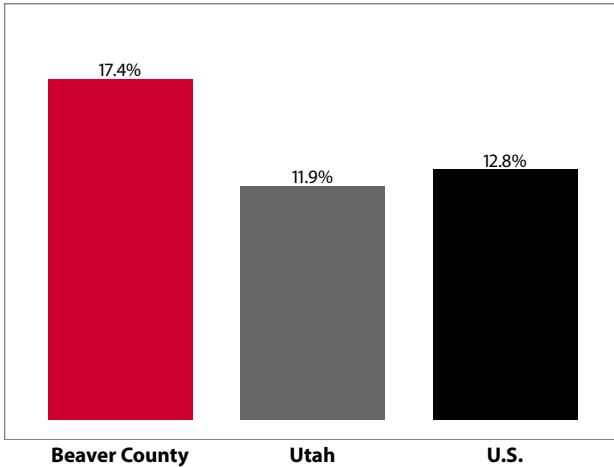
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$5,943,776	\$5,133,063	15.8%
Arts, Ent., & Rec.	\$1,080,000	\$1,203,871	-10.3%
Food Service	\$8,793,948	\$8,319,227	5.7%

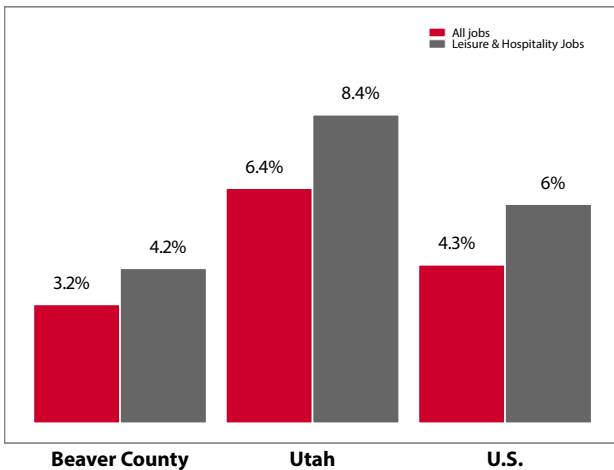
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



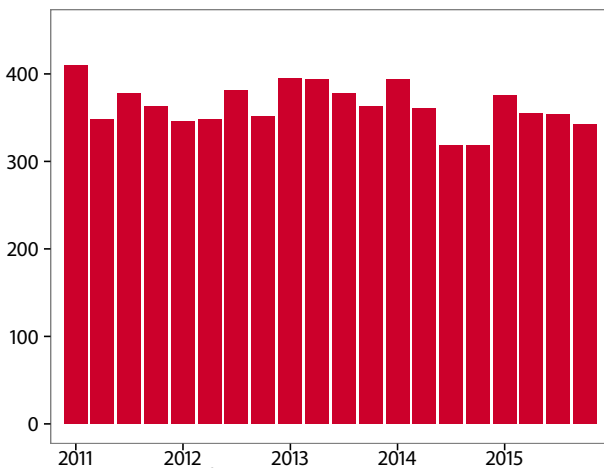
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



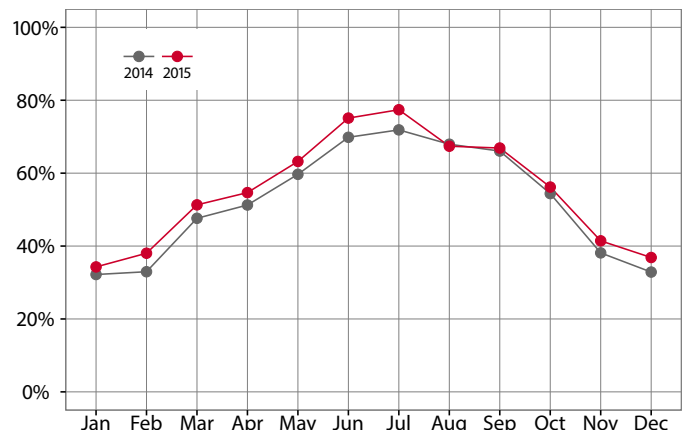
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	-	-	-
Food Service	207	191	16
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	220	200	20
Miscellaneous store retailers	-	-	-
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	-	-	-
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Accommodations Industry: County vs. State

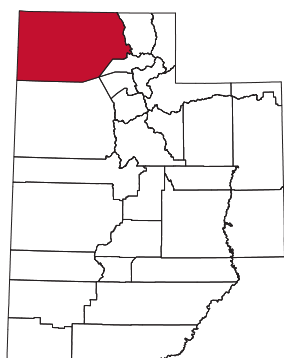
	2015	2014	change
County			
Average Daily Room Rate	\$76.04	\$74.44	2.2%
Occupancy Rate	55.2%	52.1%	6.1%
Revenue Per Available Room	\$42.41	\$39.13	8.4%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

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Box Elder County

Box Elder County, located in the northwestern corner of Utah, had a 9.6% leisure and hospitality share of total private jobs in 2015, ranking 27th statewide. Box Elder County celebrates a diverse history and geography, offering a mix of farmlands and marshlands where the Great Basin Mountains meet the Rockies.

Popular activities in Box Elder County include watersports at Willard Bay State Park, bird watching at the Bear River Migratory Bird Refuge, and visiting Golden Spike National Historic Site—the point where 1,776 miles of transcontinental railroad were joined in 1869.



Other notable attractions include famous land art installations, such as the Spiral Jetty and Sun Tunnels, Willard City's Welsh-styled architecture, Morton-Thiokol's outdoor rocket museum, and Crystal Hot Springs. Box Elder towns located along the I-15 and I-84 corridors receive supplemental visitation from interstate travelers. According to Smith Travel Research, average annual hotel occupancy rates in Box Elder-Cache-Rich counties are generally highest from June through September with a peak in August.

Travel and Tourism at a Glance

	2015	2014	change
Box Elder County Pop.	52,097	51,484	1.2%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$874,781	\$759,758	15.1%
L&H Taxable Sales	\$60,757,744	\$56,193,143	8.1%
L&H Jobs	1,543	1,476	4.5%
L&H % of Total Jobs	9.6%	9.8%	-2.0%
L&H Wages	\$18,528,878	\$17,483,373	6.0%
Golden Spike N.H.S.	59,147	44,125	34.0%
Avg. Occupancy Rate	58.5%	53.0%	10.3%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$281,755	\$240,115	17.3%
Municipal Transient Room Tax	\$61,237	\$49,635	23.4%
Resort Communities Sales Tax	—	—	—
Restaurant Tax	\$531,790	\$470,007	13.1%
Motor Vehicle Leasing Tax	—	—	—

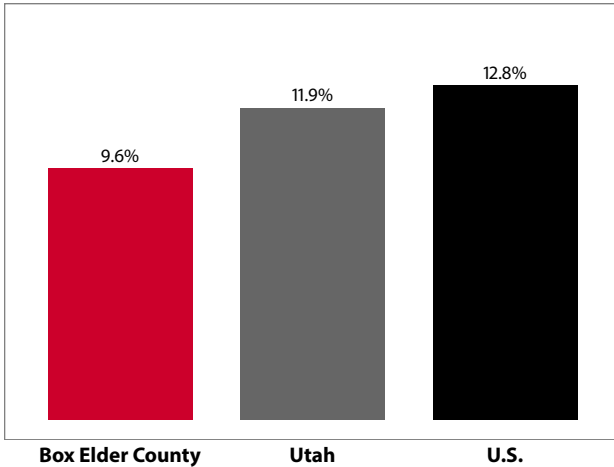
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$6,601,474	\$4,970,794	32.8%
Arts, Ent., & Rec.	\$4,743,078	\$5,468,413	-13.3%
Food Service	\$49,413,192	\$45,753,936	8.0%

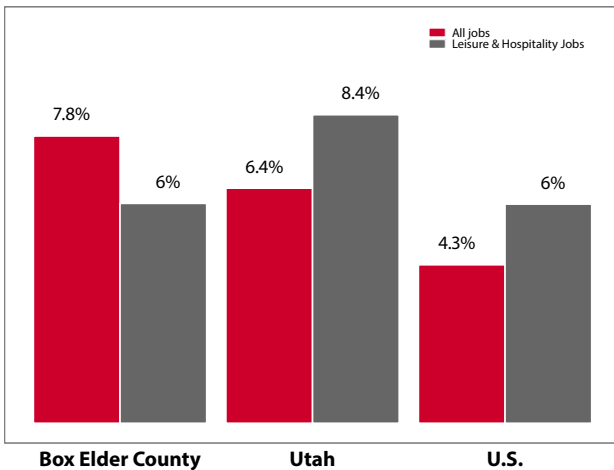
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



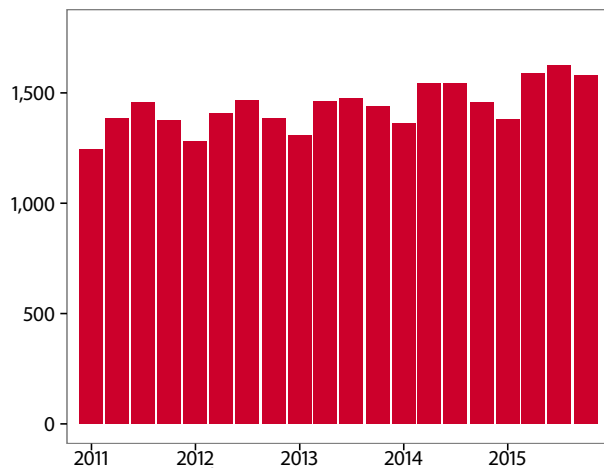
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



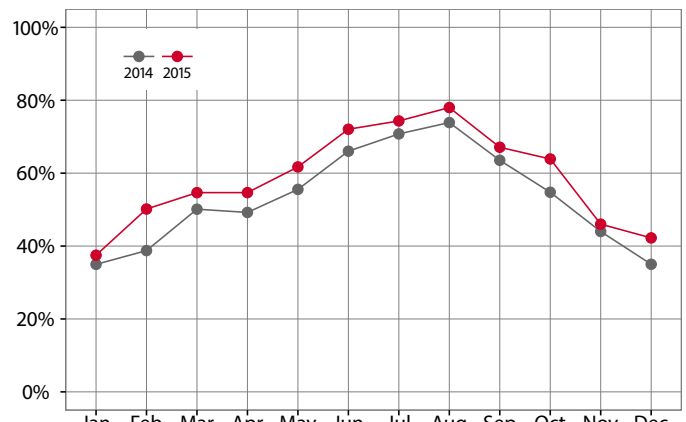
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	84	83	0
Food Service	1,265	1,192	73
Air Transportation	-	-	-
Amusement and Recreation	169	175	-6
Gasoline Stations	242	229	13
Miscellaneous store retailers	37	50	-13
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	25	26	-1
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	26	26	1
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Accommodations Industry: County vs. State

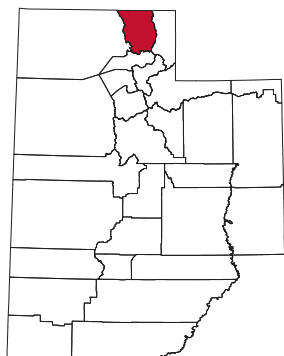
	2015	2014	change
County			
Average Daily Room Rate	\$88.21	\$89.43	-1.4%
Occupancy Rate	58.5%	53.0%	10.3%
Revenue Per Available Room	\$52.22	\$47.48	10.0%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

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Cache County

Cache County, bordered by the Wasatch Mountains on the east and the Wellsville Mountains on the west, had a 10.9% share of leisure and hospitality jobs in 2015, ranking 23rd statewide. Cache County is home to mountain landscapes, sprawling agricultural land, and Utah State University, which is located in the county seat of Logan. Logan Canyon National Scenic Byway, a large visitor attraction, heads northeast out of Logan en route to the western shores of Bear Lake State Park.

Along the byway, travelers are rewarded with stunning scenery and a variety of outdoor recreational opportunities. Wildflowers blossom in the canyon during summer, followed by the vibrant hues of changing leaves in the fall. Cache County is also home to



Beaver Mountain Ski Resort, Cherry Peak Ski Resort, Hyrum State Park, dairy farms and cheese factories, and a variety of entertainment, dining, and lodging options. Although the county boasts a diverse economy, its share of the tourism sector is smaller than Utah's more metropolitan counties. As a result, it experiences very little seasonal fluctuation in leisure and hospitality jobs.

Travel and Tourism at a Glance

	2015	2014	change
Cache County Pop.	120,783	118,340	2.1%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$2,076,730	\$1,822,641	13.9%
L&H Taxable Sales	\$157,377,093	\$142,625,310	10.3%
L&H Jobs	4,620	4,455	3.7%
L&H % of Total Jobs	10.9%	10.9%	0.0%
L&H Wages	\$60,436,790	\$55,830,637	8.3%
Avg. Occupancy Rate	58.5%	53.0%	10.3%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$526,731	\$445,576	18.2%
Municipal Transient Room Tax	\$168,658	\$141,206	19.4%
Resort Communities Sales Tax	—	—	—
Restaurant Tax	\$1,381,340	\$1,235,858	11.8%
Motor Vehicle Leasing Tax	—	—	—

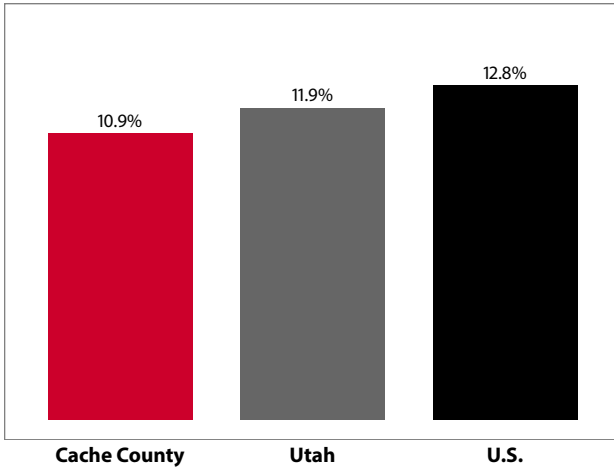
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$17,526,800	\$13,978,270	25.4%
Arts, Ent., & Rec.	\$12,048,614	\$11,397,661	5.7%
Food Service	\$127,801,679	\$117,249,379	9.0%

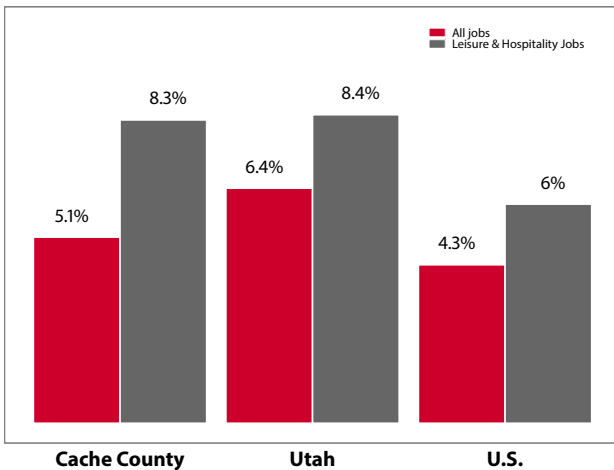
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



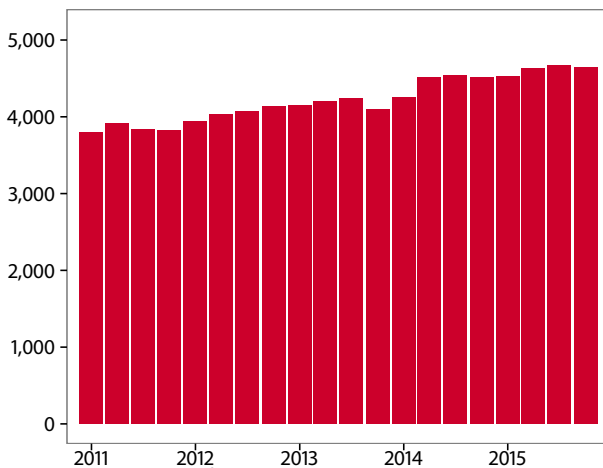
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



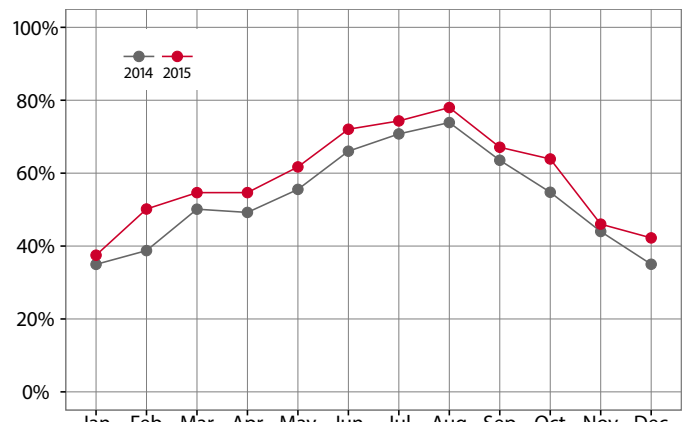
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	327	344	-16
Food Service	3,478	3,336	142
Air Transportation	-	-	-
Amusement and Recreation	593	581	12
Gasoline Stations	343	356	-13
Miscellaneous store retailers	196	198	-2
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	476	444	32
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



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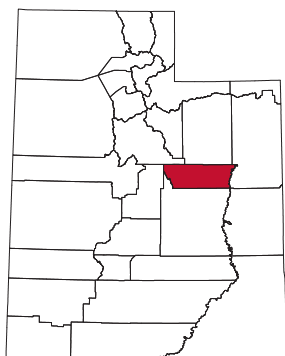
Accommodations Industry: County vs. State

	2015	2014	change
County			
Average Daily Room Rate	\$88.21	\$89.43	-1.4%
Occupancy Rate	58.5%	53.0%	10.3%
Revenue Per Available Room	\$52.22	\$47.48	10.0%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

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Carbon County

Carbon County, located in a central-eastern Utah region known as “Castle Country,” had an 11.8% leisure and hospitality share of total private jobs in 2015, ranking 19th in the state. Carbon County, once the land of carnivorous Jurassic dinosaurs and ancient Fremont Indian culture, was later traversed and settled by Mormon farmers and ranchers, cowboys and outlaws, and miners seeking riches in the county’s vast coal deposits. Today Carbon County’s economy is shifting away from coal and power production with the recent closure of its power plant. In addition to coal, Carbon County has many paleontological, cultural, historical, and recreational assets. Bordered by the Green River on the east and the heavily forested Wasatch Plateau on the west, Carbon County is home to the Cleveland-Lloyd Dinosaur Quarry, the densest collection of Jurassic-age dinosaur fossils, the world’s longest Native American “art rock gallery” at Nine Mile Canyon, and one of the best places in Utah to ice-fish for trout—Scofield State Park. Carbon County also receives some “pass-through visitation” from travelers driving between Salt Lake City and Denver, Moab, and the nearby San Rafael Swell.



Travel and Tourism at a Glance

	2015	2014	change
Carbon County Pop.	20,479	20,620	-0.7%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$525,450	\$538,358	-2.4%
L&H Taxable Sales	\$30,299,870	\$30,949,313	-2.1%
L&H Jobs	773	757	2.1%
L&H % of Total Jobs	11.8%	11.6%	1.7%
L&H Wages	\$8,839,657	\$8,856,969	-0.2%
Avg. Occupancy Rate	45.2%	53.3%	-15.2%

T-R = “Travel-Related,” L&H = “Leisure and Hospitality”

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$237,622	\$255,680	-7.1%
Municipal Transient Room Tax	\$51,551	\$55,194	-6.6%
Resort Communities Sales Tax	—	—	—
Restaurant Tax	\$236,278	\$227,483	3.9%
Motor Vehicle Leasing Tax	—	—	—

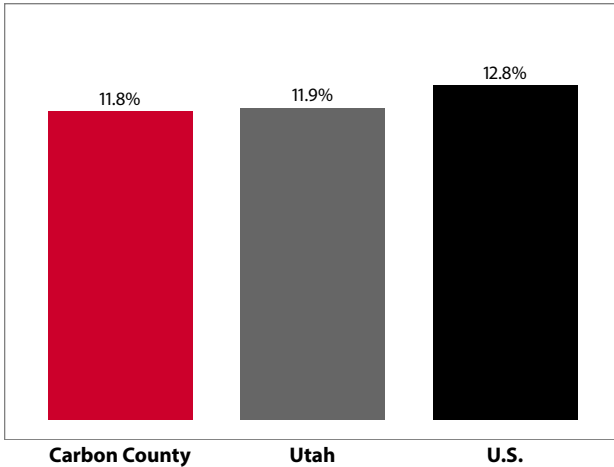
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$6,083,980	\$6,604,243	-7.9%
Arts, Ent., & Rec.	\$2,068,461	\$1,413,627	46.3%
Food Service	\$22,147,429	\$22,931,443	-3.4%

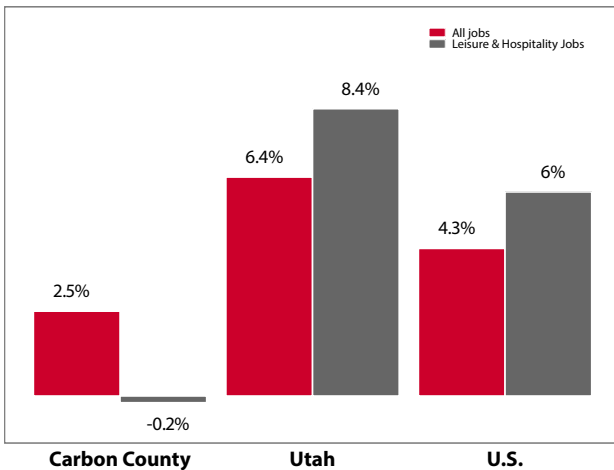
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



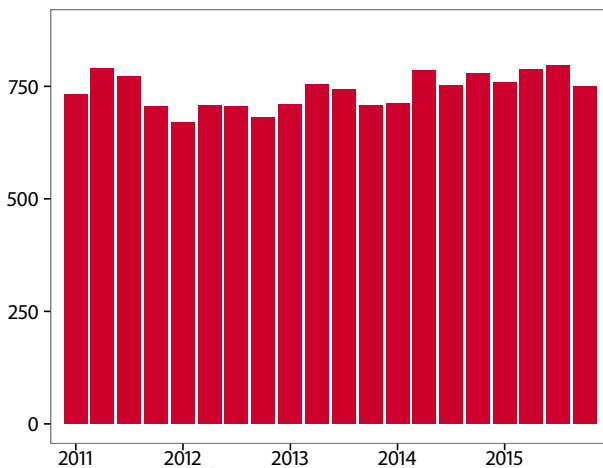
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



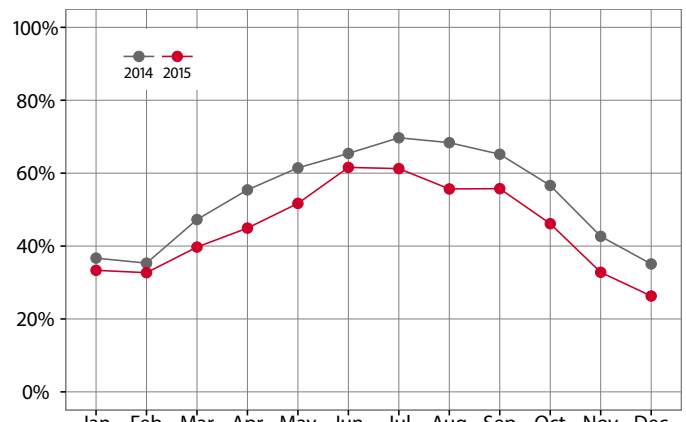
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	131	124	7
Food Service	574	574	0
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	143	134	9
Miscellaneous store retailers	28	40	-11
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	-	-	-
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

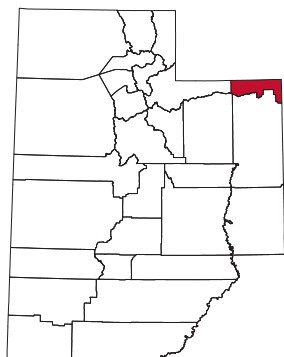
Accommodations Industry: County vs. State

	2015	2014	change
County			
Average Daily Room Rate	\$85.45	\$87.26	-2.1%
Occupancy Rate	45.2%	53.3%	-15.2%
Revenue Per Available Room	\$38.68	\$46.75	-17.2%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Daggett County

Daggett County, the youngest and least populated county in Utah, had a 57.8% leisure and hospitality share of total private jobs in 2015, ranking 1st statewide. Daggett County shares its borders with Wyoming and Colorado and is best known for Flaming Gorge National Recreation Area, which attracts outdoor enthusiasts from surrounding cities and states. The "A" Section of the Green River that flows out of Flaming Gorge Dam boasts blue ribbon trout fishing and is a popular daily river stretch for rafts, kayaks, and dories. Boating and fishing on Flaming Gorge Reservoir are also very popular and the county, which includes tracts of the Ashley National Forest, hosts over 700 individual campsites and 27 group sites. Recently, Daggett County has been working with the Utah Office of Outdoor Recreation, Utah State Parks, the U.S. Forest Service and the Bureau of Land Management to develop new trails and to better promote existing trails in and around the county.



Travel and Tourism at a Glance

	2015	2014	change
Daggett County Pop.	1,109	1,120	-1.0%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$113,658	\$105,661	7.6%
L&H Taxable Sales	\$7,751,214	\$7,850,452	-1.3%
L&H Jobs	116	113	2.5%
L&H % of Total Jobs	57.8%	66.7%	-13.3%
L&H Wages	\$2,036,360	\$2,245,433	-9.3%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$92,458	\$84,419	9.5%
Municipal Transient Room Tax	—	—	—
Resort Communities Sales Tax	—	—	—
Restaurant Tax	\$21,200	\$21,242	-0.2%
Motor Vehicle Leasing Tax	—	—	—

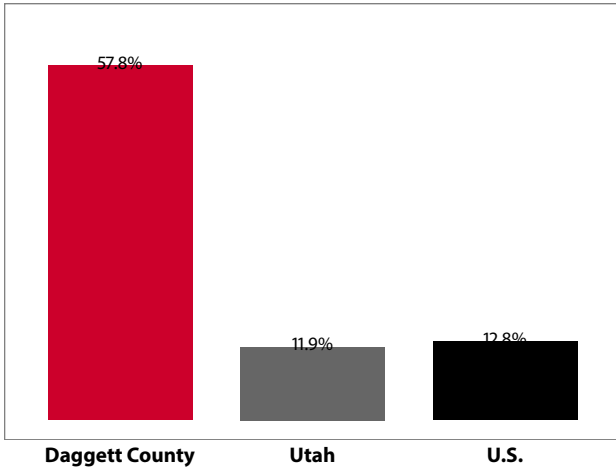
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$2,426,214	\$2,883,220	-15.9%
Arts, Ent., & Rec.	\$5,100,000	\$4,704,201	8.4%
Food Service	\$225,000	\$263,031	-14.5%

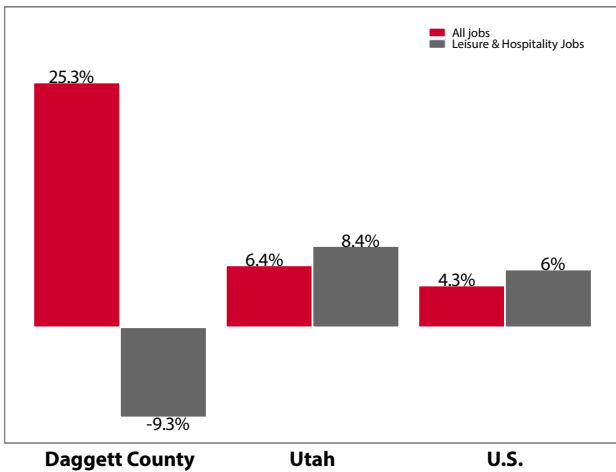
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



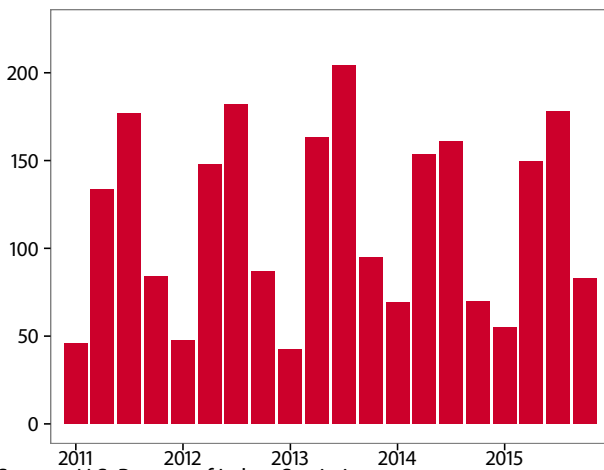
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	94	-	-
Food Service	-	-	-
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	-	-	-
Miscellaneous store retailers	-	-	-
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	-	-	-
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates

Data is not available for this county

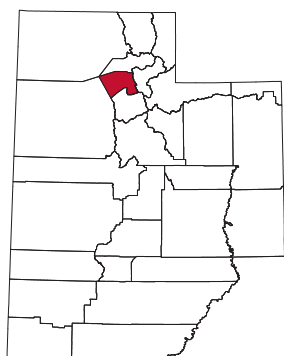
Accommodations Industry: County vs. State

Data is not available for this county

Davis County

Davis County, the smallest county in Utah in terms of land size, had a 12.9% share of leisure and hospitality jobs in 2015, ranking 17th statewide. The county lies sandwiched between the Wasatch Mountains and the Great Salt Lake that takes up about 365 square miles of its total area, leaving only 265 square miles of land.

Home to Utah's first courthouse, Davis County is known for its restaurants, amusement parks, agricultural ambiance, and access to Antelope Island State Park. In addition, it serves as a gateway to the Great Salt Lake. Lagoon Amusement Park, Cherry Hill,



and Boondocks are popular attractions for kids and families, especially during the summer months. A seven-mile causeway on the western edge of Davis County leads to the largest island in the Great Salt Lake—Antelope Island, which is home to free-ranging bison, mule deer, bighorn sheep, pronghorn antelope and a variety of desert wildlife.

Travel and Tourism at a Glance

	2015	2014	change
Davis County Pop.	336,043	329,694	1.9%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$6,392,632	\$5,800,651	10.2%
L&H Taxable Sales	\$495,327,243	\$459,384,492	7.8%
L&H Jobs	11,870	11,287	5.2%
L&H % of Total Jobs	12.9%	12.8%	0.8%
L&H Wages	\$163,951,807	\$150,609,122	8.9%
Avg. Occupancy Rate	69.4%	65.2%	6.5%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$1,456,010	\$1,327,680	9.7%
Municipal Transient Room Tax	\$338,150	\$308,666	9.6%
Resort Communities Sales Tax	—	—	—
Restaurant Tax	\$4,031,831	\$3,635,905	10.9%
Motor Vehicle Leasing Tax	\$566,642	\$528,400	7.2%

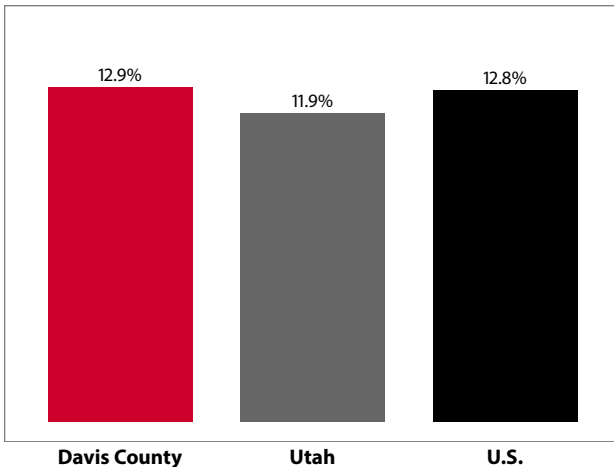
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$36,960,541	\$33,730,469	9.6%
Arts, Ent., & Rec.	\$85,666,471	\$76,507,356	12.0%
Food Service	\$372,700,231	\$349,146,667	6.7%

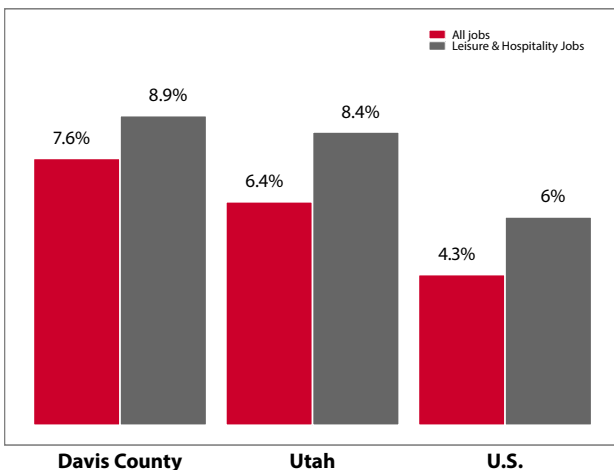
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



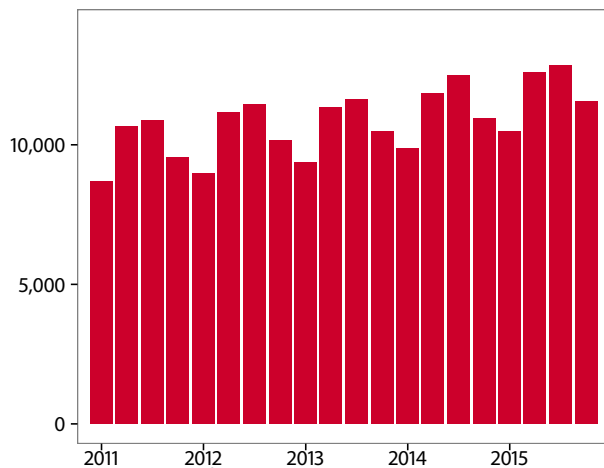
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



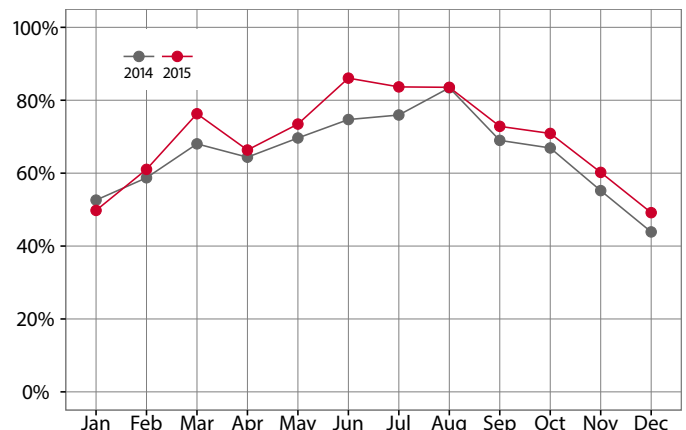
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	424	409	15
Food Service	8,550	8,161	388
Air Transportation	30	-	-
Amusement and Recreation	2,654	2,500	155
Gasoline Stations	743	707	36
Miscellaneous store retailers	701	683	18
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	854	841	13
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Accommodations Industry: County vs. State

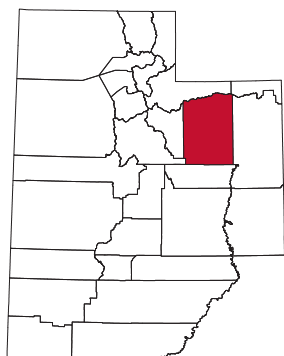
	2015	2014	change
County			
Average Daily Room Rate	\$80.56	\$78.88	2.1%
Occupancy Rate	69.4%	65.2%	6.5%
Revenue Per Available Room	\$56.38	\$51.77	8.9%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Duchesne County

Duchesne County, comprised of high Uinta mountain wilderness, had a 6.5% share of leisure and hospitality jobs, ranking 29th statewide in the year 2015. Duchesne County, once the land of Ute Indians, fur trappers, and the U.S. Calvary, was opened to homesteaders in the early 20th century. In 2012, Duchesne County experienced an economic boom in the oil and gas industry, which has slowed considerably since that time.

This economic downturn has impacted the economy and is reflected in the decreases in Duchesne's leisure and hospitality sector. Aside from Duchesne's economic hardships, outdoor enthusiasts are drawn to Duchesne County's vast mountain stretches and



hundreds of pristine high-altitude lakes on the weekends. Starvation State Park and Big Sandwash Reservoir offer fishing and boating opportunities, while Nine Mile Canyon acts as an "outdoor museum" showcasing ancient Indian rock art and dwellings. Duchesne County is also home to King's Peak—Utah's highest mountain that tops out at 13,528 feet. Backpacking, horseback riding, cross-country skiing, and wildlife-viewing are popular activities in Duchesne County's High Uintas Wilderness Area located in the Ashley National Forest.

Travel and Tourism at a Glance

	2015	2014	change
Duchesne County Pop.	20,862	20,319	2.7%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$267,074	\$305,244	-12.5%
L&H Taxable Sales	\$17,060,542	\$20,127,314	-15.2%
L&H Jobs	414	443	-6.5%
L&H % of Total Jobs	6.5%	5.8%	12.1%
L&H Wages	\$5,210,992	\$5,384,736	-3.2%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$81,688	\$102,727	-20.5%
Municipal Transient Room Tax	\$7,996	\$13,641	-41.4%
Resort Communities Sales Tax	—	—	—
Restaurant Tax	\$177,390	\$188,877	-6.1%
Motor Vehicle Leasing Tax	\$0	\$0	—

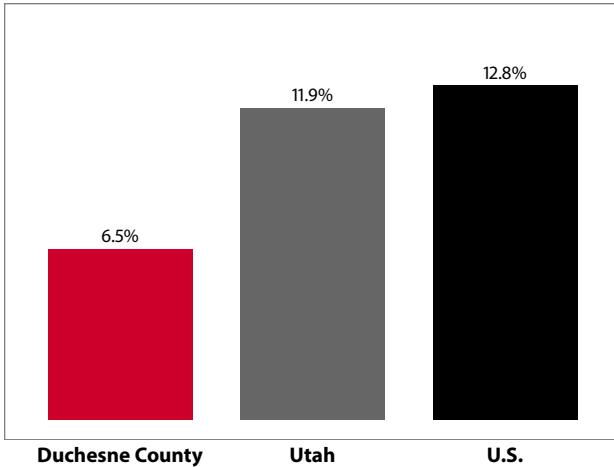
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$2,582,012	\$3,605,716	-28.4%
Arts, Ent., & Rec.	\$820,000	\$927,996	-11.6%
Food Service	\$13,658,530	\$15,593,602	-12.4%

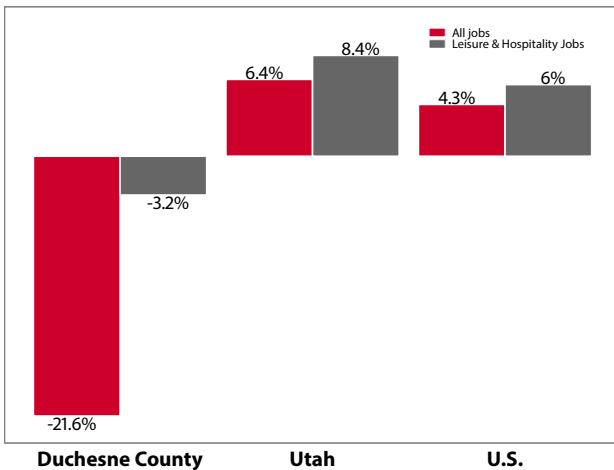
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



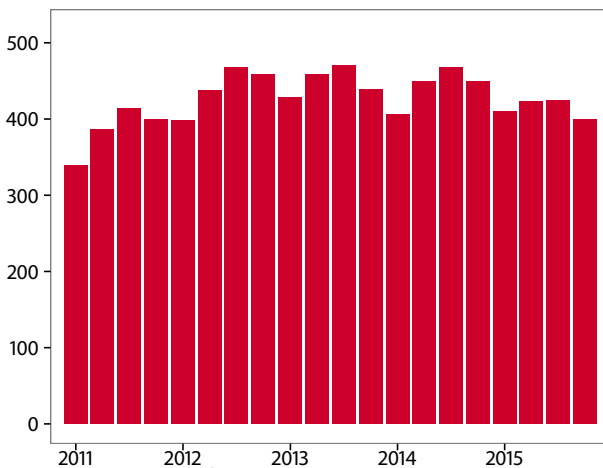
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	126	137	-11
Food Service	274	286	-12
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	184	324	-140
Miscellaneous store retailers	26	21	5
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	-	-	-
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates

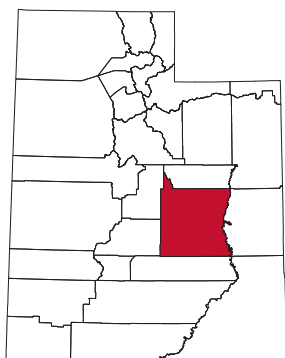
Data is not available for this county

Accommodations Industry: County vs. State

Data is not available for this county

Emery County

Emery County, located in southeastern Utah, had a 11.9% leisure and hospitality share of total private jobs in 2015, ranking 18th statewide. Emery County, comprised of a variety of physiographic features, is bordered by the Wasatch Plateau on the west and the Green River on the east. It is home to four state parks as well as the stunning San Rafael Swell, a landscape known for its deep canyons, jagged reefs, and expansive views. Aptly-named Goblin Valley State Park, located in the San Rafael Swell, is one of the most profitable state parks in Utah, drawing visitors who seek to camp and explore the park's eerie and otherworldly eroded sandstone "creatures." Green River State Park rests on the banks of the Green River and features a nine-hole golf course and boat launch site. In western Emery County, Huntington State Park and Millsite State Park, provide reservoirs for waterskiing, crawdad fishing, boating, and swimming. Split in half lengthwise by Interstate 70, with an artery of Highway 191 heading north to Salt Lake City, Emery County receives supplemental "pass-through visitation" reflected in its gas station and grocery store employment.



Travel and Tourism at a Glance

	2015	2014	change
Emery County Pop.	10,370	10,632	-2.5%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$934,380	\$868,273	7.6%
L&H Taxable Sales	\$15,610,165	\$14,605,544	6.9%
L&H Jobs	272	263	3.6%
L&H % of Total Jobs	11.9%	10.5%	13.3%
L&H Wages	\$3,776,342	\$3,621,107	4.3%
Avg. Occupancy Rate	58.1%	56.1%	3.6%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$394,023	\$362,660	8.6%
Municipal Transient Room Tax	\$86,377	\$79,738	8.3%
Resort Communities Sales Tax	\$390,750	\$370,528	5.5%
Restaurant Tax	\$63,231	\$55,347	14.2%
Motor Vehicle Leasing Tax	—	—	—

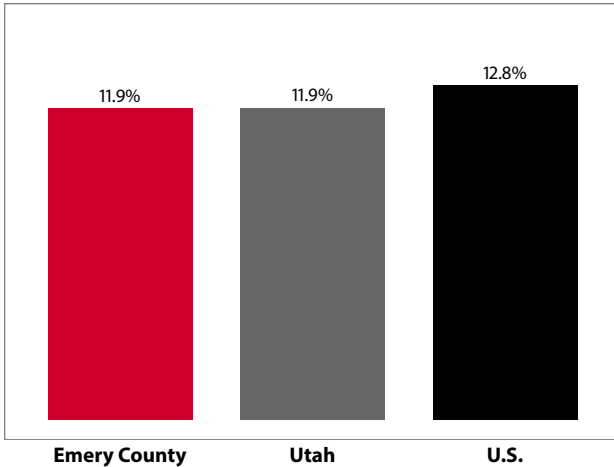
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$9,894,812	\$9,413,879	5.1%
Arts, Ent., & Rec.	\$632,736	\$533,862	18.5%
Food Service	\$5,082,617	\$4,657,803	9.1%

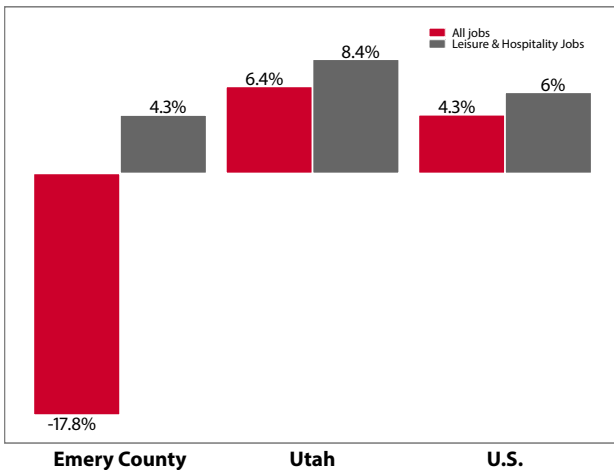
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



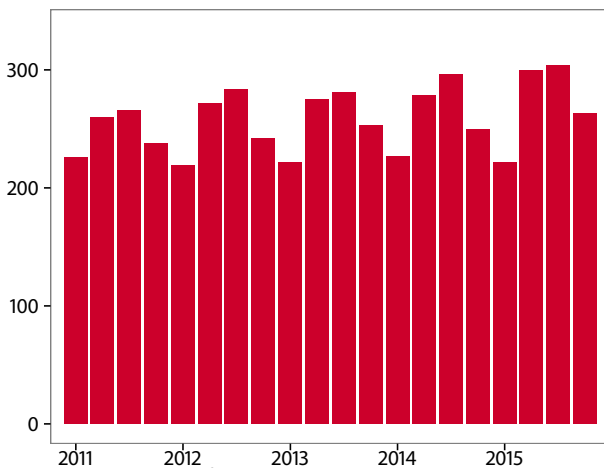
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



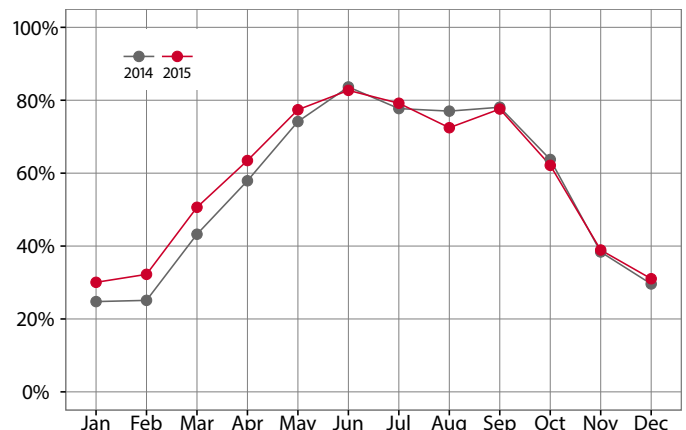
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	137	129	9
Food Service	135	134	1
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	217	217	0
Miscellaneous store retailers	-	-	-
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	-	-	-
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



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Accommodations Industry: County vs. State

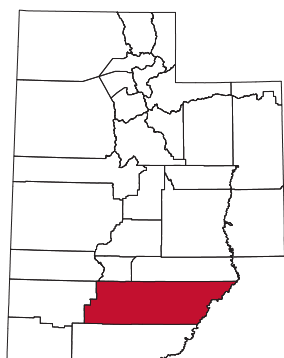
	2015	2014	change
County			
Average Daily Room Rate	\$82.03	\$81.12	1.1%
Occupancy Rate	58.1%	56.1%	3.6%
Revenue Per Available Room	\$47.95	\$45.50	5.4%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

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Garfield County

Garfield County, located in south-central Utah, had a 54.3% leisure and hospitality share of total private jobs in 2015, ranking 2nd statewide. Its vast rangelands and forest reserves have supported traditional ranching and lumber livelihoods since Mormon settlement in the late 19th century. After the creation of Bryce Canyon National Park in 1928, Garfield County experienced a growing tourism economy. In the early '90s, county officials paved a portion of the Burr Trail leading into Capitol Reef National Park from Boulder, granting better accessibility to the park.

Then in 1996, President Clinton designated the nation's largest, and perhaps most controversial national monument—Grand Staircase-Escalante National Monument—which drew even more attention to the area. Additionally, Garfield



County boasts Anasazi State Park Museum, Escalante Petrified Forest State Park, and is the gateway to Kodachrome Basin State Park. It is also home to beautiful Boulder Mountain, popular Scenic Byway 12—Utah's All-American Road—historic Hole in the Rock Road, and Panguitch Lake, a prime fishing lake in the Dixie National Forest. Highway 89, which runs north to south, provides supplemental visitation from travelers driving between Salt Lake City and Phoenix.

Travel and Tourism at a Glance

	2015	2014	change
Garfield County Pop.	5,009	5,016	-0.1%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$2,674,873	\$2,433,024	9.9%
L&H Taxable Sales	\$78,472,040	\$72,866,030	7.7%
L&H Jobs	946	898	5.2%
L&H % of Total Jobs	54.3%	53.6%	1.3%
L&H Wages	\$19,982,953	\$18,216,104	9.7%
Bryce Canyon N.P.	1,745,804	1,435,741	21.6%
Avg. Occupancy Rate	56.8%	54.5%	4.2%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$1,637,550	\$1,456,204	12.5%
Municipal Transient Room Tax	\$19,665	\$16,782	17.2%
Resort Communities Sales Tax	\$775,972	\$720,556	7.7%
Restaurant Tax	\$241,686	\$239,482	0.9%
Motor Vehicle Leasing Tax	—	—	—

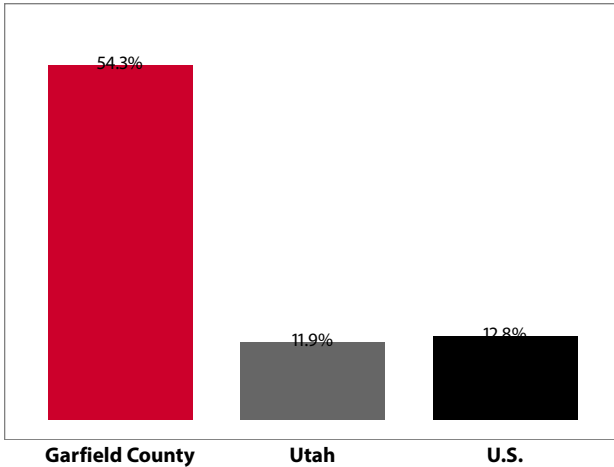
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$62,420,760	\$58,359,464	7.0%
Arts, Ent., & Rec.	\$6,143,291	\$5,378,511	14.2%
Food Service	\$9,907,989	\$9,128,055	8.5%

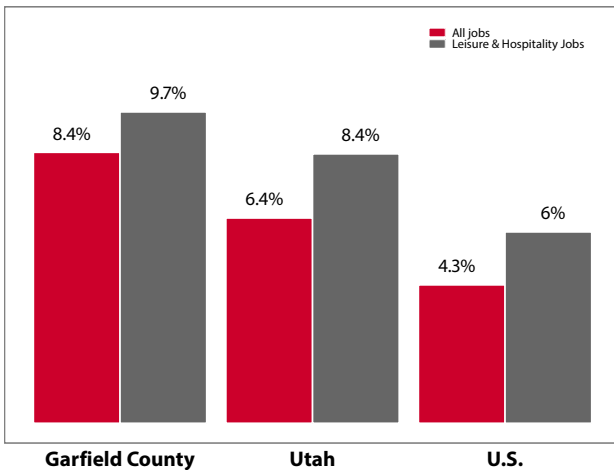
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



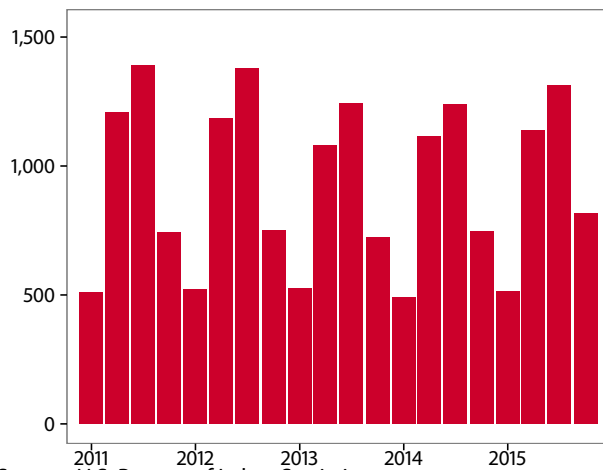
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



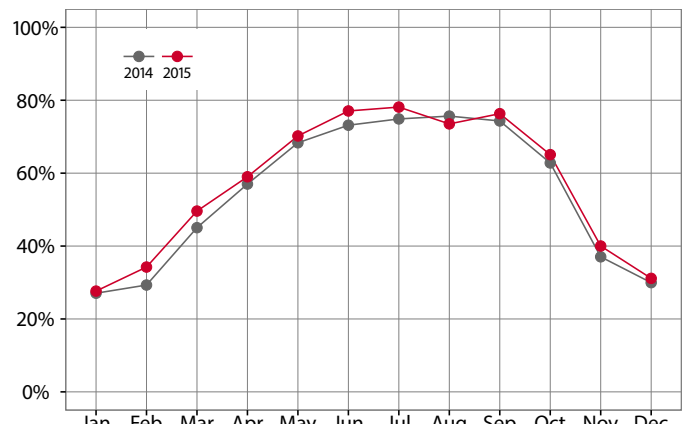
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	735	695	40
Food Service	-	-	-
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	102	116	-14
Miscellaneous store retailers	-	-	-
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	-	-	-
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



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Accommodations Industry: County vs. State

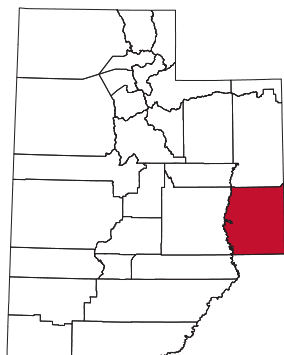
	2015	2014	change
County			
Average Daily Room Rate	\$100.04	\$96.97	3.2%
Occupancy Rate	56.8%	54.5%	4.2%
Revenue Per Available Room	\$56.05	\$52.07	7.6%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Grand County

Grand County, located in southeastern Utah, had a 45.6% leisure and hospitality share of total private jobs in 2015, ranking 3rd statewide. Part of Utah's physiographic region known as the Colorado Plateau, Grand County is a rugged landscape of red rock canyons, mesas, buttes, mountains, petrified sand dunes, colorful sandstone spires, fins, hoodoos and other diverse erosional formations.

Moab, Grand County's largest town and tourism hub, serves as a convenient launching pad to Arches National Park, Canyonlands National Park, the Colorado River (once called the Grand River), and Dead Horse Point State Park. Outdoor activities in Moab in-



clude hiking, river running, mountain biking, four-wheel driving, rock climbing, athletic events, art and music festivals, and many other local seasonal attractions that run from late March through early November. Moab draws a large number of international visitors during the tourist season and is also home to the world-famous Slickrock Trail.

Travel and Tourism at a Glance

	2015	2014	change
Grand County Pop.	9,516	9,451	0.7%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$8,853,890	\$8,085,514	9.5%
L&H Taxable Sales	\$146,894,311	\$131,159,577	12.0%
L&H Jobs	1,956	1,820	7.5%
L&H % of Total Jobs	45.6%	44.4%	2.7%
L&H Wages	\$41,203,421	\$36,998,479	11.4%
Arches N.P.	1,399,247	1,284,767	8.9%
Canyonlands N.P.	634,607	542,431	17.0%
Avg. Occupancy Rate	63.8%	63.4%	0.6%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$3,898,673	\$3,423,171	13.9%
Municipal Transient Room Tax	\$955,972	\$887,536	7.7%
Resort Communities Sales Tax	\$3,377,429	\$3,224,344	4.7%
Restaurant Tax	\$501,322	\$460,399	8.9%
Motor Vehicle Leasing Tax	\$120,495	\$90,063	33.8%

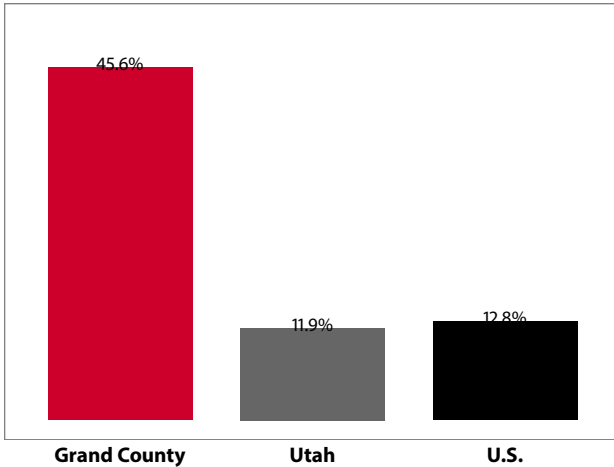
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$96,753,291	\$84,990,007	13.8%
Arts, Ent., & Rec.	\$9,759,387	\$9,282,871	5.1%
Food Service	\$40,381,633	\$36,886,700	9.5%

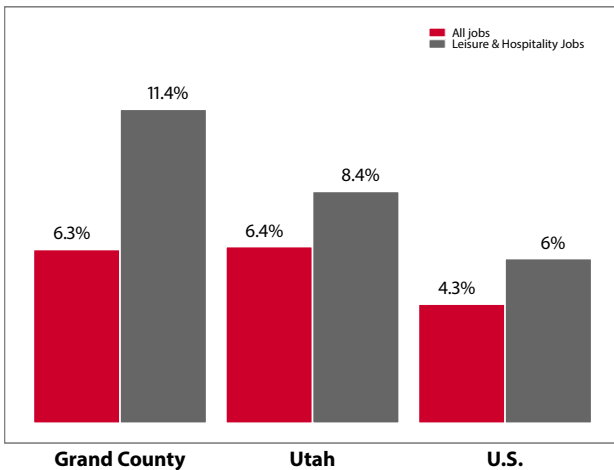
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



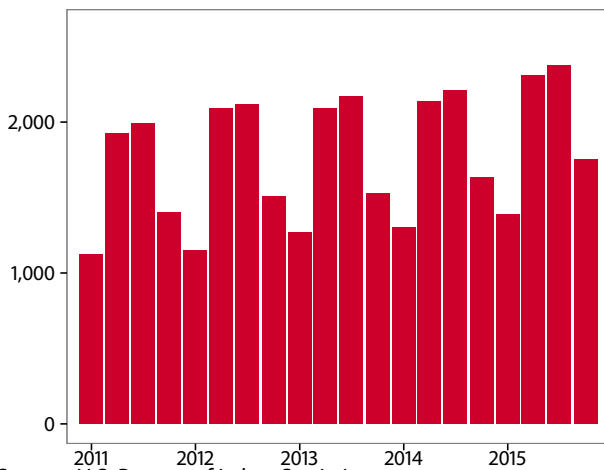
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



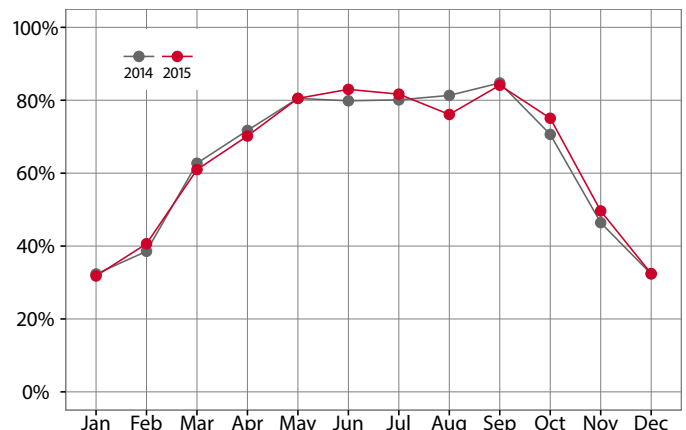
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	735	676	59
Food Service	919	853	66
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	103	102	0
Miscellaneous store retailers	82	76	7
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	158	126	32
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

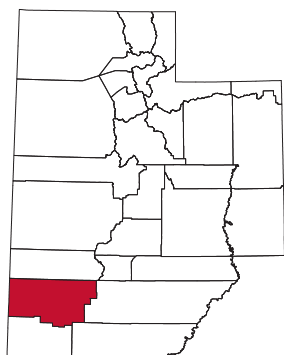
Accommodations Industry: County vs. State

	2015	2014	change
County			
Average Daily Room Rate	\$131.61	\$125.52	4.8%
Occupancy Rate	63.8%	63.4%	0.6%
Revenue Per Available Room	\$85.98	\$81.16	5.9%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Iron County

Iron County, located in southwestern Utah, had an 17.9% leisure and hospitality share of total private jobs in 2015, ranking 11th statewide. Iron County has a history as varied as its physiography. From the Escalante Desert and Great Basin ranges in the west to the High Plateau forests in the east, Iron County houses granaries and pit houses of the Fremont people, as well as pioneer log homes and English two-bay barns. Remnants from the county's late 19th century coal and iron mining history are showcased at Frontier Homestead State Park in the county's largest town, Cedar City. In fact, Cedar City, known as "Festival City USA," holds over 17 festivals annually, including the renowned Utah Shakespeare Festival that runs from June through October and attracts over 141,000 visitors. Other attractions in Iron County are Cedar Breaks National Monument and Brian Head Ski Resort. Interstate 15, a main thoroughfare between Salt Lake City and Las Vegas/Los Angeles, passes through the eastern edge of Iron County, creating additional supplementation visitation.



Travel and Tourism at a Glance

	2015	2014	change
Iron County Pop.	48,368	47,259	2.3%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$2,383,735	\$2,188,365	8.9%
L&H Taxable Sales	\$98,447,468	\$87,857,779	12.1%
L&H Jobs	2,160	2,079	3.9%
L&H % of Total Jobs	17.9%	17.8%	0.6%
L&H Wages	\$29,210,294	\$26,823,802	8.9%
Cedar Breaks N.M.	793,601	762,907	4.0%
Avg. Occupancy Rate	59.5%	57.1%	4.1%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$1,127,481	\$1,054,853	6.9%
Municipal Transient Room Tax	\$260,594	\$241,100	8.1%
Resort Communities Sales Tax	\$325,887	\$290,168	12.3%
Restaurant Tax	\$669,773	\$602,244	11.2%
Motor Vehicle Leasing Tax	-	-	-

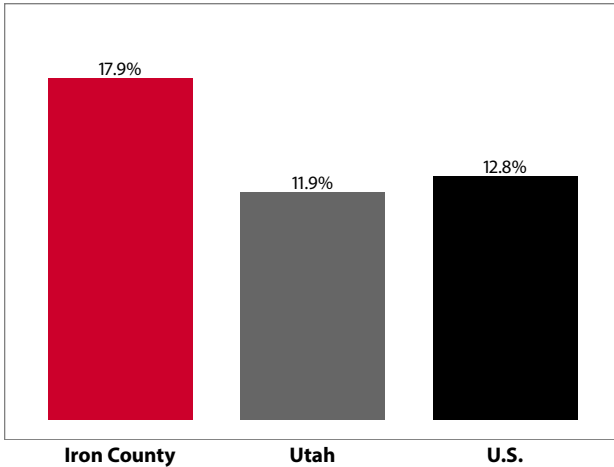
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$26,898,538	\$24,224,352	11.0%
Arts, Ent., & Rec.	\$1,967,271	\$1,885,631	4.3%
Food Service	\$69,581,659	\$61,747,795	12.7%

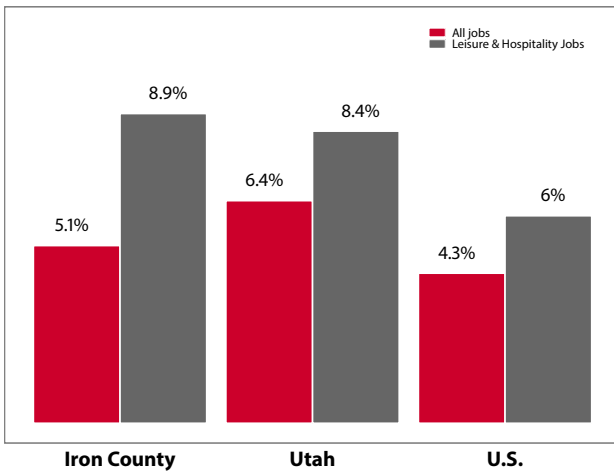
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



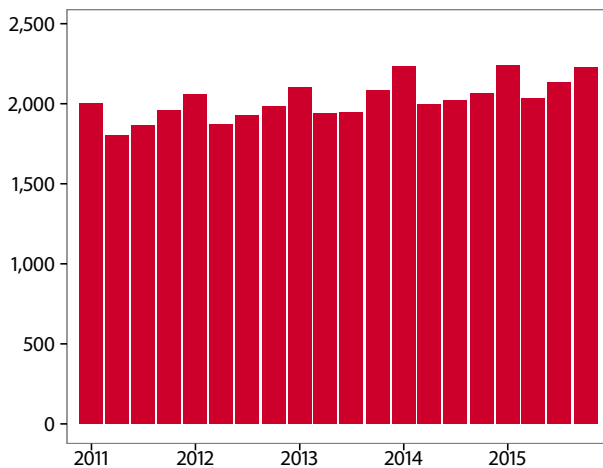
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



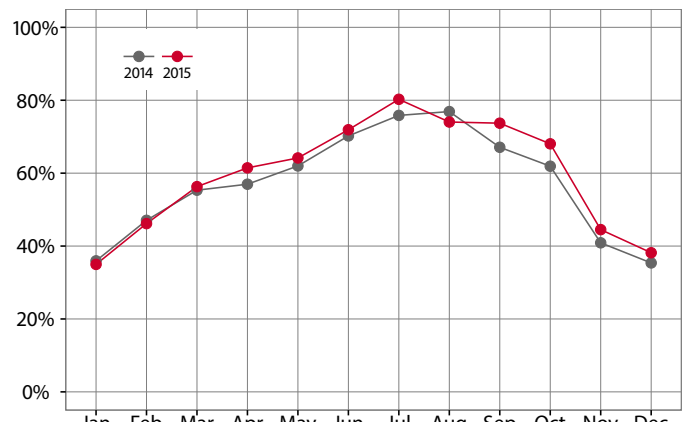
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	407	410	-3
Food Service	1,472	1,408	64
Air Transportation	-	-	-
Amusement and Recreation	274	256	19
Gasoline Stations	338	306	32
Miscellaneous store retailers	70	64	5
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	76	76	0
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

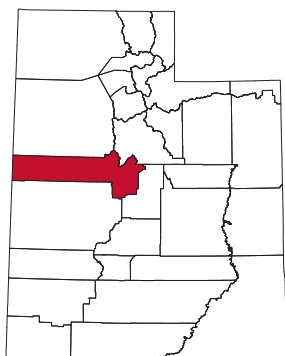
Accommodations Industry: County vs. State

	2015	2014	change
County			
Average Daily Room Rate	\$83.55	\$80.83	3.4%
Occupancy Rate	59.5%	57.1%	4.1%
Revenue Per Available Room	\$50.60	\$46.74	8.3%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Juab County

Juab County, sometimes referred to as Utah's "key" county based on its shape, had a 10.9% share of leisure and hospitality jobs in 2015, ranking 24th statewide. Part of the Basin and Range physiographic province, Juab County is bordered on the east by the forested Wasatch Mountains and on the west by the Great Basin ranges. Several native tribes, famous explorers, optimistic miners, and Mormon farmers have all traversed and lived upon this land. Juab County offers a variety of topography, wildlife, and recreational opportunities. Yuba Lake State Park, located in the southern portion of the county, offers boating, camping, and fishing. Little Sahara Recreation Area, just northwest of Yuba, contains a series of sand dunes largely devoted to ATVs, dune buggies, and dirt bikes. Topaz Mountain and the Dugway Geode Beds draw rockhounds and mineral collectors from surrounding areas as well. Other places of interest include Historic Tintic Mining District, Old Pony Express and Stage Route, and Goshute Indian Reservation.



Travel and Tourism at a Glance

	2015	2014	change
Juab County Pop.	10,594	10,456	1.3%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$204,818	\$187,868	9.0%
L&H Taxable Sales	\$13,192,225	\$11,848,750	11.3%
L&H Jobs	302	274	10.0%
L&H % of Total Jobs	10.9%	10.8%	0.9%
L&H Wages	\$3,506,591	\$3,234,914	8.4%
Avg. Occupancy Rate	52.3%	48.2%	8.7%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$86,784	\$87,489	-0.8%
Municipal Transient Room Tax	\$0	\$0	—
Resort Communities Sales Tax	—	—	—
Restaurant Tax	\$118,033	\$100,379	17.6%
Motor Vehicle Leasing Tax	—	—	—

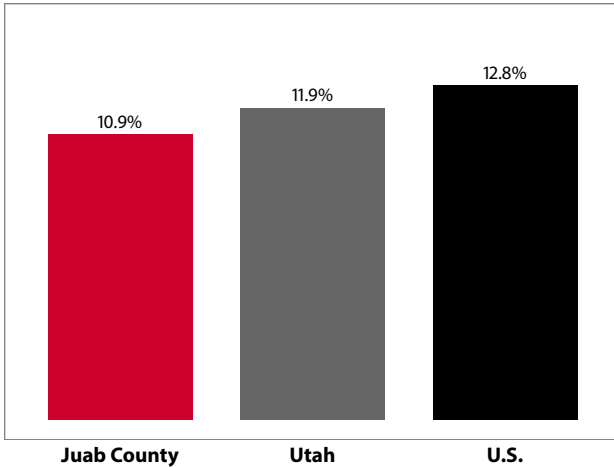
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$2,841,325	\$2,650,941	7.2%
Arts, Ent., & Rec.	\$740,000	\$616,099	20.1%
Food Service	\$9,610,900	\$8,581,711	12.0%

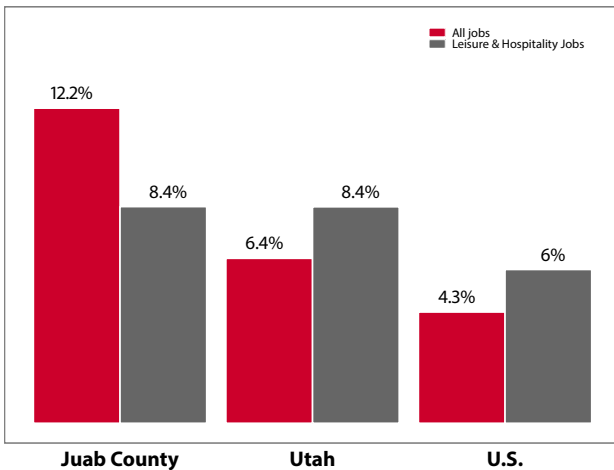
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



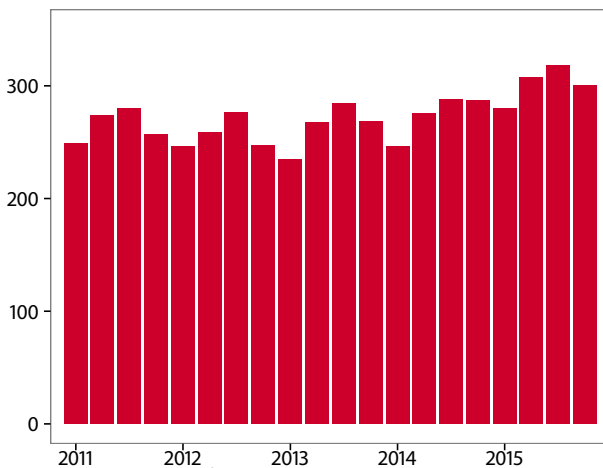
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



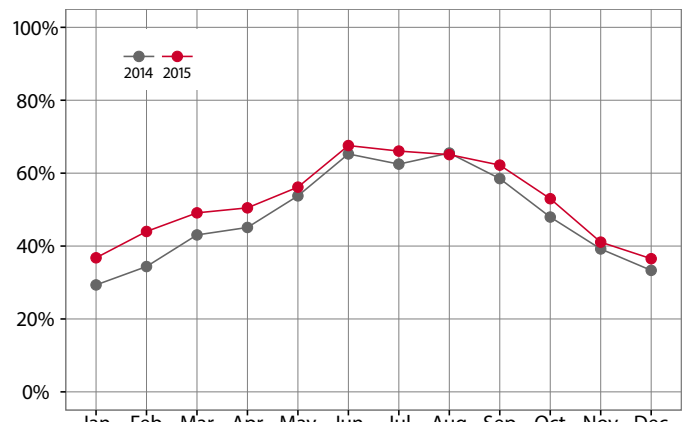
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	-	-	-
Food Service	263	231	32
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	89	92	-3
Miscellaneous store retailers	-	-	-
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	-	-	-
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

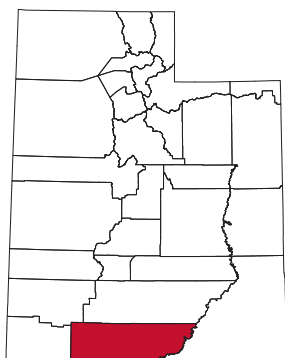
Accommodations Industry: County vs. State

	2015	2014	change
County			
Average Daily Room Rate	\$82.73	\$81.06	2.1%
Occupancy Rate	52.3%	48.2%	8.7%
Revenue Per Available Room	\$43.25	\$38.75	11.6%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Kane County

Kane County, located along the Utah/Arizona border in south-central Utah, had a 43.5% share of leisure and hospitality jobs in 2015, ranking 4th statewide. Kane County is home to Colorado Plateau landscape and is known as the gateway to three national parks—Bryce Canyon, Zion, and Grand Canyon—three national monuments—Pipe Springs, Cedar Breaks, and Grand Staircase-Escalante—as well as Glen Canyon National Recreation Area. In addition, Kane County is home to Kodachrome Basin State Park and Coral Pink Sand Dunes State Park. Kanab, the county seat, is Kane County's most populated city and became known as "Little Hollywood" in the 1930s after serving as the set for several Hollywood films and westerns. Kanab is centrally located on Highway 89 and offers a variety of lodging options, restaurants, museums, and galleries for tourists. It is also home to Best Friends Animal Sanctuary, which attracts animal lovers from around the world. Other places of interest within the county's borders are Grosvenor Arch, Hole in the Rock Road, and the historic home of western artist Maynard Dixon.



Travel and Tourism at a Glance

	2015	2014	change
Kane County Pop.	7,131	7,235	-1.4%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$2,996,231	\$2,697,085	11.1%
L&H Taxable Sales	\$93,547,887	\$84,485,313	10.7%
L&H Jobs	1,115	1,054	5.8%
L&H % of Total Jobs	43.5%	42.9%	1.4%
L&H Wages	\$25,090,698	\$23,532,324	6.6%
Avg. Occupancy Rate	59.5%	56.4%	5.4%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$1,896,438	\$1,717,638	10.4%
Municipal Transient Room Tax	\$159,102	\$135,729	17.2%
Resort Communities Sales Tax	\$744,706	\$666,632	11.7%
Restaurant Tax	\$195,986	\$177,087	10.7%
Motor Vehicle Leasing Tax	—	—	—

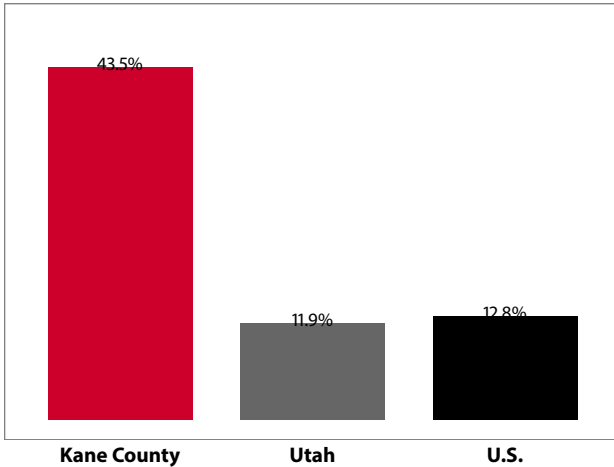
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$49,805,086	\$43,031,370	15.7%
Arts, Ent., & Rec.	\$28,598,208	\$27,635,559	3.5%
Food Service	\$15,144,593	\$13,818,384	9.6%

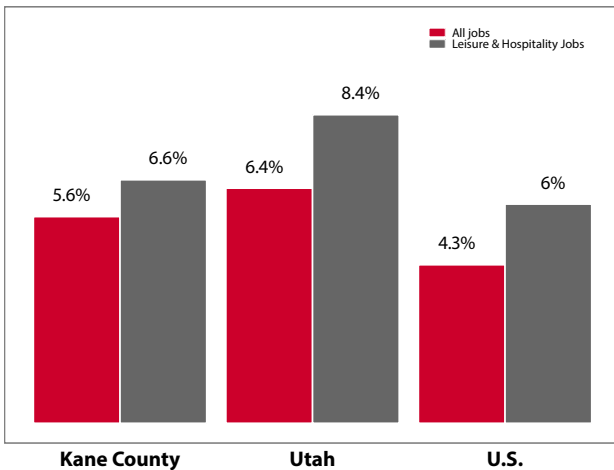
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



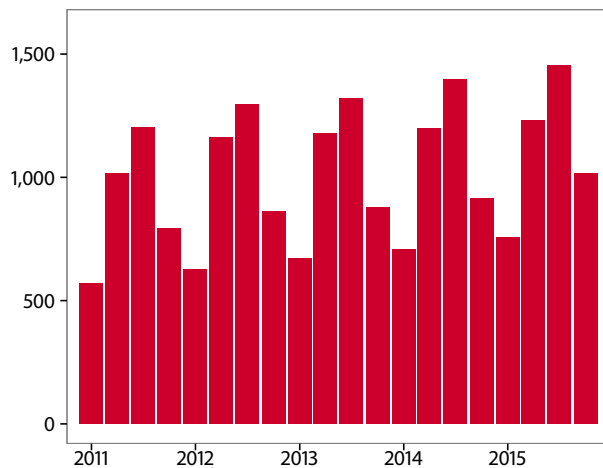
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



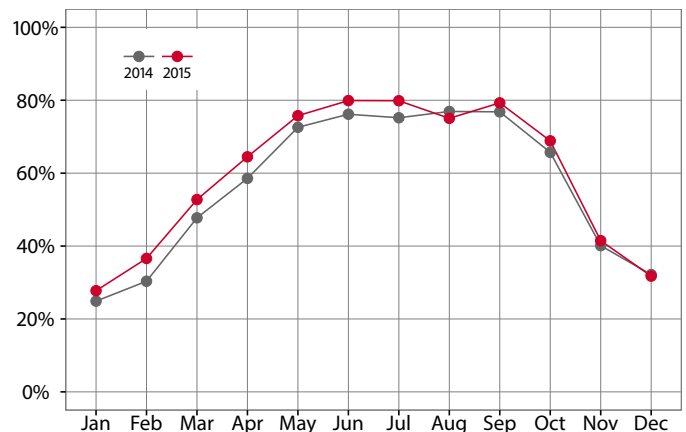
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	541	530	11
Food Service	511	467	44
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	92	87	5
Miscellaneous store retailers	22	36	-14
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	-	-	-
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

Accommodations Industry: County vs. State

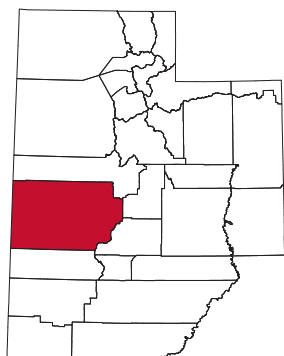
	2015	2014	change
County			
Average Daily Room Rate	\$92.55	\$87.40	5.9%
Occupancy Rate	59.5%	56.4%	5.4%
Revenue Per Available Room	\$56.52	\$50.07	12.9%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

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Millard County

Millard County, located in west-central Utah, had a 9.4% leisure and hospitality share of total private jobs in 2015, ranking 28th statewide. The county has varied topography from high mountain forests to desert lowlands; it also has an equally interesting history. Before Utah became a state, Millard County was home to the original statehouse which has now been converted into Territorial State Park Museum.

Other historical sites offer visitors exciting facts about the area's unique natural and cultural history. These include: Great Basin Museum, Cove Fort, Old Fort Deseret, Topaz Relocation Camp, Gunnison Massacre Site, and Veteran's Memorial. Millard County



also boasts Notch Peak, the second highest continuous vertical rock formation in the nation—second only to El Capitan in Yosemite. In addition, outdoor recreationists can hunt, fish, search for trilobites, and ride ATVs in and around the county, which is home to a wide variety of wildlife including deer, elk, pronghorn, cougars, coyotes, eagles, and falcons.

Travel and Tourism at a Glance

	2015	2014	change
Millard County Pop.	12,645	12,555	0.7%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$216,329	\$152,839	41.5%
L&H Taxable Sales	\$15,815,030	\$14,174,117	11.6%
L&H Jobs	334	312	7.2%
L&H % of Total Jobs	9.4%	9.0%	4.4%
L&H Wages	\$3,971,685	\$3,432,084	15.7%
Avg. Occupancy Rate	55.2%	52.1%	6.1%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$128,673	\$116,616	10.3%
Municipal Transient Room Tax	\$40,327	\$36,222	11.3%
Resort Communities Sales Tax	—	—	—
Restaurant Tax	\$47,328	\$0	—
Motor Vehicle Leasing Tax	—	—	—

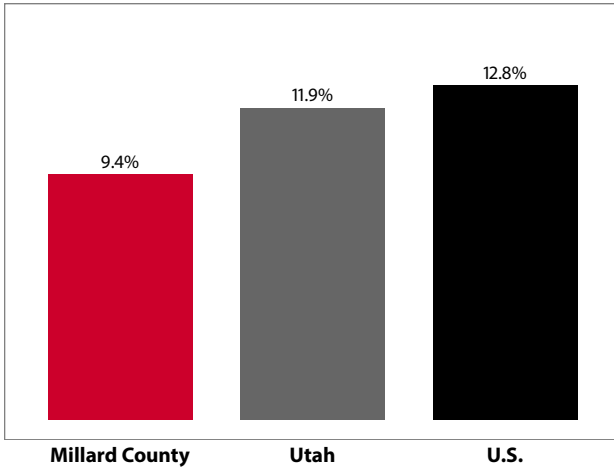
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$4,490,110	\$3,624,035	23.9%
Arts, Ent., & Rec.	\$625,377	\$677,115	-7.6%
Food Service	\$10,699,543	\$9,872,968	8.4%

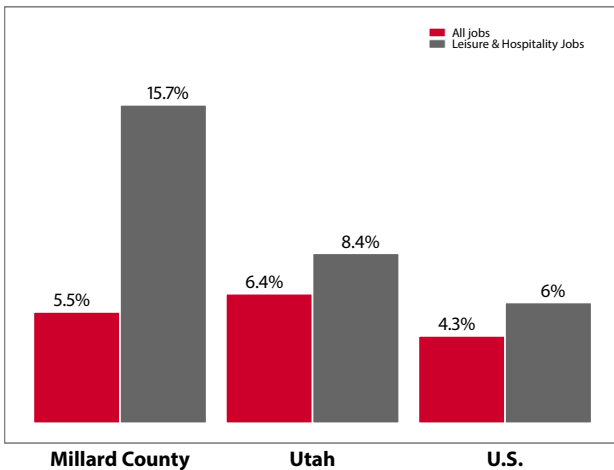
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



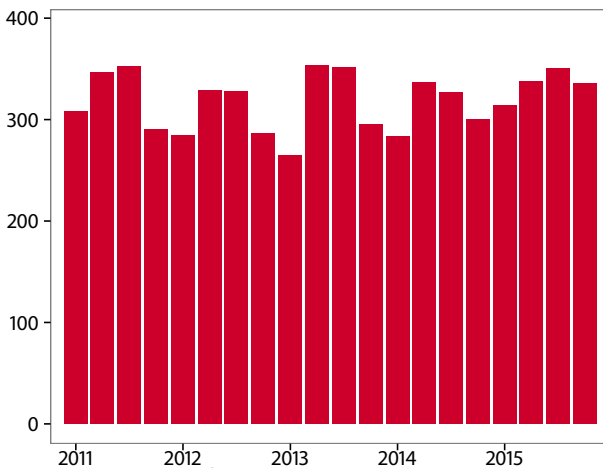
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



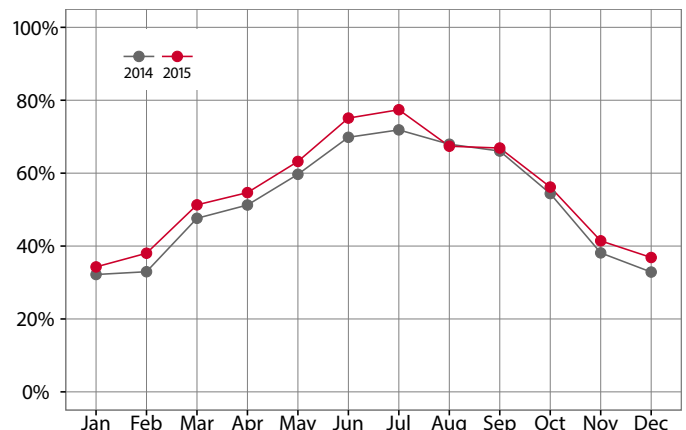
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	72	61	11
Food Service	249	229	20
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	168	156	12
Miscellaneous store retailers	-	-	-
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	-	-	-
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Accommodations Industry: County vs. State

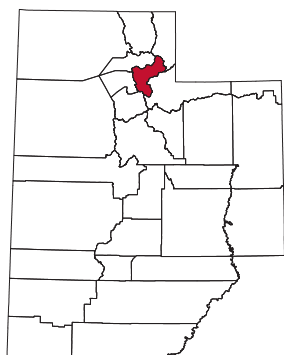
	2015	2014	change
County			
Average Daily Room Rate	\$76.04	\$74.44	2.2%
Occupancy Rate	55.2%	52.1%	6.1%
Revenue Per Available Room	\$42.41	\$39.13	8.4%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Morgan County

Morgan County, located in north-central Utah, had a 12.9% leisure and hospitality share of total private jobs in 2015, ranking 16th statewide. The county comprises mountainous high country dotted with small, close-knit communities. Located in valleys east of the Wasatch Front, Morgan County is divided in half by the Weber River, supporting agricultural land and year-round recreational opportunities along its banks.

Once frequented by native tribes and early fur trappers, Morgan County is now known for its big and small game hunting, as well as fishing on its two reservoirs—East Canyon State Park and Lost Creek Reservoir. Visitors can ice-fish, snowmobile, and



cross-country ski in the winter while they can hike, kayak, fish, and bike in the warmer months. Mormon Flat, lying on East Canyon Creek, served as a camping ground for the early immigrants before they climbed Big Mountain on their way to the Salt Lake Valley. Today it is a part of the East Canyon State Park.

Travel and Tourism at a Glance

	2015	2014	change
Morgan County Pop.	11,065	10,617	4.2%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$63,316	\$58,894	7.5%
L&H Taxable Sales	\$6,117,246	\$5,902,546	3.6%
L&H Jobs	206	187	10.3%
L&H % of Total Jobs	12.9%	12.3%	4.9%
L&H Wages	\$2,444,069	\$2,257,494	8.3%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$5,326	\$5,273	1.0%
Municipal Transient Room Tax	—	—	—
Resort Communities Sales Tax	—	—	—
Restaurant Tax	\$46,197	\$42,855	7.8%
Motor Vehicle Leasing Tax	\$11,793	\$10,767	9.5%

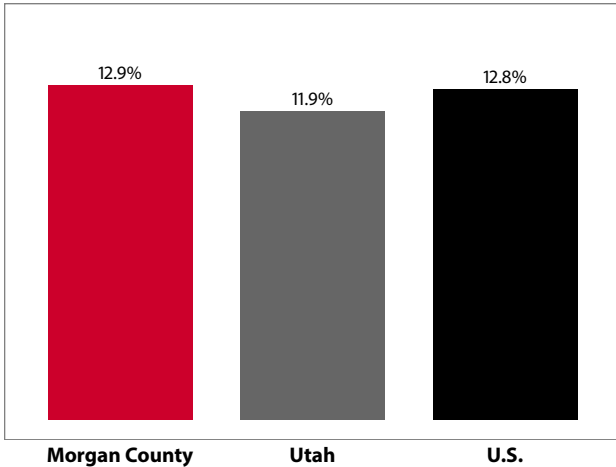
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$175,000	\$240,774	-27.3%
Arts, Ent., & Rec.	\$1,190,868	\$1,182,700	0.7%
Food Service	\$4,751,378	\$4,479,072	6.1%

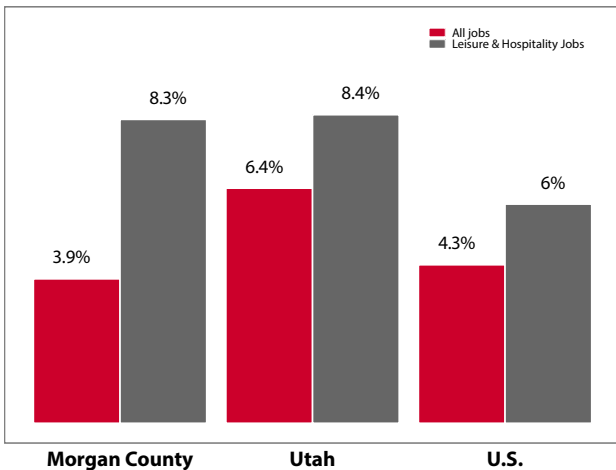
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



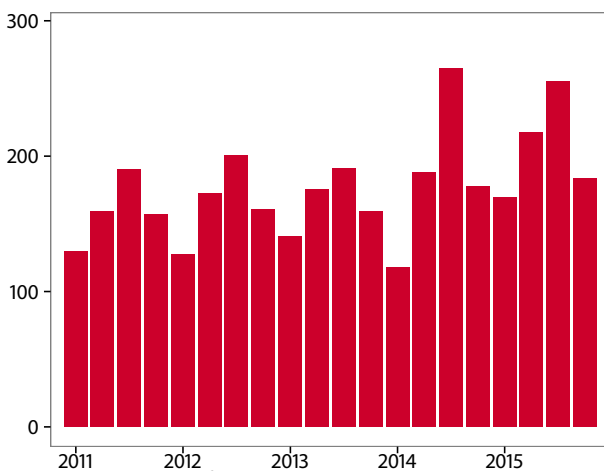
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	-	-	-
Food Service	-	-	-
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	37	-	-
Miscellaneous store retailers	-	-	-
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	-	-	-
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates

Data is not available for this county

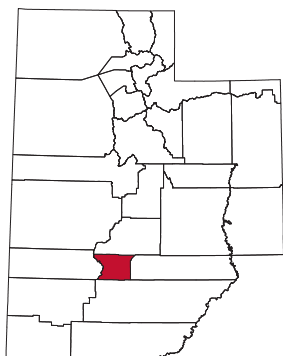
Accommodations Industry: County vs. State

Data is not available for this county

Piute County

Piute County, Utah's second least populated county, had a 20.6% leisure and hospitality share of total private jobs in 2015, ranking 9th in the state. Piute County is home to lakes, deserts, mountain peaks, a Native American and Mormon pioneer heritage, and present day agricultural livelihoods. Piute County claims the popular Paiute ATV Trail system, which includes over 900 miles of ATV trails in nearly one million acres of forest.

The reservoirs of Otter Creek State Park and Piute State Park harbor some of the state's best trout fishing and attract trophy fishermen from surrounding states. In addition to fishing, both state parks offer boating, water sports, camping, and swimming. Other visitors to the county enjoy rafting the Sevier River, snowmobiling, waterfowl hunting, and rockhounding. For the American history buff, Butch Cassidy's boyhood home is located in Piute County along Highway 89 near Circleville.



Travel and Tourism at a Glance

	2015	2014	change
Piute County Pop.	1,517	1,486	2.1%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$25,035	\$24,379	2.7%
L&H Taxable Sales	\$1,617,664	\$1,424,326	13.6%
L&H Jobs	22	27	-18.7%
L&H % of Total Jobs	20.6%	25.0%	-17.6%
L&H Wages	\$270,496	\$164,709	64.2%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$25,035	\$24,379	2.7%
Municipal Transient Room Tax	—	—	—
Resort Communities Sales Tax	—	—	—
Restaurant Tax	—	—	—
Motor Vehicle Leasing Tax	—	—	—

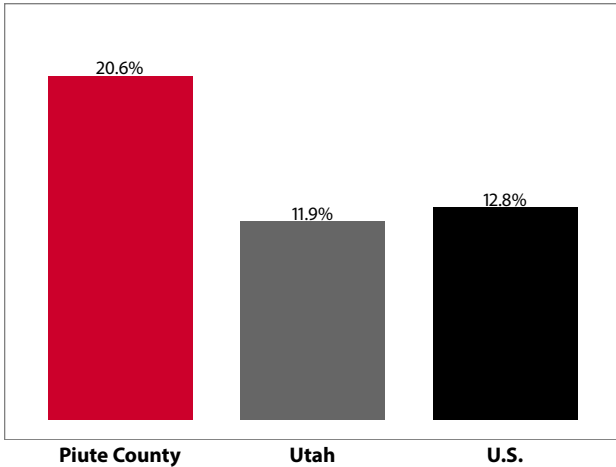
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$1,012,664	\$1,031,803	-1.9%
Arts, Ent., & Rec.	\$505,000	\$215,483	134.4%
Food Service	\$100,000	\$177,040	-43.5%

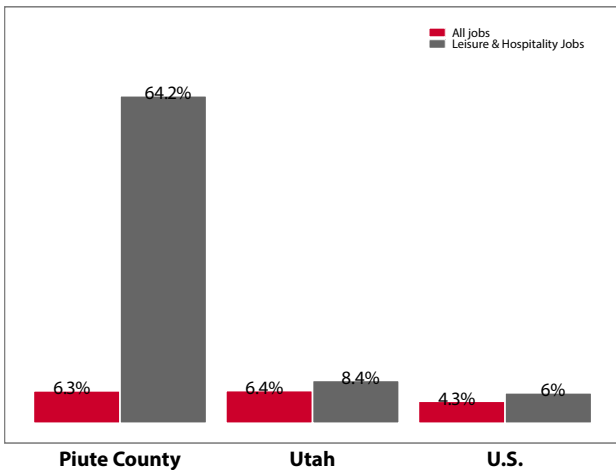
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



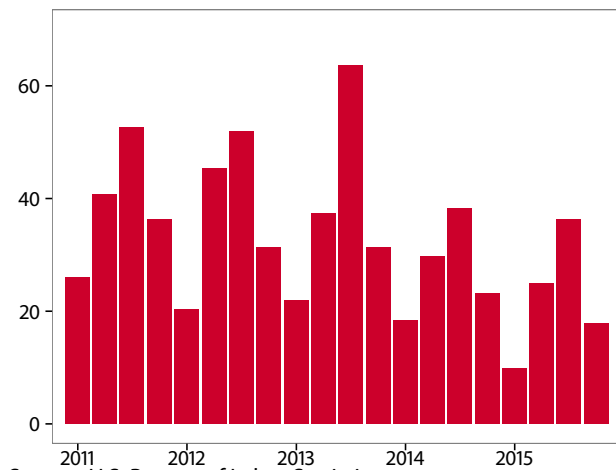
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	-	-	-
Food Service	-	-	-
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	-	-	-
Miscellaneous store retailers	-	-	-
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	-	-	-
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates

Data is not available for this county

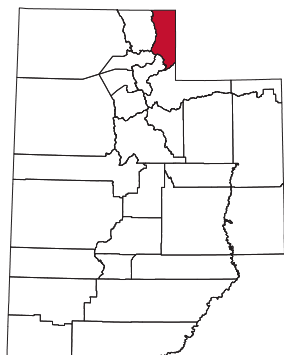
Accommodations Industry: County vs. State

Data is not available for this county

Rich County

Rich County, located in the northeast corner of Utah, had a 34% leisure and hospitality share of total private jobs in 2015, ranking 7th statewide. Once frequented by Native Americans, early fur trappers, cowboys, and pioneers, Rich County is now known as the home of Bear Lake State Park. Native Americans prized the Bear Lake valley as a prime hunting ground as well as an assembly point.

Because so many black bears lived in the area, the trappers called it Black Bear Lake, later shortened to Bear Lake. Referred to as the "Caribbean of the Rockies," today Bear Lake attracts visitors to its turquoise waters and mountain-scape scenery.



Visitors can boat, fish, and swim in the lake as well as bike, hike, hunt, snowmobile, cross country ski, and ride ATVs in the surrounding areas. During the summer, Bear Lake hosts a variety of athletic races, farmer and artisan markets, and the popular Raspberry Days Festival.

Travel and Tourism at a Glance

	2015	2014	change
Rich County Pop.	2,311	2,293	0.8%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$568,203	\$491,277	15.7%
L&H Taxable Sales	\$8,088,600	\$7,079,581	14.3%
L&H Jobs	180	164	9.5%
L&H % of Total Jobs	34.0%	32.3%	5.3%
L&H Wages	\$3,377,299	\$2,812,772	20.1%
Avg. Occupancy Rate	58.5%	53.0%	10.3%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$209,879	\$176,955	18.6%
Municipal Transient Room Tax	—	—	—
Resort Communities Sales Tax	\$304,707	\$275,599	10.6%
Restaurant Tax	\$53,617	\$38,723	38.5%
Motor Vehicle Leasing Tax	—	—	—

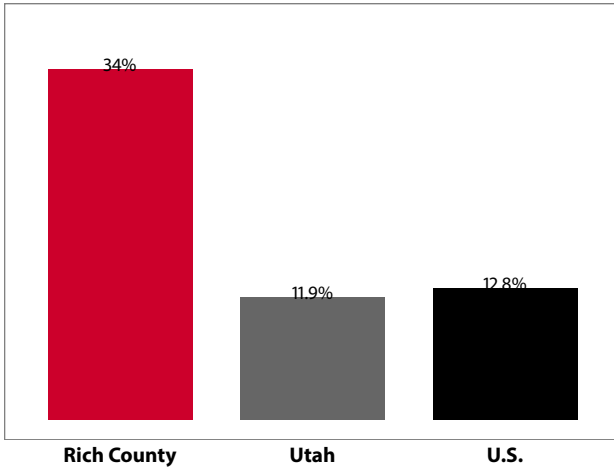
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$3,630,427	\$2,637,745	37.6%
Arts, Ent., & Rec.	\$990,000	\$1,021,773	-3.1%
Food Service	\$3,468,173	\$3,420,064	1.4%

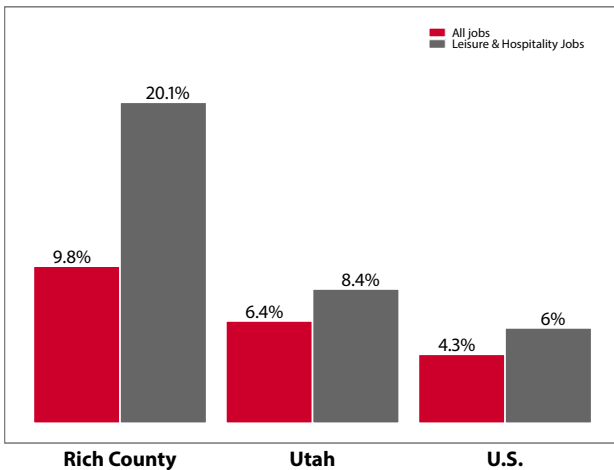
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



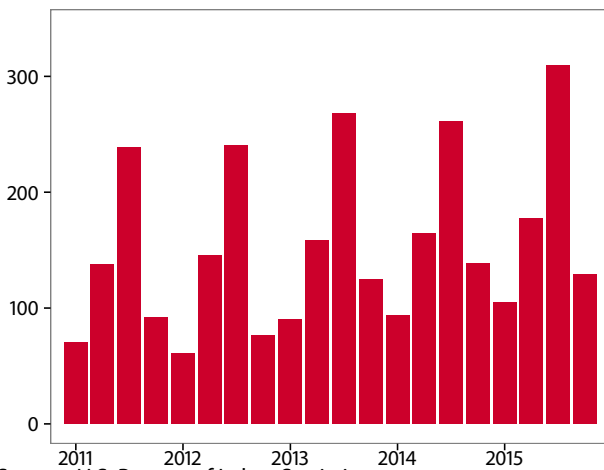
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



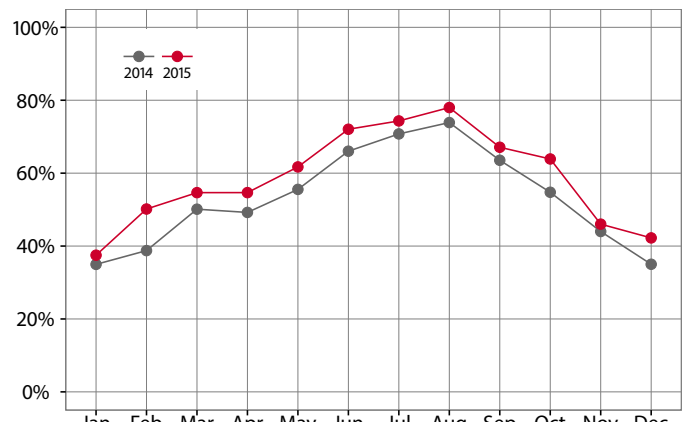
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	-	-	-
Food Service	-	-	-
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	-	-	-
Miscellaneous store retailers	-	-	-
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	-	-	-
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

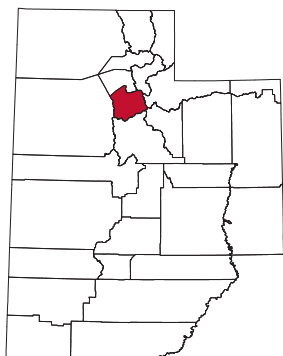
Accommodations Industry: County vs. State

	2015	2014	change
County			
Average Daily Room Rate	\$88.21	\$89.43	-1.4%
Occupancy Rate	58.5%	53.0%	10.3%
Revenue Per Available Room	\$52.22	\$47.48	10.0%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Salt Lake County

Salt Lake County, Utah's most populated county with over a million residents, had a 10.1% leisure and hospitality share of total private jobs in 2015, ranking 25th statewide. Nestled between the Wasatch Mountains and the Great Salt Lake, it is home to Utah's largest city and state capitol, Salt Lake City, as well as Salt Lake City International Airport. Settled by Mormon Pioneers in 1847, Salt Lake City draws national and international visitors to its LDS Temple and other related religious sites. Additionally, it hosts a variety of museums, gardens, shopping centers, sports teams, restaurants, family-friendly fun centers, and colleges—including the University of Utah. In wintertime, the county attracts nonresident skiers and snowboarders to its four ski resorts that are located within an hour's drive from the airport and have a reputation for the "greatest snow on earth." During warmer months, visitors can spend time hiking, biking, camping, fishing, or enjoying the surrounding scenery from the mountain resorts. Salt Lake County also hosts a number of conventions, conferences, and trade shows year round, attracting out-of-state visitors who, on their off-time, participate in the area's varied leisure activities.



Travel and Tourism at a Glance

	2015	2014	change
Salt Lake County Pop.	1,107,314	1,092,888	1.3%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$55,880,307	\$51,161,681	9.2%
L&H Taxable Sales	\$2,811,573,095	\$2,605,675,763	7.9%
L&H Jobs	55,533	53,609	3.6%
L&H % of Total Jobs	10.1%	10.1%	0.0%
L&H Wages	\$1,116,341,491	\$1,027,605,993	8.6%
Avg. Occupancy Rate	69.8%	67.1%	4.0%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$16,471,453	\$14,525,415	13.4%
Municipal Transient Room Tax	\$4,486,564	\$3,912,052	14.7%
Resort Communities Sales Tax	\$719,187	\$704,829	2.0%
Restaurant Tax	\$21,461,487	\$19,619,656	9.4%
Motor Vehicle Leasing Tax	\$12,741,617	\$12,399,728	2.8%

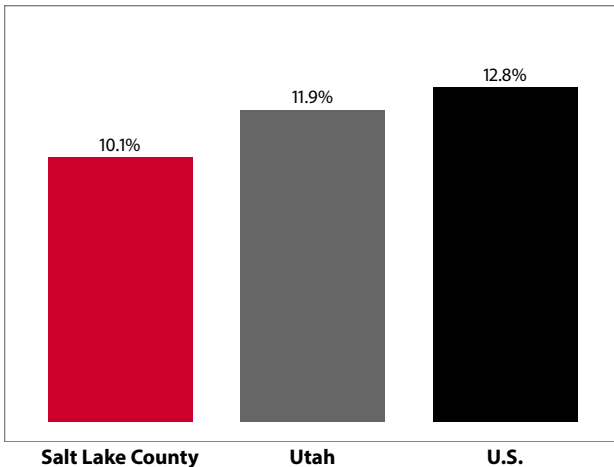
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$519,569,054	\$467,878,850	11.0%
Arts, Ent., & Rec.	\$239,313,197	\$229,526,918	4.3%
Food Service	\$2,052,690,844	\$1,908,269,995	7.6%

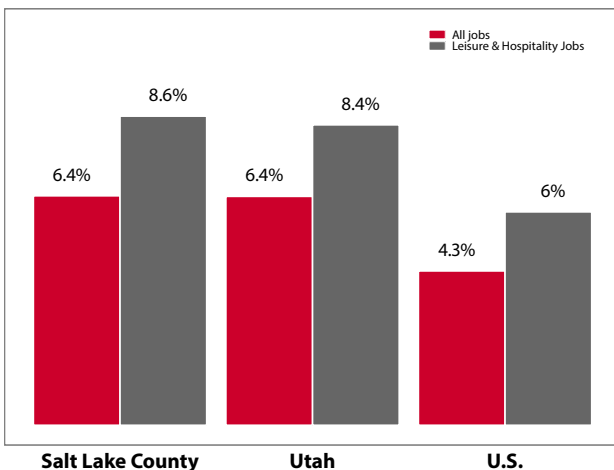
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



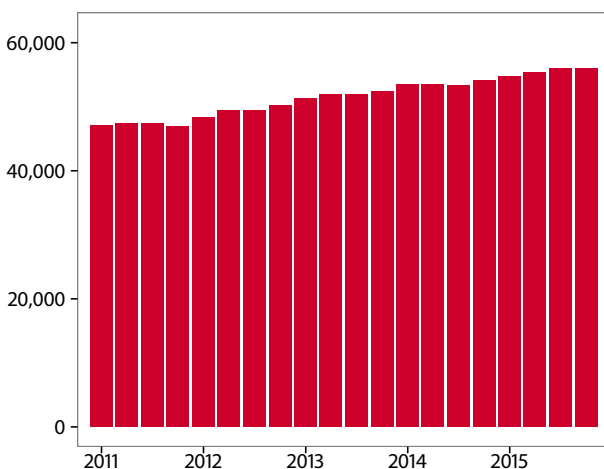
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



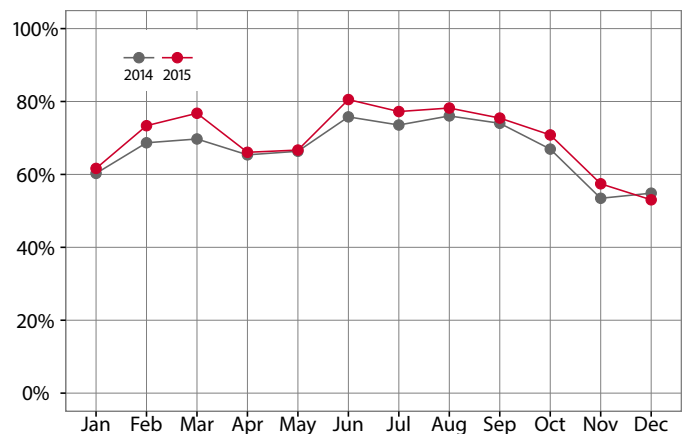
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	7,558	7,400	158
Food Service	40,245	38,808	1,437
Air Transportation	5,363	5,455	-91
Amusement and Recreation	3,940	3,805	135
Gasoline Stations	2,823	2,801	23
Miscellaneous store retailers	3,678	3,548	130
Museums/Parks/Historical sites	613	599	14
Perf. Arts/Spectator Sports	3,177	2,998	179
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	3,786	3,726	60
Transit and Ground Passenger Transport	682	608	74

Source: U.S. Bureau of Labor Statistics (BLS). The marker "--" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

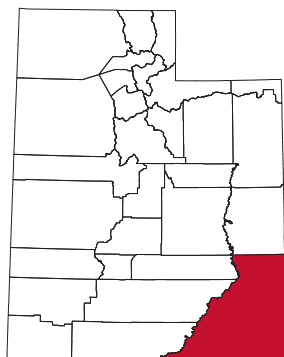
Accommodations Industry: County vs. State

	2015	2014	change
County			
Average Daily Room Rate	\$104.52	\$99.25	5.3%
Occupancy Rate	69.8%	67.1%	4.0%
Revenue Per Available Room	\$73.23	\$66.71	9.8%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

San Juan County

San Juan County, located in the “four corners” region of the United States, had a 21.7% leisure and hospitality share of total private jobs in 2015, ranking 8th statewide. San Juan County is a land rich in ancient human history and dramatic Colorado Plateau topography. Each year visitors are drawn to its deeply-carved canyons, chasms, cliffs, natural bridges, Puebloan ruins and remnant dwellings. Not only does San Juan County include the southern portion of Canyonlands National Park and the eastern portion of Glen Canyon National Recreation Area, but it is also home to three national monuments, two state parks, Grand Gulch Primitive Area, Manti La Sal National Forest and Trail of the Ancients National Scenic Byway. Due to its geographic location, San Juan County serves as a gateway to countless other parks, monuments, recreation sites, and wilderness areas in other states as well.



Travel and Tourism at a Glance

	2015	2014	change
San Juan County Pop.	15,772	15,252	3.4%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$840,929	\$780,043	7.8%
L&H Taxable Sales	\$33,041,206	\$29,241,445	13.0%
L&H Jobs	550	523	5.2%
L&H % of Total Jobs	21.7%	20.8%	4.3%
L&H Wages	\$10,670,920	\$10,138,783	5.2%
Canyonlands N.P.	634,607	542,431	17.0%
Hovenweep N.M.	35,117	26,808	31.0%
Natural Bridges N.M.	94,797	87,119	8.8%
Rainbow Bridge N.M.	77,270	62,910	22.8%
Avg. Occupancy Rate	56.8%	54.5%	4.2%

T-R = “Travel-Related,” L&H = “Leisure and Hospitality”

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$674,389	\$626,220	7.7%
Municipal Transient Room Tax	\$57,741	\$52,059	10.9%
Resort Communities Sales Tax	\$29	\$6	391.0%
Restaurant Tax	\$108,770	\$101,758	6.9%
Motor Vehicle Leasing Tax	–	–	–

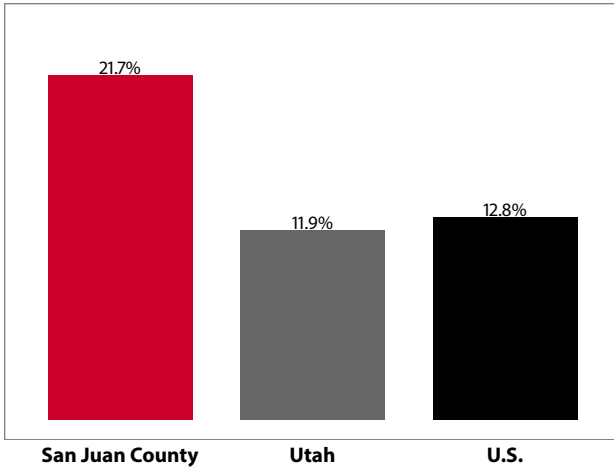
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$22,425,402	\$19,763,279	13.5%
Arts, Ent., & Rec.	\$3,478,894	\$3,201,782	8.7%
Food Service	\$7,136,910	\$6,276,384	13.7%

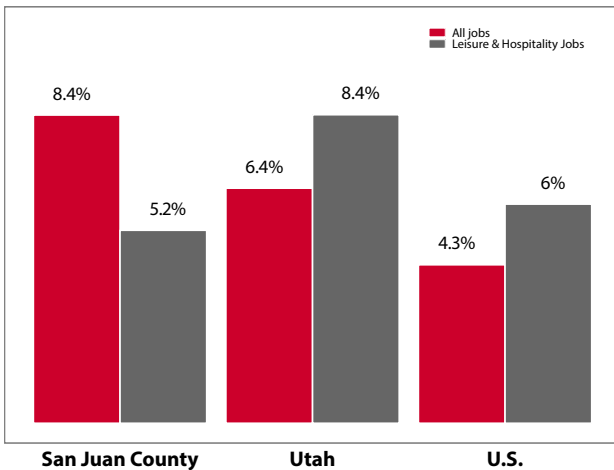
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



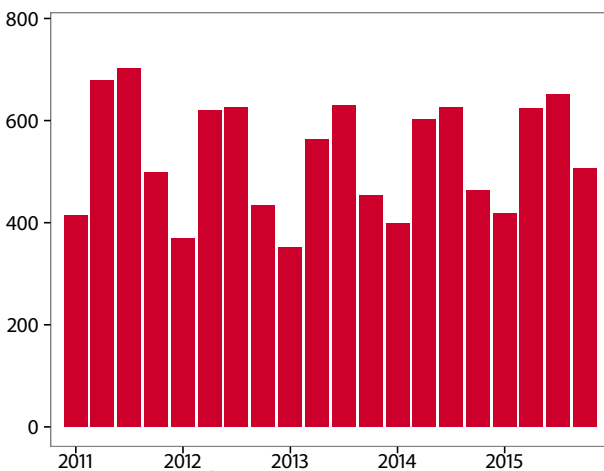
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



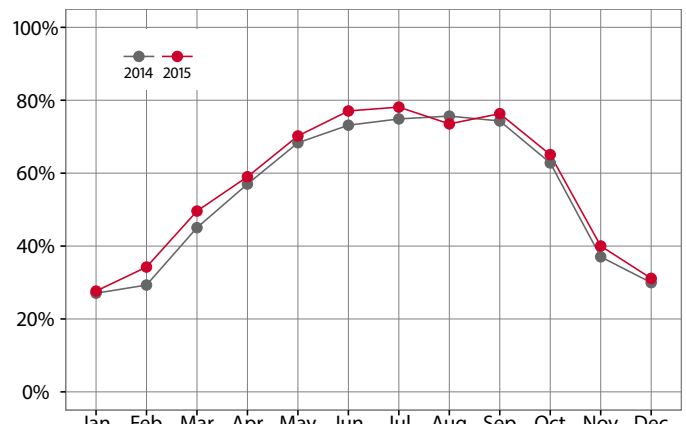
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	373	356	17
Food Service	-	-	-
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	91	108	-17
Miscellaneous store retailers	-	-	-
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	-	-	-
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Accommodations Industry: County vs. State

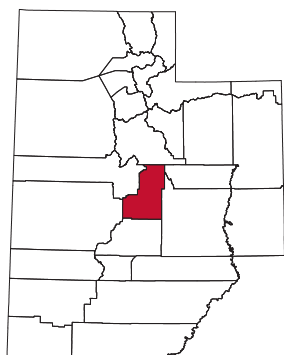
	2015	2014	change
County			
Average Daily Room Rate	\$100.04	\$96.97	3.2%
Occupancy Rate	56.8%	54.5%	4.2%
Revenue Per Available Room	\$56.05	\$52.07	7.6%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Sanpete County

Sanpete County, located in the “heart” of the state, had a 11% leisure and hospitality share of total private jobs in 2015, ranking 22nd statewide. It is bordered by the Wasatch Plateau on the east and the Manti-La Sal National Forest/Gunnison Plateau on the west. Once home to ancient cultures and historic Indian tribes, Sanpete County has had a predominantly agricultural economy since Mormon settlement in the late 19th century through the 1970s.

Today Sanpete County is recognized for its Arapen ATV Trail, which winds through 750 acres of national forest, climbs 6,000 to 10,000 feet in places and includes “Sky-line Drive”—a rugged 58 mile stretch of 4x4 road stretching from Hwy 31 to the Fish Lake



National Forest. In addition to fishing and camping opportunities in Sanpete County’s aspen and pine forests, Mt. Nebo Scenic Byway is a popular drive in the fall, while Maple Canyon, located near the town of Moroni, draws rock climbers from around the country and world. The county’s Yuba Lake State Park offers boating, fishing, swimming and a new zip line, while Palisades State Park has an 18-hole golf course.

Travel and Tourism at a Glance

	2015	2014	change
Sanpete County Pop.	28,778	28,348	1.5%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$250,199	\$219,198	14.1%
L&H Taxable Sales	\$16,881,287	\$15,370,797	9.8%
L&H Jobs	515	513	0.4%
L&H % of Total Jobs	11.0%	11.5%	-4.3%
L&H Wages	\$4,545,706	\$4,406,584	3.2%

T-R = “Travel-Related,” L&H = “Leisure and Hospitality”

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$108,311	\$87,600	23.6%
Municipal Transient Room Tax	—	—	—
Resort Communities Sales Tax	—	—	—
Restaurant Tax	\$141,888	\$131,598	7.8%
Motor Vehicle Leasing Tax	—	—	—

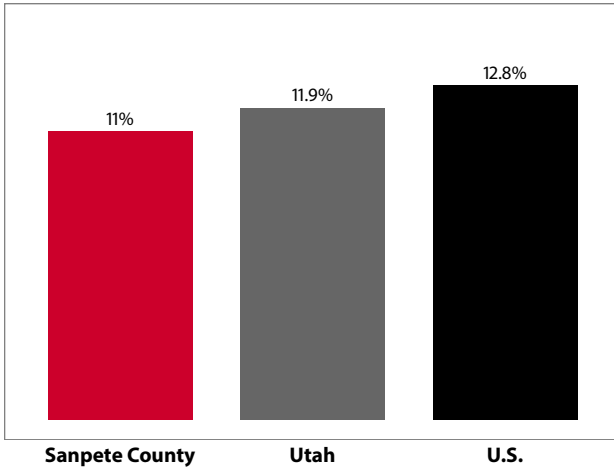
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$2,165,873	\$1,840,079	17.7%
Arts, Ent., & Rec.	\$1,411,825	\$1,419,642	-0.6%
Food Service	\$13,303,589	\$12,111,076	9.8%

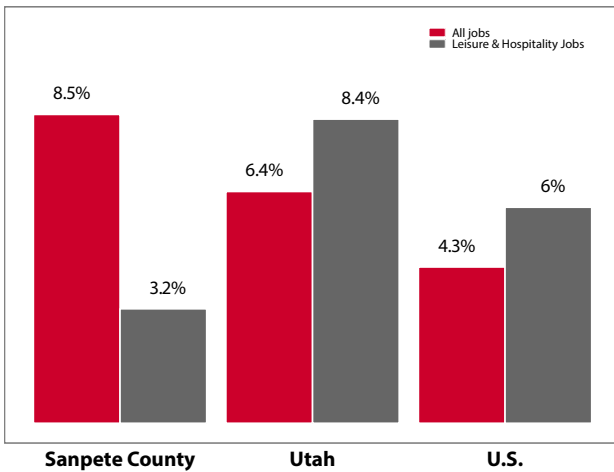
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



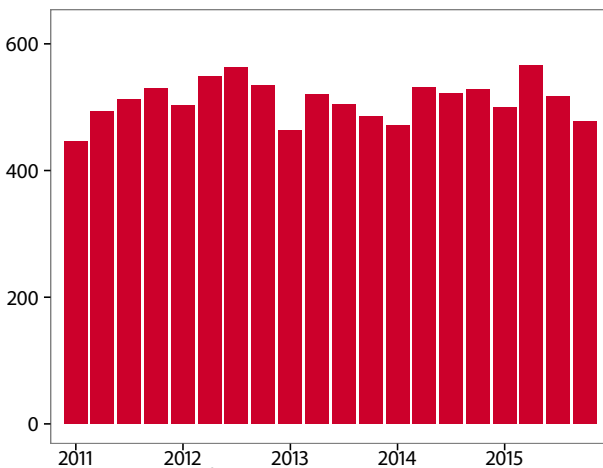
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	43	38	5
Food Service	434	433	1
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	96	84	13
Miscellaneous store retailers	14	15	-1
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	-	-	-
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker “-” indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates

Data is not available for this county

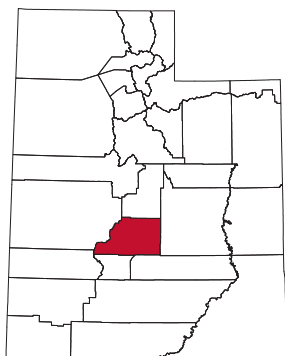
Accommodations Industry: County vs. State

Data is not available for this county

Sevier County

Sevier County, located in central Utah, had a 13.6% leisure and hospitality share of total private jobs in 2015, ranking 15th statewide. Over 80 percent of the county—known for its extensive forests, mountain peaks, lakes, and streams—is public land. Sevier County is known for its Paiute ATV Trail, which constitutes over 900 miles of ATV trail that winds through dense forests, connects mountain peaks, and links towns.

It is also home to three ATV & SideXSide Jamborees. Fremont Indian State Park in Clear Creek Canyon, which offers camping and access to the Paiute ATV Trail, exhibits a collection of rock art and artifacts of the largest discovered Fremont Indian community to date.



Other outdoor attractions in Sevier County include the Fishlake Scenic Byway, Gooseberry ATV Trail, Big Rock Candy Mountain, Fish Lake, and the Pando or the Trembling Giant—a clonal colony of quaking aspen and the heaviest known living organism on earth.

Travel and Tourism at a Glance

	2015	2014	change
Sevier County Pop.	20,984	20,847	0.7%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$906,546	\$800,358	13.3%
L&H Taxable Sales	\$35,918,887	\$33,729,039	6.5%
L&H Jobs	914	875	4.4%
L&H % of Total Jobs	13.6%	13.5%	0.7%
L&H Wages	\$10,650,838	\$9,983,834	6.7%
Avg. Occupancy Rate	55.2%	52.1%	6.1%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$510,894	\$444,188	15.0%
Municipal Transient Room Tax	\$110,911	\$90,636	22.4%
Resort Communities Sales Tax	—	—	—
Restaurant Tax	\$260,733	\$238,119	9.5%
Motor Vehicle Leasing Tax	\$24,008	\$27,415	-12.4%

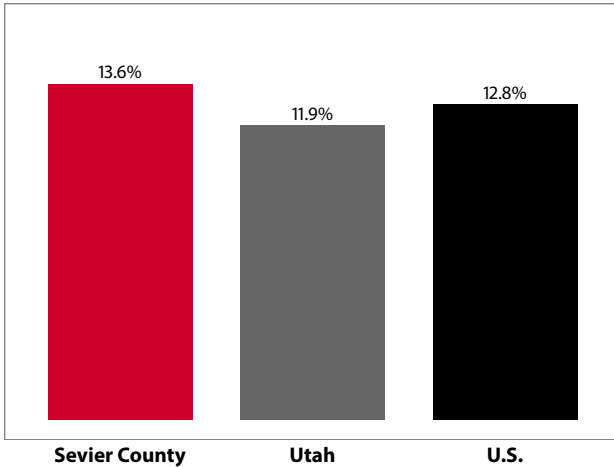
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$11,724,340	\$11,151,024	5.1%
Arts, Ent., & Rec.	\$411,921	\$571,448	-27.9%
Food Service	\$23,782,626	\$22,006,567	8.1%

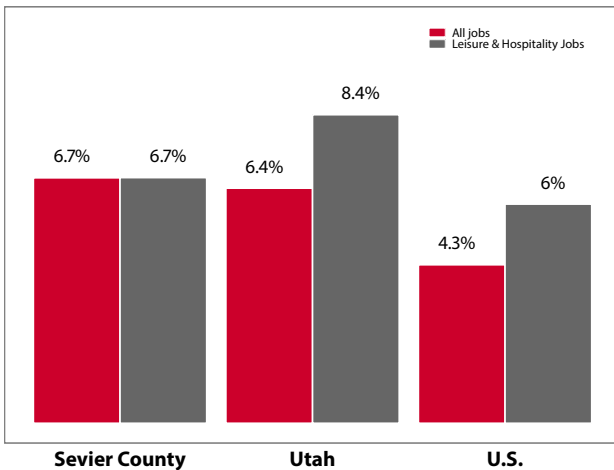
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



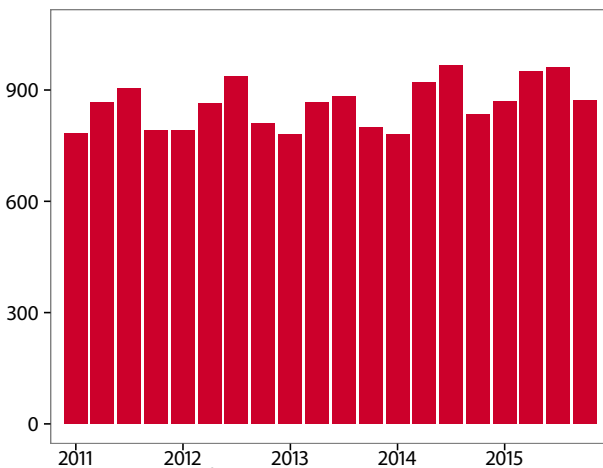
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



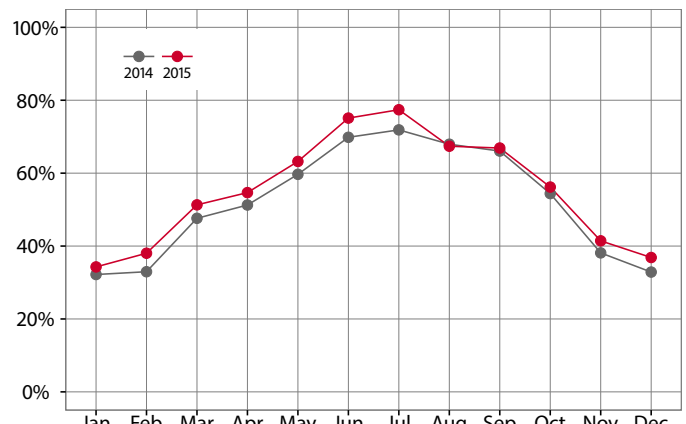
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	238	245	-7
Food Service	661	615	46
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	196	169	27
Miscellaneous store retailers	24	-	-
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	79	74	4
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

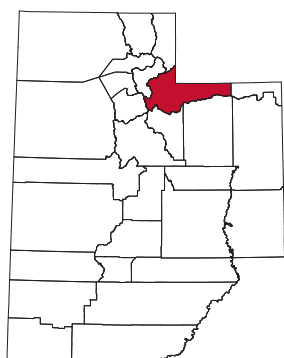
Accommodations Industry: County vs. State

	2015	2014	change
County			
Average Daily Room Rate	\$76.04	\$74.44	2.2%
Occupancy Rate	55.2%	52.1%	6.1%
Revenue Per Available Room	\$42.41	\$39.13	8.4%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Summit County

Summit County, Salt Lake County's eastern neighbor, had a 40.2% leisure and hospitality share of total private jobs in 2015, ranking 5th statewide. Summit County, nestled among the Wasatch and Uinta Mountains, contains 39 of Utah's highest peaks, all with an altitude greater than 12,600 feet. In addition, its largest city—the resort town of Park City—served as a main venue for the 2002 Winter Olympics and was recently named “The Best Town in America” by Outside magazine (2013) and “Best Ski Destination” by Sunset magazine (2015). Summit County has three world-class ski resorts—Canyons, Deer Valley, and Park City Ski Resort—as well as over 100 hotels and restaurants, drawing both residents and nonresidents year-round. Park City also hosts the popular Sundance Film Festival each January, attracting upwards of 30,000 nonresident visitors to the state of Utah. Other Summit County attractions include the Utah Olympic Park, Park City Arts Festival, Park Silly Sunday Market, and Rockport State Park. Summit County continues to attract more visitors to its mountain resorts during its “shoulder seasons” by offering a wider range of family-friendly, warm weather activities.



Travel and Tourism at a Glance

	2015	2014	change
Summit County Pop.	39,633	39,136	1.3%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$22,688,345	\$20,802,919	9.1%
L&H Taxable Sales	\$640,073,382	\$543,143,302	17.8%
L&H Jobs	9,122	8,905	2.4%
L&H % of Total Jobs	40.2%	40.9%	-1.7%
L&H Wages	\$269,842,436	\$249,210,811	8.3%
Avg. Occupancy Rate	51.0%	50.0%	1.9%

T-R = “Travel-Related,” L&H = “Leisure and Hospitality”

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$7,716,012	\$6,915,595	11.6%
Municipal Transient Room Tax	—	—	—
Resort Communities Sales Tax	\$12,442,541	\$11,447,147	8.7%
Restaurant Tax	\$2,529,791	\$2,440,177	3.7%
Motor Vehicle Leasing Tax	—	—	—

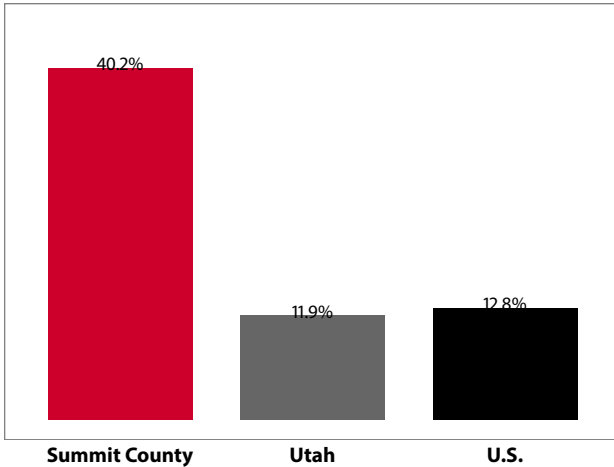
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$321,929,365	\$293,292,682	9.8%
Arts, Ent., & Rec.	\$152,807,006	\$96,601,424	58.2%
Food Service	\$165,337,011	\$153,249,196	7.9%

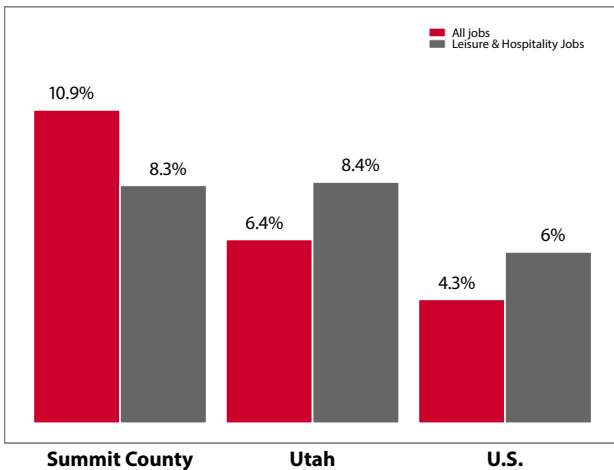
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



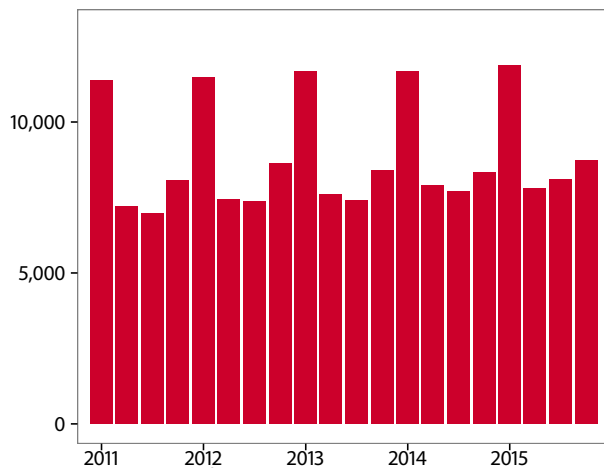
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



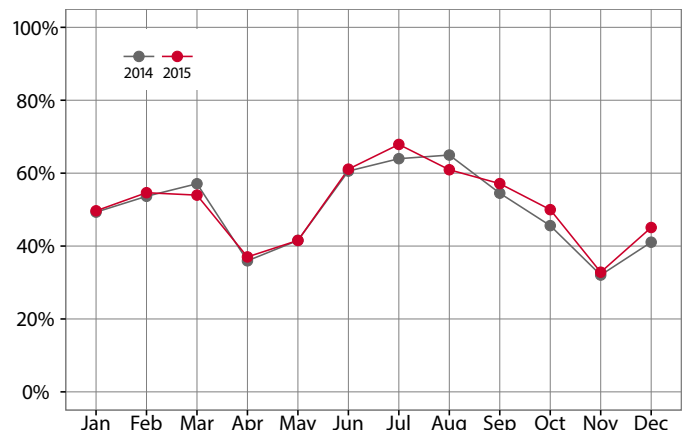
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	2,658	2,642	16
Food Service	3,161	2,987	174
Air Transportation	10	-	-
Amusement and Recreation	2,906	2,854	52
Gasoline Stations	202	191	11
Miscellaneous store retailers	201	194	6
Museums/Parks/Historical sites	30	27	3
Perf. Arts/Spectator Sports	366	395	-29
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	342	338	4
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

Accommodations Industry: County vs. State

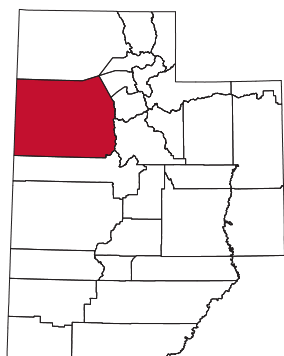
	2015	2014	change
County			
Average Daily Room Rate	\$230.73	\$221.49	4.2%
Occupancy Rate	51.0%	50.0%	1.9%
Revenue Per Available Room	\$118.17	\$111.64	5.8%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

Tooele County

Tooele County, Utah's second largest county in area, had a 13.8% leisure and hospitality share of total private jobs in 2015, ranking 14th statewide. This classic basin and range country was once the stomping grounds of prehistoric Indian tribes, namely Fremont and Goshutes, Mormon settlers, and Pony Express riders. In addition to the traditional livelihoods of grazing, farming, mining, and smelting, today a significant portion of county acres are designated as U.S. military grounds, supporting military personnel and contractors inside and outside of the county.

Tooele County attractions include multiple museums, monuments, and memorials including Ophir Town Hall, Grantsville First Ward building, the Deseret Peak Complex, and Historic Wendover Air Base—an important site for bomber training during



World War II. The county also has three golf courses. Other areas of interest are the Utah Motorsports Complex, Bonneville Salt Flats, Stansbury Island, the historic Pony Express Trail, and Fish Springs National Wildlife Refuge. Tooele County also receives supplemental visitation from I-80 motorists.

Travel and Tourism at a Glance

	2015	2014	change
Tooele County Pop.	62,952	61,625	2.2%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$954,046	\$831,786	14.7%
L&H Taxable Sales	\$68,694,913	\$60,067,719	14.4%
L&H Jobs	1,546	1,537	0.6%
L&H % of Total Jobs	13.8%	13.8%	0.0%
L&H Wages	\$23,550,888	\$22,211,090	6.0%
Avg. Occupancy Rate	52.3%	48.2%	8.7%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$377,722	\$317,948	18.8%
Municipal Transient Room Tax	\$41,047	\$33,154	23.8%
Resort Communities Sales Tax	—	—	—
Restaurant Tax	\$535,277	\$480,684	11.4%
Motor Vehicle Leasing Tax	—	—	—

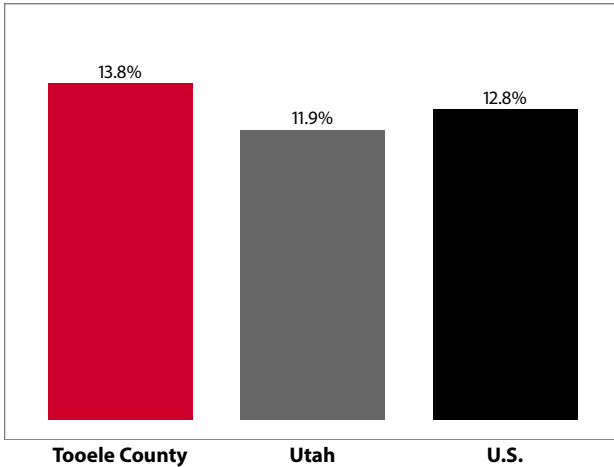
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$10,915,926	\$7,702,363	41.7%
Arts, Ent., & Rec.	\$8,958,016	\$7,609,788	17.7%
Food Service	\$48,820,971	\$44,755,567	9.1%

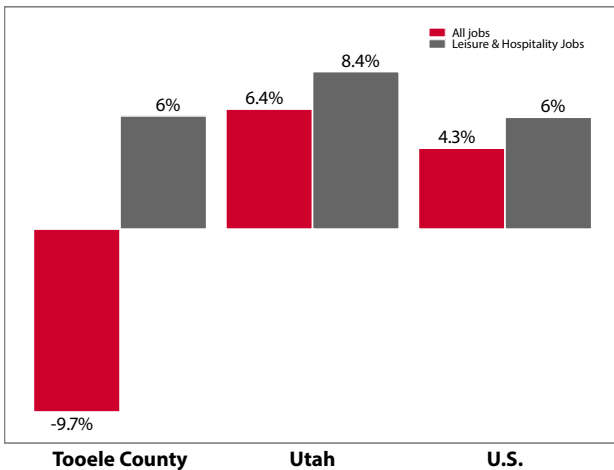
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



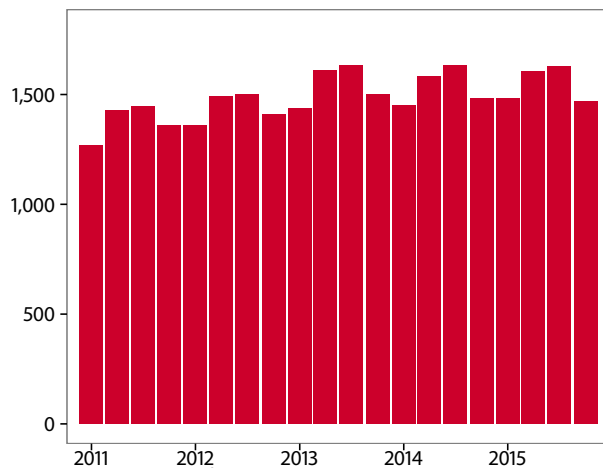
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



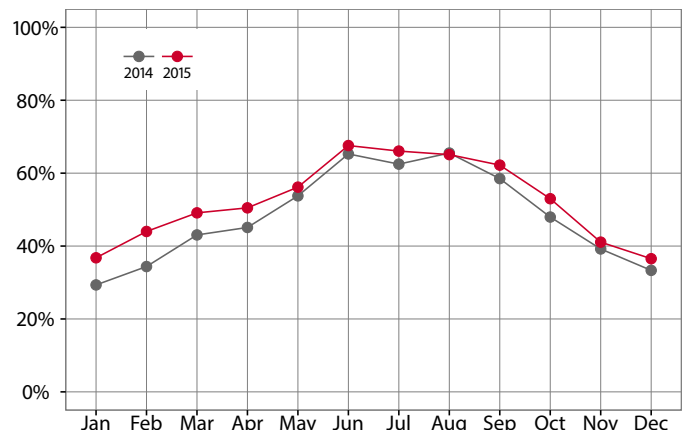
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	174	153	22
Food Service	1,095	1,098	-3
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	301	277	24
Miscellaneous store retailers	26	25	1
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	-	-	-
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Accommodations Industry: County vs. State

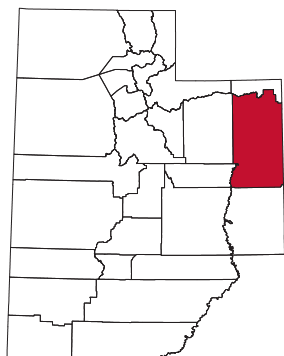
	2015	2014	change
County			
Average Daily Room Rate	\$82.73	\$81.06	2.1%
Occupancy Rate	52.3%	48.2%	8.7%
Revenue Per Available Room	\$43.25	\$38.75	11.6%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Uintah County

Uintah County, also commonly referred to as “Dinosaurland,” had a 11.3% leisure and hospitality share of total private jobs in 2015, ranking 20th statewide. Uintah County, once the land of ancient and historic Indian cultures, was later settled by fur trappers, miners, farmers, and ranchers. Like Duchesne County, Uintah County has recently experienced an oil and gas bust, which explains partly the year-over decreases in sales tax revenue, taxable sales, and hotel occupancy.

Uintah County is best known for Dinosaur National Monument, which comprises a portion of the Green River and attracts paleontology enthusiasts as well as outdoor enthusiasts. The Western Heritage Museum, Utah Field House of Natural History State Park Mu-



seum, and Daughters of Utah Pioneers Museum are all located in the county seat of Vernal. More recently, Uintah County has been working with the Utah State Parks, the US Forest Service and the Bureau of Land Management to develop new trails and better promote existing trails in and around the county.

Travel and Tourism at a Glance

	2015	2014	change
Uintah County Pop.	37,928	36,963	2.6%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$1,229,980	\$1,500,968	-18.1%
L&H Taxable Sales	\$58,915,892	\$68,776,792	-14.3%
L&H Jobs	1,224	1,204	1.7%
L&H % of Total Jobs	11.3%	10.0%	13.0%
L&H Wages	\$16,645,076	\$16,875,209	-1.4%
Dinosaur N.M.	291,799	250,625	16.4%
Avg. Occupancy Rate	45.2%	53.3%	-15.2%

T-R = “Travel-Related,” L&H = “Leisure and Hospitality”

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$624,462	\$841,493	-25.8%
Municipal Transient Room Tax	\$145,989	\$197,134	-25.9%
Resort Communities Sales Tax	–	–	–
Restaurant Tax	\$448,761	\$448,787	0.0%
Motor Vehicle Leasing Tax	\$10,768	\$13,554	-20.6%

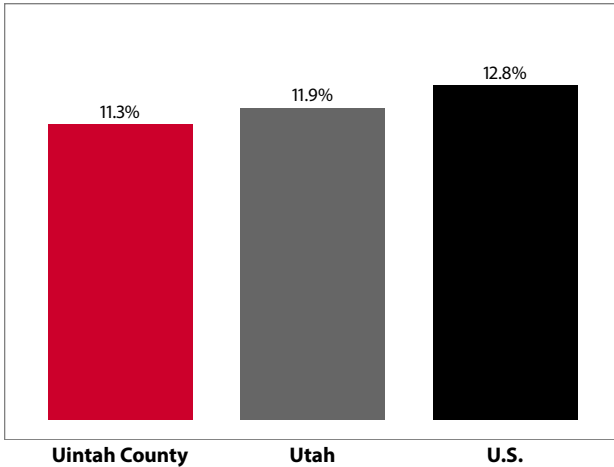
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$16,433,169	\$24,292,268	-32.4%
Arts, Ent., & Rec.	\$1,357,608	\$836,752	62.2%
Food Service	\$41,125,115	\$43,647,772	-5.8%

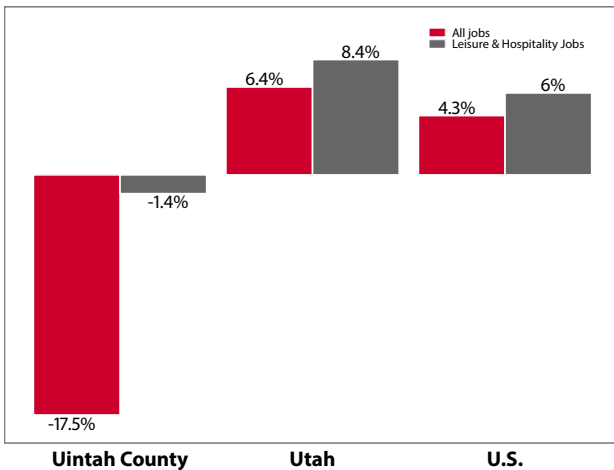
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



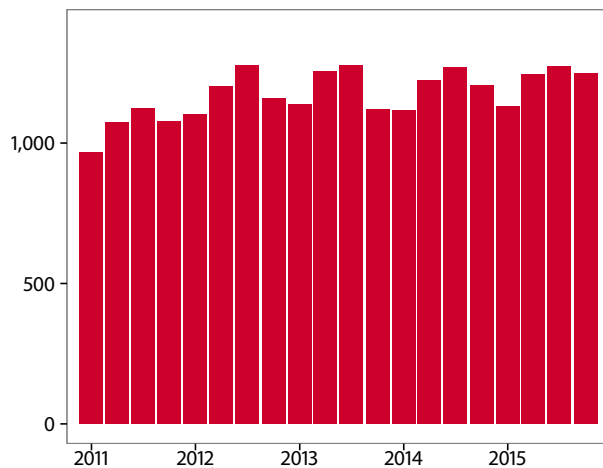
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



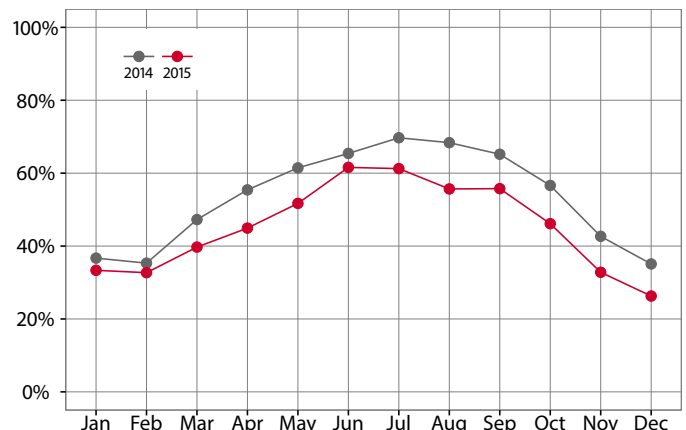
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	212	229	-17
Food Service	983	950	33
Air Transportation	-	-	-
Amusement and Recreation	20	-	-
Gasoline Stations	191	170	20
Miscellaneous store retailers	100	113	-12
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	9	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	89	81	8
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

Accommodations Industry: County vs. State

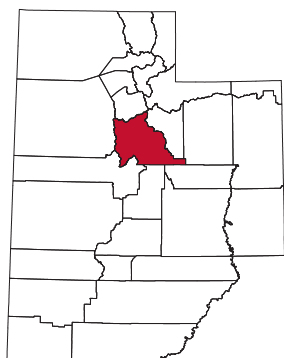
	2015	2014	change
County			
Average Daily Room Rate	\$85.45	\$87.26	-2.1%
Occupancy Rate	45.2%	53.3%	-15.2%
Revenue Per Available Room	\$38.68	\$46.75	-17.2%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

Utah County

Utah County, Utah's second most populated county with over half a million residents, had a 10% leisure and hospitality share of total private jobs in 2015, ranking 26th statewide. Utah County, which rests between the Wasatch Mountains and Utah Lake, is home to parks, museums, restaurants, a convention center (Utah Valley Convention Center), specialty retailers, special events, family-friendly amusement centers, including Seven Peaks, Classic Fun Center and Provo Beach, and colleges, such as Brigham Young University.

Utah County is also home to Sundance, a four season resort owned by Robert Redford that offers skiing, mountain biking, theater, lodging, and fine dining. Timpanogos Cave National Monument, located in Utah County's American Fork Canyon, offers



guided tours of its three-cave system every hour throughout the day. Other outdoor recreation attractions in Utah County are fishing on the Provo River, boating on Utah Lake, and strolling through the Thanksgiving Point Gardens. In addition, a virtual reality entertainment center called The Void plans to open in September of 2016.

Travel and Tourism at a Glance

	2015	2014	change
Utah County Pop.	575,205	561,534	2.4%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$11,610,938	\$10,213,435	13.7%
L&H Taxable Sales	\$770,740,227	\$685,810,310	12.4%
L&H Jobs	17,969	16,609	8.2%
L&H % of Total Jobs	10.0%	9.9%	1.0%
L&H Wages	\$261,792,765	\$237,377,854	10.3%
Timpanogos Cave N.M.	104,023	95,679	8.7%
Avg. Occupancy Rate	65.9%	62.2%	6.0%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$2,921,312	\$2,511,704	16.3%
Municipal Transient Room Tax	\$738,704	\$634,331	16.5%
Resort Communities Sales Tax	—	—	—
Restaurant Tax	\$6,958,396	\$6,133,255	13.5%
Motor Vehicle Leasing Tax	\$992,526	\$934,144	6.2%

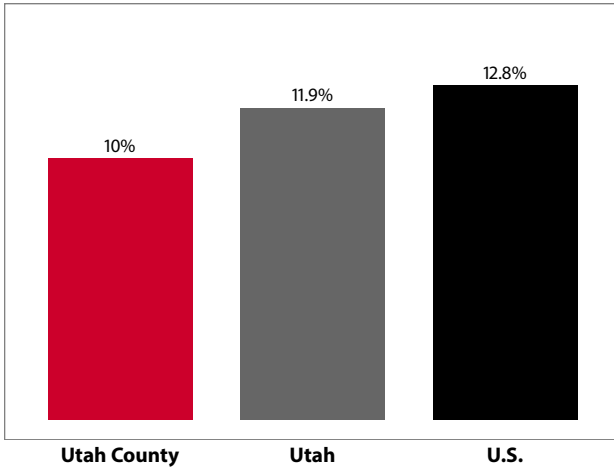
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$92,930,164	\$80,146,803	15.9%
Arts, Ent., & Rec.	\$42,560,981	\$39,983,627	6.4%
Food Service	\$635,249,082	\$565,679,880	12.3%

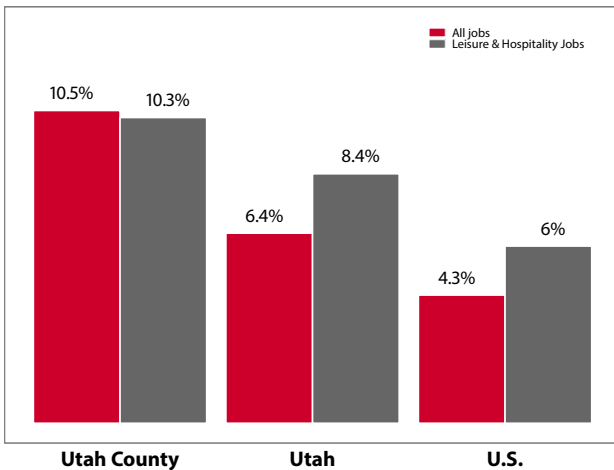
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



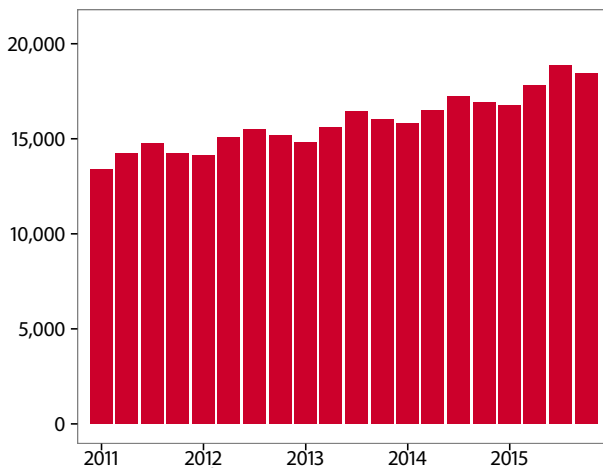
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



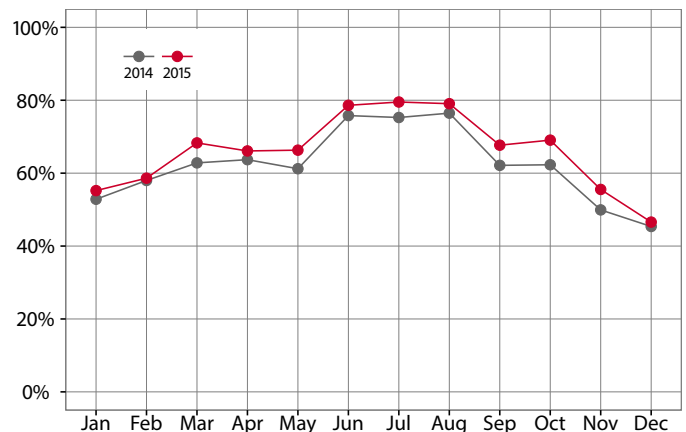
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	1,335	1,265	70
Food Service	14,471	13,511	959
Air Transportation	33	-	-
Amusement and Recreation	1,413	1,099	314
Gasoline Stations	1,240	1,240	0
Miscellaneous store retailers	1,606	1,455	150
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	1,656	1,594	63
Transit and Ground Passenger Transport	304	302	2

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

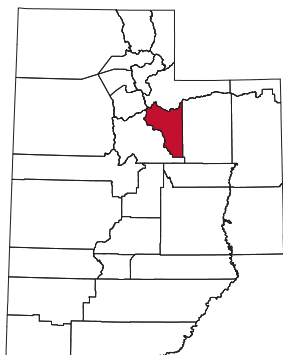
Accommodations Industry: County vs. State

	2015	2014	change
County			
Average Daily Room Rate	\$89.40	\$88.60	0.9%
Occupancy Rate	65.9%	62.2%	6.0%
Revenue Per Available Room	\$59.27	\$55.37	7.1%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

Source: STR, Inc. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

Wasatch County

Wasatch County, encompassing the mountain valleys east of the Wasatch Front, had a 19.8% leisure and hospitality share of private jobs in 2015, ranking 10th statewide. Wasatch County is an outdoor enthusiast's paradise with a touch of Swiss charm. Strawberry Reservoir, Deer Creek State Park, and Jordanelle State Park offer boating and fishing opportunities to visitors. Wasatch Mountain State Park has a campground, an 18-hole golf course, and access to numerous hiking, biking, ATV, horseback, and cross-country skiing trails. Wasatch County is well-known for its historic Homestead Resort, which offers everything from horseback riding to snorkeling, and even touts a four-star hotel—Zermatt Resort—for visitors seeking a little more luxury. Soldier Hollow, located near Deer Creek Reservoir, offers a variety of snow sports, such as cross-country skiing and sledding, and hosts a variety of races throughout the year. In addition, the town of Midway holds the Swiss Days festival with a parade, food, and activities for families every Labor Day.



Travel and Tourism at a Glance

	2015	2014	change
Wasatch County Pop.	29,161	27,785	5.0%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$2,607,343	\$2,426,686	7.4%
L&H Taxable Sales	\$98,370,159	\$94,737,908	3.8%
L&H Jobs	1,241	1,257	-1.2%
L&H % of Total Jobs	19.8%	21.5%	-7.9%
L&H Wages	\$20,663,716	\$21,416,821	-3.5%
Avg. Occupancy Rate	51.0%	50.0%	1.9%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$1,477,223	\$1,398,314	5.6%
Municipal Transient Room Tax	\$107,178	\$106,027	1.1%
Resort Communities Sales Tax	\$498,120	\$461,409	8.0%
Restaurant Tax	\$524,822	\$460,937	13.9%
Motor Vehicle Leasing Tax	—	—	—

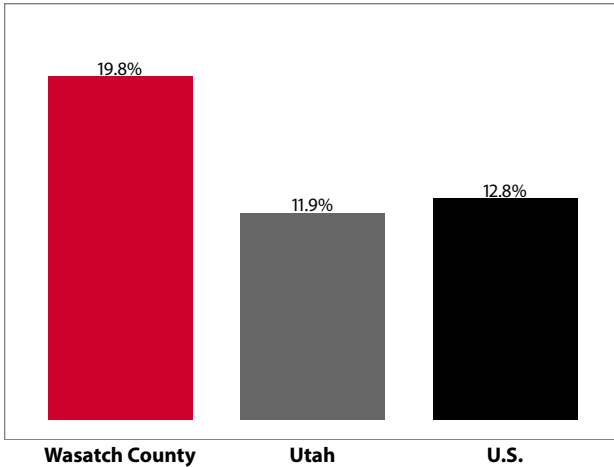
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$52,771,628	\$53,258,627	-0.9%
Arts, Ent., & Rec.	\$11,576,565	\$9,729,575	19.0%
Food Service	\$34,021,966	\$31,749,706	7.2%

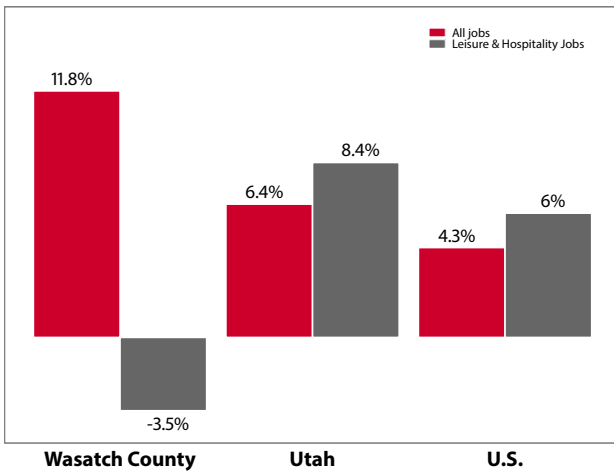
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



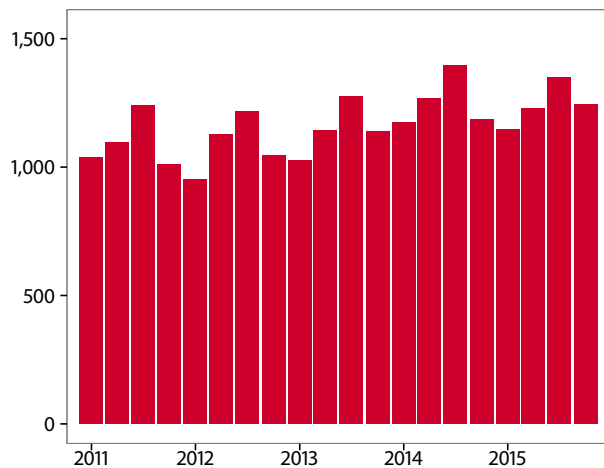
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



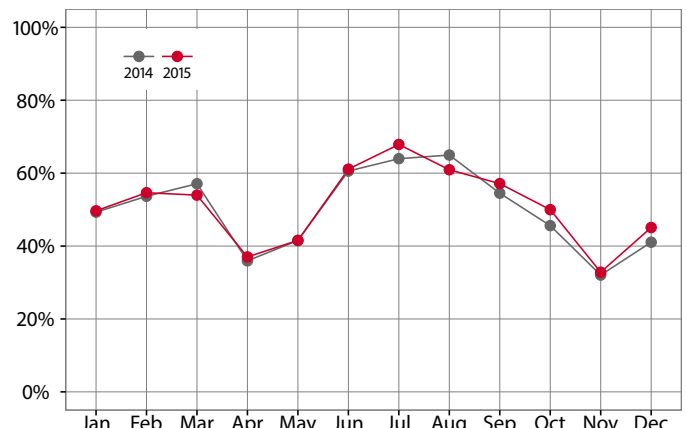
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	435	421	14
Food Service	666	673	-8
Air Transportation	-	-	-
Amusement and Recreation	110	143	-33
Gasoline Stations	119	113	6
Miscellaneous store retailers	72	64	7
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	31	19	11
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	50	14	36
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Accommodations Industry: County vs. State

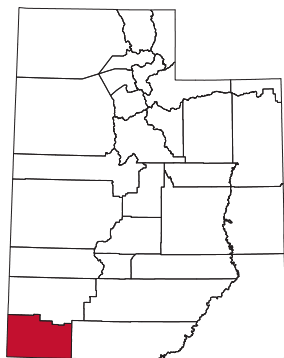
	2015	2014	change
County			
Average Daily Room Rate	\$230.73	\$221.49	4.2%
Occupancy Rate	51.0%	50.0%	1.9%
Revenue Per Available Room	\$118.17	\$111.64	5.8%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Washington County

Washington County, located in the southwestern corner of Utah, had an 17.6% leisure and hospitality job share of total private jobs in 2015, ranking 12th statewide. Washington County, nicknamed “Dixie” for its warm temperatures and mild winters, has a lot to offer tourists, travelers, and outdoor enthusiasts, including shopping, golf courses (e.g. @ Red Rock Golf Trail), access to national and state parks, athletic events, outdoor theater, art galleries, spas, and resorts. The eastern third of Washington County, which is part of the Colorado Plateau, includes Zion National Park—Utah’s “crown jewel.”

Zion National Park received 3.7 million visitors in 2015 and was ranked the 6th most visited national park in the U.S. The western two-thirds of Washington County include four diverse and scenic state parks, including Snow Canyon, Sand Hollow, Quail



Lake, and Gunlock Reservoir. St. George, the county’s largest city, is home to the outdoor, sandstone-set Tuacahn Amphitheatre that attracts over 100,000 attendees from all 50 states and over 20 countries to its shows. St. George is also the mid-way point between Salt Lake City and Los Angeles along Interstate 15, capturing supplemental visitation from interstate travelers.

Travel and Tourism at a Glance

	2015	2014	change
Washington County Pop.	155,602	151,876	2.5%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$11,217,604	\$10,158,279	10.4%
L&H Taxable Sales	\$423,901,397	\$389,868,437	8.7%
L&H Jobs	8,555	8,335	2.6%
L&H % of Total Jobs	17.6%	18.1%	-2.8%
L&H Wages	\$139,864,603	\$130,916,785	6.8%
Zion N.P.	3,648,846	3,189,696	14.4%
Avg. Occupancy Rate	64.5%	61.6%	4.6%

T-R = “Travel-Related,” L&H = “Leisure and Hospitality”

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$5,620,812	\$5,109,754	10.0%
Municipal Transient Room Tax	\$1,189,865	\$1,089,640	9.2%
Resort Communities Sales Tax	\$1,262,216	\$1,121,241	12.6%
Restaurant Tax	\$2,678,475	\$2,408,797	11.2%
Motor Vehicle Leasing Tax	\$466,236	\$428,846	8.7%

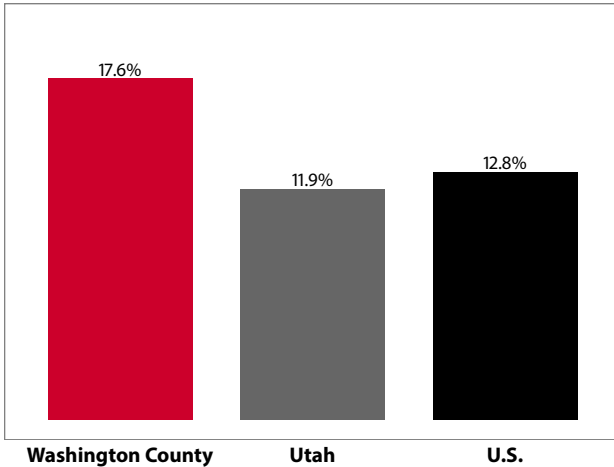
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$127,475,280	\$114,024,858	11.8%
Arts, Ent., & Rec.	\$46,259,502	\$42,402,511	9.1%
Food Service	\$250,166,615	\$233,441,068	7.2%

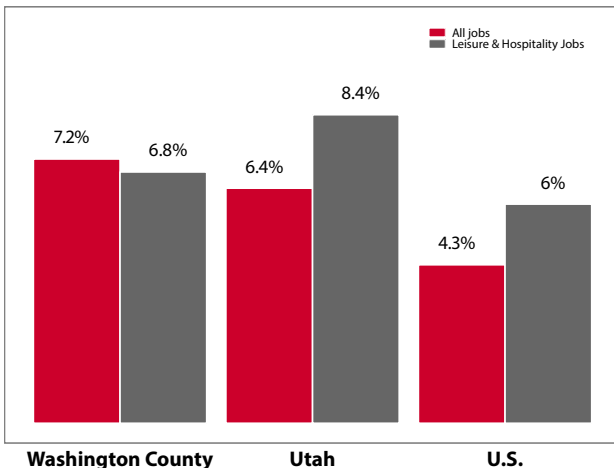
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



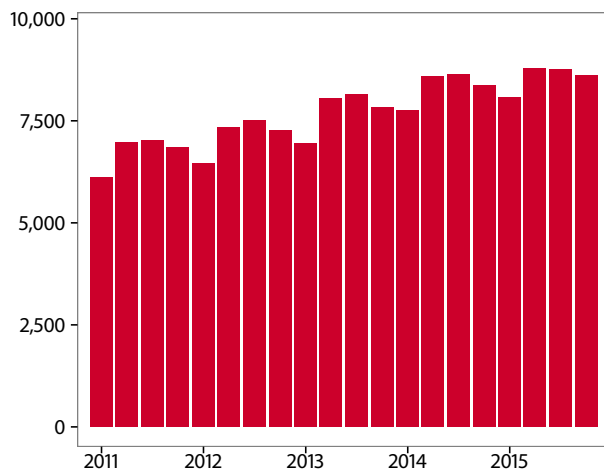
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



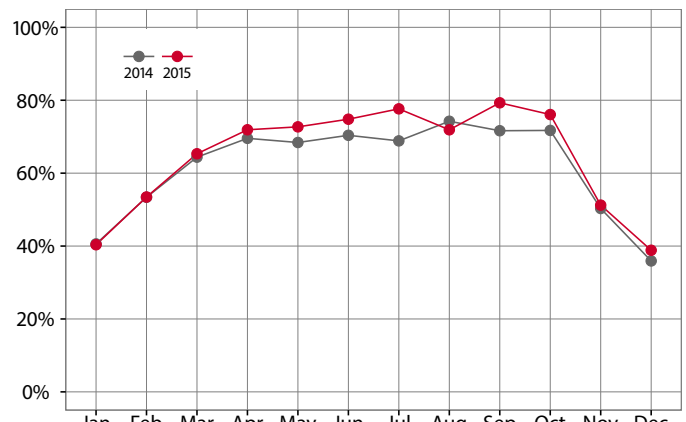
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	1,979	1,904	76
Food Service	5,598	5,502	96
Air Transportation	-	-	-
Amusement and Recreation	672	656	16
Gasoline Stations	423	444	-20
Miscellaneous store retailers	360	368	-8
Museums/Parks/Historical sites	21	17	4
Perf. Arts/Spectator Sports	285	257	28
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	466	469	-3
Transit and Ground Passenger Transport	210	201	9

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Accommodations Industry: County vs. State

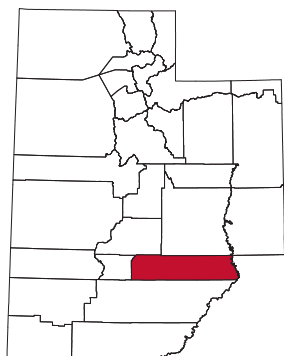
	2015	2014	change
County			
Average Daily Room Rate	\$100.59	\$91.73	9.7%
Occupancy Rate	64.5%	61.6%	4.6%
Revenue Per Available Room	\$65.86	\$56.97	15.6%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Wayne County

Wayne County, located in south-central Utah, had a 35.5% leisure and hospitality share of total private jobs in 2015, ranking 6th statewide. The county is home to Capitol Reef National Park and is surrounded by a variety of other national parks, national monuments, and national forests. Lying within the colorful Colorado Plateau province, the county's early inhabitants referred to the area as "the land of the sleeping rainbow" due to the wide spectrum of colors in its surrounding rocks, valleys, and sky.

Much of beautiful Canyonlands National Park, with its spectacular rock formations, cliffs, canyons, and valleys, lies in the county. Recreational activities in Wayne County include fishing, horseback riding, hiking, biking, and rockhounding. The



The county also features OHV trails, jeep tours, and access to Barrier Canyon Style rock art. During the first weekend of July, the town of Torrey holds its annual Torrey Apple Days celebration with a 5K, arts and crafts, parade, contests, and music.

Travel and Tourism at a Glance

	2015	2014	change
Wayne County Pop.	2,692	2,713	-0.8%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$385,362	\$337,368	14.2%
L&H Taxable Sales	\$15,417,965	\$13,128,488	17.4%
L&H Jobs	252	258	-2.4%
L&H % of Total Jobs	35.5%	37.9%	-6.3%
L&H Wages	\$4,087,236	\$3,921,578	4.2%
Capitol Reef N.P.	941,029	786,514	19.6%
Avg. Occupancy Rate	56.8%	54.5%	4.2%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$311,616	\$273,656	13.9%
Municipal Transient Room Tax	\$4,860	\$5,216	-6.8%
Resort Communities Sales Tax	-	-	-
Restaurant Tax	\$68,887	\$58,497	17.8%
Motor Vehicle Leasing Tax	-	-	-

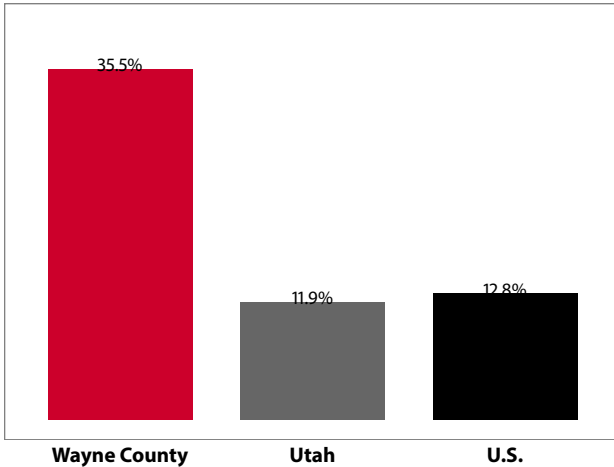
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$8,183,214	\$7,024,912	16.5%
Arts, Ent., & Rec.	\$1,114,790	\$838,431	33.0%
Food Service	\$6,119,961	\$5,265,145	16.2%

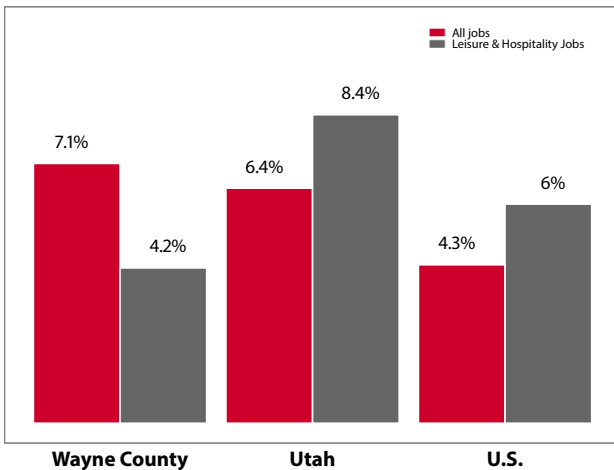
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



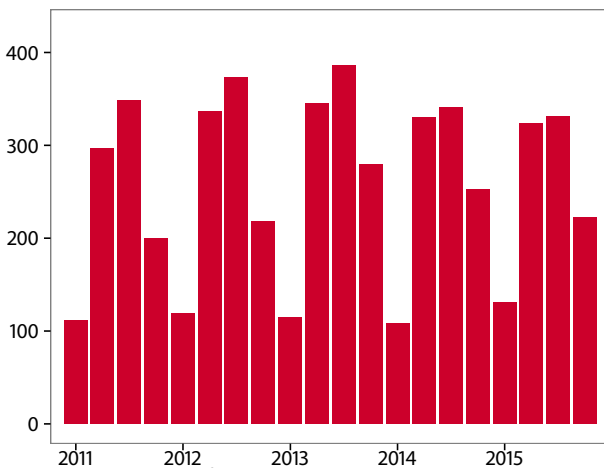
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



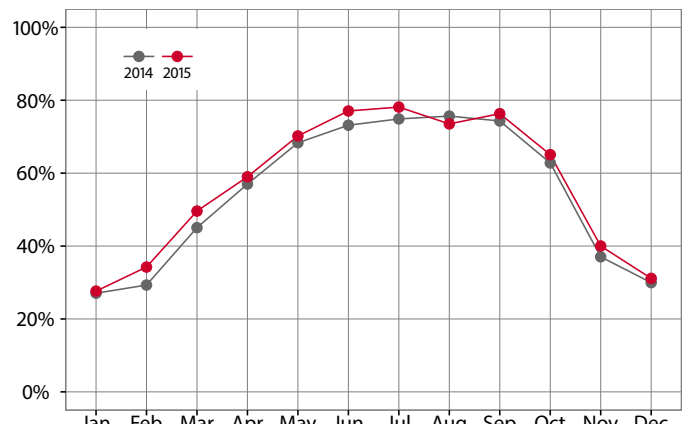
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	106	105	1
Food Service	130	138	-9
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	40	36	4
Miscellaneous store retailers	-	-	-
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	-	-	-
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Accommodations Industry: County vs. State

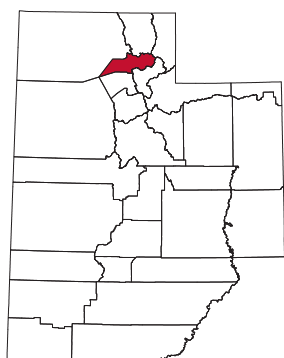
	2015	2014	change
County			
Average Daily Room Rate	\$100.04	\$96.97	3.2%
Occupancy Rate	56.8%	54.5%	4.2%
Revenue Per Available Room	\$56.05	\$52.07	7.6%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

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Weber County

Weber County, the second-smallest county in Utah by land area, had an 11.3% leisure and hospitality share of total private jobs in 2015, ranking 21st statewide. The county includes a wide strip of land running from the Wasatch Mountains on the east, dividing it into Lower and Upper Valley, to the Great Salt Lake on the west.

Ogden, the county seat and Utah's sixth largest city, is also known as the Junction City as it acted as a key intersection of the transcontinental railroad for transferring railroad cars, passengers, and freight in the 1800's. Today, Weber County is considered a winter



sports haven, touting three ski resorts, namely, Snowbasin, Nordic Valley and Powder Mountain, which receive upwards of 450 inches of snow each year. During the summer, visitors can camp, hike, bike, climb, fly-fish, and kayak in and around the Weber River and Wasatch Range. Recently, Ogden has drawn media attention as a hotspot for outdoor enthusiasts and outdoor-oriented wholesalers to set root, such as Rossignol, Scott USA, and Osprey Packs, to name a few.

Travel and Tourism at a Glance

	2015	2014	change
Weber County Pop.	243,645	240,500	1.3%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$5,242,115	\$4,657,065	12.6%
L&H Taxable Sales	\$370,286,526	\$340,826,796	8.6%
L&H Jobs	9,005	8,425	6.9%
L&H % of Total Jobs	11.3%	11.1%	1.8%
L&H Wages	\$129,790,274	\$118,768,722	9.3%
Avg. Occupancy Rate	63.3%	54.3%	16.6%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$1,370,017	\$1,150,512	19.1%
Municipal Transient Room Tax	\$270,911	\$221,264	22.4%
Resort Communities Sales Tax	—	—	—
Restaurant Tax	\$3,169,890	\$2,884,741	9.9%
Motor Vehicle Leasing Tax	\$431,296	\$400,548	7.7%

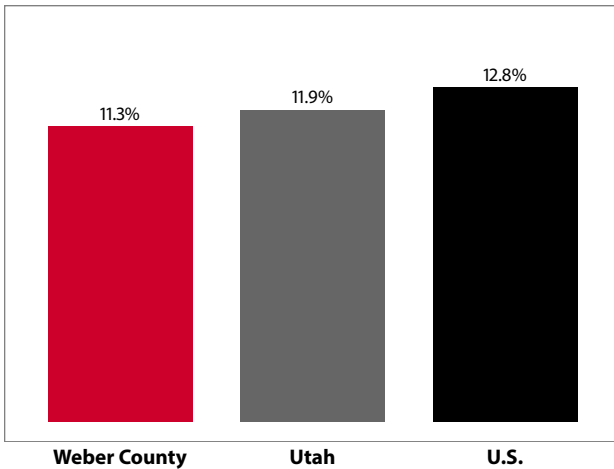
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$37,667,380	\$32,201,105	17.0%
Arts, Ent., & Rec.	\$40,773,536	\$37,913,093	7.5%
Food Service	\$291,845,610	\$270,712,599	7.8%

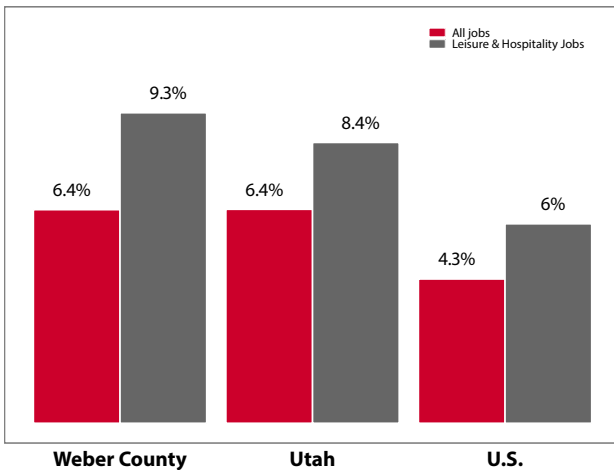
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



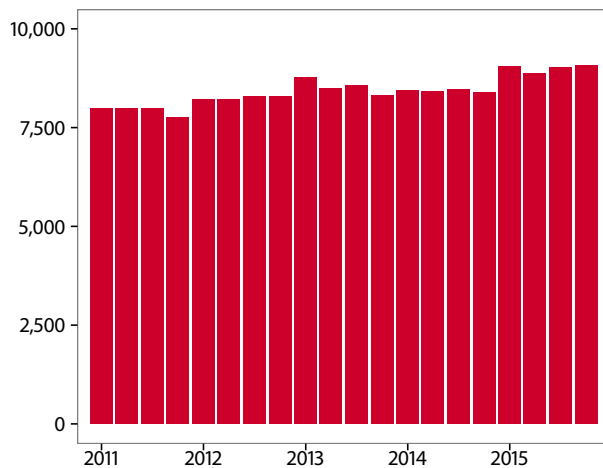
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



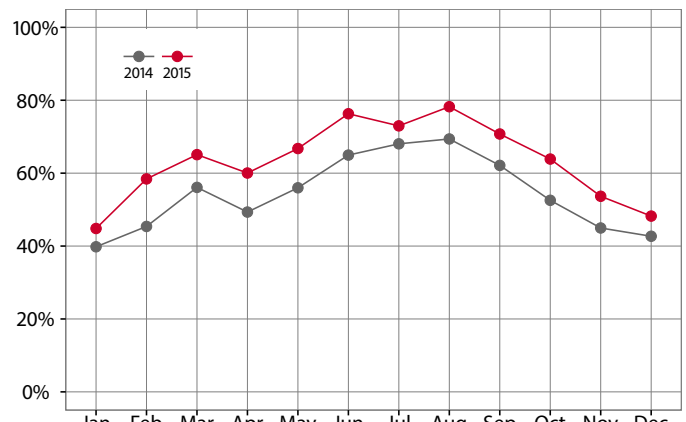
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	649	638	11
Food Service	6,798	6,389	409
Air Transportation	-	-	-
Amusement and Recreation	1,383	1,233	150
Gasoline Stations	815	806	10
Miscellaneous store retailers	650	597	53
Museums/Parks/Historical sites	76	75	1
Perf. Arts/Spectator Sports	99	90	9
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	601	596	5
Transit and Ground Passenger Transport	-	102	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



Source: STR, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Accommodations Industry: County vs. State

	2015	2014	change
County			
Average Daily Room Rate	\$74.97	\$72.95	2.8%
Occupancy Rate	63.3%	54.3%	16.6%
Revenue Per Available Room	\$47.69	\$39.82	19.8%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

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