

Utah Travel and Tourism County Profiles, 2018

January 2020

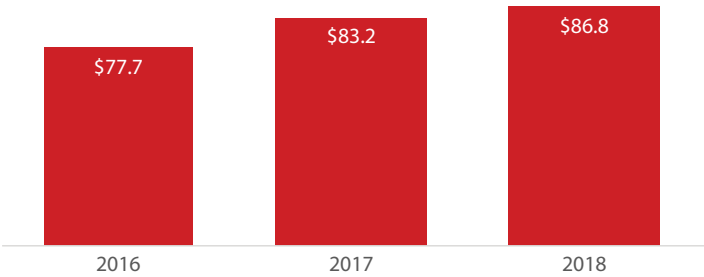


Beaver County, 2018

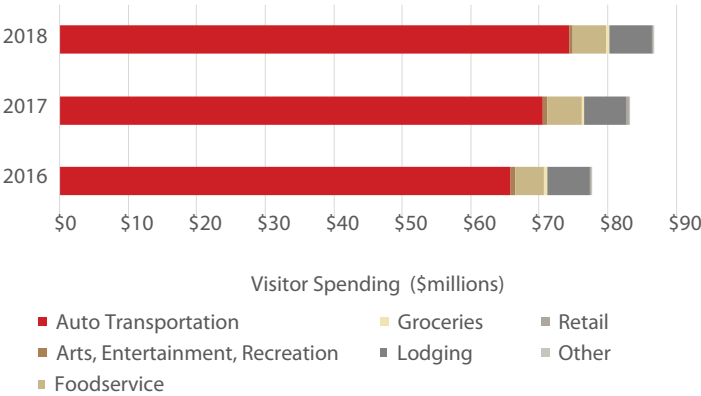
Spending

In 2018, visitors directly spent an estimated \$86.8 million in Beaver County, a 4.3% increase from 2017.¹ The top three spending categories were auto transportation, lodging, and foodservice. Beaver County visitor spending made up 1.1% of total statewide spending.

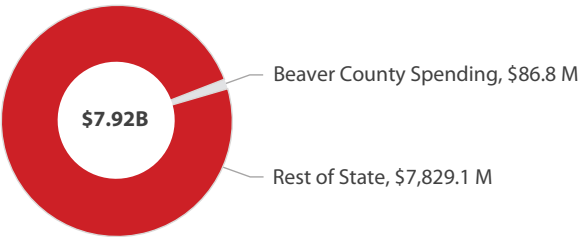
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



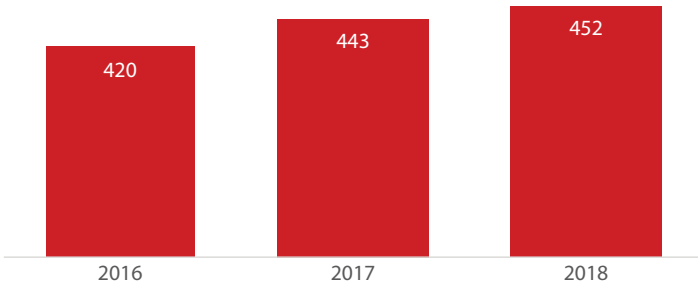
Beaver Portion of Statewide Visitor Spending, 2018



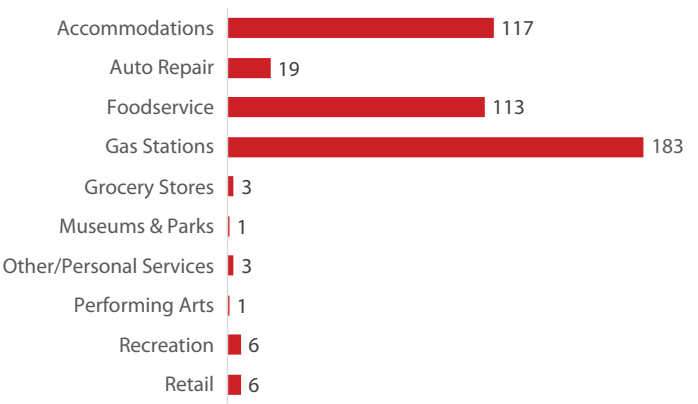
Jobs

Visitor spending supported 452 direct Beaver County travel and tourism jobs, a 2.1% increase from 2017. Gas stations, accommodations, and foodservice were the top three job sectors. These 452 direct travel and tourism jobs supported an additional 66 indirect and induced jobs in the county for a total of 518 jobs.²

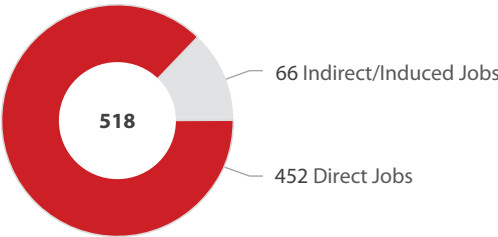
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

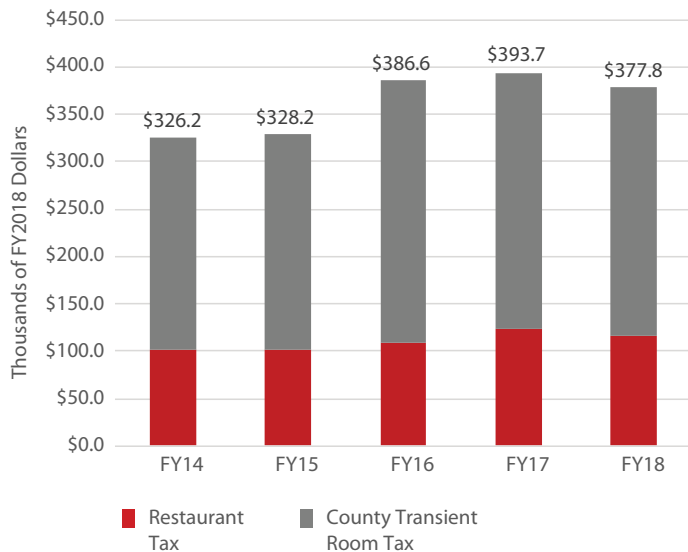


Tax Revenue

Visitor spending generated \$3.7 million in direct tax revenue, including \$2.2 million in state and \$1.5 million in local tax revenue.³ Visitor spending generated approximately \$664.3 thousand in additional indirect and induced state and local tax revenue, for a total of \$4.4 million.⁴

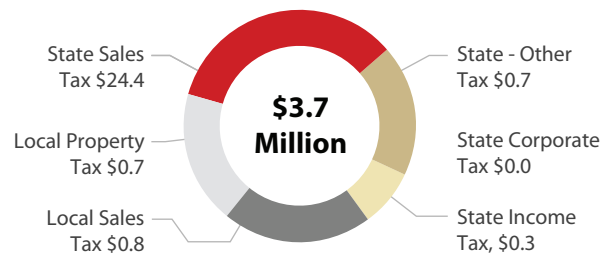
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Beaver County collected a total of \$377.8 thousand in these two sales taxes combined, down 4.0% from 2017 and up 15.8% over the past five years.⁵

Select Local Sales Tax Revenues



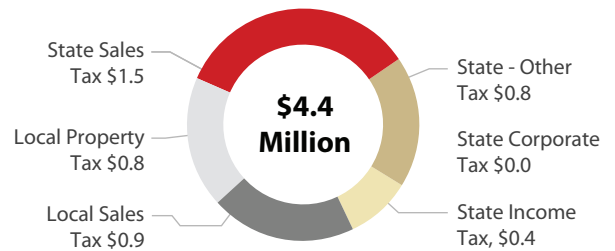
Direct Tax Revenue, 2018

(Based on \$86.8 million in direct spending)

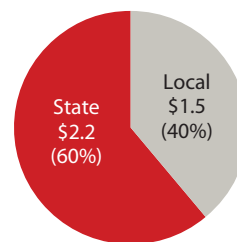


Total Tax Revenue, 2018

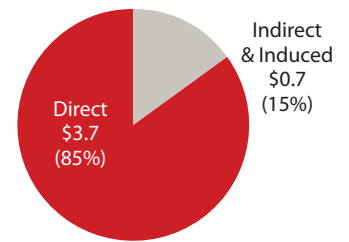
(Based on \$104.2 million in total spending)⁶



Direct Tax Revenue, 2018



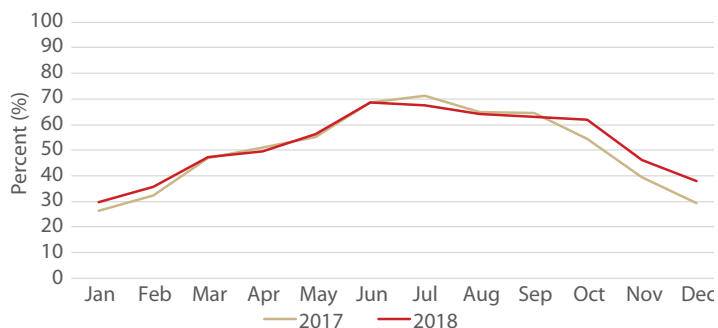
Total Tax Revenue, 2018



Hotel Data

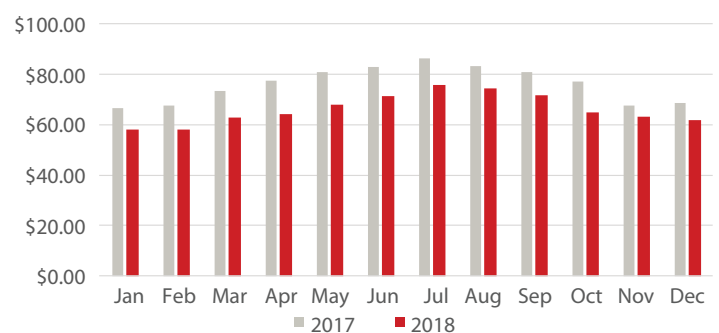
Beaver County hotel occupancy rates averaged 52.3% in 2018 compared to 50.4% in 2017. June, July, August, and September (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



In 2018, Beaver County's average daily room rate was \$66.20 compared to \$76.12 in 2017, a 13.0% year-over-year decrease.

Average Hotel Daily Room Rate



Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

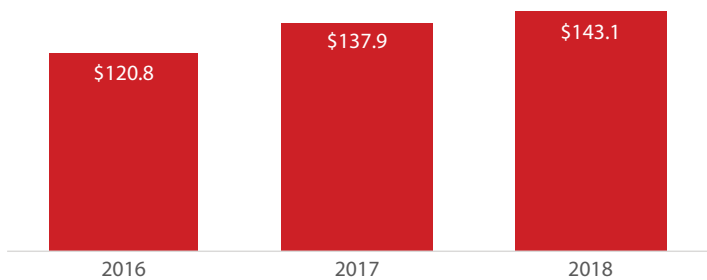
- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- 4 See note #2 regarding "indirect and induced."
- 5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- 6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Box Elder County, 2018

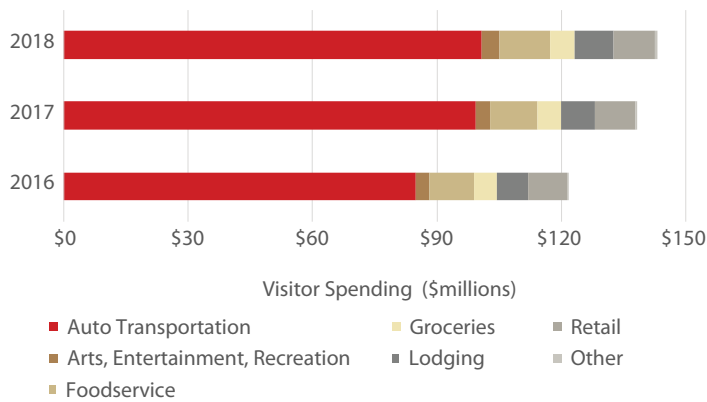
Spending

In 2018, visitors directly spent an estimated \$143.1 million in Box Elder County, a 3.8% increase from 2017.¹ The top three spending categories were auto transportation, foodservice, and retail. Box Elder County visitor spending made up 1.8% of total statewide spending.

Direct Spending Estimates (millions of dollars)



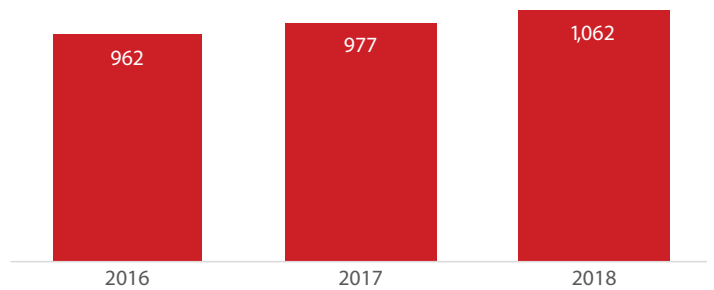
Direct Spending Estimates by Spending Category



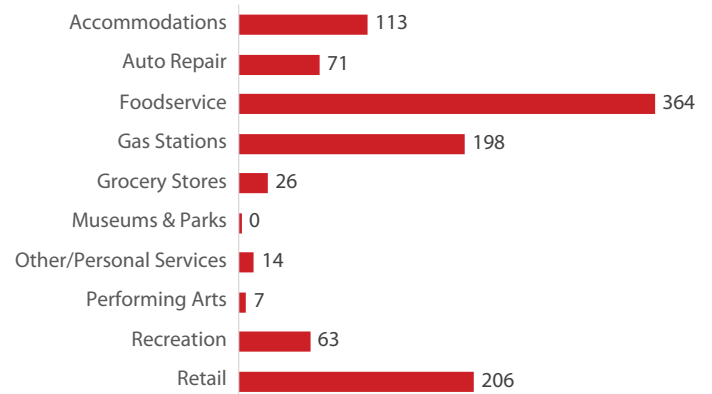
Jobs

Visitor spending supported 1,062 direct Box Elder County travel and tourism jobs, an 8.7% increase from 2017. Foodservice, retail, and gas stations were the top three job sectors. These 1,062 direct travel and tourism jobs supported an additional 183 indirect and induced jobs in the county for a total of 1,245 jobs.²

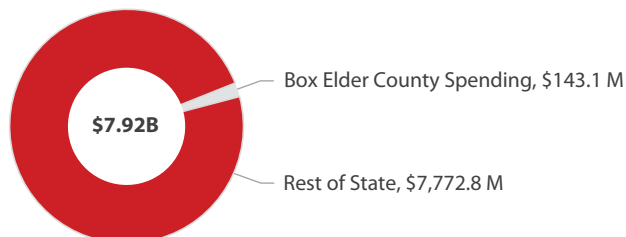
Direct Travel & Tourism Jobs



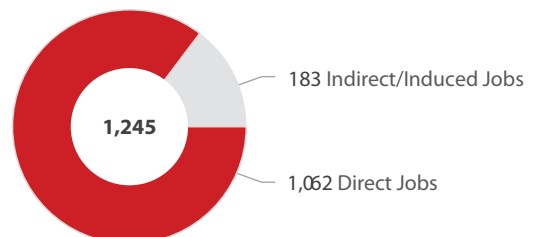
Direct Travel & Tourism Jobs by Job Type, 2018



Box Elder Portion of Statewide Visitor Spending, 2018



Total Travel & Tourism Jobs, 2018

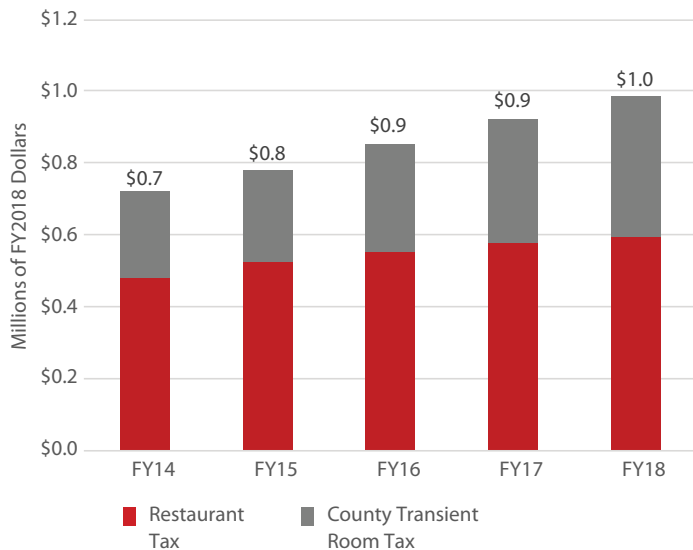


Tax Revenue

Visitor spending generated \$8.2 million in direct tax revenue, including \$5.3 million in state and \$2.8 million in local tax revenue.³ Visitor spending generated approximately \$1.2 million in additional indirect and induced state and local tax revenue, for a total of \$9.4 million.⁴

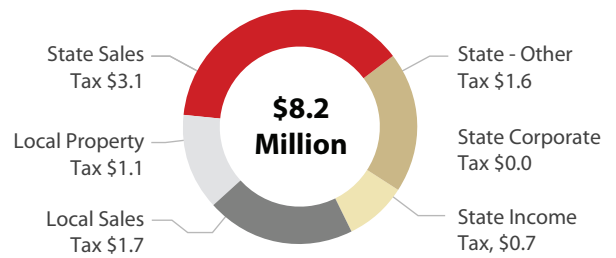
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Box Elder County collected a total of \$1.0 million in these two sales taxes combined, up 6.8% percent from 2017 and up 36.7% over the past five years.⁵

Select Local Sales Tax Revenues



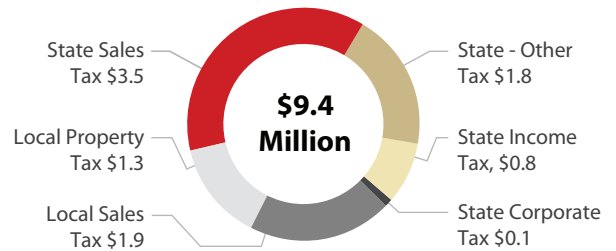
Direct Tax Revenue, 2018

(Based on \$143.1 million in direct spending)

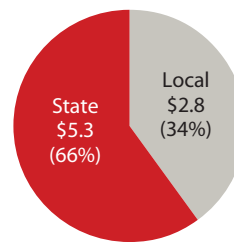


Total Tax Revenue, 2018

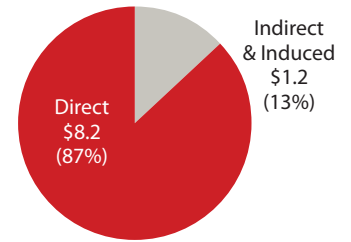
(Based on \$159.0 million in total spending)⁶



Direct Tax Revenue, 2018



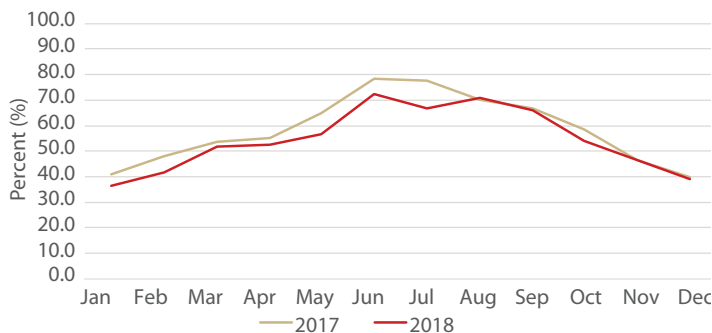
Total Tax Revenue, 2018



Hotel Data

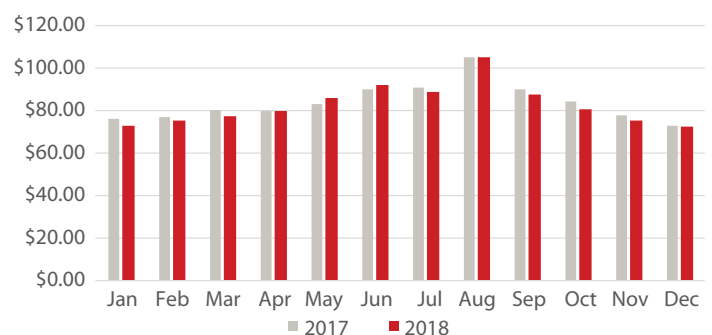
Box Elder County hotel occupancy rates averaged 54.6% in 2018 compared to 58.4% in 2017. June, August, July, and September (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



In 2018, Box Elder County's average daily room rate was \$82.85 compared to \$83.99 in 2017, a 1.4% year-over-year decrease.

Average Hotel Daily Room Rate



Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

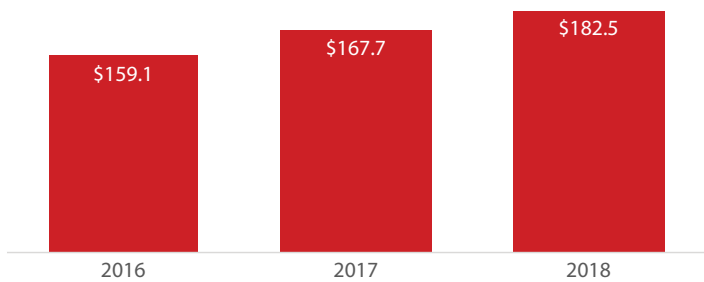
- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- 4 See note #2 regarding "indirect and induced."
- 5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- 6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Cache County, 2018

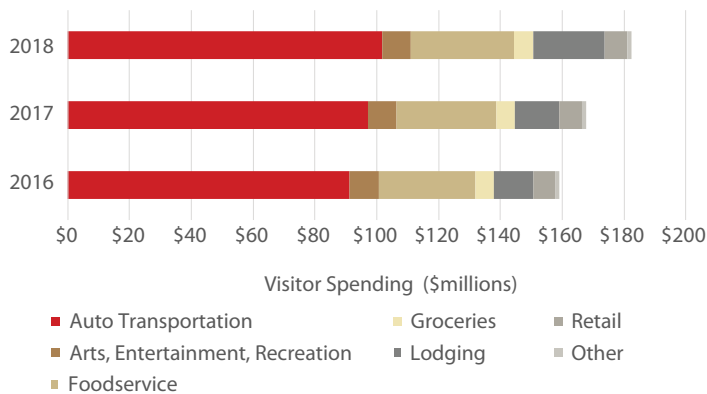
Spending

In 2018, visitors directly spent an estimated \$182.5 million in Cache County, an 8.8% increase from 2017.¹ The top three spending categories were auto transportation, foodservice, and lodging. Cache County visitor spending made up 2.3% of total statewide spending.

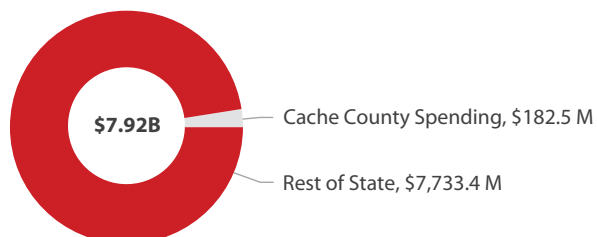
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



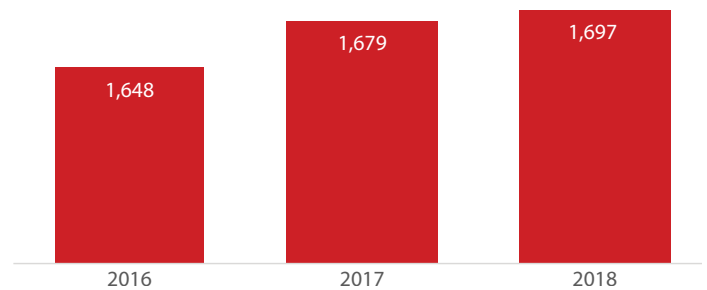
Cache Portion of Statewide Visitor Spending, 2018



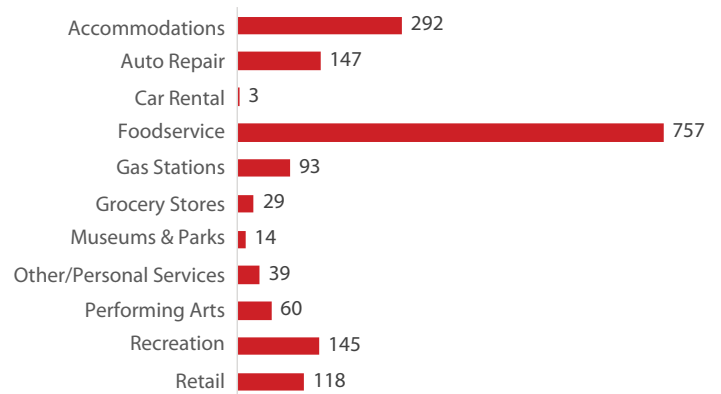
Jobs

Visitor spending supported 1,697 direct Cache County travel and tourism jobs, a 1.0% increase from 2017. Foodservice, accommodations, and recreation were the top three job sectors. These 1,697 direct travel and tourism jobs supported an additional 472 indirect and induced jobs in the county for a total of 2,169 jobs.²

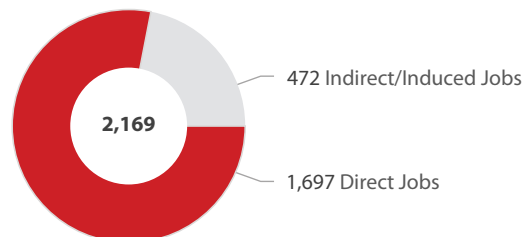
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

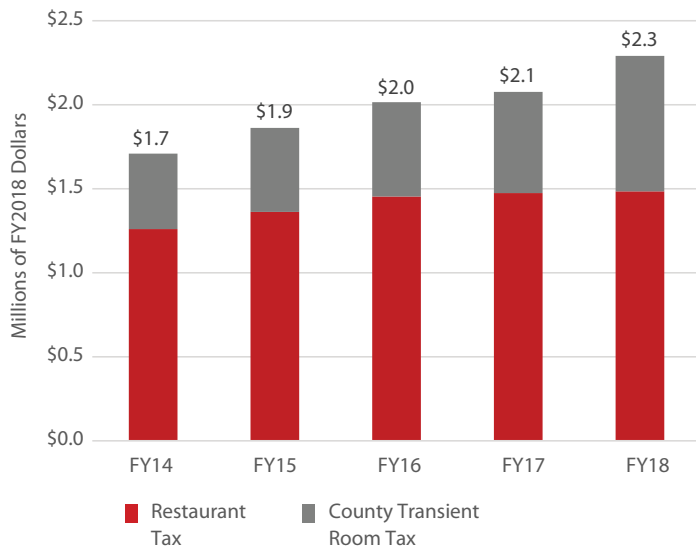


Tax Revenue

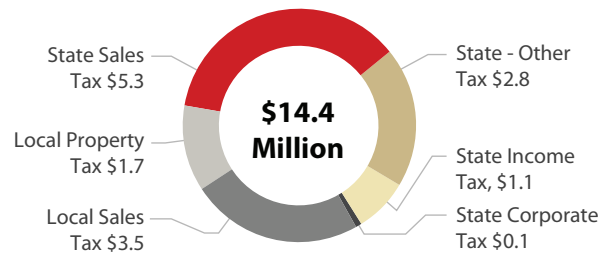
Visitor spending generated \$14.4 million in direct tax revenue, including \$9.2 million in state and \$5.3 million in local tax revenue.³ Visitor spending generated approximately \$4.0 million in additional indirect and induced state and local tax revenue, for a total of \$18.5 million.⁴

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Cache County collected a total of \$2.3 million in these two sales taxes combined, up 10.3% percent from 2017 and 33.8% over the past five years.⁵

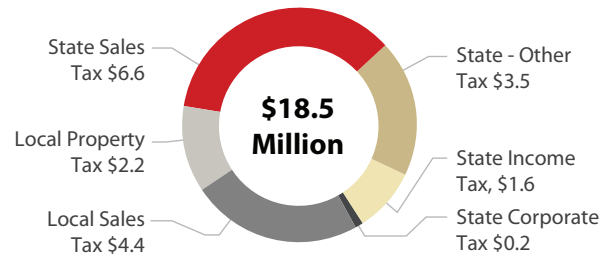
Select Local Sales Tax Revenues



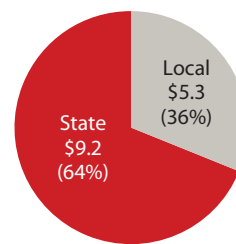
Direct Travel & Tourism Tax Revenue, 2018 (Based on \$182.5 million in direct spending)



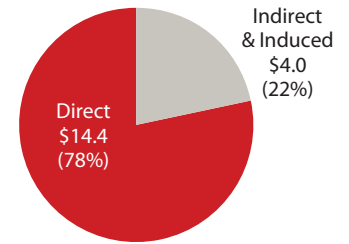
Total Travel & Tourism Tax Revenue, 2018 (Based on \$236.5 million in total spending)⁶



Direct Tax Revenue, 2018



Total Tax Revenue, 2018

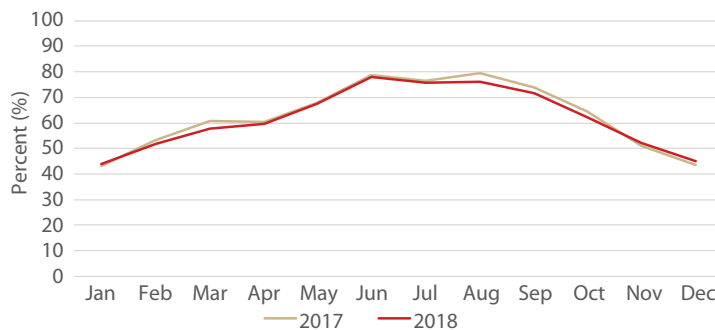


Hotel Data

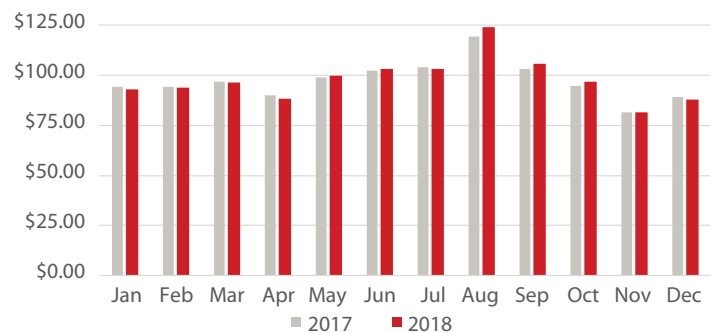
Cache and Rich counties' combined hotel occupancy rates averaged 61.8% in 2018 compared to 62.8% in 2017. June, August, July, and September (in that order) had the highest

average occupancy rates. In 2018, Cache and Rich counties' combined average daily room rate was \$97.92 compared to \$97.46 in 2017, a 0.5% year-over-year increase.

Average Hotel Occupancy Rate



Average Hotel Daily Room Rate



Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

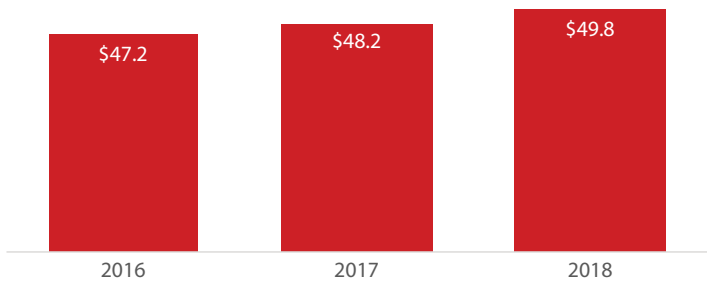
- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- 4 See note #2 regarding "indirect and induced."
- 5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- 6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Carbon County, 2018

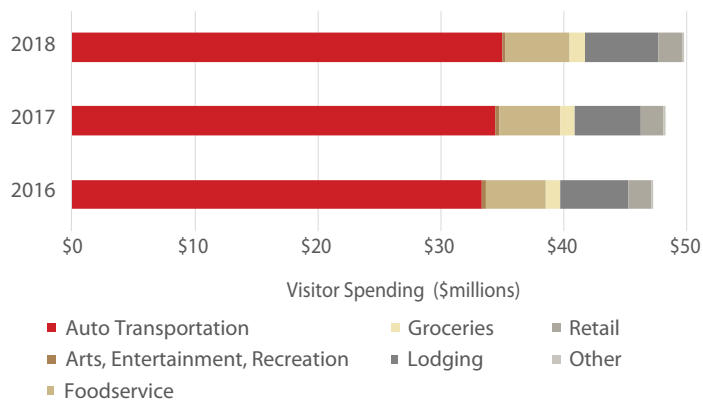
Spending

In 2018, visitors directly spent an estimated \$49.8 million in Carbon County, a 3.2% increase from 2017.¹ The top three spending categories were auto transportation, lodging, and foodservice. Carbon County visitor spending made up 0.6% of total statewide spending.

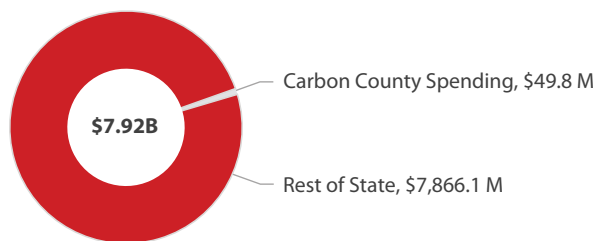
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



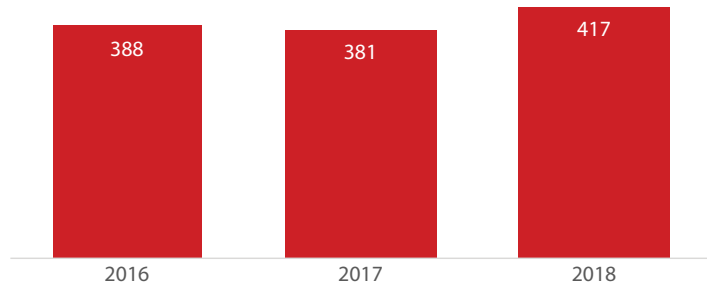
Carbon Portion of Statewide Visitor Spending, 2018



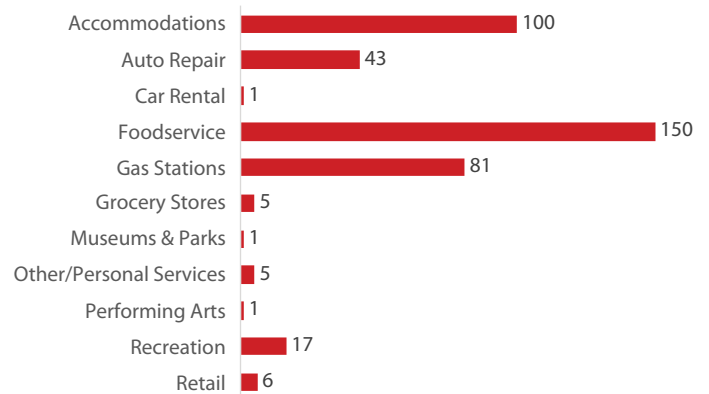
Jobs

Visitor spending supported 417 direct Carbon County travel and tourism jobs, a 9.4% increase from 2017. Foodservice, accommodations, and gas stations were the top three job sectors. These 417 direct travel and tourism jobs supported an additional 50 indirect and induced jobs in the county for a total 467 jobs.²

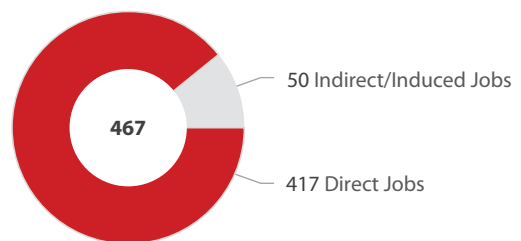
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

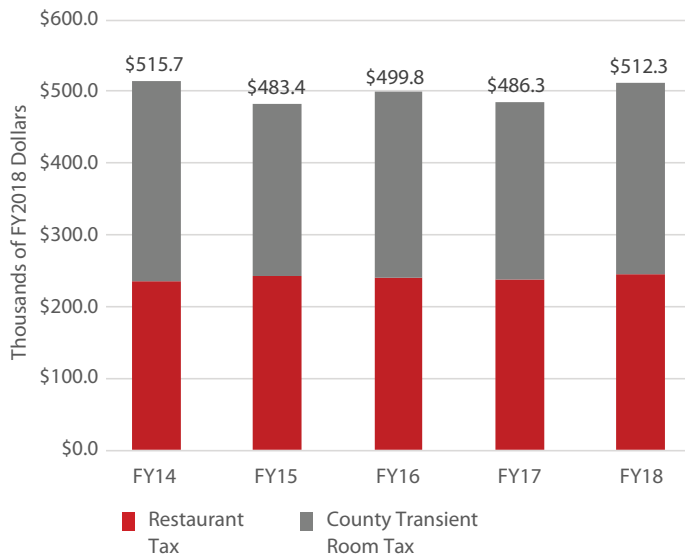


Tax Revenue

Visitor spending generated \$3.2 million in direct tax revenue, including \$2.0 million in state and \$1.2 million in local tax revenue.³ Visitor spending generated approximately \$835,800 in additional indirect and induced state and local tax revenue, for a total of \$4.1 million.⁴

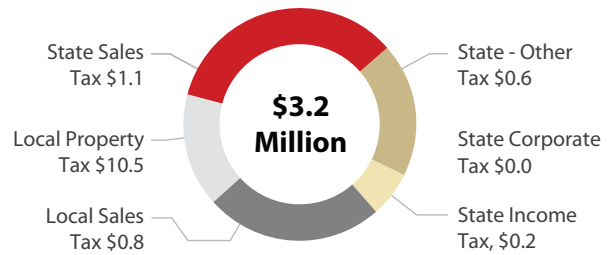
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Carbon County collected a total of \$512,348 in these two sales taxes combined, up 5.4% from 2017 and down 0.7% over the past five years.⁵

Select Local Sales Tax Revenues



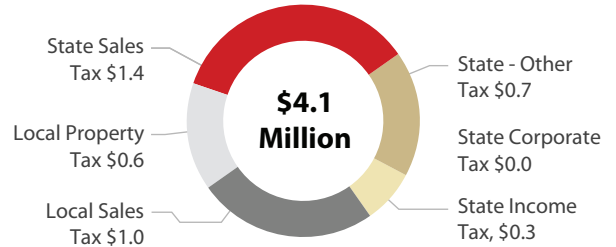
Direct Tax Revenue, 2018

(Based on \$49.8 million in direct spending)

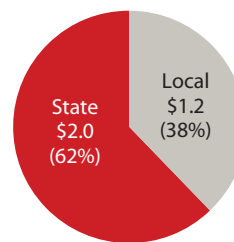


Total Tax Revenue, 2018

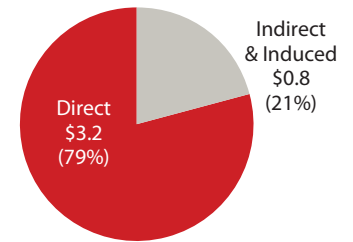
(Based on \$59.5 million in total spending)⁶



Direct Tax Revenue, 2018



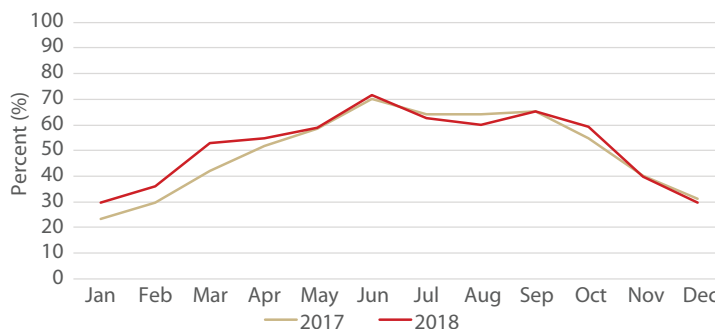
Total Tax Revenue, 2018



Hotel Data

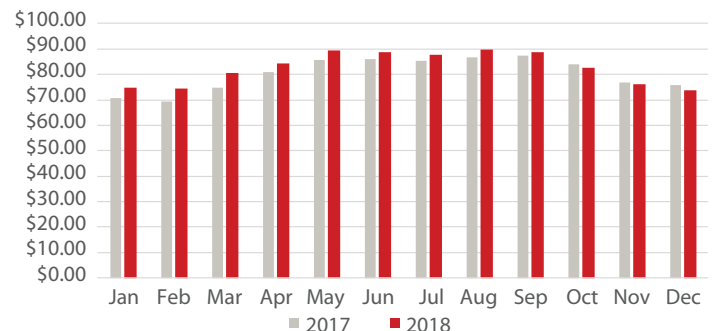
Carbon County hotel occupancy rates averaged 51.7% in 2018 compared to 49.6% in 2017. June, September, July, and August (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



In 2018, Carbon County's average daily room rate was \$82.58 compared to \$80.24 in 2017, a 2.9% year-over-year increase.

Average Hotel Daily Room Rate



Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

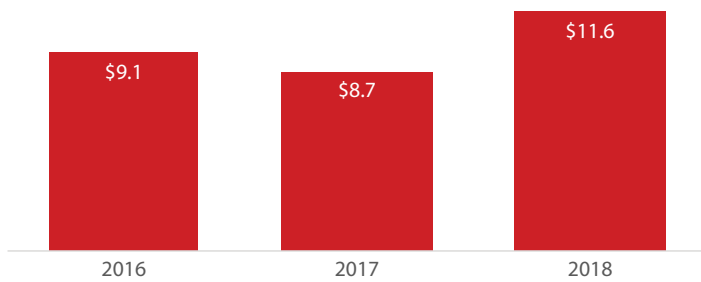
- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- 4 See note #2 regarding "indirect and induced."
- 5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- 6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Daggett County, 2018

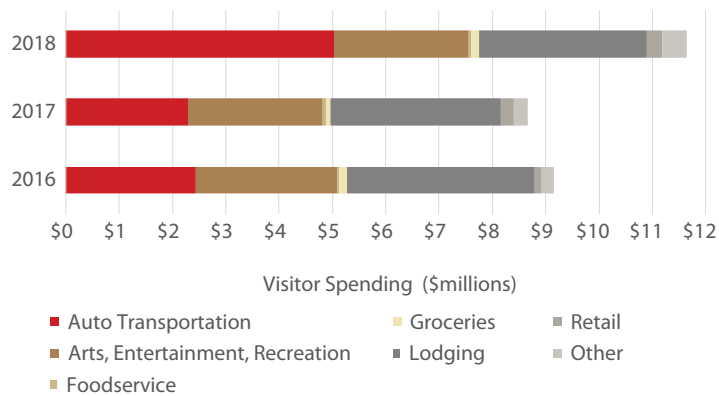
Spending

In 2018, visitors directly spent an estimated \$11.6 million in Daggett County, a 34.2% increase from 2017.¹ The top three spending categories were auto transportation, lodging, and recreation. Daggett County visitor spending made up 0.1% of total statewide spending.

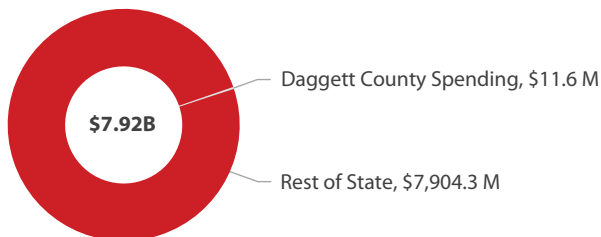
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



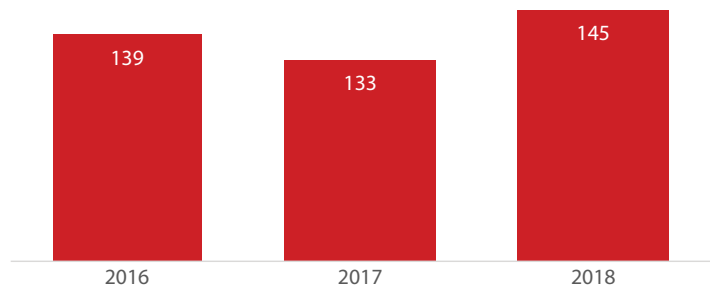
Daggett Portion of Statewide Visitor Spending, 2018



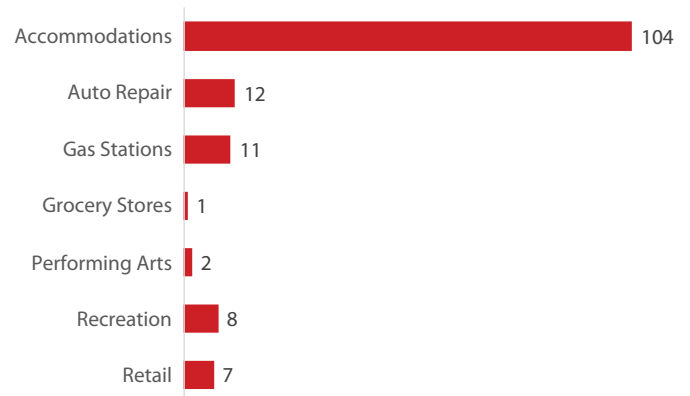
Jobs

Visitor spending supported 145 direct Daggett County travel and tourism jobs, a 9.2% increase from 2017. Accommodations, auto repair, and gas stations were the top three job sectors. These 145 direct travel and tourism jobs supported an additional 19 indirect and induced jobs in the county for a total of 164 jobs.²

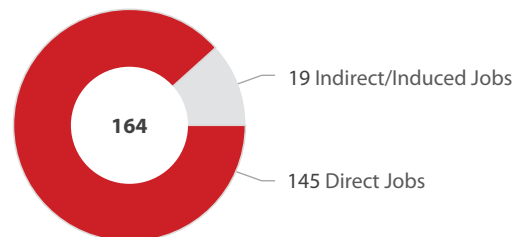
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

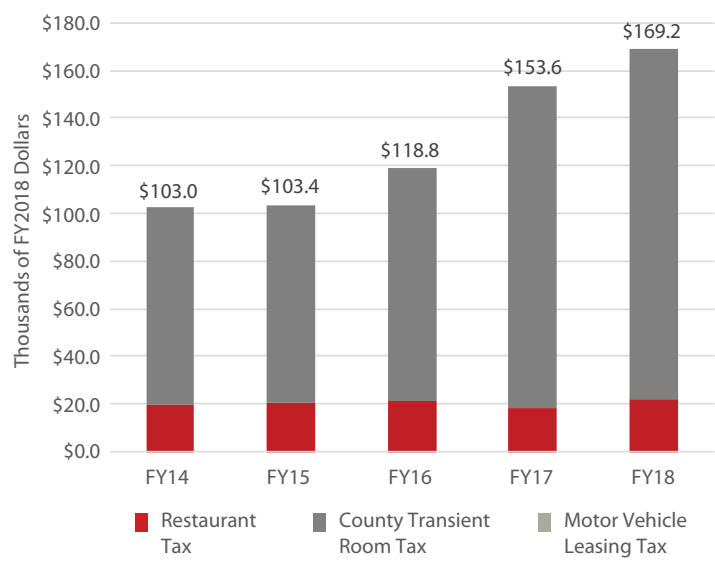


Tax Revenue

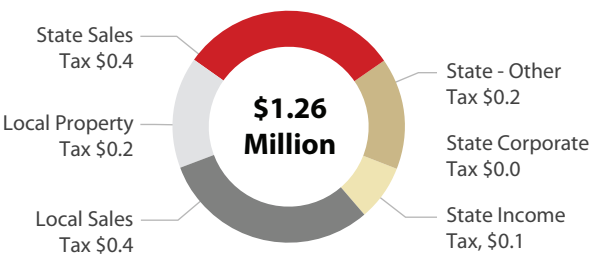
Visitor spending generated \$1.3 million in direct tax revenue, including \$679,600 in state and \$581,000 in local tax revenue.³ Visitor spending generated approximately \$59,800 in additional indirect and induced state and local tax revenue, for a total of \$1.3 million.⁴

Travel and tourism-related sales tax revenue include transient room tax and restaurant tax. In fiscal year 2018, Daggett County collected a total of \$169,200 in these two tourism-related taxes, up 10.2% percent from 2017 and 64.3% over the past five years.⁵

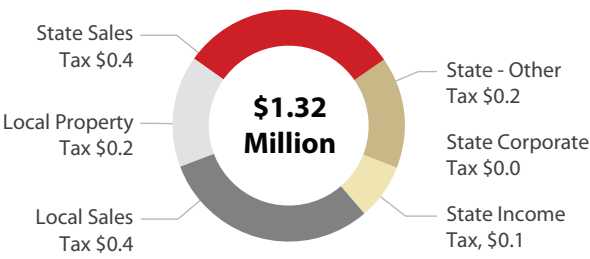
Select Local Sales Tax Revenues



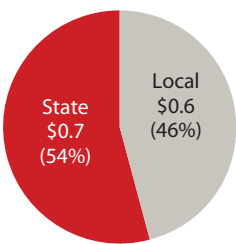
Direct Tax Revenue, 2018
(Based on \$11.6 million in direct spending)



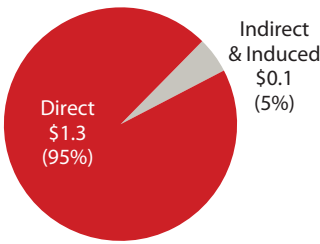
Total Tax Revenue, 2018
(Based on \$12.7 million in total spending)⁶



Direct Tax Revenue, 2018



Total Tax Revenue, 2018



Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- 4 See note #2 regarding "indirect and induced."
- 5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- 6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Davis County, 2018

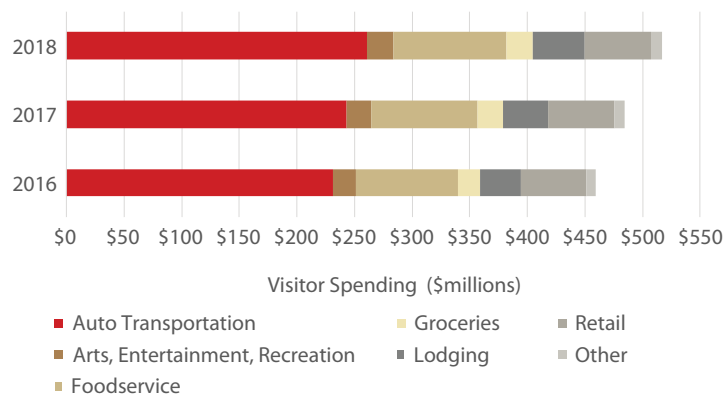
Spending

In 2018, visitors directly spent an estimated \$516.8 million in Davis County, a 6.7% increase from 2017.¹ The top three spending categories were auto transportation, foodservice, and retail. Davis County visitor spending made up 6.5% of total statewide spending.

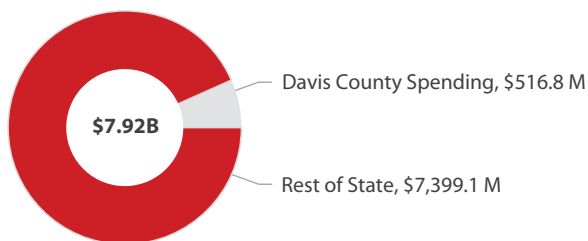
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



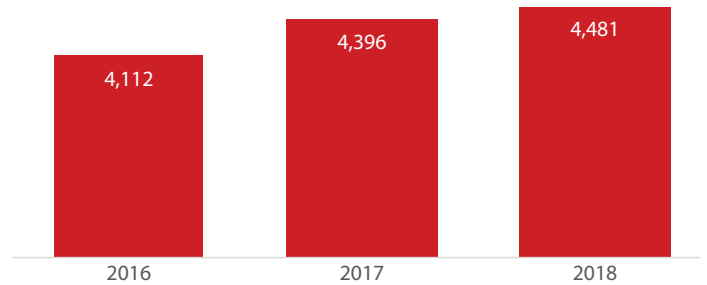
Davis Portion of Statewide Visitor Spending, 2018



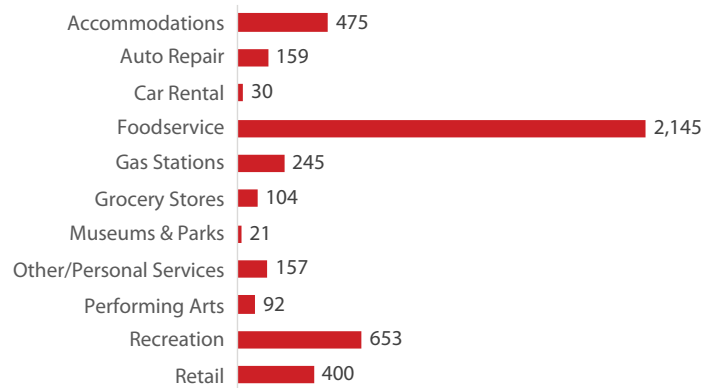
Jobs

Visitor spending supported 4,112 direct Davis County travel and tourism jobs, a 1.9% increase from 2017. Foodservice, recreation, and accommodations were the top three job sectors. These 4,112 direct travel and tourism jobs supported an additional 884 indirect and induced county jobs for a total of 5,365 jobs.²

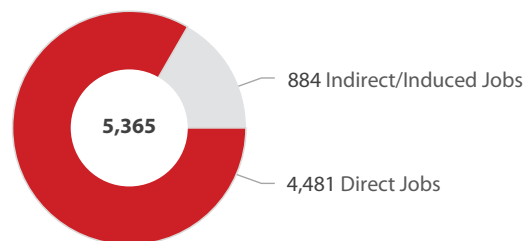
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

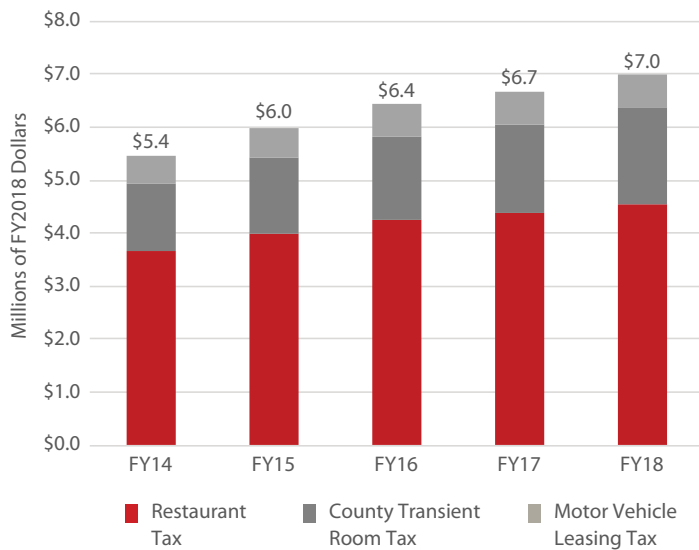


Tax Revenue

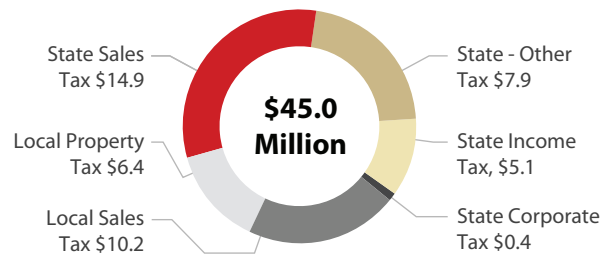
Visitor spending generated \$45.0 million in direct tax revenue, including \$28.3 million in state and \$16.6 million in local tax revenue.³ Visitor spending generated approximately \$9.9 million in additional indirect and induced state and local tax revenue, for a total of \$54.9 million.⁴

Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle leasing tax, and restaurant tax. In fiscal year 2018, Davis County collected a total of \$7.0 million from these three sales taxes, up 4.8% from 2017 and 28.4% over the past five years.⁵

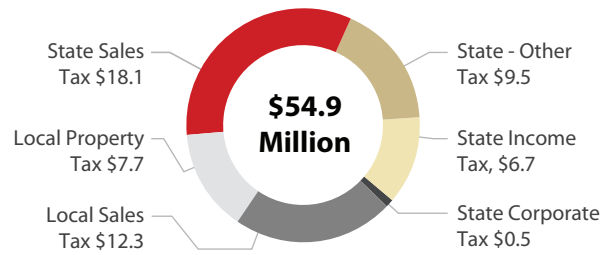
Select Local Sales Tax Revenues



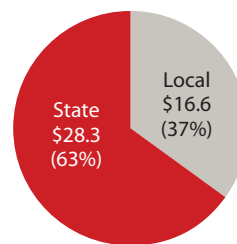
Direct Travel & Tourism Tax Revenue, 2018 (Based on \$516.8 million in direct spending)



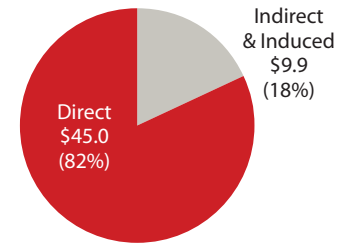
Total Travel & Tourism Tax Revenue, 2018 (Based on \$638.9 million in total spending)⁶



Direct Tax Revenue, 2018



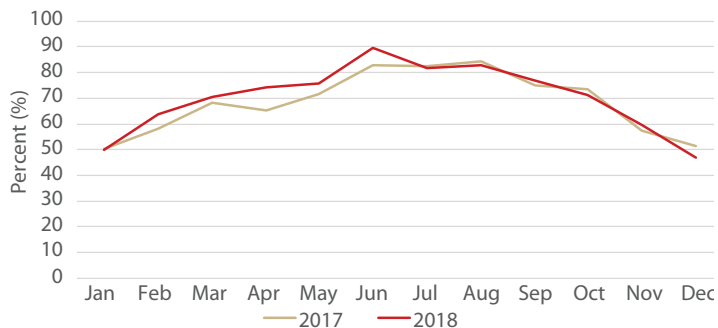
Total Tax Revenue, 2018



Hotel Data

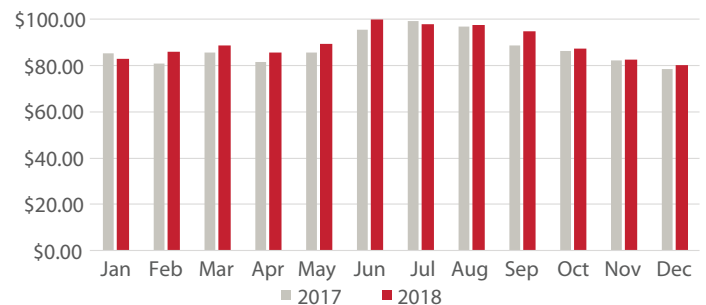
Davis County hotel occupancy rates averaged 70.3% in 2018 compared to 68.5% in 2017. June, August, July, and September (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



In 2018, Davis County's average daily room rate was \$89.43 compared to \$87.22 in 2017, a 2.5% year-over-year increase.

Average Hotel Daily Room Rate



Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

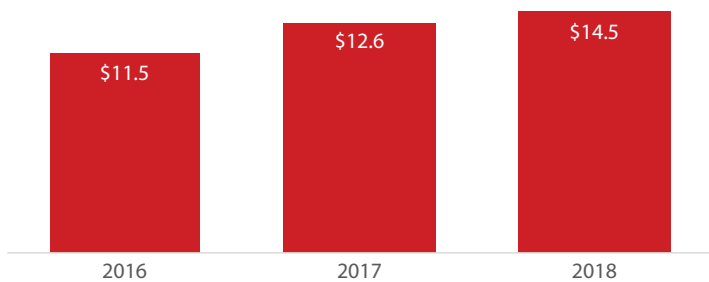
- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- 4 See note #2 regarding "indirect and induced."
- 5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- 6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Duchesne County, 2018

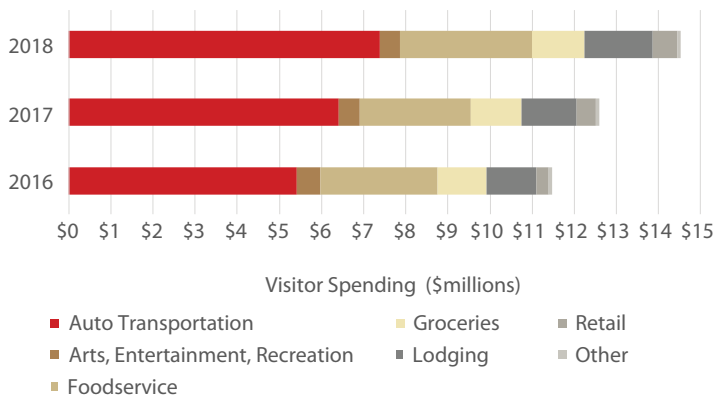
Spending

In 2018, visitors directly spent an estimated \$14.5 million in Duchesne County, a 15.4% increase from 2017.¹ The top three spending categories were auto transportation, foodservice, and lodging. Duchesne County visitor spending made up 0.2% of total statewide spending.

Direct Spending Estimates (millions of dollars)



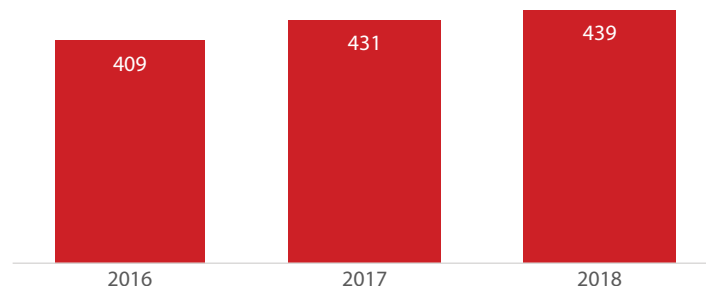
Direct Spending Estimates by Spending Category



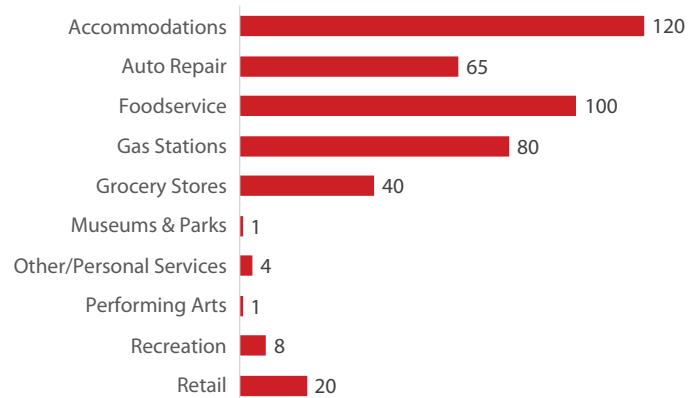
Jobs

Visitor spending supported 439 direct Duchesne County travel and tourism jobs, a 1.8% increase from 2017. Accommodations, foodservice, and gas stations were the top three job sectors. These 439 direct travel and tourism jobs supported an additional 82 indirect and induced jobs in the county for a total of 521 jobs.²

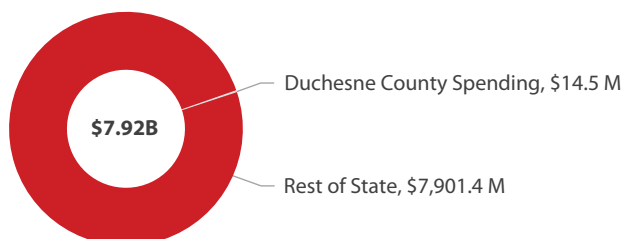
Direct Travel & Tourism Jobs



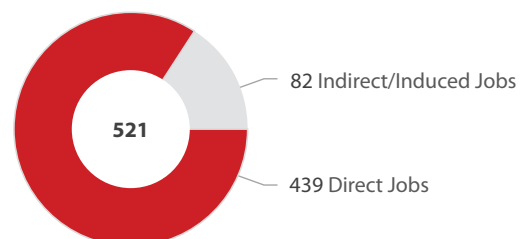
Direct Travel & Tourism Jobs by Job Type, 2018



Duchesne Portion of Statewide Visitor Spending, 2018



Total Travel & Tourism Jobs, 2018

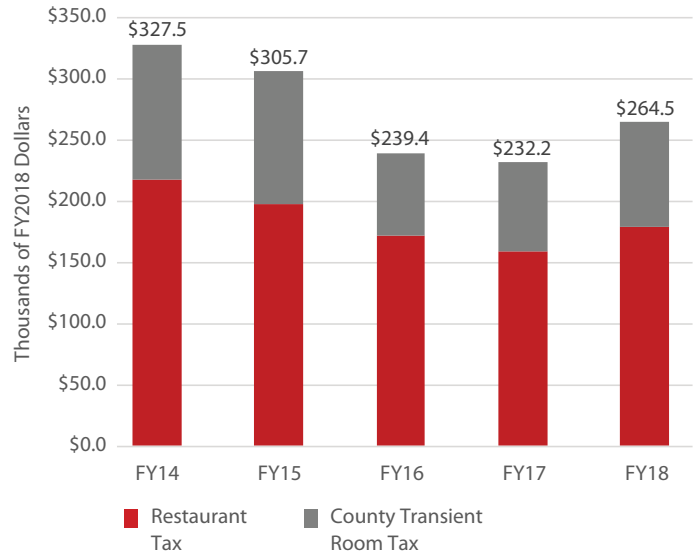


Tax Revenue

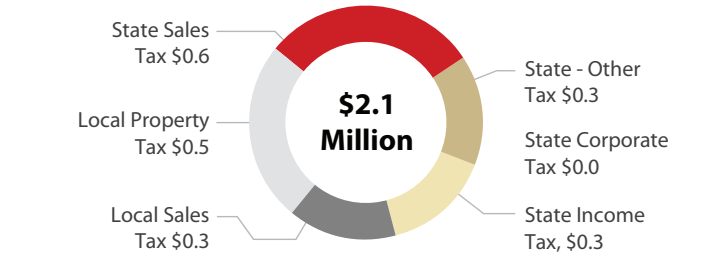
Visitor spending generated \$2.1 million in direct tax revenue, including \$1.2 million in state and \$826,300 in local tax revenue.³ Visitor spending generated approximately \$458,500 in additional indirect and induced state and local tax revenue, for a total of \$2.5 million.⁴

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Duchesne County collected a total of \$264,497 in these two sales taxes combined, up 13.9% from 2017 and down 19.2% over the past five years.⁵

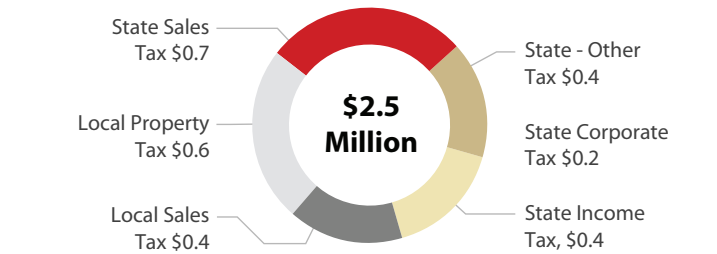
Select Local Sales Tax Revenues



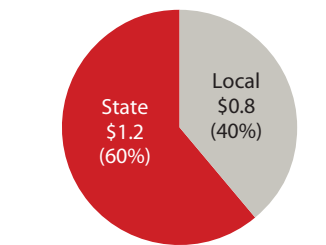
Direct Tax Revenue, 2018
(Based on \$14.5 million in direct spending)



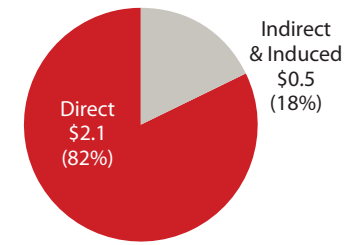
Total Tax Revenue, 2018
(Based on \$18.9 million in total spending)⁶



Direct Tax Revenue, 2018



Total Tax Revenue, 2018



Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.

2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.

4 See note #2 regarding “indirect and induced.”

5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

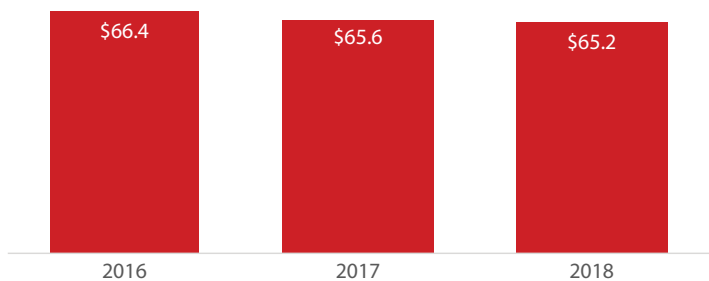
6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Emery County, 2018

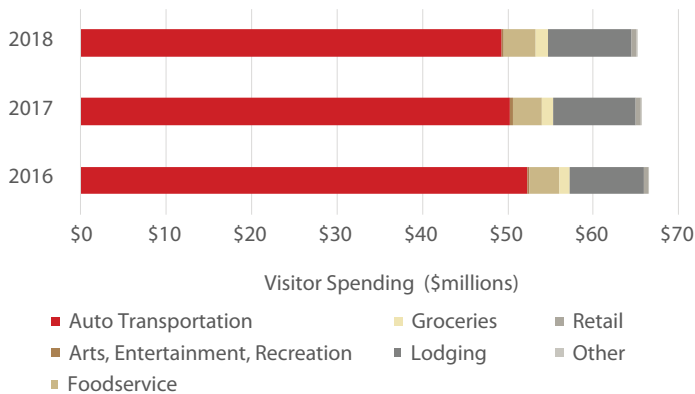
Spending

In 2018, visitors directly spent an estimated \$65.2 million in Emery County, a 0.7% decrease from 2017.¹ The top three spending categories were auto transportation, lodging, and foodservice. Emery County visitor spending made up 0.8% of total statewide spending.

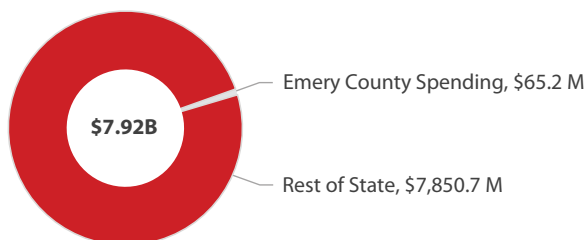
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



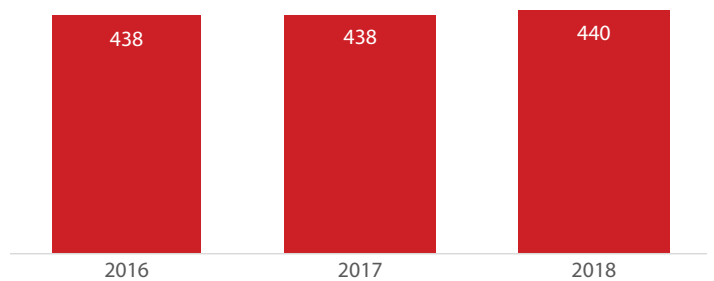
Emery Portion of Statewide Visitor Spending, 2018



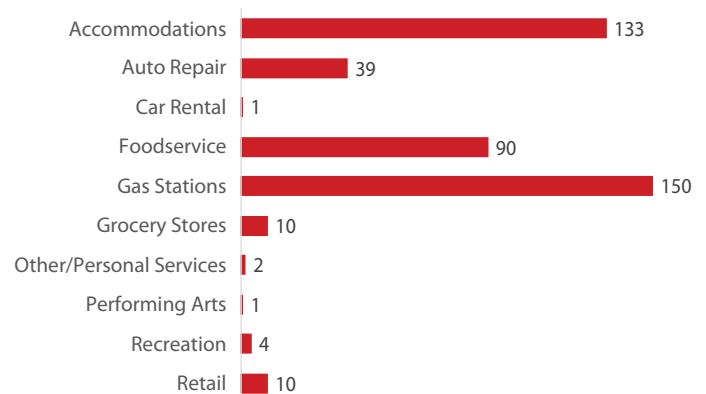
Jobs

Visitor spending supported 440 direct Emery County travel and tourism jobs, a 0.5% increase from 2017. Gas stations, accommodations, and foodservice were the top three job sectors. These 440 direct travel and tourism jobs supported an additional 53 indirect and induced jobs in the county for a total 493 jobs.²

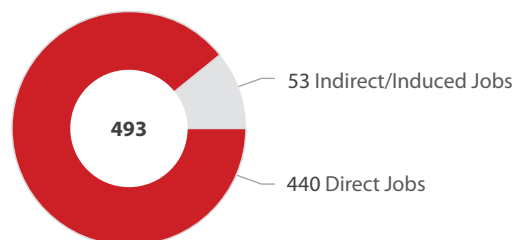
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

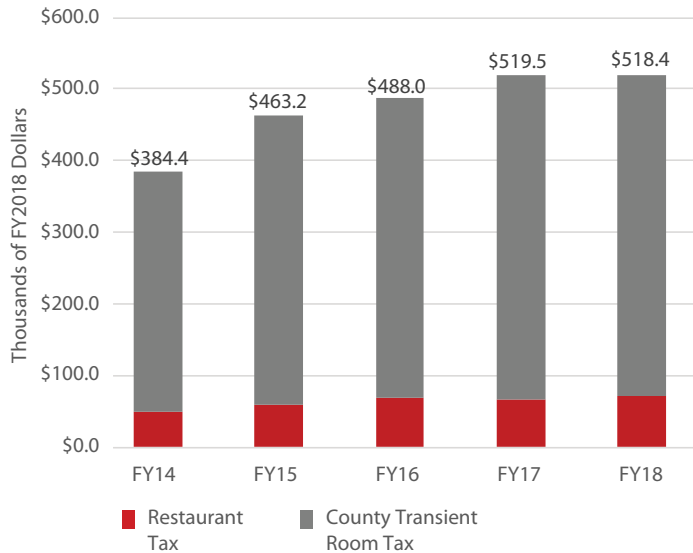


Tax Revenue

Visitor spending generated \$3.7 million in direct tax revenue, including \$2.3 million in state and \$1.4 million in local tax revenue.³ Visitor spending generated approximately \$679,400 in additional indirect and induced state and local tax revenue, for a total of \$4.4 million.⁴

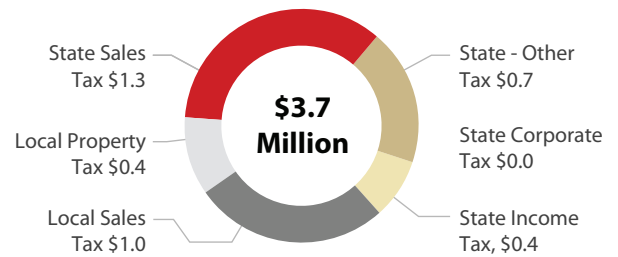
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Emery County collected a total of \$518,446 in these two sales taxes combined, down 0.2% from 2017 and up 34.9% over the past five years.⁵

Select Local Sales Tax Revenues



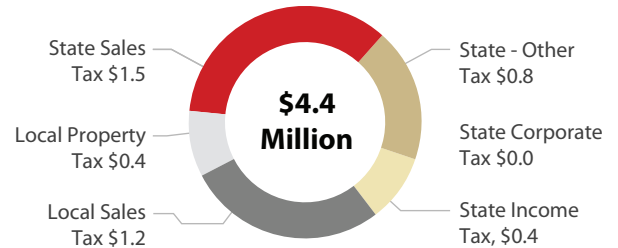
Direct Tax Revenue, 2018

(Based on \$65.2 million in direct spending)

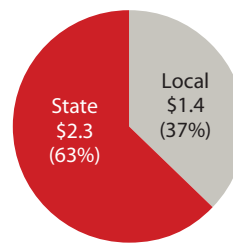


Total Tax Revenue, 2018

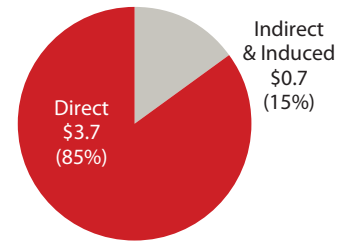
(Based on \$72.3 million in total spending)⁶



Direct Tax Revenue, 2018



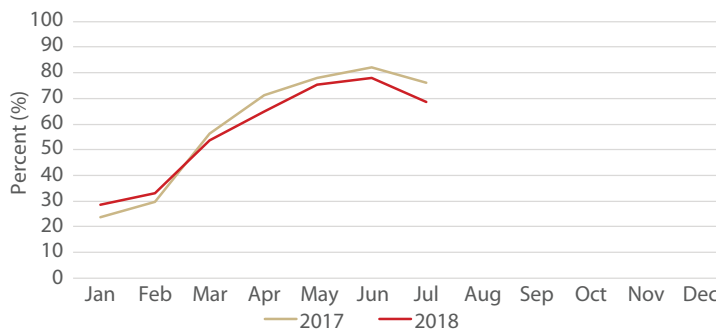
Total Tax Revenue, 2018



Hotel Data

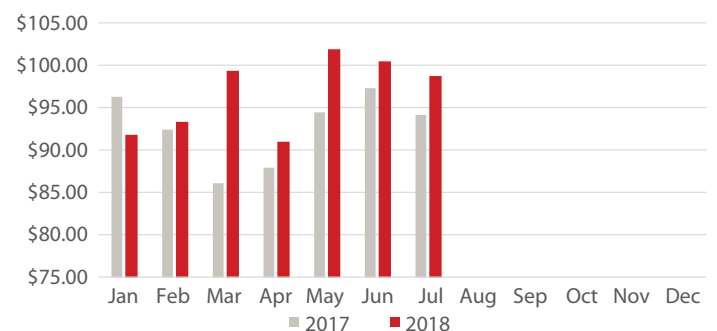
Emery County hotel occupancy rates averaged 57.6% for the first half of 2018 compared to 59.6% in for the first half of 2017.⁷ June, May, July, and April (in that order) had the highest average

Average Hotel Occupancy Rate



occupancy rates. In 2018, Emery County's average daily room rate was \$96.67 during the first half of the year compared to \$92.67 during the first half of 2017, a 4.3% year-over-year increase.

Average Hotel Daily Room Rate



Endnotes

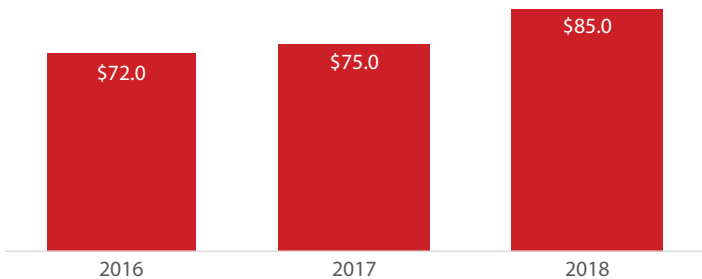
- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- Total spending includes direct spending plus indirect and induced spending effects (see note #2).
- Emery County hotel data was unavailable from August to December, 2018

Garfield County, 2018

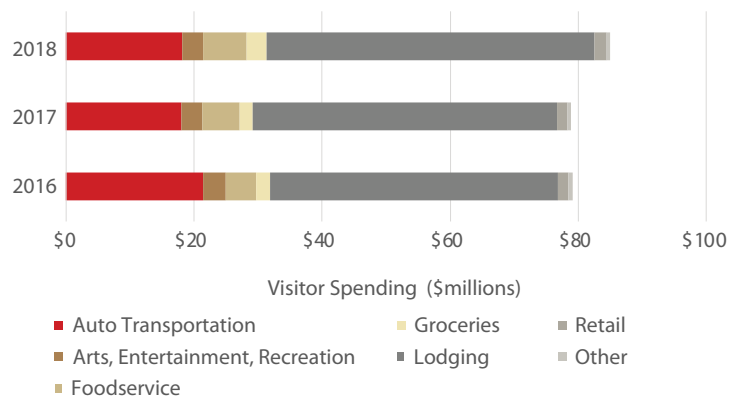
Spending

In 2018, visitors directly spent an estimated \$85.0 million in Garfield County, a 13.4% increase from 2017.¹ The top three spending categories were lodging, auto transportation, and foodservice. Garfield County visitor spending made up 1.1% of total statewide spending.

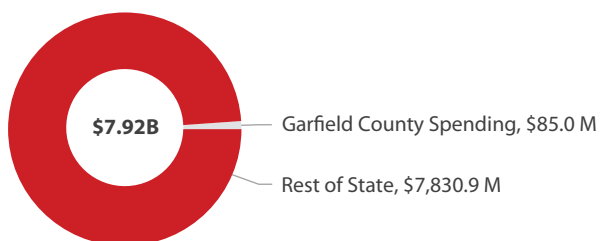
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



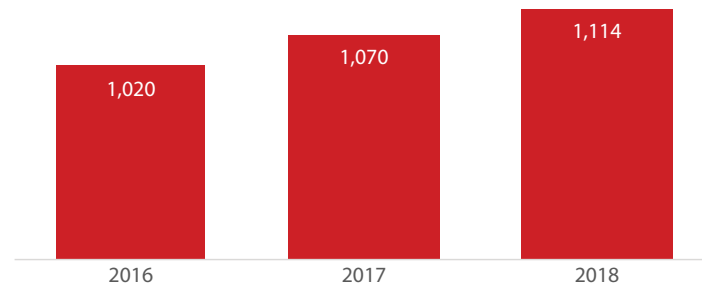
Garfield Portion of Statewide Visitor Spending, 2018



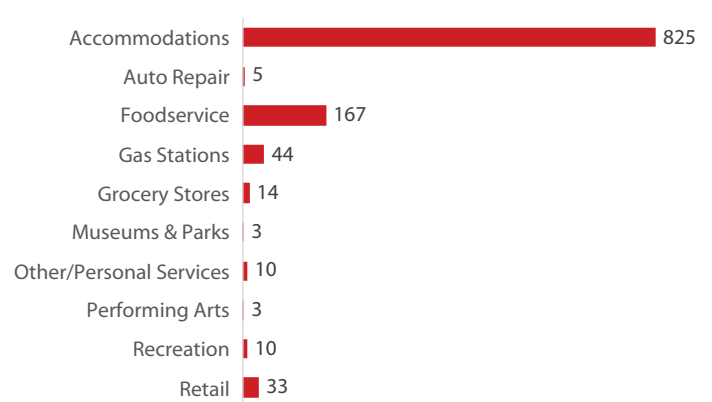
Jobs

Visitor spending supported 1,114 direct Garfield County travel and tourism jobs, a 4.1% increase from 2017. Accommodations, foodservice, and retail were the top three job sectors. These 1,114 direct travel and tourism jobs supported an additional 213 indirect and induced jobs in the county for a total of 1,327 jobs.²

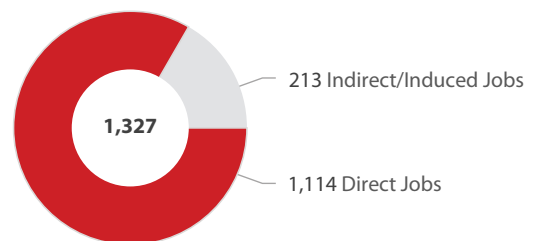
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

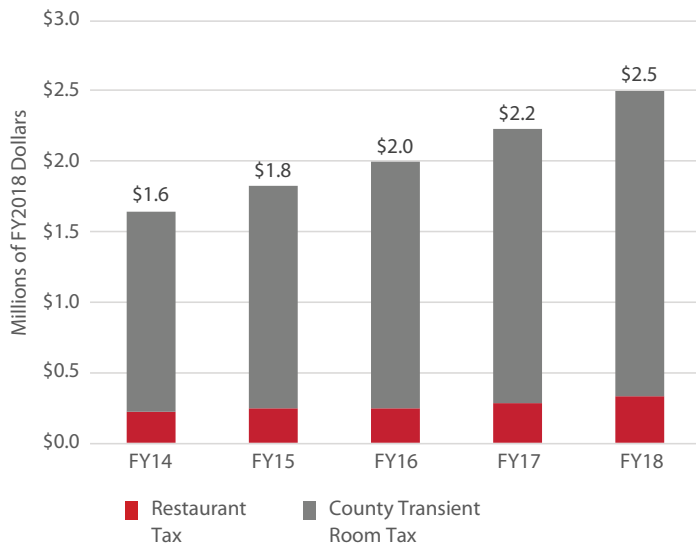


Tax Revenue

Visitor spending generated \$11.8 million in direct tax revenue, including \$5.9 million in state and \$5.8 million in local tax revenue.³ Visitor spending generated approximately \$2.3 million in additional indirect and induced state and local tax revenue, for a total of \$14.1 million.⁴

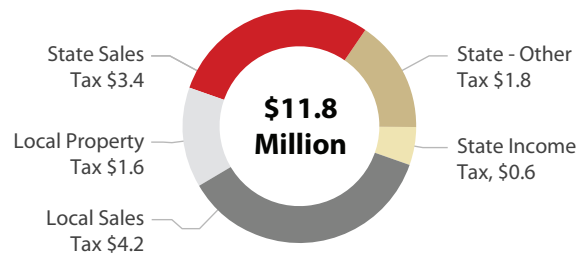
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Garfield County collected a total of \$2.5 million in these two sales taxes combined, up 12.1% percent from 2017 and 51.8% over the past five years.⁵

Select Local Sales Tax Revenues



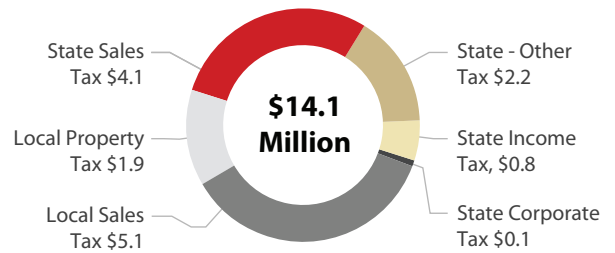
Direct Travel & Tourism Tax Revenue, 2018

(Based on \$85.0 million in direct spending)

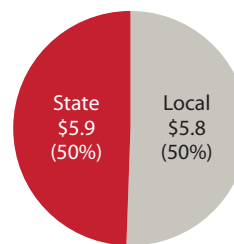


Total Travel & Tourism Tax Revenue, 2018

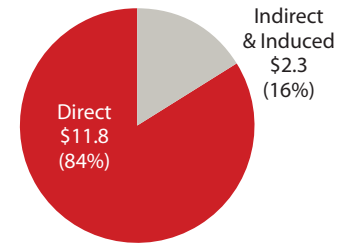
(Based on \$105.5 million in total spending)⁶



Direct Tax Revenue, 2018



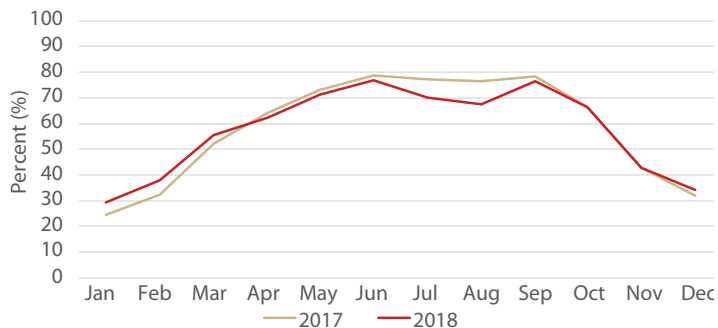
Total Tax Revenue, 2018



Hotel Data

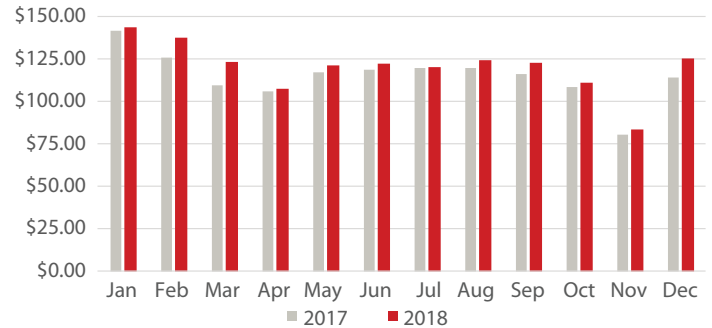
Garfield, San Juan, and Wayne counties' combined hotel occupancy rates averaged 57.5% in 2018 compared to 58.2% in 2017. June, September, May, and July (in that order) had the

Average Hotel Occupancy Rate



highest average occupancy rates. In 2018, Garfield, San Juan, and Wayne counties' combined average daily room rate was \$120.28 compared to \$114.85 in 2017, a 4.7% year-over-year increase.

Average Hotel Daily Room Rate



Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

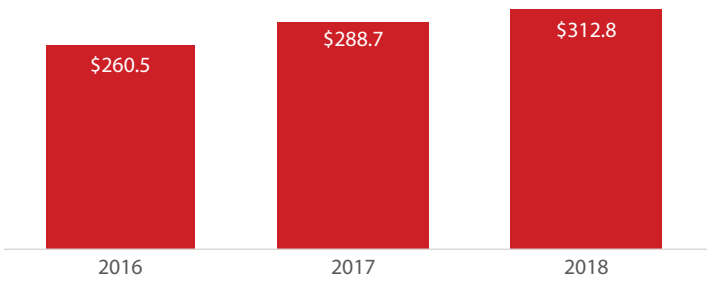
- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- 4 See note #2 regarding "indirect and induced."
- 5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- 6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Grand County, 2018

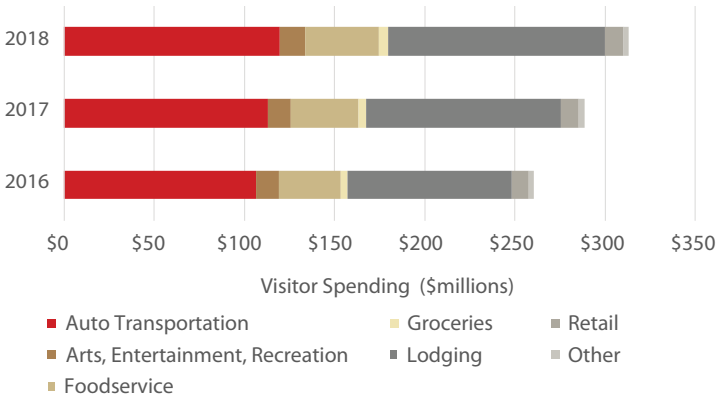
Spending

In 2018, visitors directly spent an estimated \$312.8 million in Grand County, an 8.3% increase from 2017.¹ The top three spending categories were lodging, auto transportation, and foodservice. Grand County visitor spending made up 4.0% of total statewide spending.

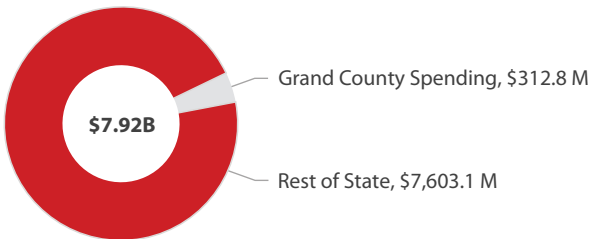
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



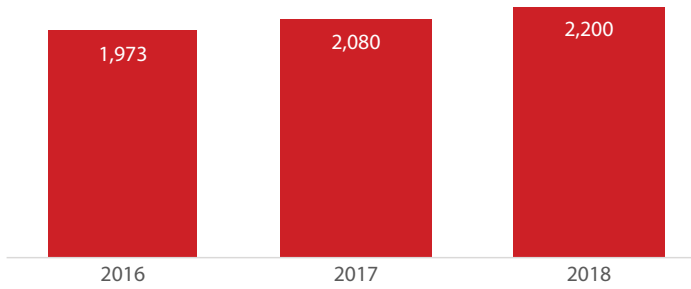
Grand Portion of Statewide Visitor Spending, 2018



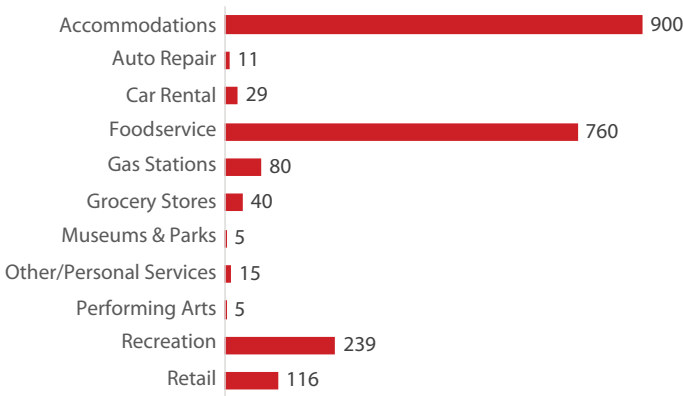
Jobs

Visitor spending supported 2,200 direct Grand County travel and tourism jobs, a 5.7% increase from 2017. Lodging, foodservice, and recreation were the top three job sectors. These 2,200 direct travel and tourism jobs supported an additional 637 indirect and induced county jobs for a total of 2,837 jobs.²

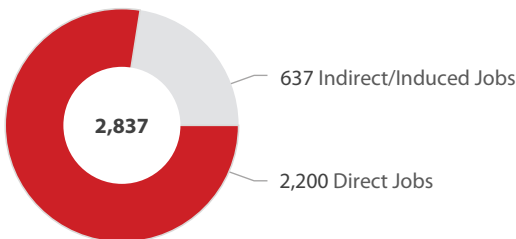
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

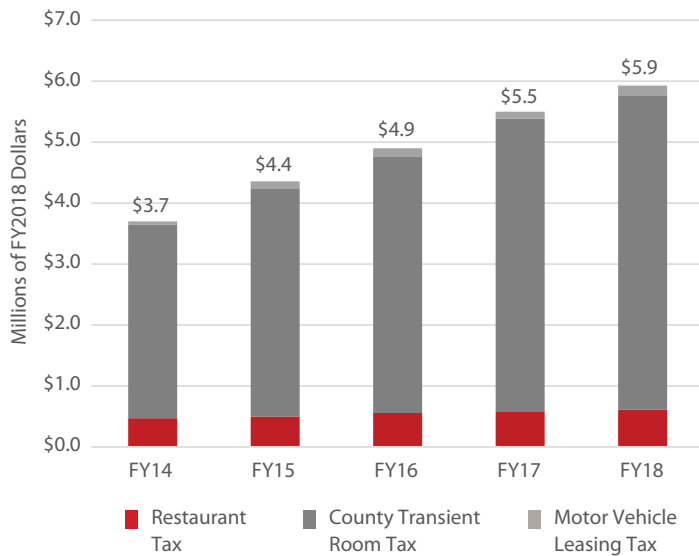


Tax Revenue

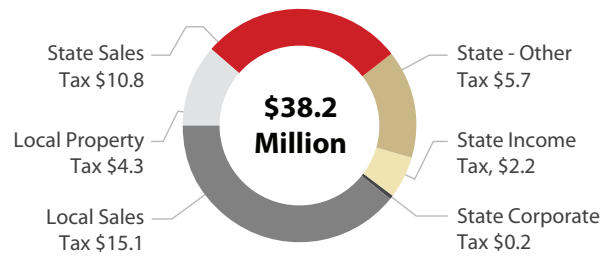
Visitor spending generated \$38.2 million in direct tax revenue, including \$18.7 million in state and \$19.4 million in local tax revenue.³ Visitor spending generated approximately \$10.1 million in additional indirect and induced state and local tax revenue, for a total of \$48.3 million.⁴

Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle leasing tax, and restaurant tax. In fiscal year 2018, Grand County collected a total of \$5.9 million from these three sales taxes, up 7.3% from 2017 and 60.3% over the past five years.⁵

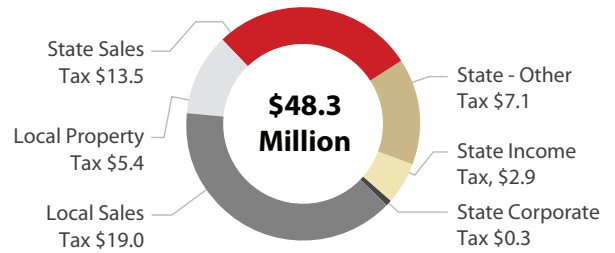
Select Local Sales Tax Revenues



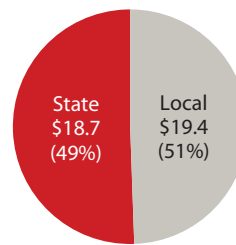
Direct Travel & Tourism Tax Revenue, 2018 (Based on \$312.8 million in direct spending)



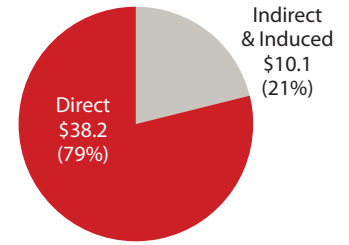
Total Travel & Tourism Tax Revenue, 2018 (Based on \$410.9 million in total spending)⁶



Direct Tax Revenue, 2018



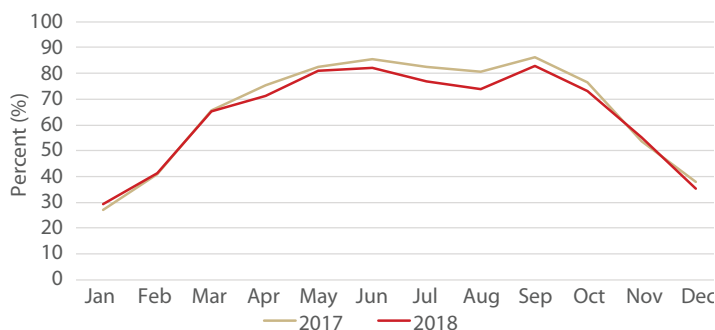
Total Tax Revenue, 2018



Hotel Data

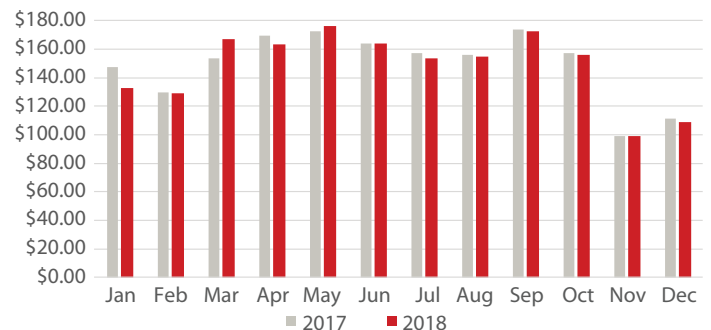
Grand County hotel occupancy rates averaged 64.0% in 2018 compared to 66.2% in 2017. September, June, May, and July (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



In 2018, Grand County's average daily room rate was \$148.13 compared to \$149.35 in 2017, a 0.8% year-over-year decrease.

Average Hotel Daily Room Rate



Endnotes

- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

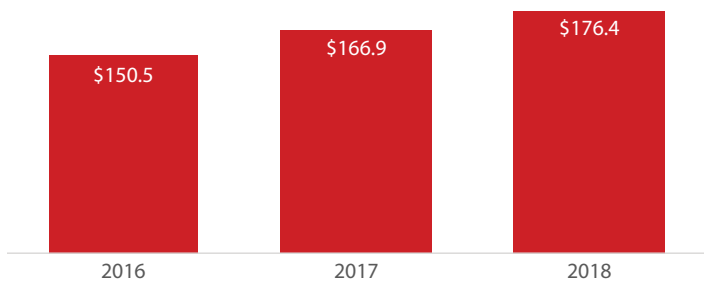
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Iron County, 2018

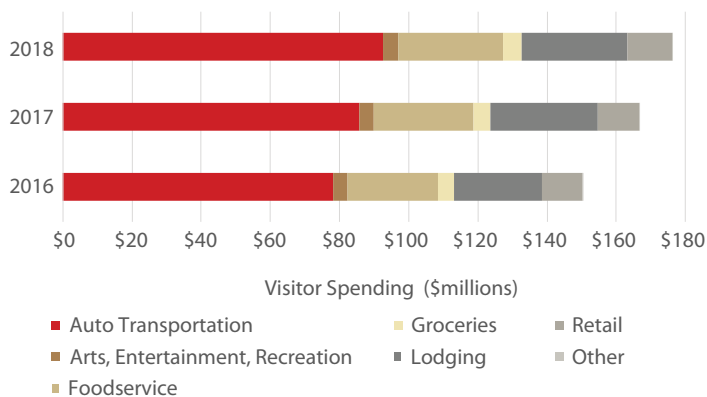
Spending

In 2018, visitors directly spent an estimated \$176.4 million in Iron County, an 5.7% increase from 2017.¹ The top three spending categories were auto transportation, lodging, and foodservice. Iron County visitor spending made up 2.2% of total statewide spending.

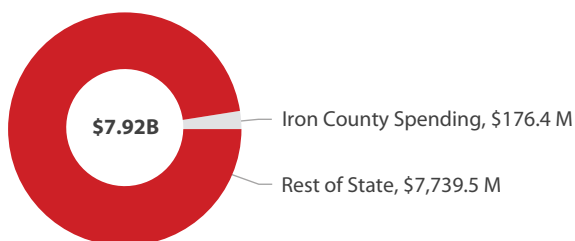
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



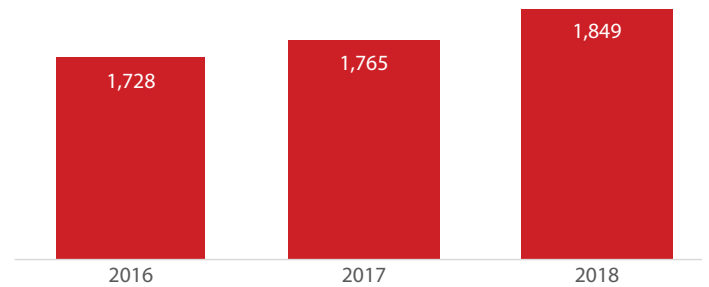
Iron Portion of Statewide Visitor Spending, 2018



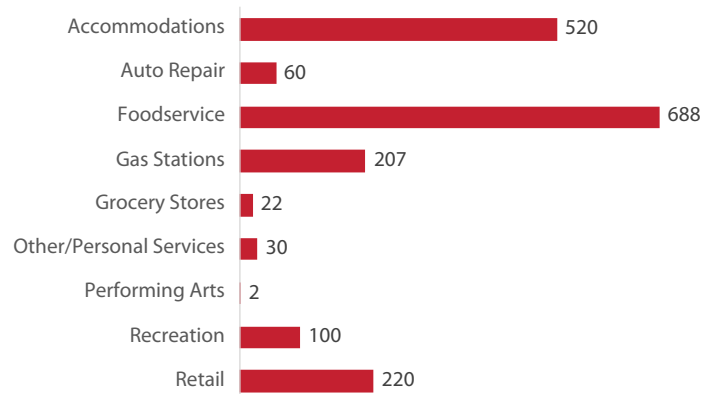
Jobs

Visitor spending supported 1,849 direct Iron County travel and tourism jobs, a 4.7% increase from 2017. Foodservice, accommodations, and retail were the top three job sectors. These 1,849 direct travel and tourism jobs supported an additional 422 indirect and induced jobs in the county for a total of 2,271 jobs.²

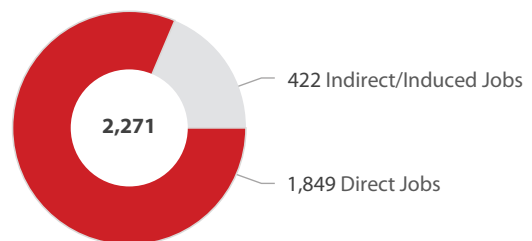
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

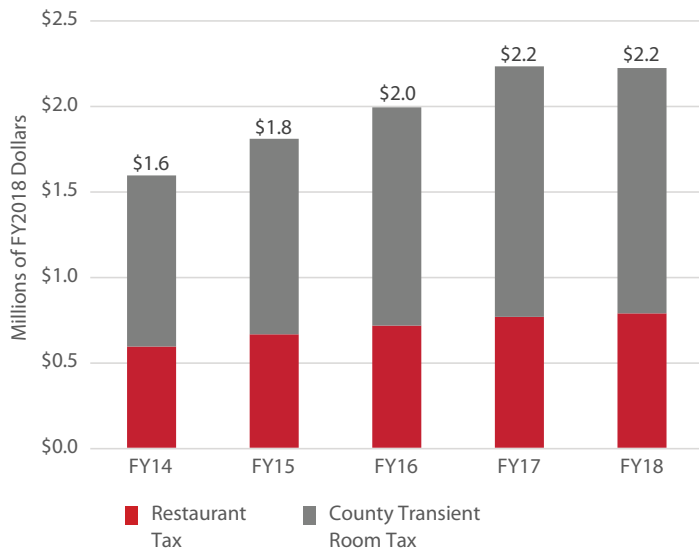


Tax Revenue

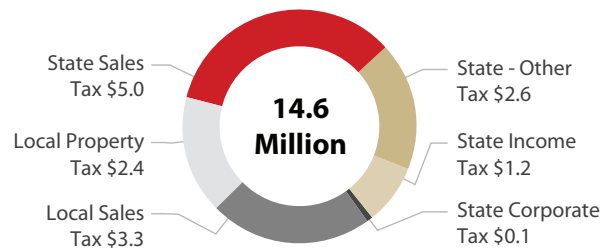
Visitor spending generated \$14.6 million in direct tax revenue, including \$8.9 million in state and \$5.8 million in local tax revenue.³ Visitor spending generated approximately \$3.8 million in additional indirect and induced state and local tax revenue, for a total of \$18.5 million.⁴

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Iron County collected a total of \$2.21 million in these two sales taxes combined, down 1.7% percent from 2017 (\$2.19 million) and up 38.7% over the past five years.⁵

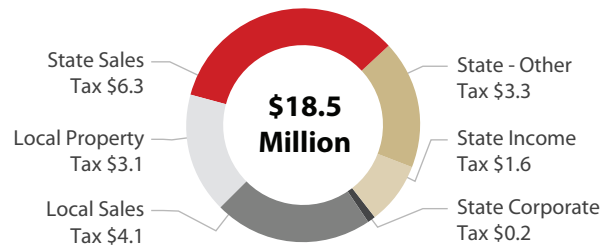
Select Local Sales Tax Revenues



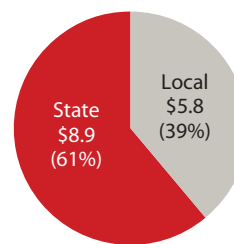
Direct Travel & Tourism Tax Revenue, 2018 (Based on \$176.4 million in direct spending)



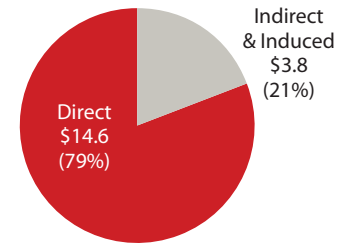
Total Travel & Tourism Tax Revenue, 2018 (Based on \$218.6 million in total spending)⁶



Direct Tax Revenue, 2018



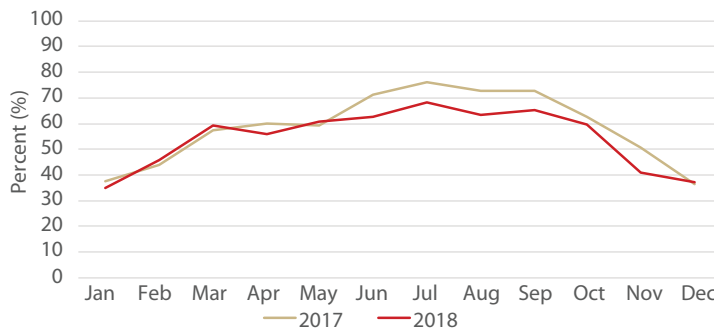
Total Tax Revenue, 2018



Hotel Data

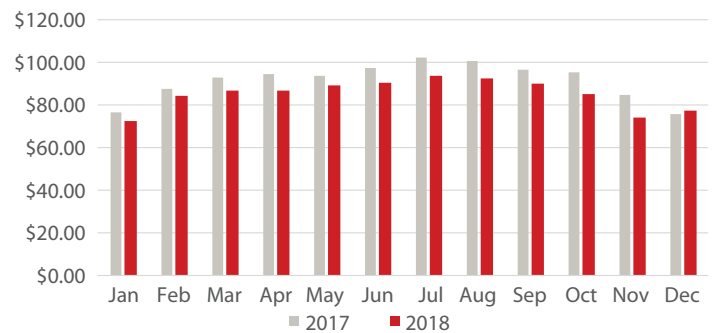
Iron County hotel occupancy rates averaged 54.5% in 2018 compared to 58.5% in 2017. July, September, August, and June (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



In 2018, Iron County's average daily room rate was \$85.36 compared to \$91.61 in 2017, a 6.8% year-over-year decrease.

Average Hotel Daily Room Rate



Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

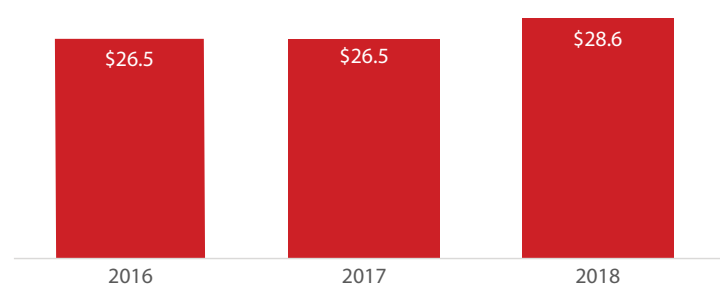
- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- 4 See note #2 regarding "indirect and induced."
- 5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- 6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Juab County, 2018

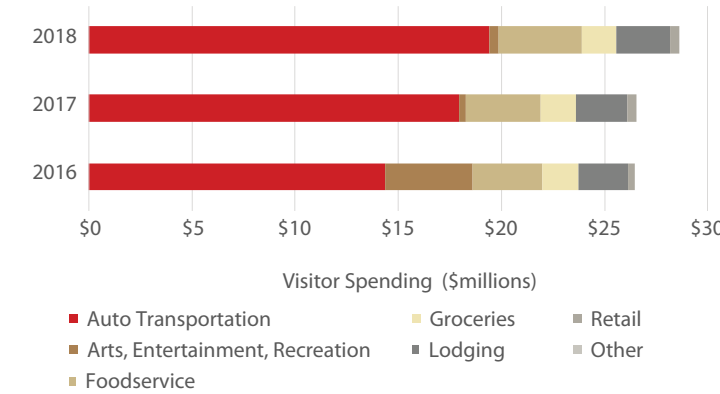
Spending

In 2018, visitors directly spent an estimated \$28.6 million in Juab County, an 7.8% increase from 2017.¹ The top three spending categories were auto transportation, foodservice, and lodging. Juab County visitor spending made up 0.4% of total statewide spending.

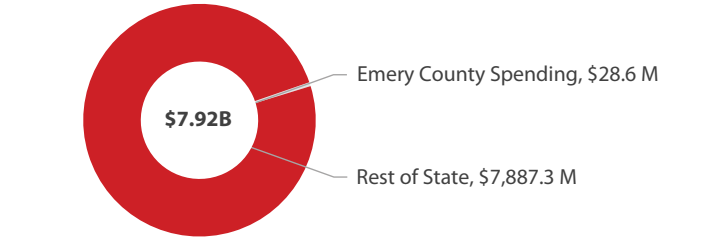
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



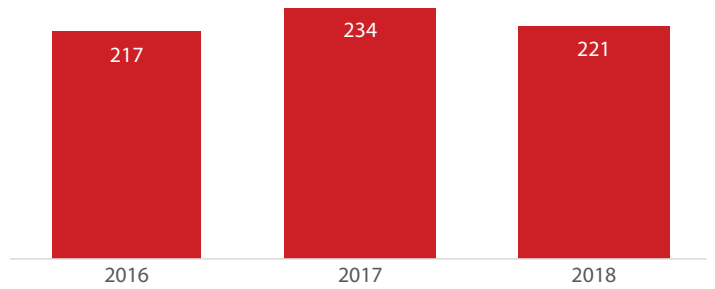
Juab Portion of Statewide Visitor Spending, 2018



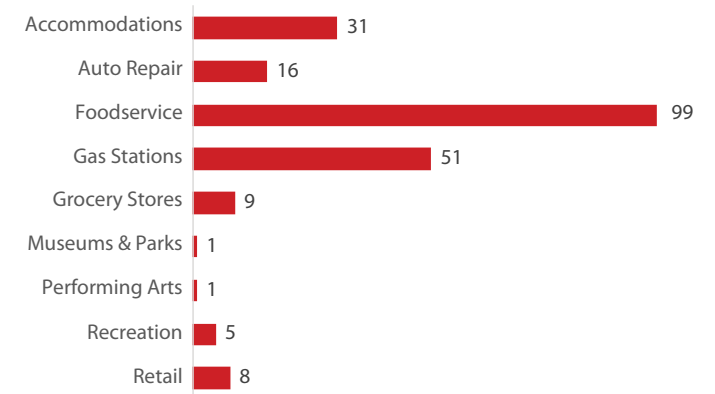
Jobs

Visitor spending supported 221 direct Juab County travel and tourism jobs, a 5.5% decrease from 2017. Foodservice, gas stations, and accommodations were the top three job sectors. These 221 direct travel and tourism jobs supported an additional 24 indirect and induced jobs in the county for a total of 245 jobs.²

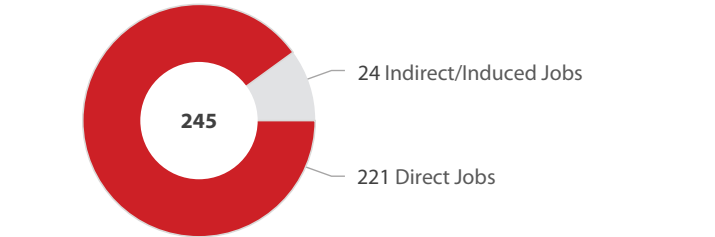
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

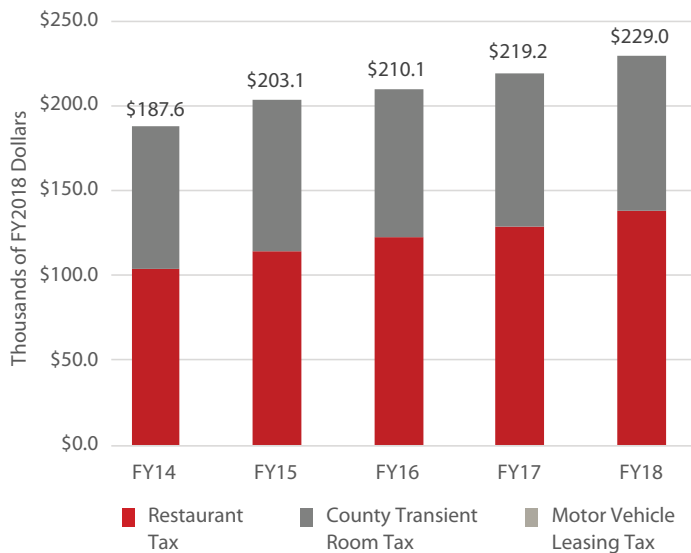


Tax Revenue

Visitor spending generated \$1.7 million in direct tax revenue, including \$1.2 million in state and \$562,000 in local tax revenue.³ Visitor spending generated approximately \$240,700 in additional indirect and induced state and local tax revenue, for a total of \$2.0 million.⁴

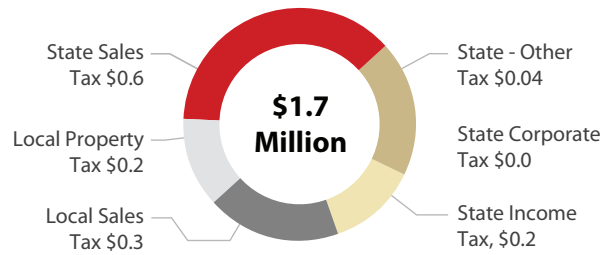
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Juab County collected a total of \$228,959 in these two sales taxes combined, up 4.5% percent from 2017 and 22.0% over the past five years.⁵

Select Local Sales Tax Revenues



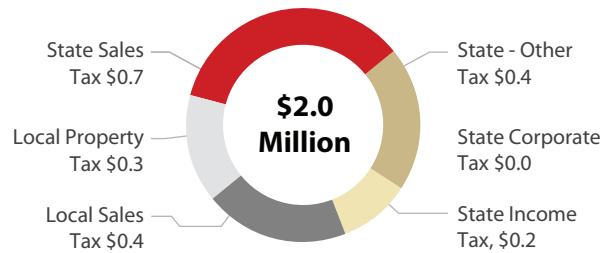
Direct Tax Revenue, 2018

(Based on \$28.6 million in direct spending)

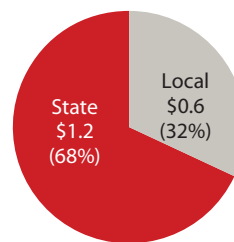


Total Tax Revenue, 2018

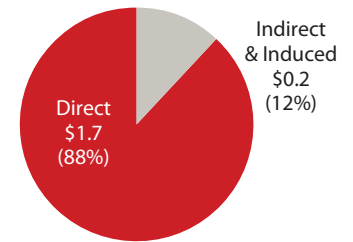
(Based on \$31.7 million in total spending)⁶



Direct Tax Revenue, 2018



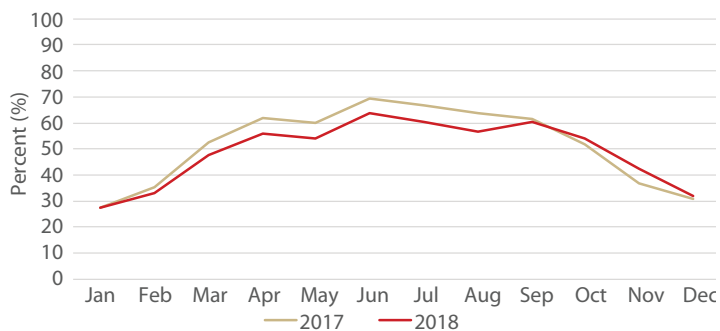
Total Tax Revenue, 2018



Hotel Data

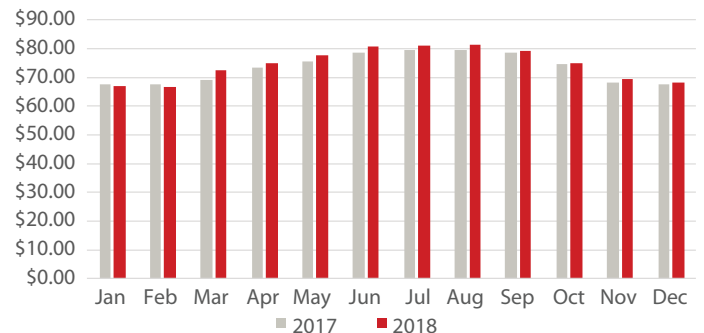
Juab and Millard counties' combined hotel occupancy rates averaged 50.6% in 2018 compared to 53.4% in 2017. June, July, September, and August (in that order) had the highest average

Average Hotel Occupancy Rate



occupancy rates. In 2018, Juab and Millard counties' combined average daily room rate was \$75.10 compared to \$73.83 in 2017, a 1.7% year-over-year increase.

Average Hotel Daily Room Rate



Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

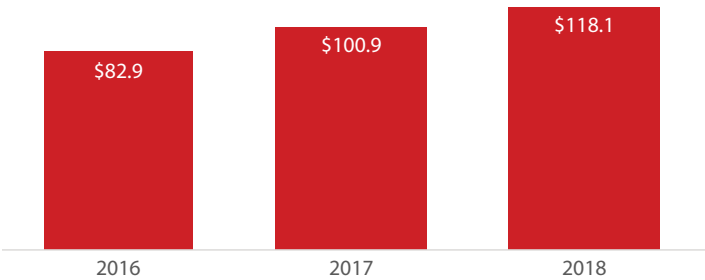
- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- 4 See note #2 regarding "indirect and induced."
- 5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- 6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Kane County, 2018

Spending

In 2018, visitors directly spent an estimated \$118.1 million in Kane County, a 17% increase from 2017.¹ The top three spending categories were lodging, recreation, and auto transportation. Kane County visitor spending made up 1.5% of total statewide spending.

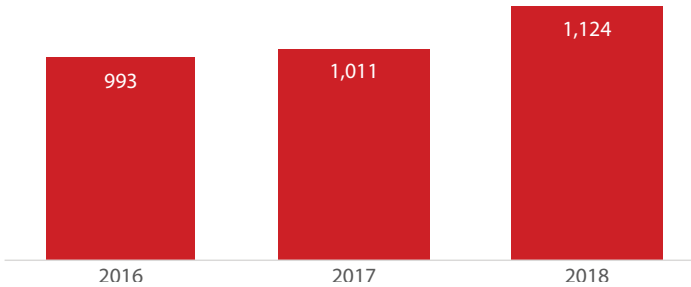
Direct Spending Estimates (millions of dollars)



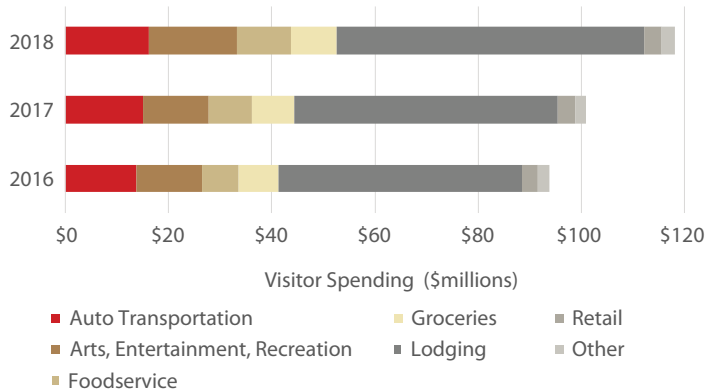
Jobs

Visitor spending supported 1,124 direct Kane County travel and tourism jobs, a 11.2% increase from 2017. Accommodations, foodservice, and recreation were the top three job sectors. These 1,124 direct travel and tourism jobs supported an additional 246 indirect and induced jobs in the county for a total of 1,370 jobs.²

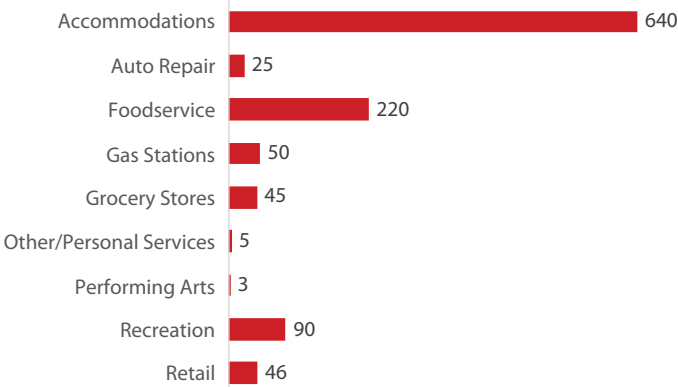
Direct Travel & Tourism Jobs



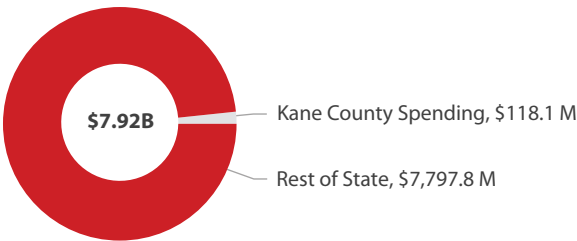
Direct Spending Estimates by Spending Category



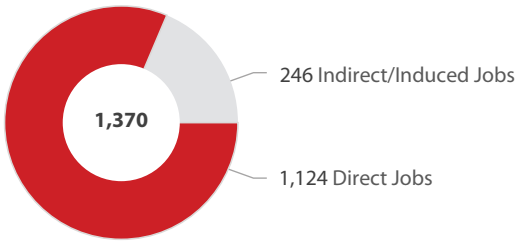
Direct Travel & Tourism Jobs by Job Type, 2018



Kane Portion of Statewide Visitor Spending, 2018



Total Travel & Tourism Jobs, 2018

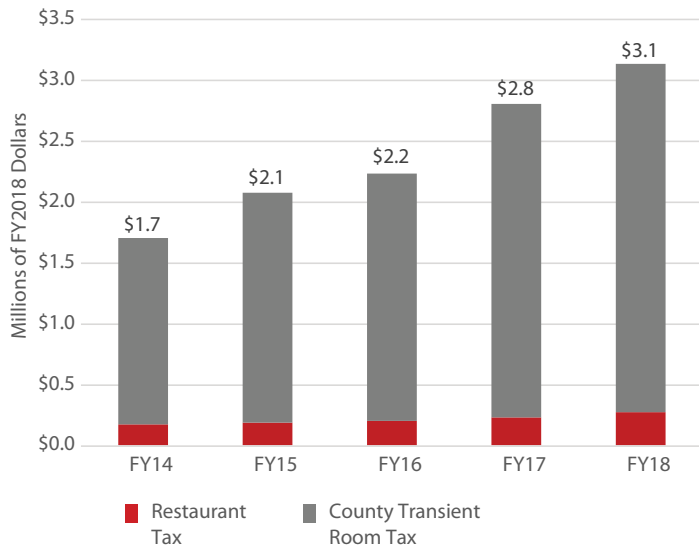


Tax Revenue

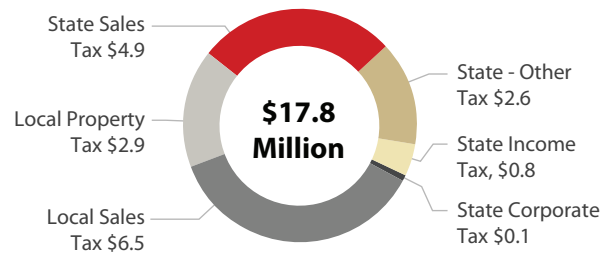
Visitor spending generated \$17.8 million in direct tax revenue, including \$8.4 million in state and \$9.4 million in local tax revenue.³ Visitor spending generated approximately \$3.8 million in additional indirect and induced state and local tax revenue, for a total of \$21.6 million.⁴

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Kane County collected a total of \$3.1 million in these two sales taxes combined, up 11.6% percent from 2017 and 83.1% over the past five years.⁵

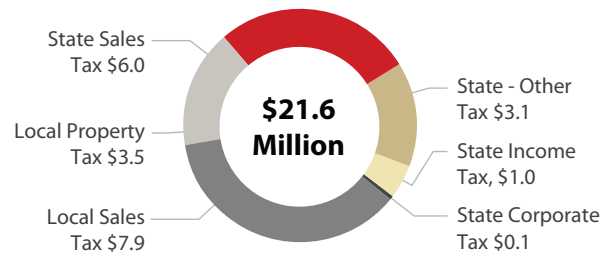
Select Local Sales Tax Revenues



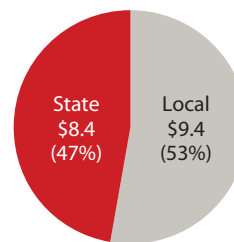
Direct Travel & Tourism Tax Revenue, 2018 (Based on \$118.1 million in direct spending)



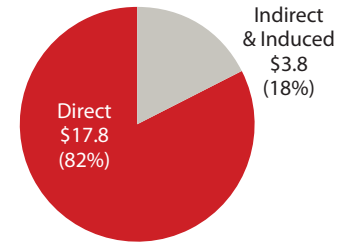
Total Travel & Tourism Tax Revenue, 2018 (Based on \$149.6 million in total spending)⁶



Direct Tax Revenue, 2018



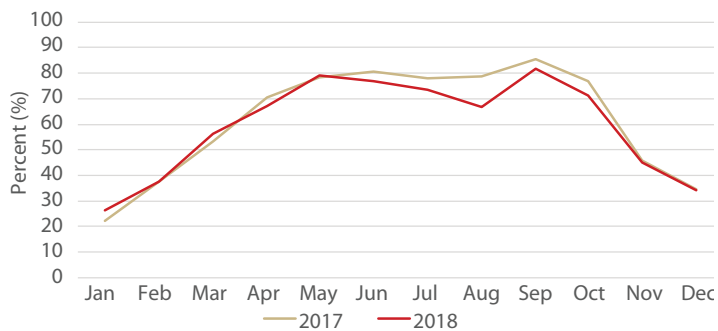
Total Tax Revenue, 2018



Hotel Data

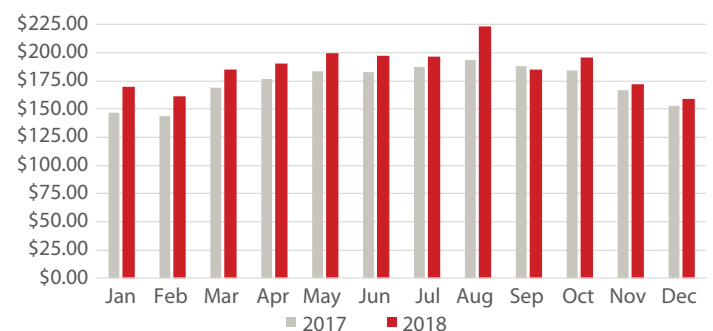
Kane County hotel occupancy rates averaged 59.7% in 2018 compared to 61.9% in 2017. September, May, June, and July (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



In 2018, Kane County's average daily room rate was \$186.12 compared to \$172.91 in 2017, a 7.6% year-over-year increase.

Average Hotel Daily Room Rate



Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

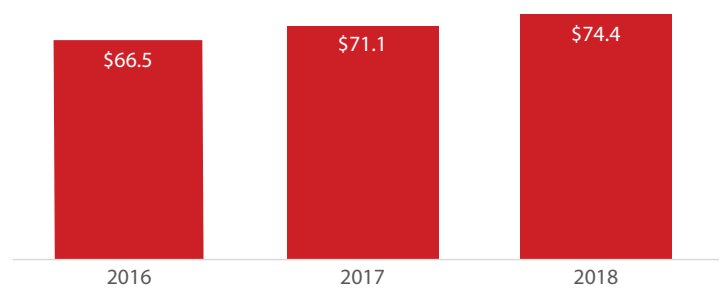
- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- 4 See note #2 regarding "indirect and induced."
- 5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- 6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Millard County, 2018

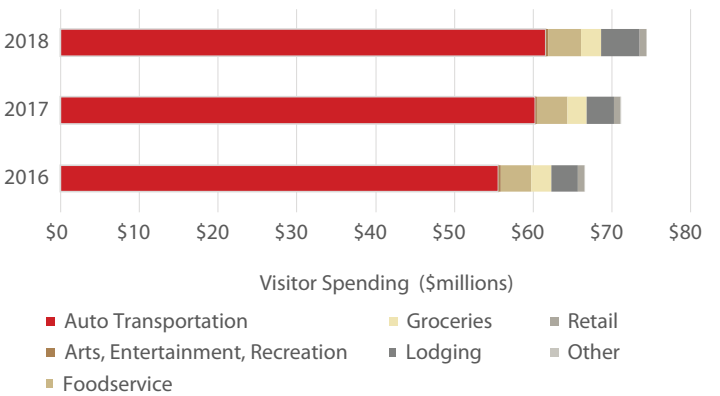
Spending

In 2018, visitors directly spent an estimated \$74.4 million in Millard County, an 4.6% increase from 2017.¹ The top three spending categories were auto transportation, lodging, and foodservice. Millard County visitor spending made up 0.9% of total statewide spending.

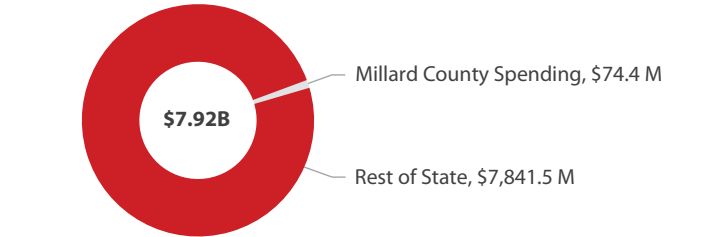
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



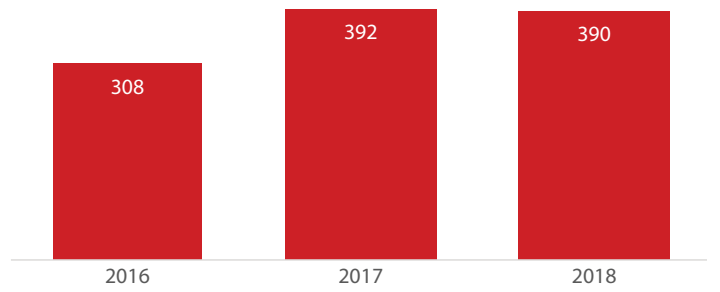
Millard Portion of Statewide Visitor Spending, 2018



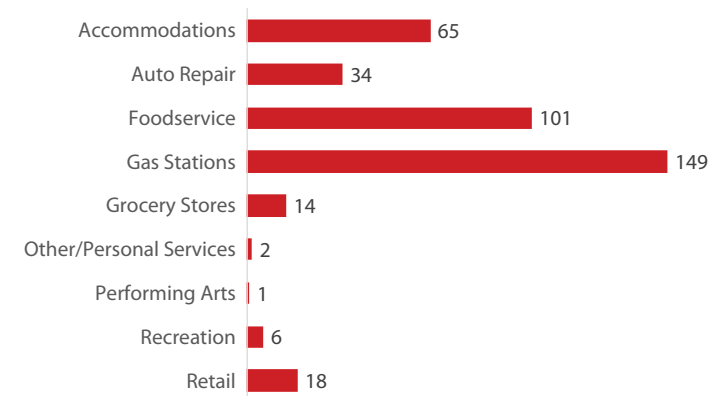
Jobs

Visitor spending supported 390 direct Millard County travel and tourism jobs, an 0.4% decrease from 2017. Gas stations, foodservice, and accommodations were the top three job sectors. These 390 direct travel and tourism jobs supported an additional 62 indirect and induced jobs in the county for a total of 452 jobs.²

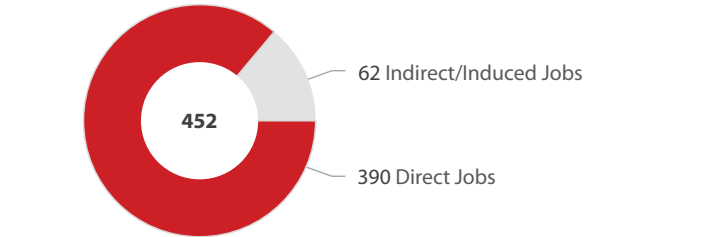
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

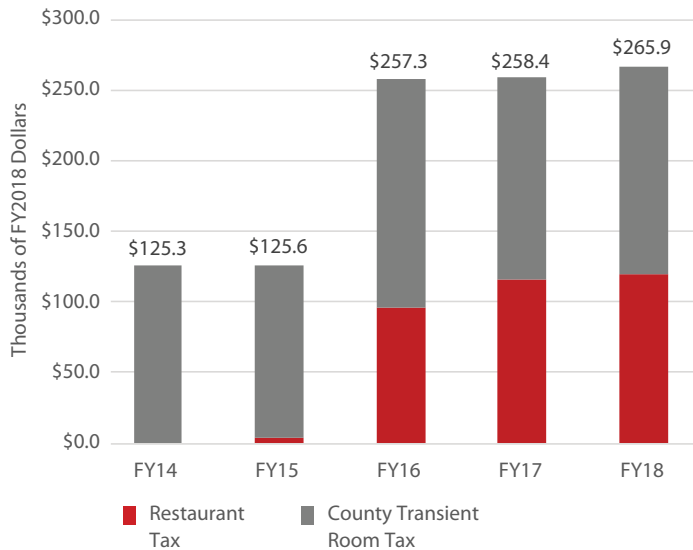


Tax Revenue

Visitor spending generated \$3.3 million in direct tax revenue, including \$2.3 million in state and \$1.0 million in local tax revenue.³ Visitor spending generated approximately \$644,400 in additional indirect and induced state and local tax revenue, for a total of \$3.9 million.⁴

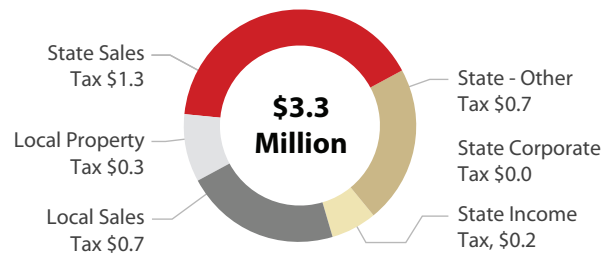
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Millard County collected a total of \$265,943 in these two sales taxes combined, up 2.9% percent from 2017 and 112.3% over the past five years.⁵ (Millard imposed a restaurant tax beginning April 1, 2015)

Select Local Sales Tax Revenues



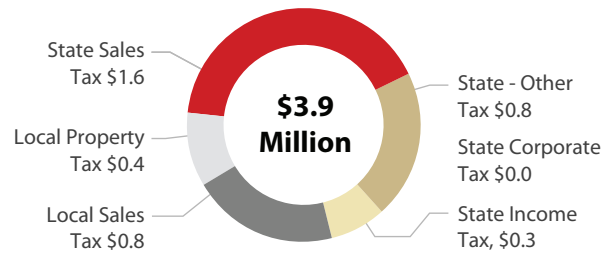
Direct Tax Revenue, 2018

(Based on \$74.4 million in direct spending)

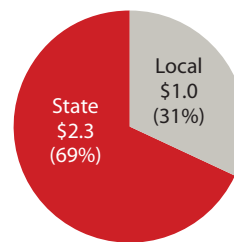


Total Tax Revenue, 2018

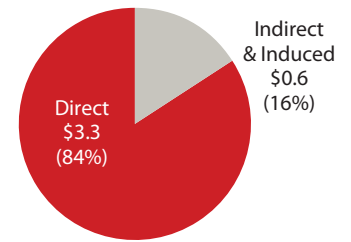
(Based on \$81.7 million in total spending)⁶



Direct Tax Revenue, 2018



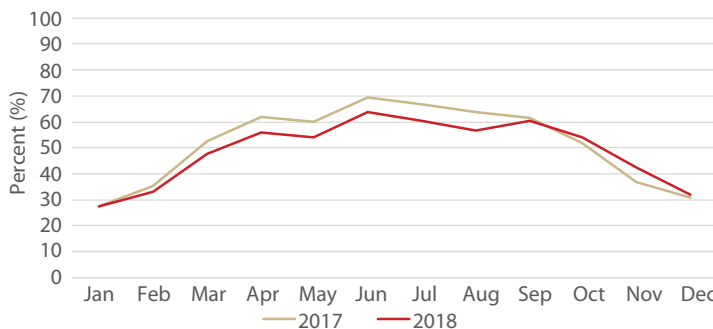
Total Tax Revenue, 2018



Hotel Data

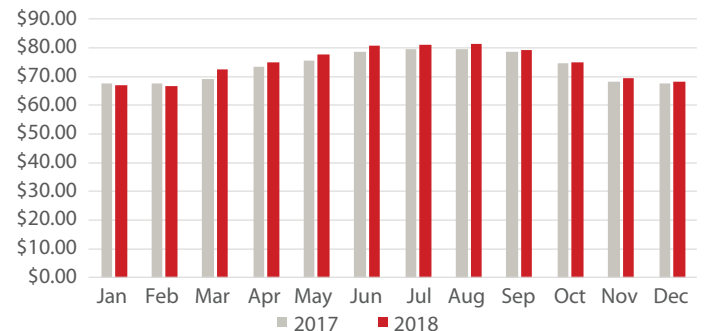
Millard and Juab counties' combined hotel occupancy rates averaged 50.6% in 2018 compared to 53.4% in 2017. June, July, September, and August (in that order) had the highest average

Average Hotel Occupancy Rate



occupancy rates. In 2018, Millard and Juab counties' combined average daily room rate was \$75.10 compared to \$73.83 in 2017, a 1.7% year-over-year increase.

Average Hotel Daily Room Rate



Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

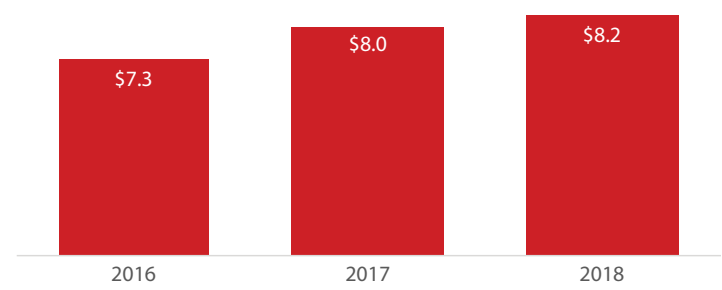
- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- 4 See note #2 regarding "indirect and induced."
- 5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- 6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Morgan County, 2018

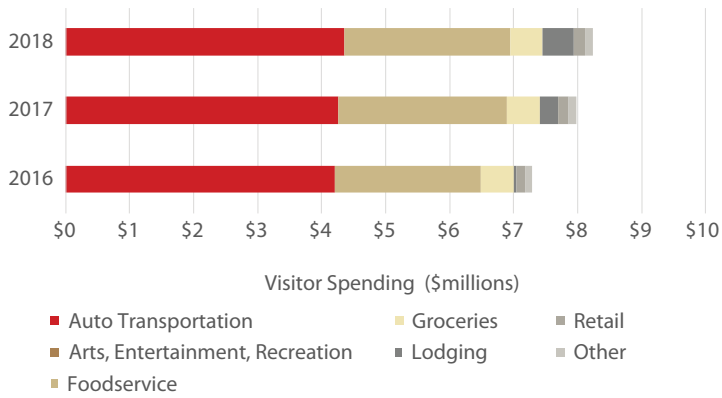
Spending

In 2018, visitors directly spent an estimated \$8.2 million in Morgan County, a 3.3% increase from 2017.¹ The top three spending categories were auto transportation, foodservice, and groceries. Morgan County visitor spending made up 0.1% of total statewide spending.

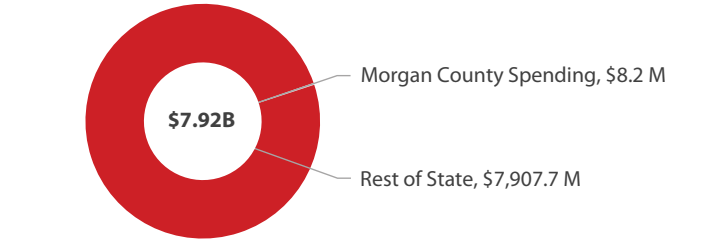
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



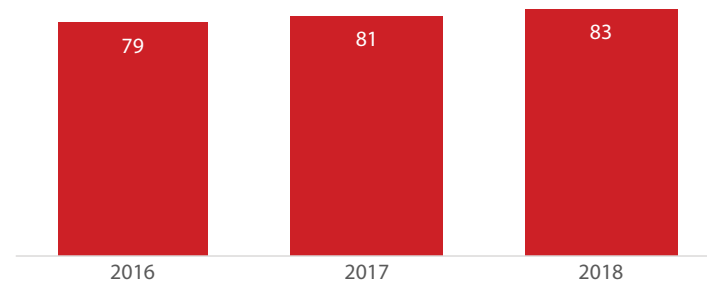
Morgan Portion of Statewide Visitor Spending, 2018



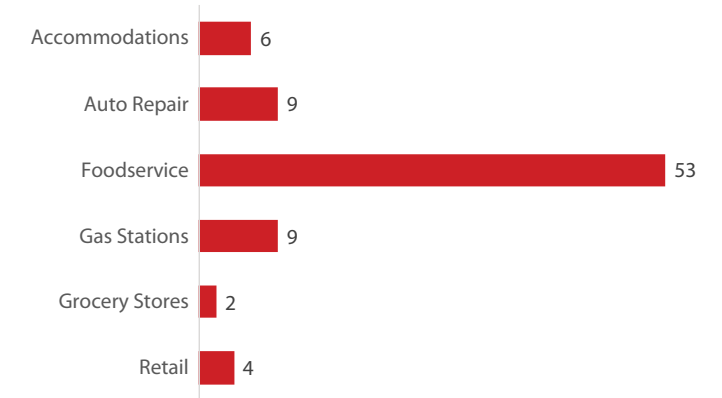
Jobs

Visitor spending supported 83 direct Morgan County travel and tourism jobs, a 3.0% increase from 2017. Foodservice, auto repair, and gas stations were the top three job sectors. These 83 direct travel and tourism jobs supported an additional 14 indirect and induced jobs in the county for a total of 97 jobs.²

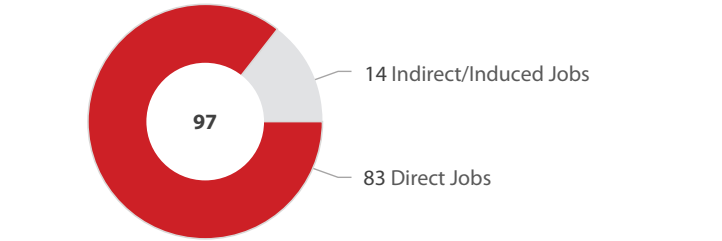
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

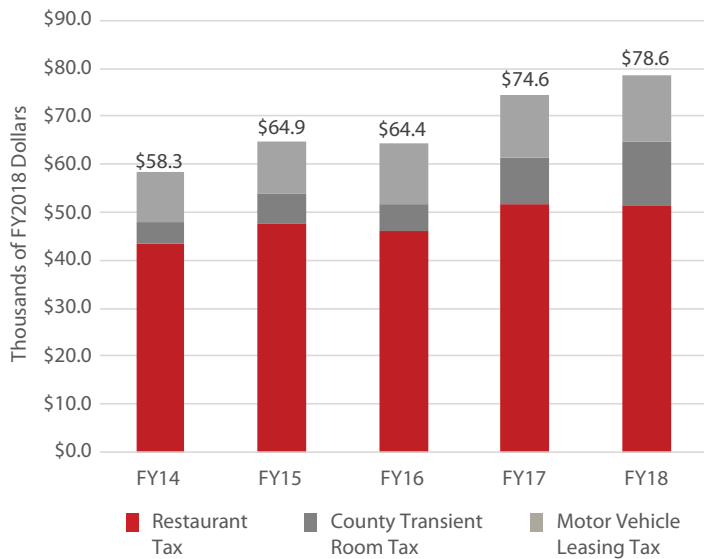


Tax Revenue

Visitor spending generated \$828,903 in direct tax revenue, including \$576,711 in state and \$252,192 in local tax revenue.³ Visitor spending generated approximately \$176,810 in additional indirect and induced state and local tax revenue, for a total of \$1.0 million.⁴

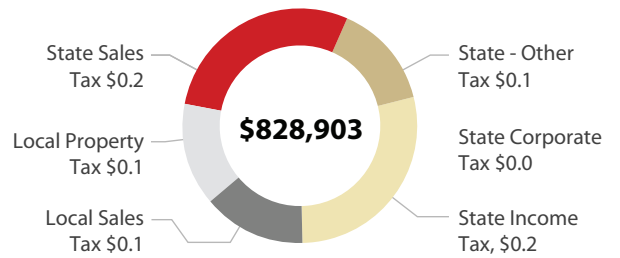
Travel and tourism-related sales tax revenues include transient room tax, restaurant tax, and motor vehicle leasing tax. In fiscal year 2018, Morgan County collected a total of \$78,613 in these three combined taxes, up 5.3% percent from 2017 and 34.7% over the past five years.⁵

Select Local Sales Tax Revenues



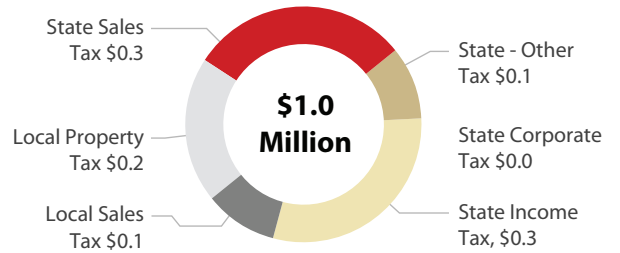
Direct Tax Revenue, 2018

(Based on \$8.2 million in direct spending)

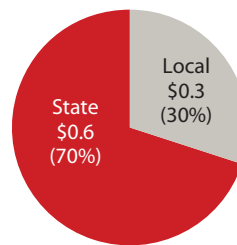


Total Tax Revenue, 2018

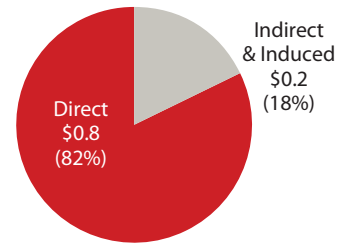
(Based on \$9.8 million in total spending)⁶



Direct Tax Revenue, 2018



Total Tax Revenue, 2018



Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

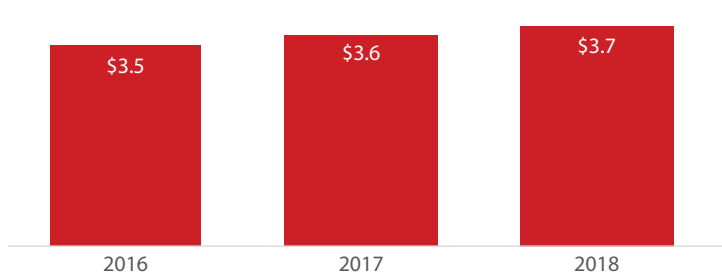
- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- 4 See note #2 regarding "indirect and induced."
- 5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- 6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Piute County, 2018

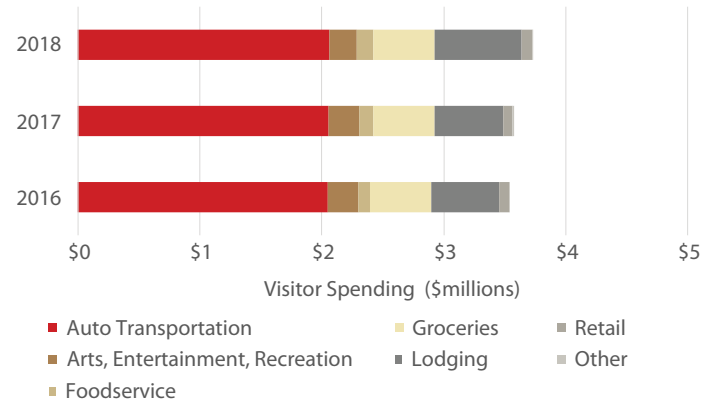
Spending

In 2018, visitors directly spent an estimated \$3.7 million in Piute County, an 4.4% increase from 2017.¹ The top three spending categories were auto transportation, lodging, and groceries. Piute County visitor spending made up 0.05% of total statewide spending.

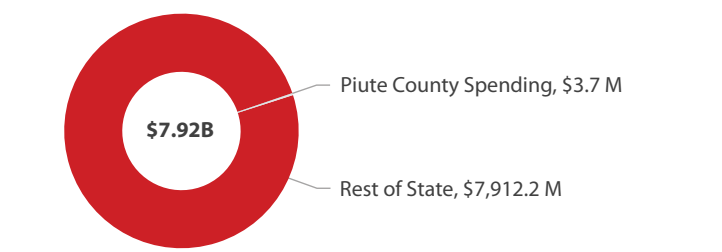
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



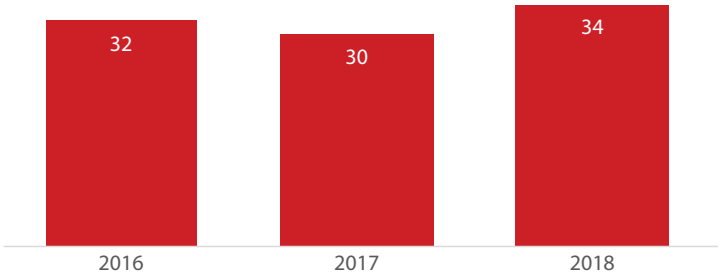
Piute Portion of Statewide Visitor Spending, 2018



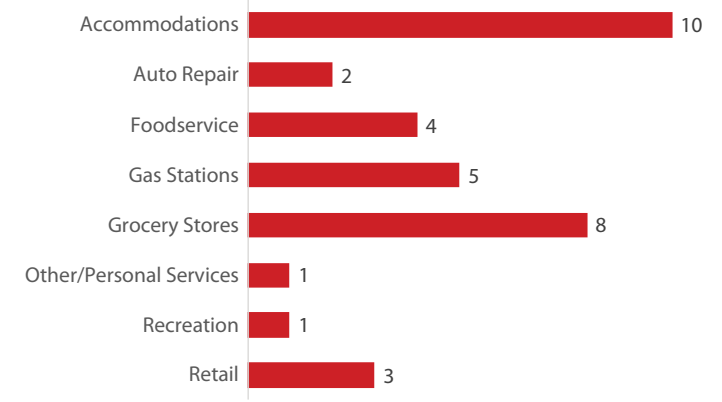
Jobs

Visitor spending supported 34 direct Piute County travel and tourism jobs, a 12.9% increase from 2017. Accommodations, grocery stores, and gas stations were the top three job sectors. These 32 direct travel and tourism jobs supported an additional 4 indirect and induced jobs in the county for a total 36 jobs.²

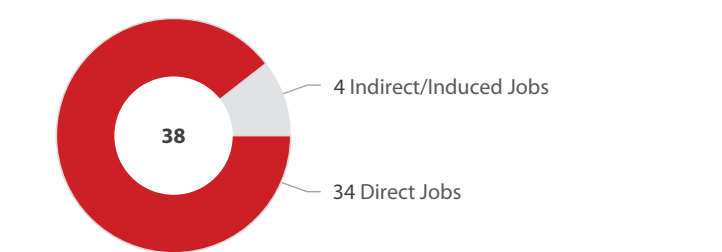
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

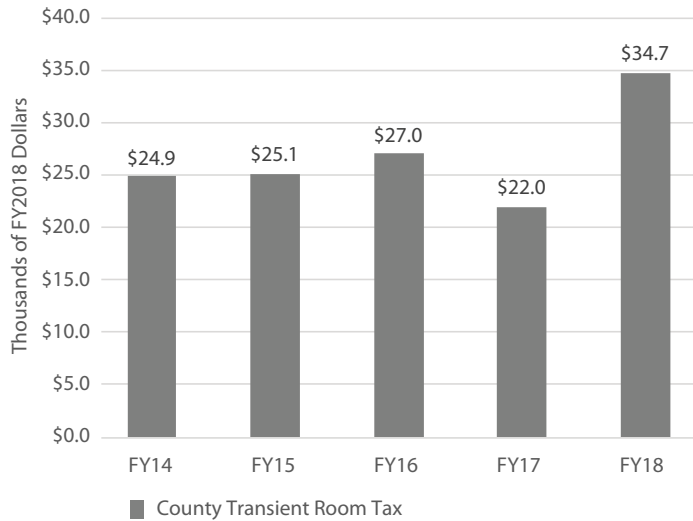


Tax Revenue

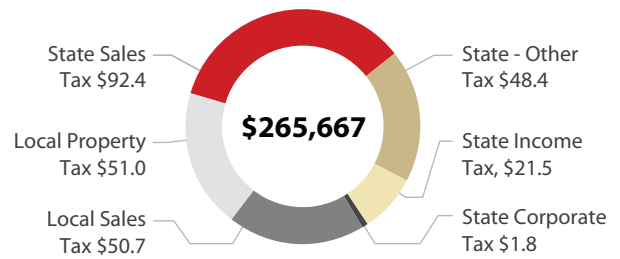
Visitor spending generated \$265,667 in direct tax revenue, including \$164,000 in state and \$101,667 in local tax revenue.³ Visitor spending generated approximately \$28,232 in additional indirect and induced state and local tax revenue, for a total of \$293,899.⁴

The only local tourism-related sales tax Piute County collects is transient room tax. In fiscal year 2018, Piute County collected a total of \$34,742 in county lodging tax, up 57.9% percent from 2017 and 39.6% over the past five years.⁵

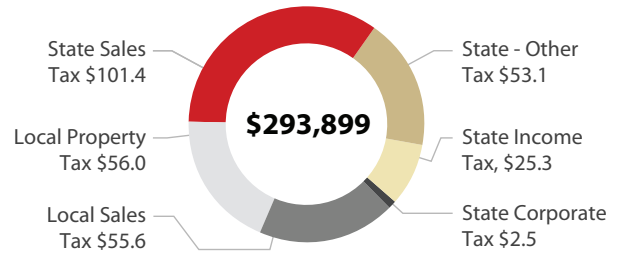
Select Local Sales Tax Revenues



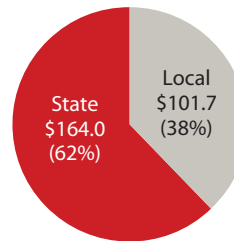
Direct Travel & Tourism Tax Revenue, 2018 (Based on \$3.7 million in direct spending)



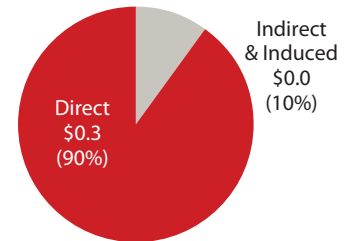
Total Travel & Tourism Tax Revenue, 2018 (Based on \$4.1 million in total spending)⁶



Direct Tax Revenue, 2018



Total Tax Revenue, 2018



Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- 4 See note #2 regarding "indirect and induced."
- 5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- 6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Rich County, 2018

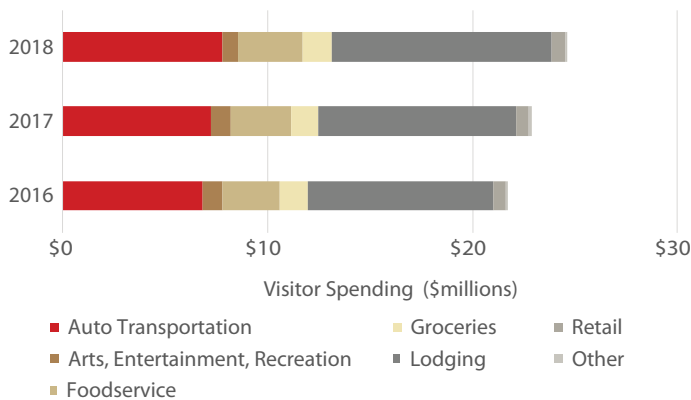
Spending

In 2018, visitors directly spent an estimated \$24.6 million in Rich County, a 17.0% increase from 2017.¹ The top three spending categories were lodging, auto transportation, and foodservice. Rich County visitor spending made up 0.3% of total statewide spending.

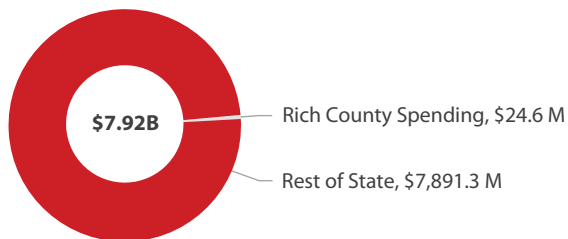
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



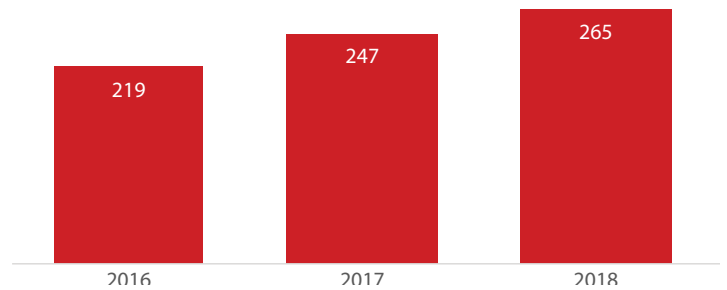
Rich Portion of Statewide Visitor Spending, 2018



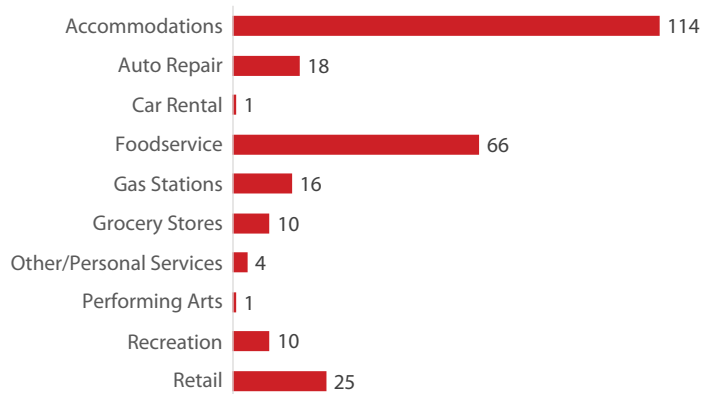
Jobs

Visitor spending supported 265 direct Rich County travel and tourism jobs, a 7.3% increase from 2017. Accommodations, foodservice, and retail were the top three job sectors. These 265 direct travel and tourism jobs supported an additional 54 indirect and induced jobs in the county for a total of 319 jobs.²

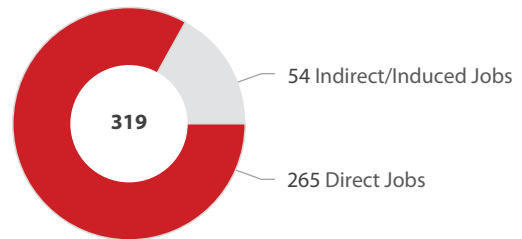
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

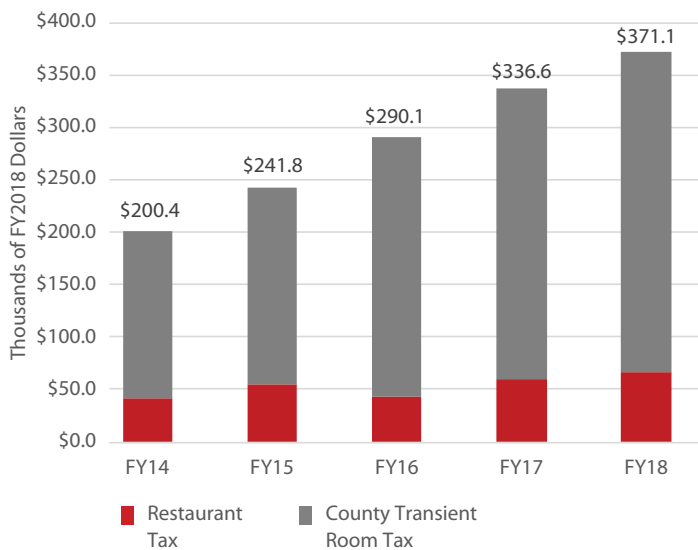


Tax Revenue

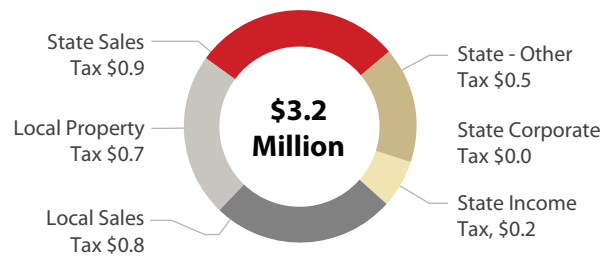
Visitor spending generated \$3.2 million in direct tax revenue, including \$1.6 million in state and \$1.5 million in local tax revenue.³ Visitor spending generated approximately \$505,327 in additional indirect and induced state and local tax revenue, for a total of \$3.7 million.⁴

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Rich County collected a total of \$371,122 in these two sales taxes combined, up 10.2% percent from 2017 and 85.2% over the past five years.⁵

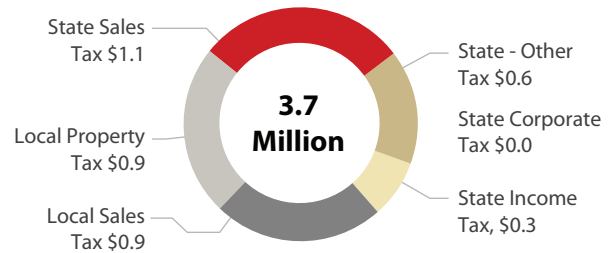
Select Local Sales Tax Revenues



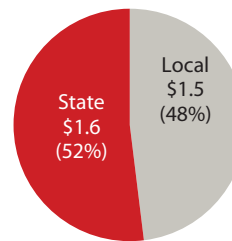
Direct Travel & Tourism Tax Revenue, 2018 (Based on \$24.6 million in direct spending)



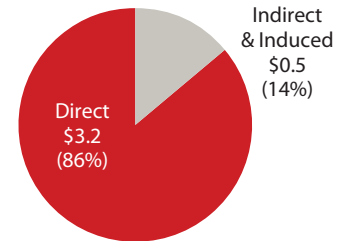
Total Travel & Tourism Tax Revenue, 2018 (Based on \$30.4 million in total spending)⁶



Direct Tax Revenue, 2018



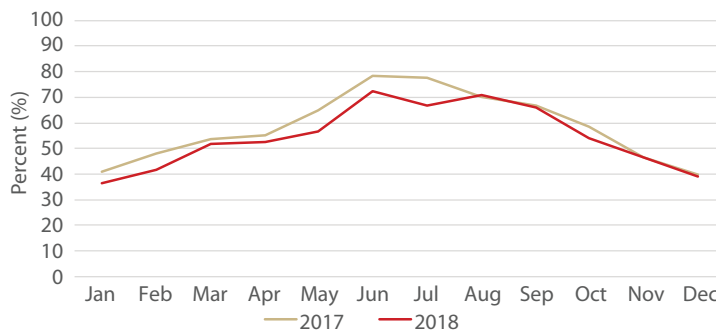
Total Tax Revenue, 2018



Hotel Data

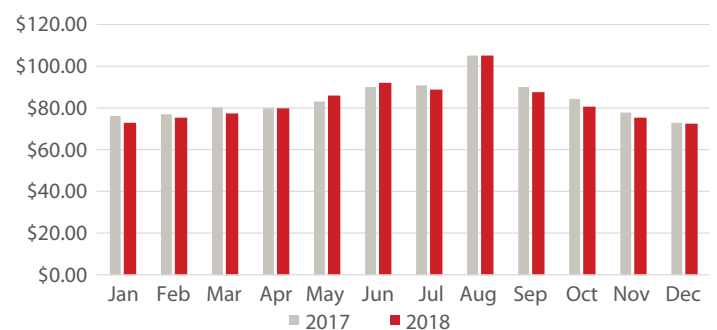
Rich and Cache Counties' combined hotel occupancy rates averaged 54.6% in 2018 compared to 58.4% in 2017. June, August, July, and September (in that order) had the highest

Average Hotel Occupancy Rate



average occupancy rates. In 2018, Rich and Cache Counties' combined average daily room rate was \$82.85 compared to \$83.99 in 2017, a 1.4% year-over-year decrease.

Average Hotel Daily Room Rate



Endnotes

- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

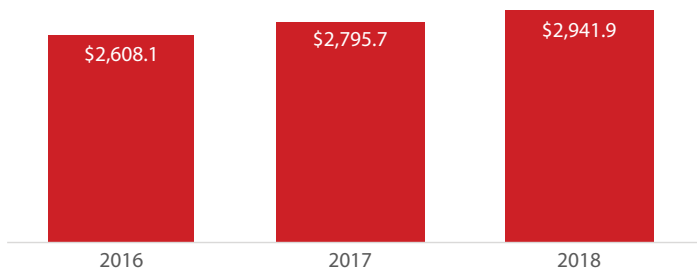
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Salt Lake County, 2018

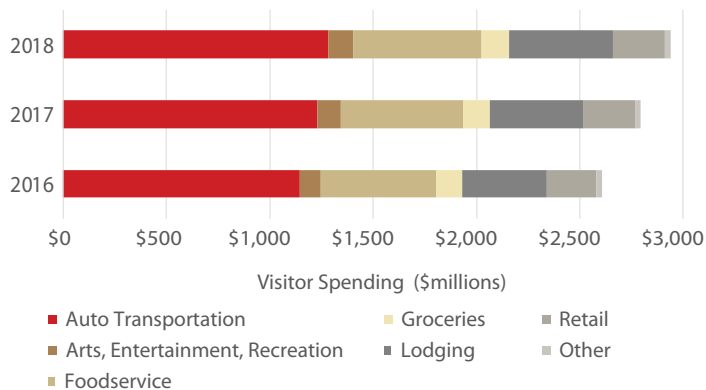
Spending

In 2018, visitors directly spent an estimated \$2.94 billion in Salt Lake County, a 5.2% increase from 2017.¹ The top three spending categories were auto transportation (e.g. car rental, gasoline, and auto repair), and foodservice. Salt Lake County visitor spending made up 37.2% of total statewide spending.

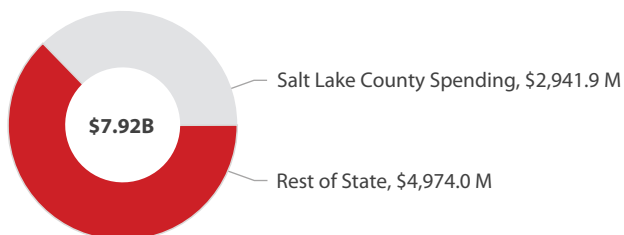
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



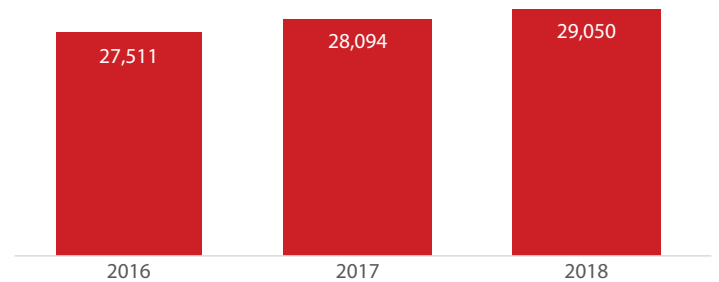
Salt Lake Portion of Statewide Direct Visitor Spending, 2018



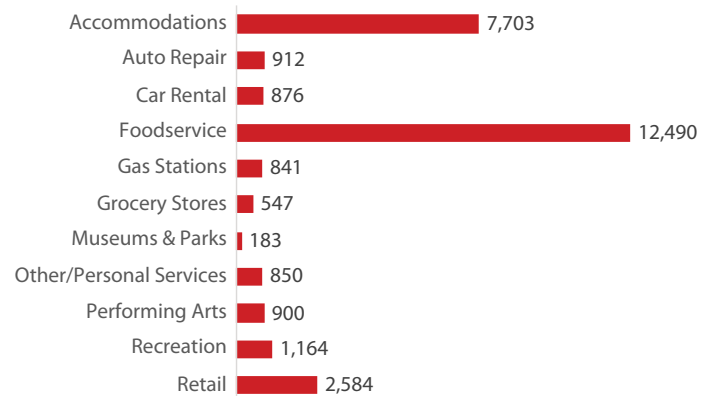
Jobs

Visitor spending supported 29,050 direct Salt Lake County travel and tourism jobs, a 3.4% increase from 2017. Foodservice, accommodations, and air transportation were the top three job sectors. These 29,050 direct travel and tourism jobs supported an additional 10,248 indirect and induced county jobs for a total of 39,298 jobs.²

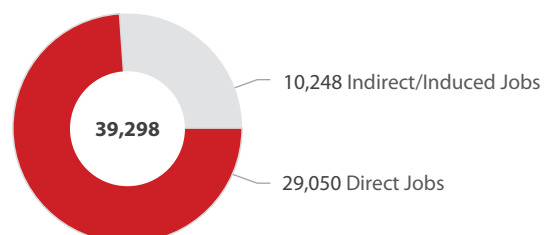
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

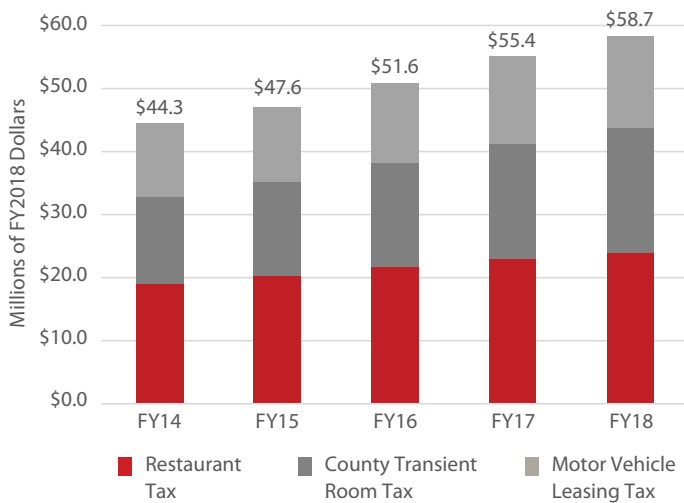


Tax Revenue

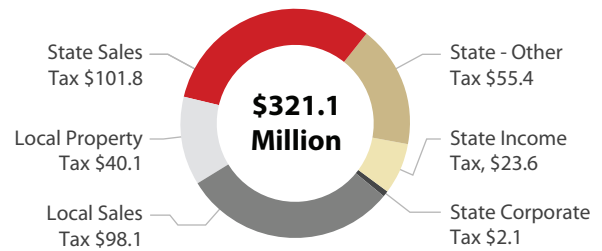
Visitor spending generated \$321.1 million in direct tax revenue, including \$182.9 million in state and \$138.2 million in local tax revenue.³ Visitor spending generated approximately \$134.1 million in additional indirect and induced state and local tax revenue, for a total of \$455.2 million.⁴

Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle leasing tax, and restaurant tax. In 2018, Salt Lake County collected a total of \$58.7 million from these three sales taxes, up 6.1% from 2017 and 32.6% over the past five years.⁵

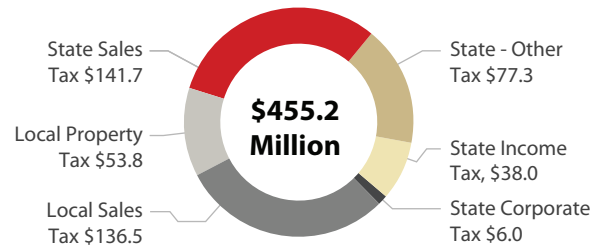
Select Local Sales Tax Revenues



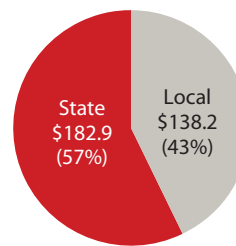
Direct Travel & Tourism Tax Revenue, 2018 (Based on \$2.94 billion in direct spending)



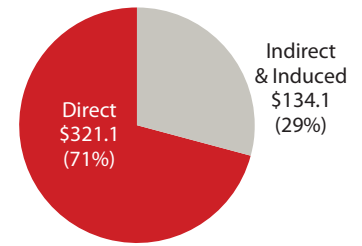
Total Travel & Tourism Tax Revenue, 2018 (Based on 4.48 billion in total spending)⁶



Direct Tax Revenue, 2018



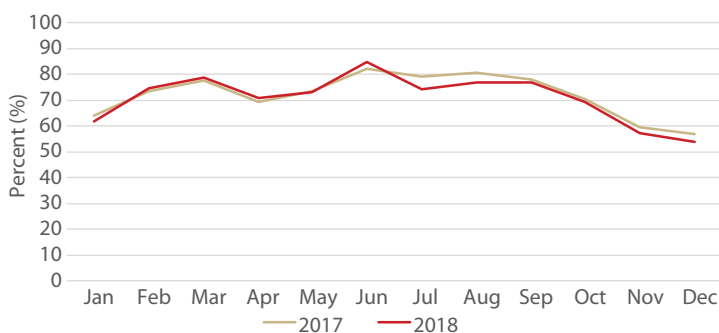
Total Tax Revenue, 2018



Hotel Data

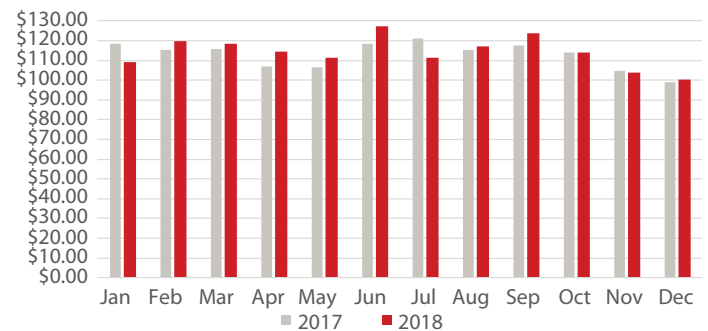
Salt Lake County hotel occupancy rates averaged 71.0% in 2018 compared to 72.1% in 2017. June, March, August, and September (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



In 2018, Salt Lake County's average daily room rate was \$114.25 compared to \$112.75 in 2017, a 1.3% year-over-year increase.

Average Hotel Daily Room Rate



Endnotes

- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

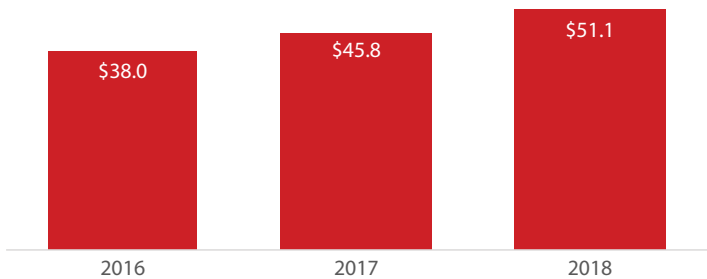
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- Total spending includes direct spending plus indirect and induced spending effects (see note #2).

San Juan County, 2018

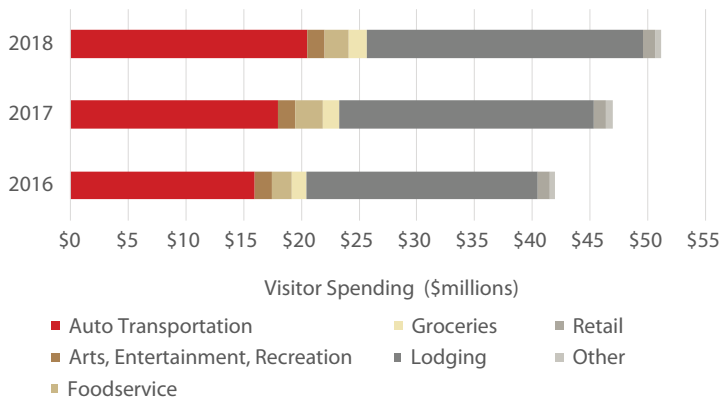
Spending

In 2018, visitors directly spent an estimated \$51.1 million in San Juan County, an 11.7% increase from 2017.¹ The top three spending categories were lodging, auto transportation, and foodservice. San Juan County visitor spending made up 0.6% of total statewide spending.

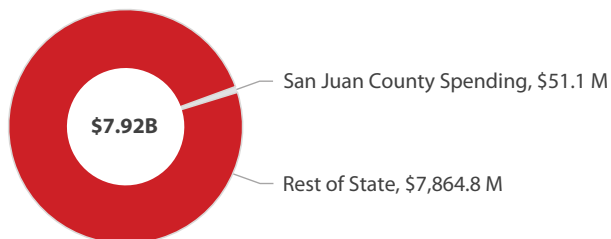
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



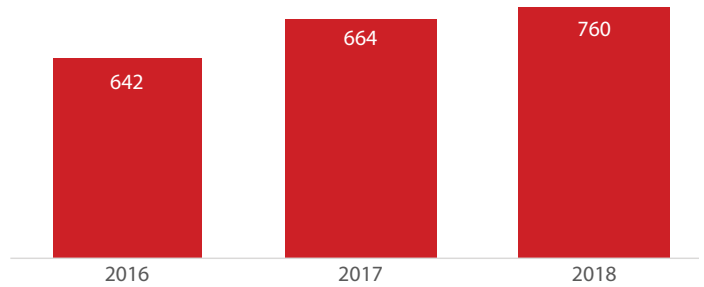
San Juan Portion of Statewide Visitor Spending, 2018



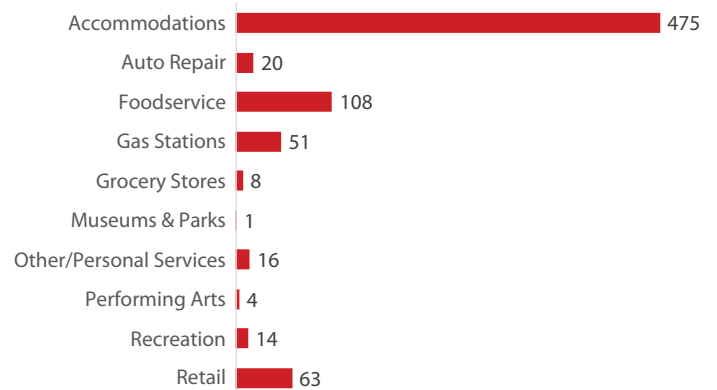
Jobs

Visitor spending supported 760 direct San Juan County travel and tourism jobs, a 4.1% increase from 2017. Accommodations, foodservice, and retail were the top three job sectors. These 760 direct travel and tourism jobs supported an additional 120 indirect and induced jobs in the county for a total of 880 jobs.²

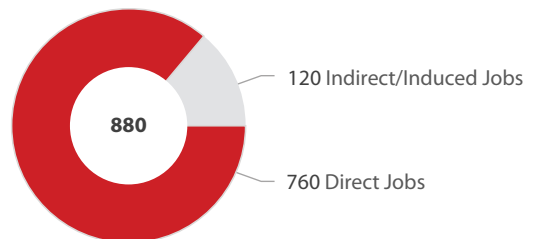
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

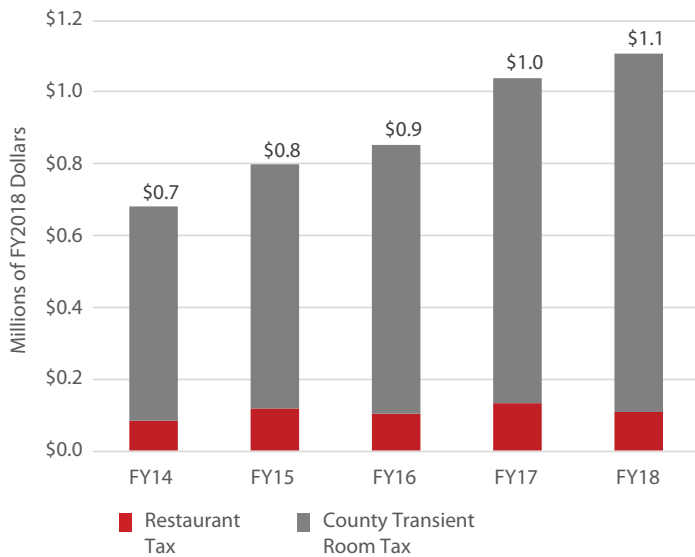


Tax Revenue

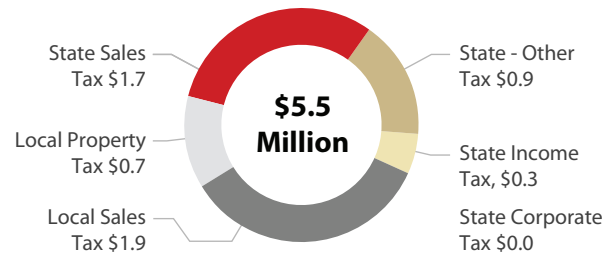
Visitor spending generated \$5.5 million in direct tax revenue, including \$2.9 million in state and \$2.6 million in local tax revenue.³ Visitor spending generated approximately \$631,375 in additional indirect and induced state and local tax revenue, for a total of \$6.2 million.⁴

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, San Juan County collected a total of \$1.1 million in these two sales taxes combined, up 6.2% percent from 2017 and up 62.7% over the past five years.⁵

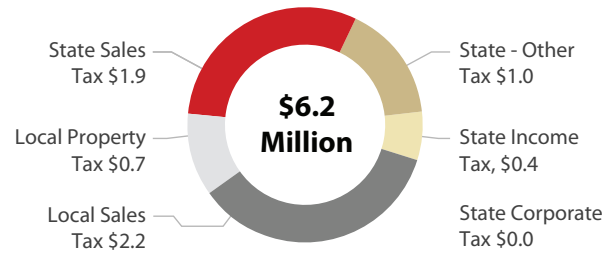
Select Local Sales Tax Revenues



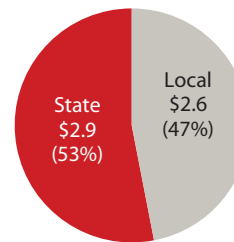
Direct Travel & Tourism Tax Revenue, 2018 (Based on \$51.1 million in direct spending)



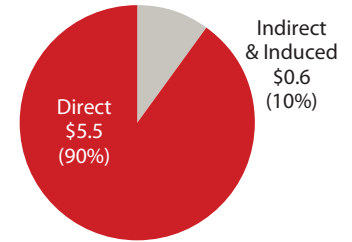
Total Travel & Tourism Tax Revenue, 2018 (Based on \$58.7 million in total spending)⁶



Direct Tax Revenue, 2018



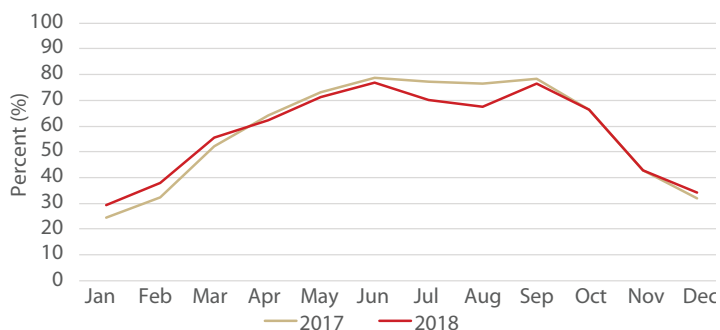
Total Tax Revenue, 2018



Hotel Data

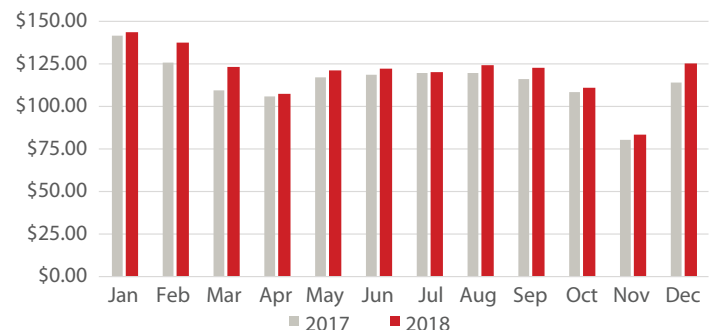
San Juan, Garfield, and Wayne counties' combined hotel occupancy rates averaged 57.5% in 2018 compared to 58.2% in 2017. June, September, May, and July (in that order) had the

Average Hotel Occupancy Rate



highest average occupancy rates. In 2018, San Juan, Garfield, and Wayne counties' combined average daily room rate was \$120.28 compared to \$114.85 in 2017, a 4.7% year-over-year increase.

Average Hotel Daily Room Rate



Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- 4 See note #2 regarding "indirect and induced."
- 5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- 6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Sanpete County, 2018

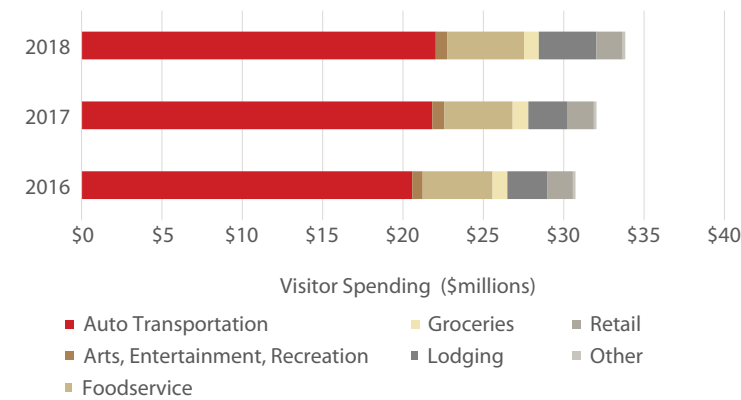
Spending

In 2018, visitors directly spent an estimated \$33.8 million in Sanpete County, an 5.6% increase from 2017.¹ The top three spending categories were auto transportation, foodservice, and lodging. Sanpete County visitor spending made up 0.4% of total statewide spending.

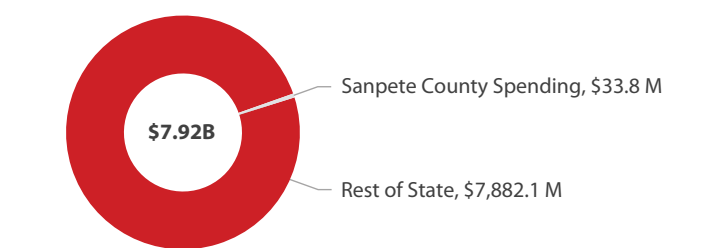
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



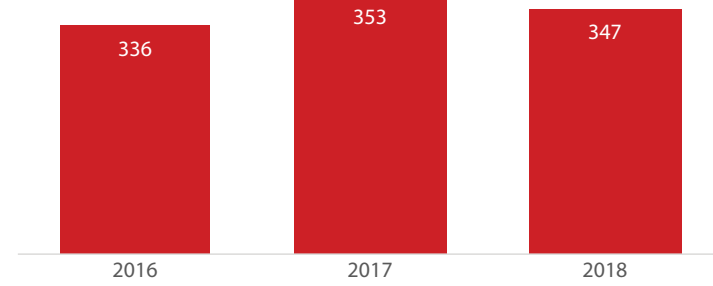
Sanpete Portion of Statewide Visitor Spending, 2018



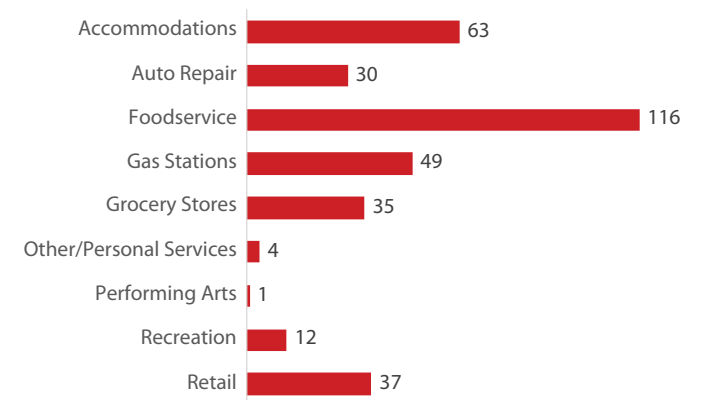
Jobs

Visitor spending supported 347 direct Sanpete County travel and tourism jobs, a 1.7% decrease from 2017. Foodservice, accommodations, and gas stations were the top three job sectors. These 347 direct travel and tourism jobs supported an additional 64 indirect and induced jobs in the county for a total of 411 jobs.²

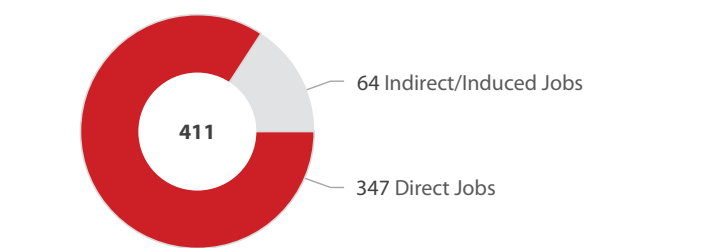
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

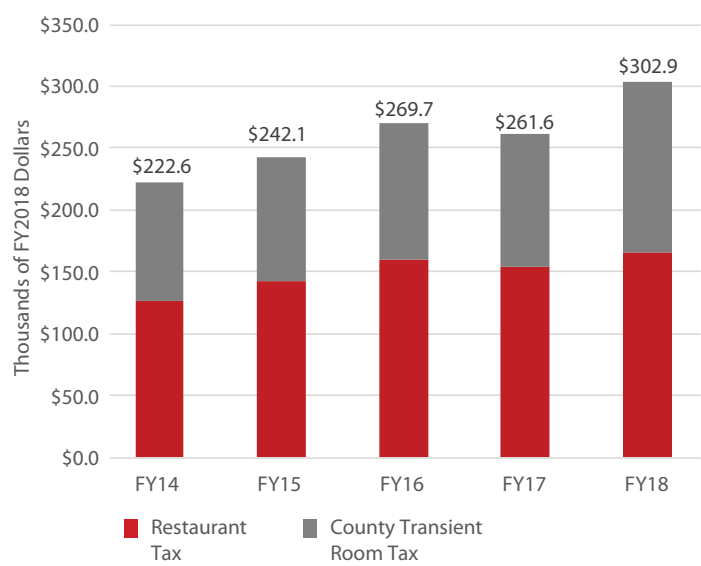


Tax Revenue

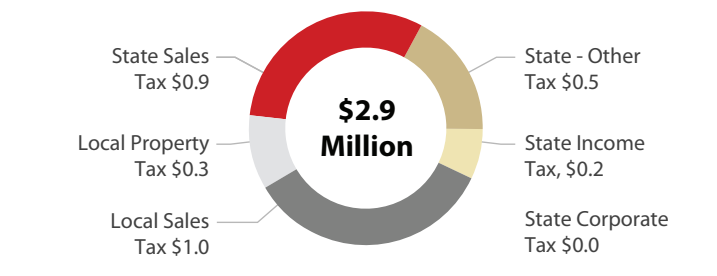
Visitor spending generated \$3.0 million in direct tax revenue, including \$1.6 million in state and \$1.4 million in local tax revenue.³ Visitor spending generated approximately \$513,341 in additional indirect and induced state and local tax revenue, for a total of \$3.5 million.⁴

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Sanpete County collected a total of \$302,887 in these two sales taxes combined, up 15.8% percent from 2017 and 36.1% over the past five years.⁵

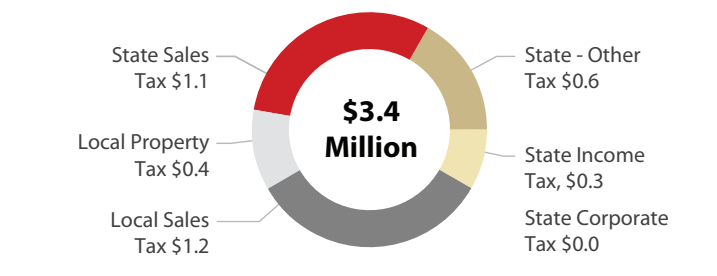
Select Local Sales Tax Revenues



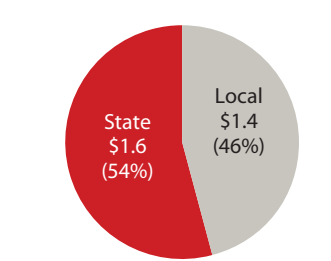
Direct Tax Revenue, 2018
(Based on \$33.8 million in direct spending)



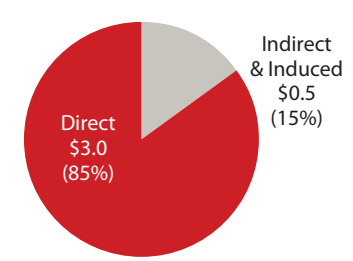
Total Tax Revenue, 2018
(Based on \$39.7 million in total spending)⁶



Direct Tax Revenue, 2018



Total Tax Revenue, 2018



Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.

2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional “induced” effects.
- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.

4 See note #2 regarding “indirect and induced.”

5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).

6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Sevier County, 2018

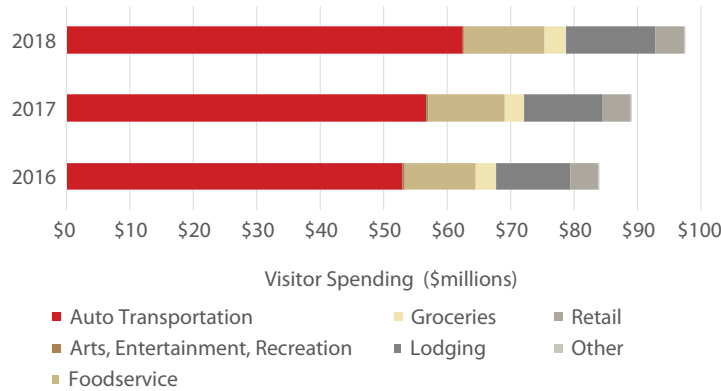
Spending

In 2018, visitors directly spent an estimated \$97.4 million in Sevier County, a 9.4% increase from 2017.¹ The top three spending categories were auto transportation, lodging, and foodservice. Sevier County visitor spending made up 1.2% of total statewide spending.

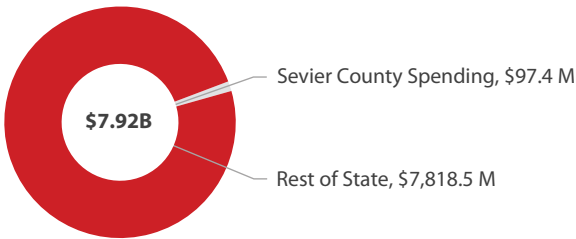
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



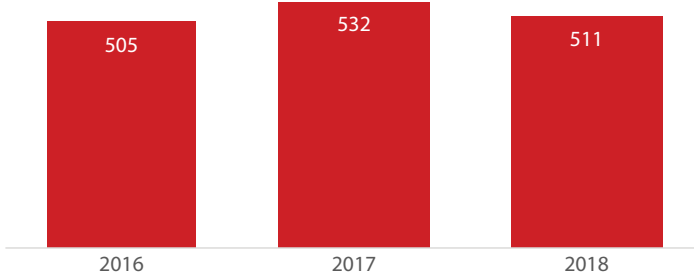
Sevier Portion of Statewide Visitor Spending, 2018



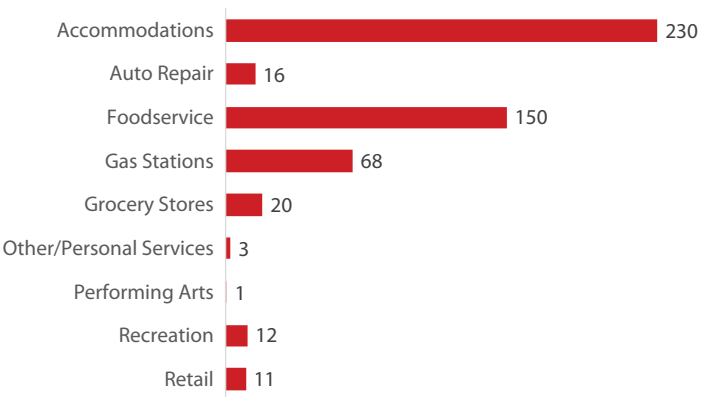
Jobs

Visitor spending supported 511 direct Sevier County travel and tourism jobs, a 3.9% decrease from 2017. Accommodations, foodservice, and gas stations were the top three job sectors. These 511 direct travel and tourism jobs supported an additional 106 indirect and induced jobs in the county for a total of 617 jobs.²

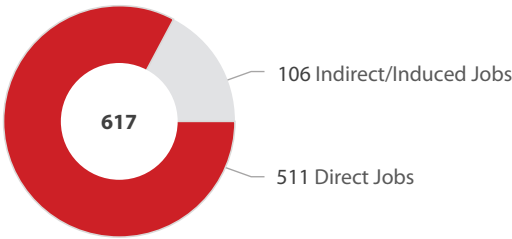
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

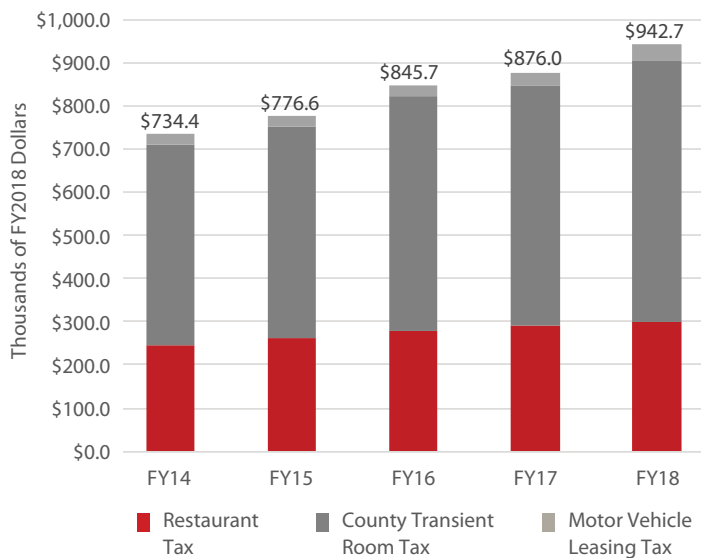


Tax Revenue

Visitor spending generated \$6.2 million in direct tax revenue, including \$4.0 million in state and \$2.2 million in local tax revenue.³ Visitor spending generated approximately \$1.5 million in additional indirect and induced state and local tax revenue, for a total of \$7.7 million.⁴

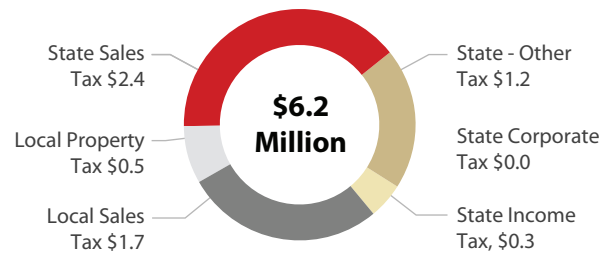
Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In fiscal year 2018, Sevier County collected a total of \$942,711 in these three sales taxes combined, up 7.6% from 2017 and up 28.4% over the past five years.⁵

Select Local Sales Tax Revenues



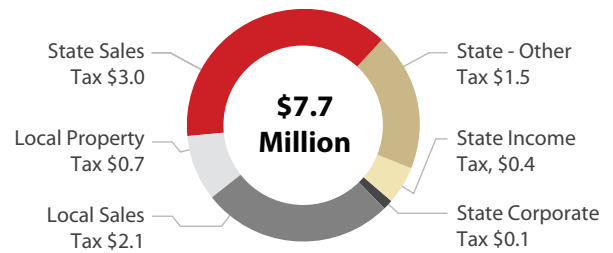
Direct Tax Revenue, 2018

(Based on \$97.4 million in direct spending)

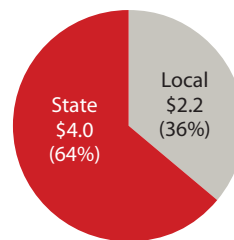


Total Tax Revenue, 2018

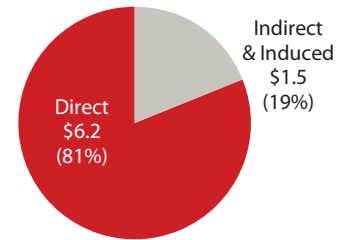
(Based on \$114.0 million in total spending)⁶



Direct Tax Revenue, 2018



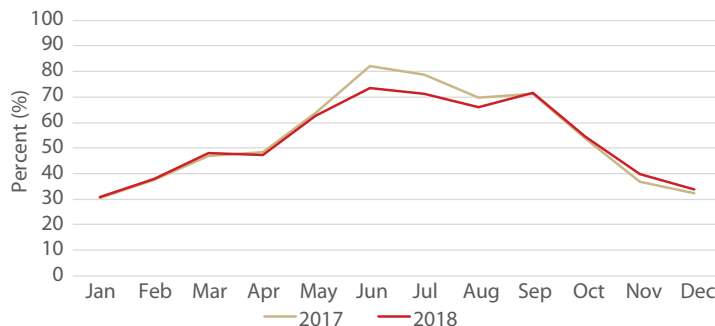
Total Tax Revenue, 2018



Hotel Data

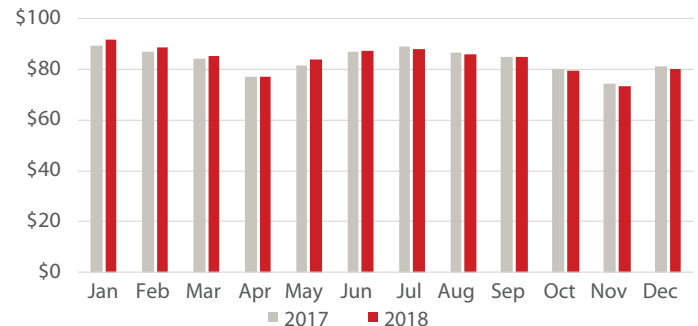
Sevier County hotel occupancy rates averaged 53.1% in 2018 compared to 54.3% in 2017. June, September, July, and August (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



In 2018, Sevier County's average daily room rate was \$83.89 in 2018 compared to \$83.57 in 2017, a 0.4% year-over-year increase.

Average Hotel Daily Room Rate



Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

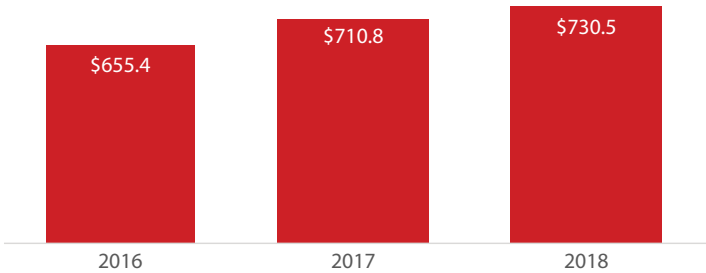
- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- 4 See note #2 regarding "indirect and induced."
- 5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- 6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Summit County, 2018

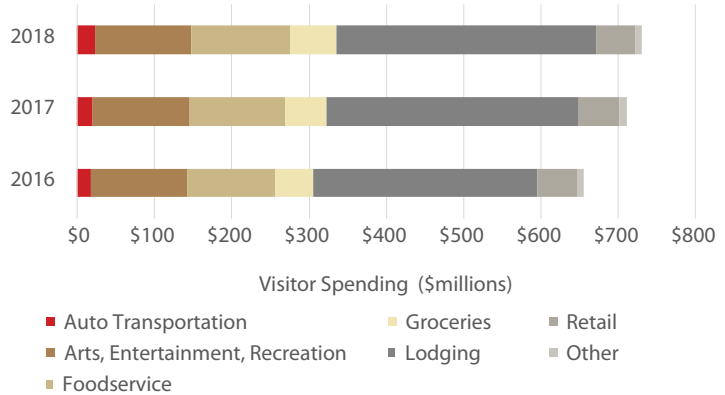
Spending

In 2018, visitors directly spent an estimated \$730.5 million in Summit County, a 2.8% increase from 2017.¹ The top three spending categories were lodging, foodservice, and recreation. Summit County visitor spending made up 9.2% of total statewide spending.

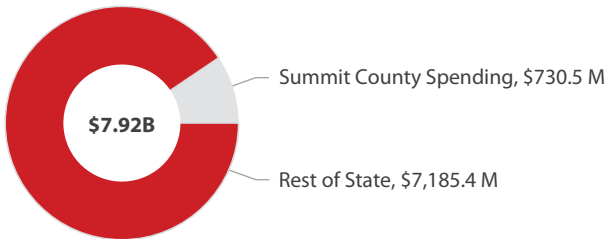
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



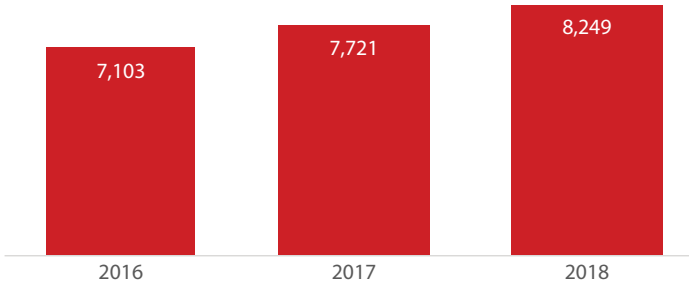
Summit Portion of Statewide Visitor Spending, 2018



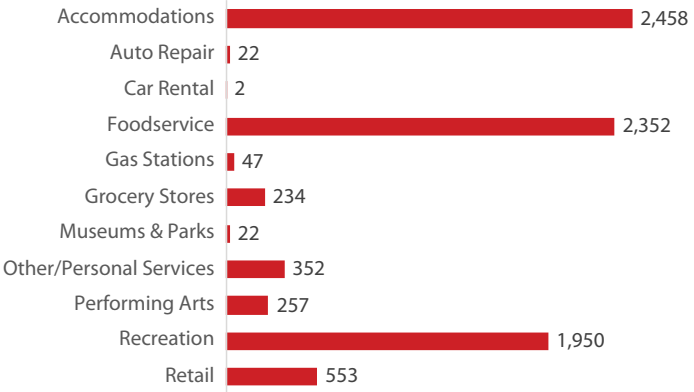
Jobs

Visitor spending supported 8,249 direct Summit County travel and tourism jobs, a 6.8% increase from 2017. Accommodations, foodservice, and recreation were the top three job sectors. These 8,249 direct travel and tourism jobs supported an additional 1,765 indirect and induced county jobs for a total of 10,014 jobs.²

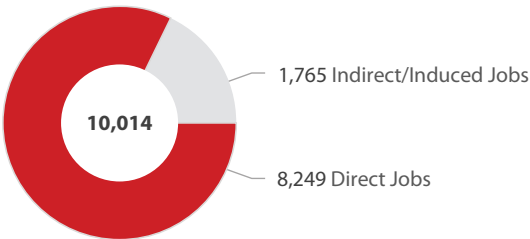
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

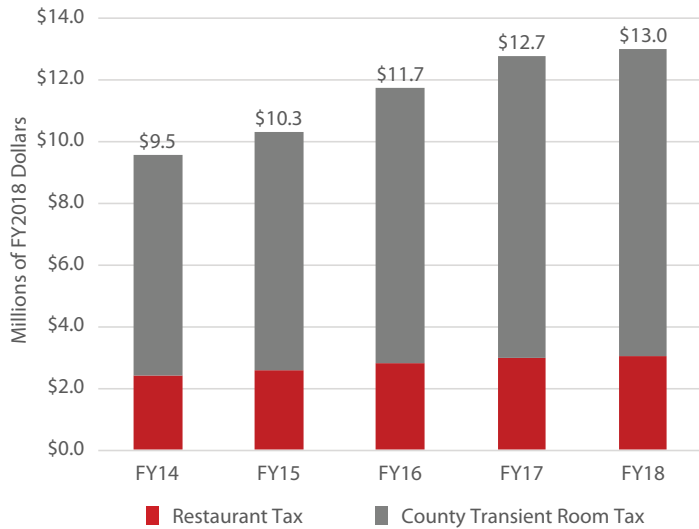


Tax Revenue

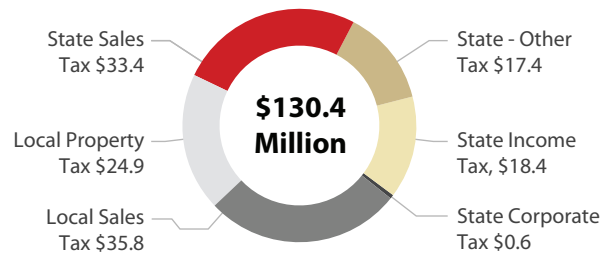
Visitor spending generated \$130.4 million in direct tax revenue, including \$69.8 million in state and \$60.6 million in local tax revenue.³ Visitor spending generated approximately \$26.8 million in additional indirect and induced state and local tax revenue, for a total of \$157.2 million.⁴

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Summit County collected a total of \$13.0 million from these two sales taxes, up 2.0% from 2017 and 35.9% over the past five years.⁵

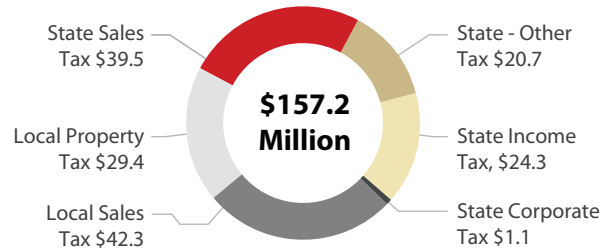
Select Local Sales Tax Revenues



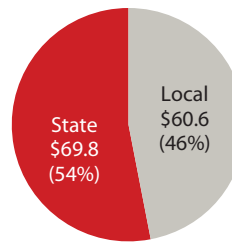
Direct Travel & Tourism Tax Revenue, 2018 (Based on \$730.5 million in direct spending)



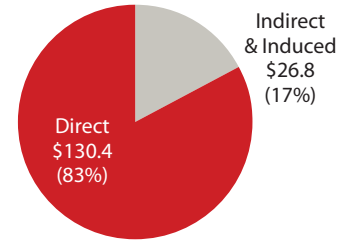
Total Travel & Tourism Tax Revenue, 2018 (Based on \$985.3 million in total spending)⁶



Direct Tax Revenue, 2018



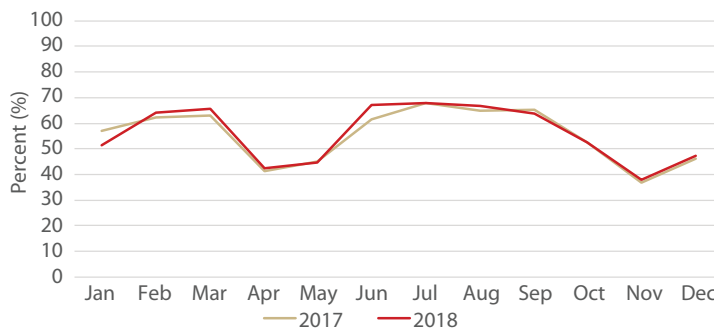
Total Tax Revenue, 2018



Hotel Data

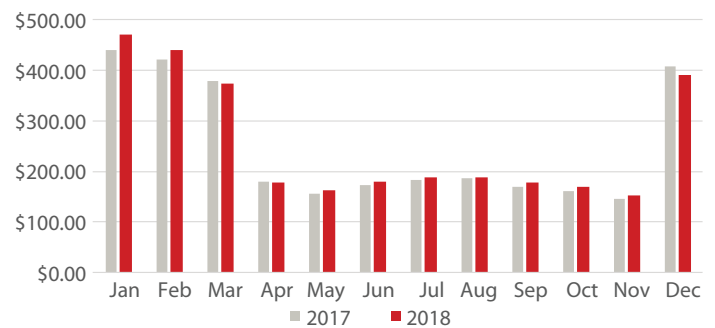
Summit County hotel occupancy rates averaged 56.0% in 2018 compared to 55.3% in 2017. July, June, August, and March (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



In 2018, Summit County's average daily room rate was \$256.18 compared to \$250.33 in 2017, a 2.3% year-over-year increase.

Average Hotel Daily Room Rate



Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

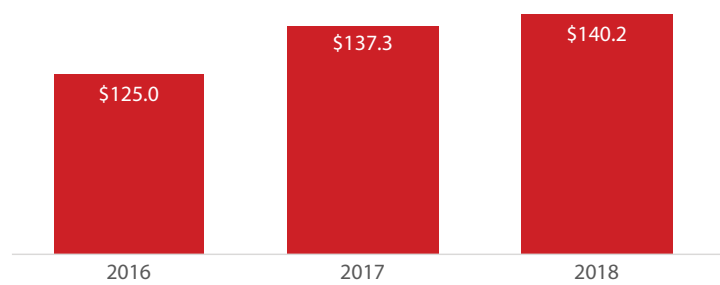
- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- 4 See note #2 regarding "indirect and induced."
- 5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- 6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Tooele County, 2018

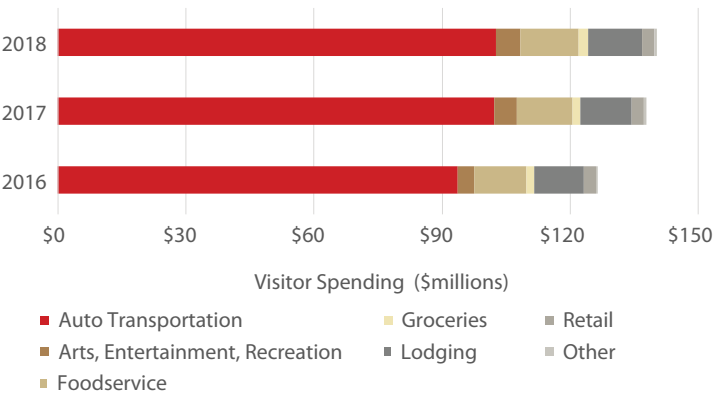
Spending

In 2018, visitors directly spent an estimated \$140.2 million in Tooele County, a 2.1% increase from 2017.¹ The top three spending categories were auto transportation, foodservice, and lodging. Tooele County visitor spending made up 1.8% of total statewide spending.

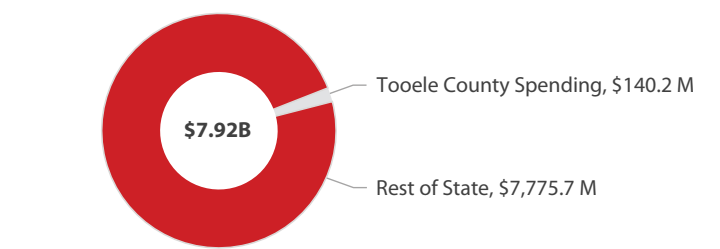
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



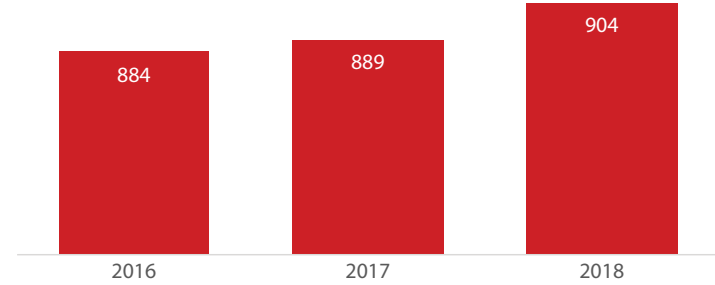
Tooele Portion of Statewide Visitor Spending, 2018



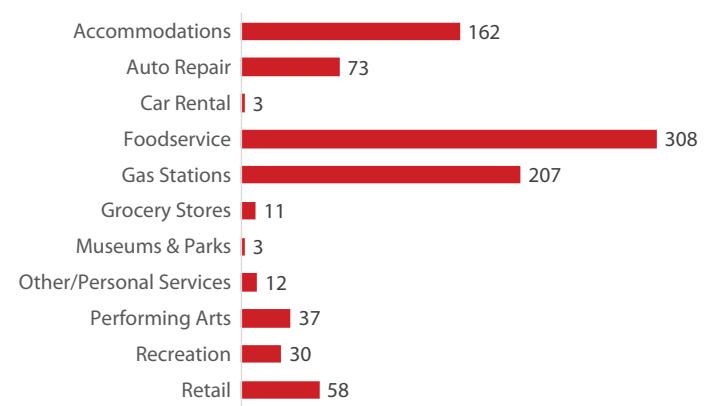
Jobs

Visitor spending supported 904 direct Tooele County travel and tourism jobs, a 1.6% increase from 2017. Foodservice, gas stations, and accommodations were the top three job sectors. These 904 direct travel and tourism jobs supported an additional 161 indirect and induced jobs in the county for a total of 1,065 jobs.²

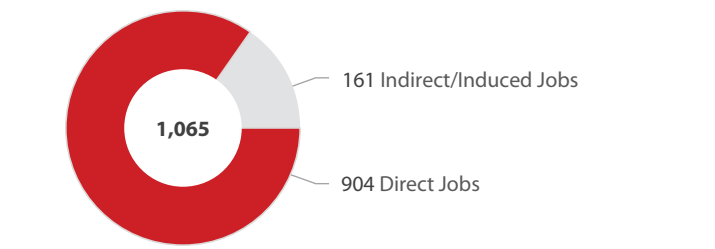
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

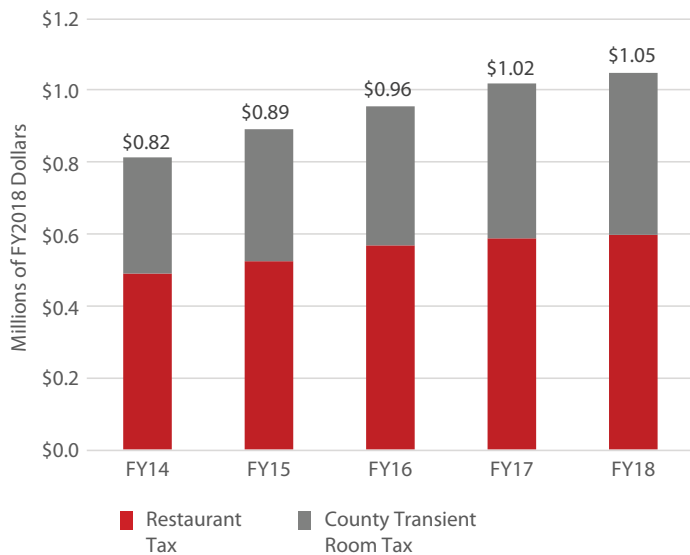


Tax Revenue

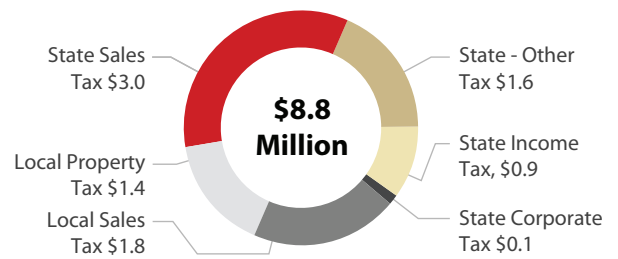
Visitor spending generated \$8.8 million in direct tax revenue, including \$5.6 million in state and \$3.2 million in local tax revenue.³ Visitor spending generated approximately \$1.5 million in additional indirect and induced state and local tax revenue, for a total of \$10.3 million.⁴

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Tooele County collected a total of \$1.05 million in these two sales taxes combined, up 2.8% percent from 2017 and up 28.2% over the past five years.⁵

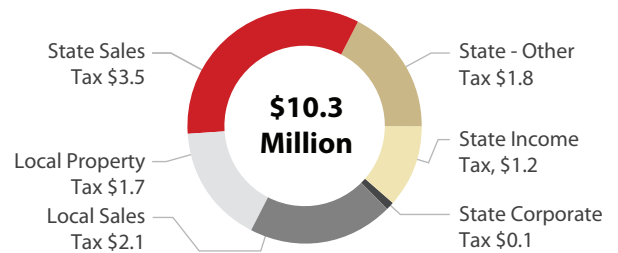
Select Local Sales Tax Revenues



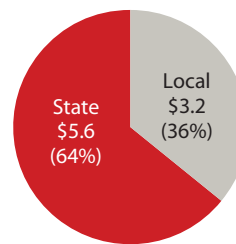
Direct Travel & Tourism Tax Revenue, 2018 (Based on \$140.2 million in direct spending)



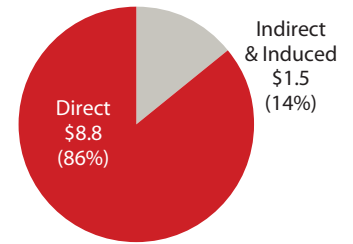
Total Travel & Tourism Tax Revenue, 2018 (Based on \$157.6 million in total spending)⁶



Direct Tax Revenue, 2018



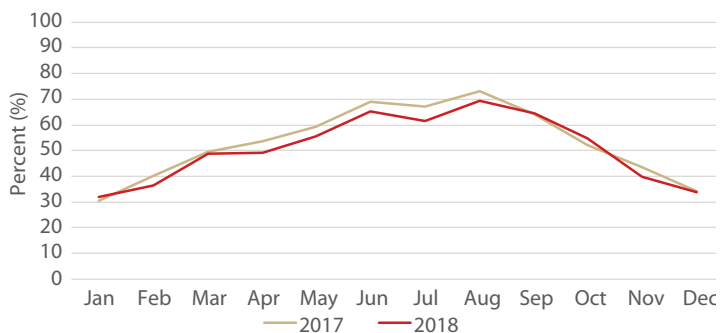
Total Tax Revenue, 2018



Hotel Data

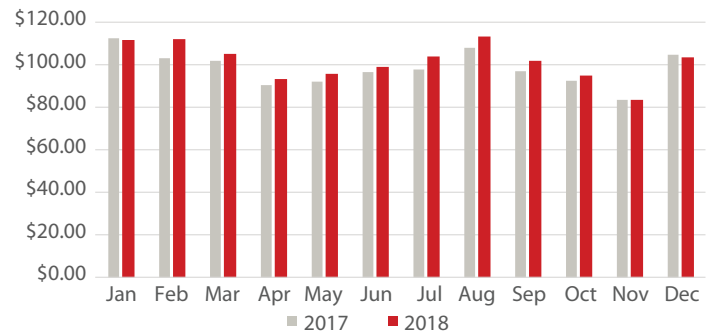
Tooele County hotel occupancy rates averaged 51.0% in 2018 compared to 53.0% in 2017. August, June, September, and July (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



In 2018, Tooele County's average daily room rate was \$101.59 compared to \$98.44 in 2017, a 3.2% year-over-year increase.

Average Hotel Daily Room Rate



Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

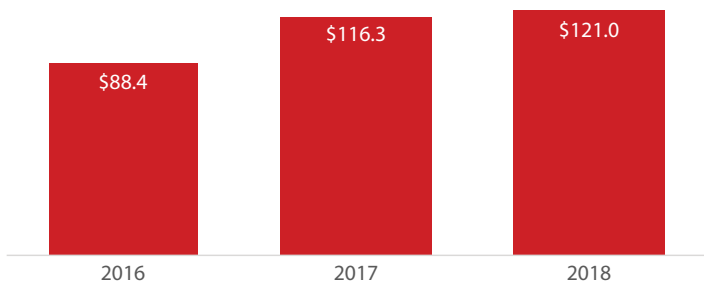
- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- 4 See note #2 regarding "indirect and induced."
- 5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- 6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Uintah County, 2018

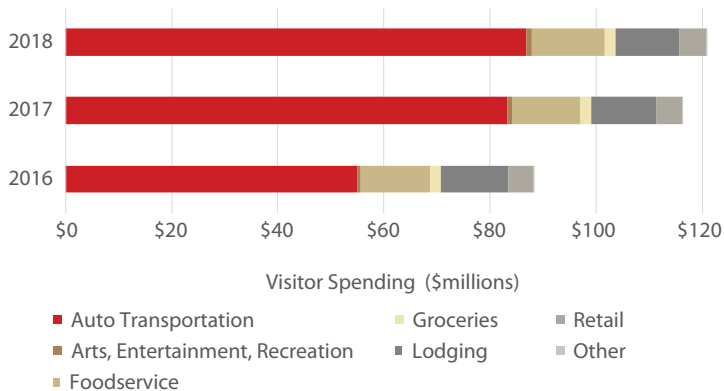
Spending

In 2018, visitors directly spent an estimated \$121.0 million in Uintah County, an 4.0% increase from 2017.¹ The top three spending categories were auto transportation, foodservice, and lodging. Uintah County visitor spending made up 1.5% of total statewide spending.

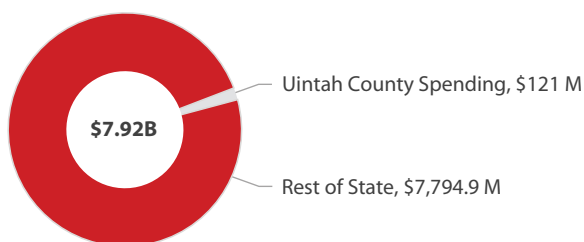
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



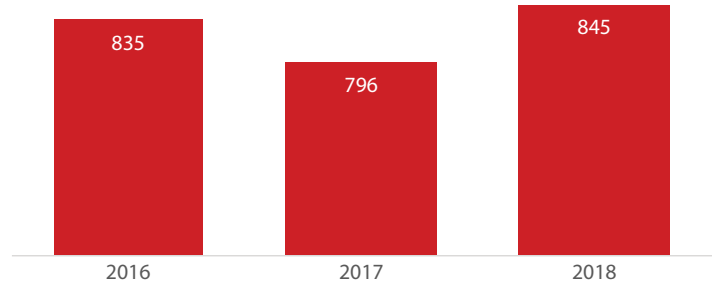
Uintah Portion of Statewide Visitor Spending, 2018



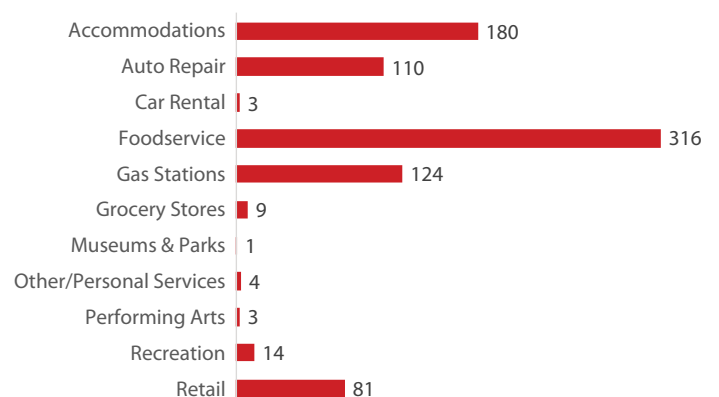
Jobs

Visitor spending supported 845 direct Uintah County travel and tourism jobs, a 6.2% increase from 2017. Foodservice, accommodations, and gas stations were the top three job sectors. These 845 direct travel and tourism jobs supported an additional 167 indirect and induced jobs in the county for a total of 1,012 jobs.²

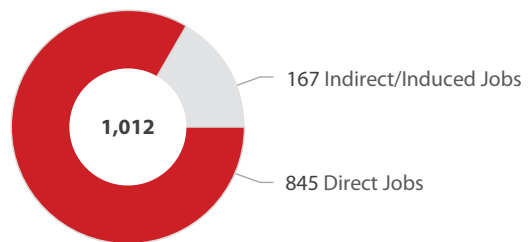
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

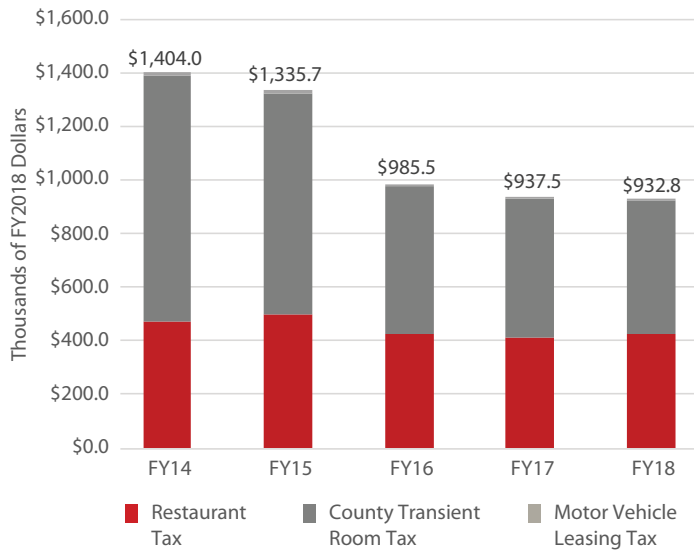


Tax Revenue

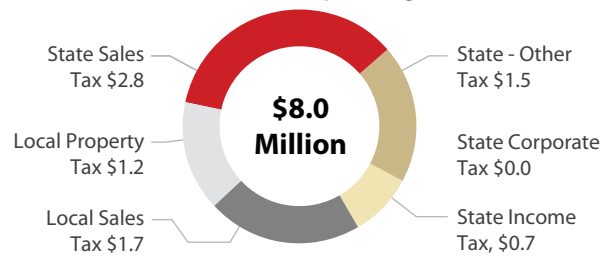
Visitor spending generated \$8.0 million in direct tax revenue, including \$5.0 million in state and \$2.9 million in local tax revenue.³ Visitor spending generated approximately \$2.0 million in additional indirect and induced state and local tax revenue, for a total of \$9.9 million.⁴

Travel and tourism-related sales tax revenue examples include transient room tax, restaurant tax, and motor vehicle leasing tax. In fiscal year 2018, Uintah County collected a total of \$932,838 in these three sales taxes combined, down 0.5% percent from 2017 and down 33.6% over the past five years.⁵

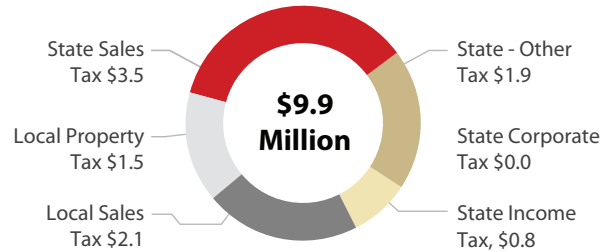
Select Local Sales Tax Revenues



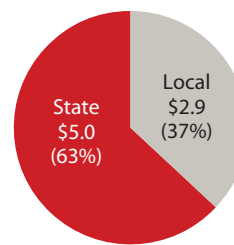
Direct Travel & Tourism Tax Revenue, 2018 (Based on \$121.0 million in direct spending)



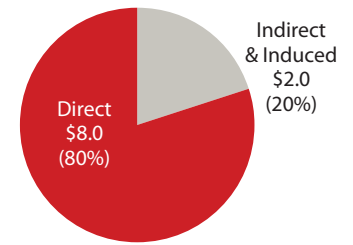
Total Travel & Tourism Tax Revenue, 2018 (Based on \$140.4 million in total spending)⁶



Direct Tax Revenue, 2018



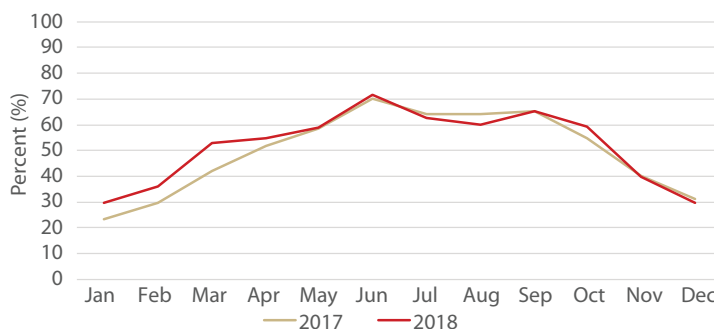
Total Tax Revenue, 2018



Hotel Data

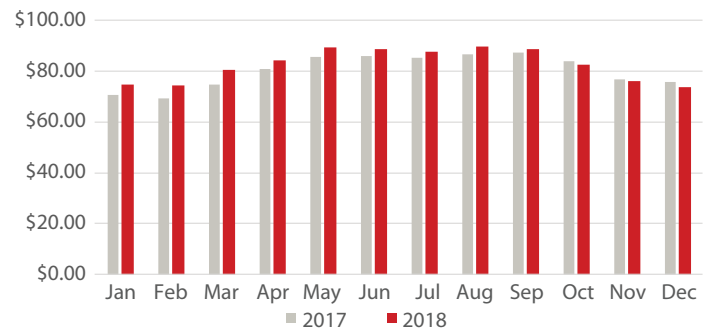
Uintah County hotel occupancy rates averaged 51.7% in 2018 compared to 49.6% in 2017. June, Sept., July, and Aug. (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



In 2018, Uintah County's average daily room rate was \$82.58 compared to \$80.24 in 2017, a 2.9% year-over-year increase.

Average Hotel Daily Room Rate



Endnotes

- 1 This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- 2 When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

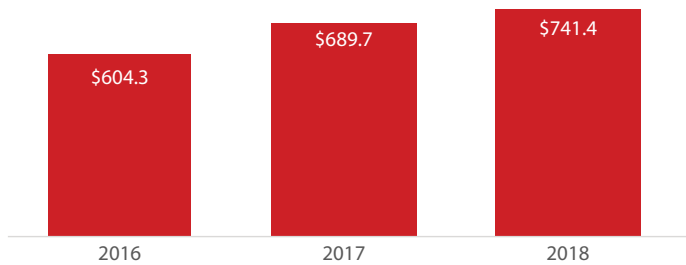
- 3 State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- 4 See note #2 regarding "indirect and induced."
- 5 Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- 6 Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Utah County, 2018

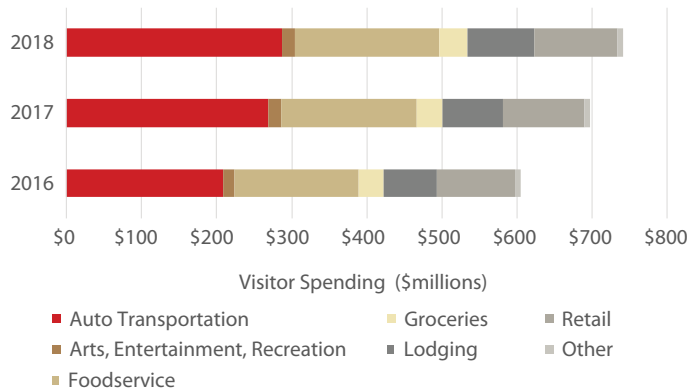
Spending

In 2018, visitors directly spent an estimated \$741.4 million in Utah County, a 7.5% increase from 2017.¹ The top three spending categories were auto transportation (e.g. car rental, gasoline, and auto repair), foodservice, and retail. Utah County visitor spending made up 9.4% of total statewide spending.

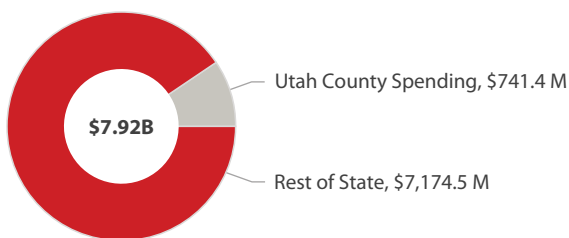
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



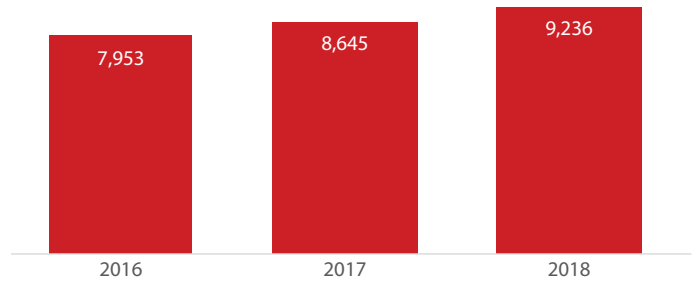
Utah Portion of Statewide Visitor Spending, 2018



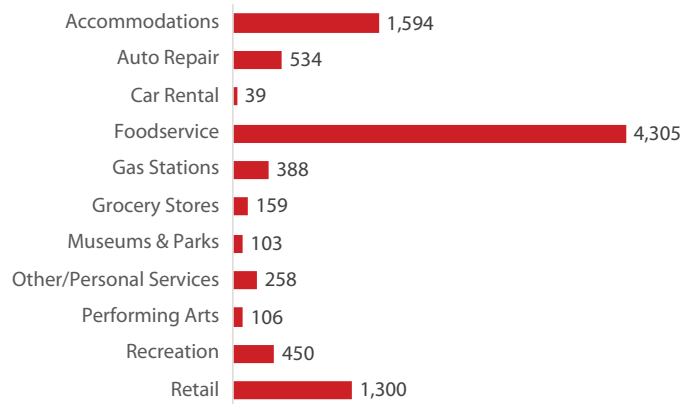
Jobs

Visitor spending supported 9,236 direct Utah County travel and tourism jobs, a 6.8% increase from 2017. Foodservice, accommodations, and retail were the top three job sectors. These 9,236 direct travel and tourism jobs supported an additional 2,317 indirect and induced county jobs for a total of 12,697 jobs.²

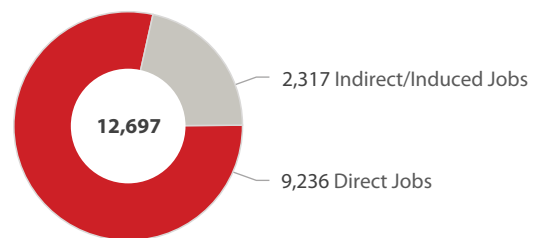
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

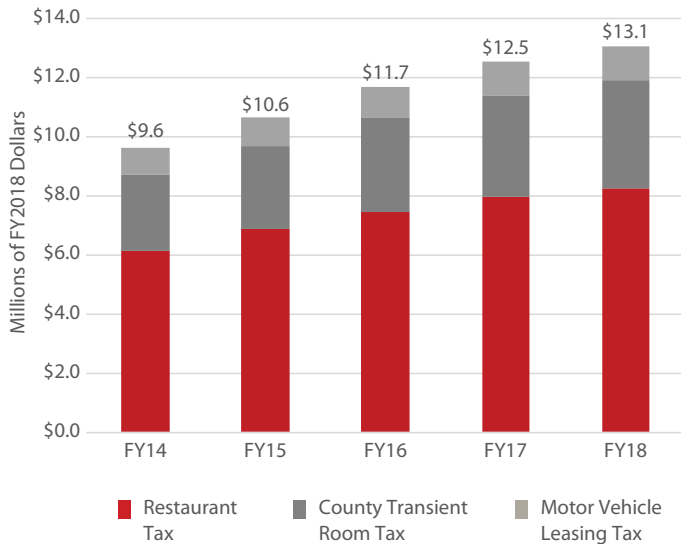


Tax Revenue

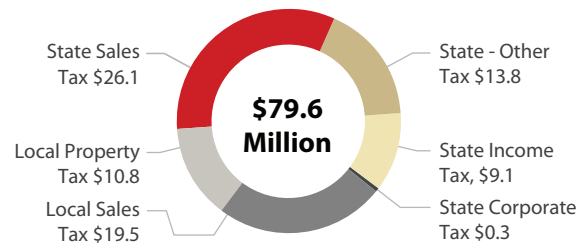
Visitor spending generated \$79.6 million in direct tax revenue, including \$49.3 million in state and \$30.3 million in local tax revenue.³ Visitor spending generated approximately \$28.8 million in additional indirect and induced state and local tax revenue, for a total of \$108.5 million.⁴

Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle leasing tax, and restaurant tax. In fiscal year 2018, Utah County collected a total of \$13.1 million from these three sales taxes, up 4.4% from 2017 and 35.7% over the past five years.⁵

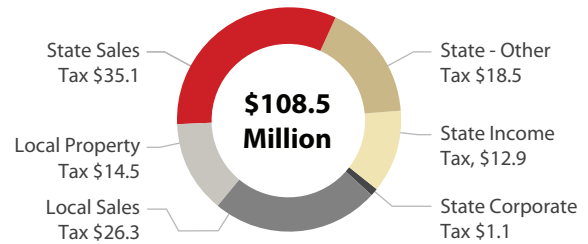
Select Local Sales Tax Revenues



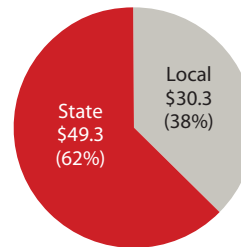
Direct Travel & Tourism Tax Revenue, 2018 (Based on \$741.4 million in direct spending)



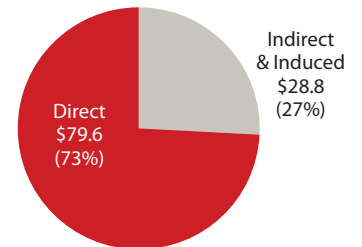
Total Travel & Tourism Tax Revenue, 2018 (Based on \$1.04 billion in total spending)⁶



Direct Tax Revenue, 2018



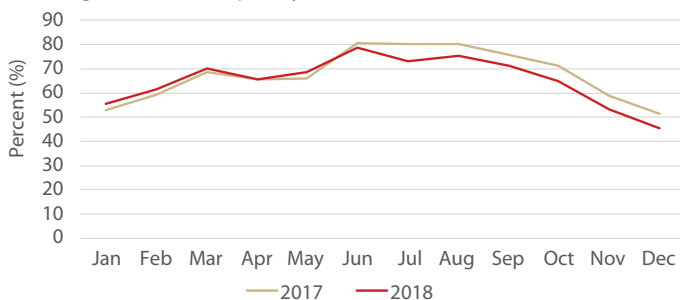
Total Tax Revenue, 2018



Hotel Data

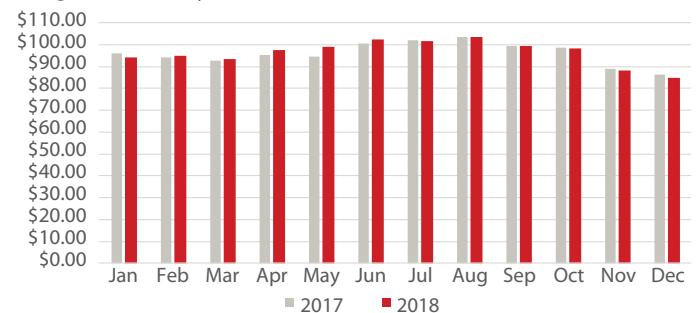
Utah County hotel occupancy rates averaged 65.3% in 2018 compared to 67.7% in 2017. June, August, July, and September (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



In 2018, Utah County's average daily room rate was \$96.42 compared to \$96.11 in 2017, a 0.3% year-over-year increase.

Average Hotel Daily Room Rate



Endnotes

- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Wasatch County, 2018

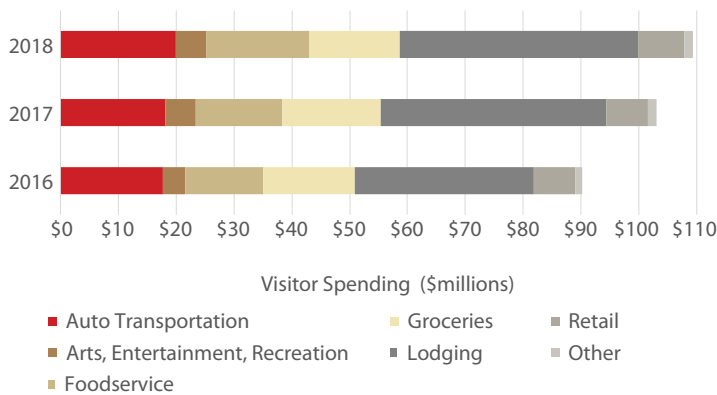
Spending

In 2018, visitors directly spent an estimated \$109.3 million in Wasatch County, an 6.0% increase from 2017.¹ The top three spending categories were lodging, auto transportation, and foodservice. Wasatch County visitor spending made up 1.4% of total statewide spending.

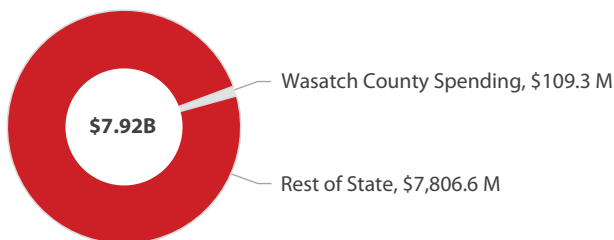
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



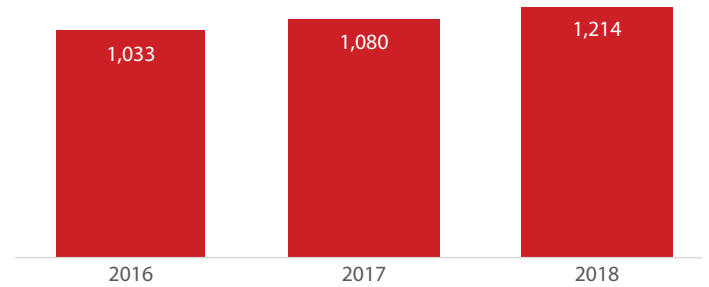
Wasatch Portion of Statewide Visitor Spending, 2018



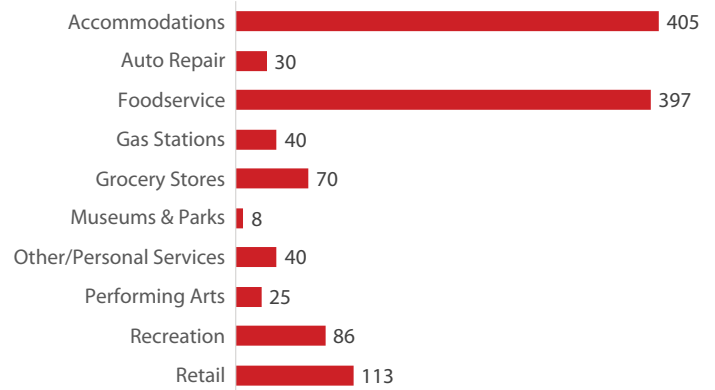
Jobs

Visitor spending supported 1,214 direct Wasatch County travel and tourism jobs, a 12.5% increase from 2017. Accommodations, foodservice, and retail were the top three job sectors. These 1,214 direct travel and tourism jobs supported an additional 307 indirect and induced jobs in the county for a total 1,521 jobs.²

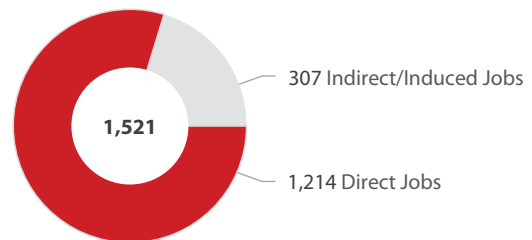
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

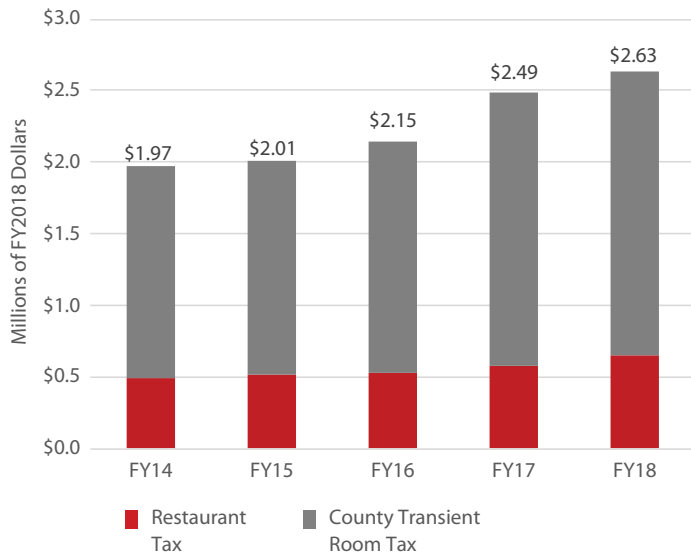


Tax Revenue

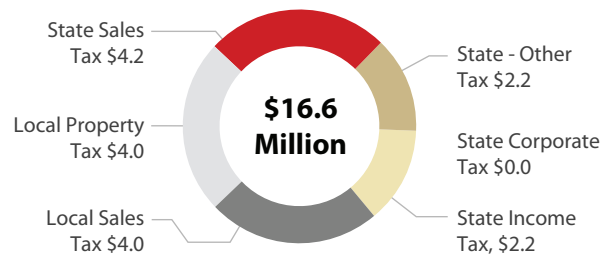
Visitor spending generated \$16.6 million in direct tax revenue, including \$8.6 million in state and \$8.0 million in local tax revenue.³ Visitor spending generated approximately \$3.8 million in additional indirect and induced state and local tax revenue, for a total of \$20.4 million.⁴

Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Wasatch County collected a total of \$2.63 million in these two sales taxes combined, up 5.6% percent from 2017 and 33.3% over the past five years.⁵

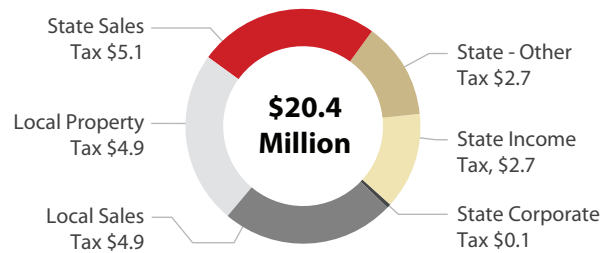
Select Local Sales Tax Revenues



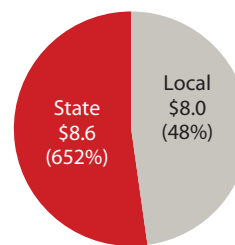
Direct Travel & Tourism Tax Revenue, 2018 (Based on \$109.3 million in direct spending)



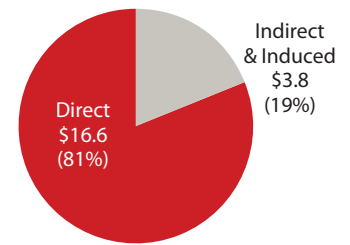
Total Travel & Tourism Tax Revenue, 2018 (Based on \$143.3 million in total spending)⁶



Direct Tax Revenue, 2018



Total Tax Revenue, 2018

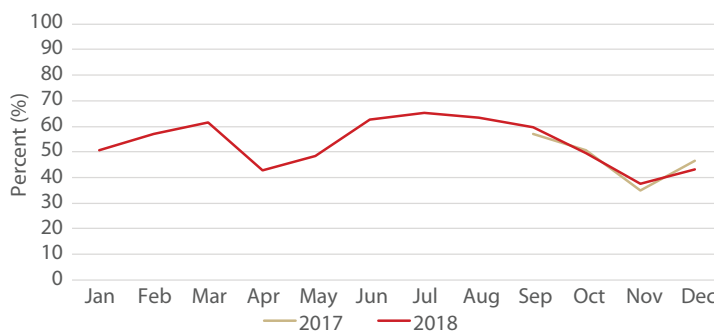


Hotel Data

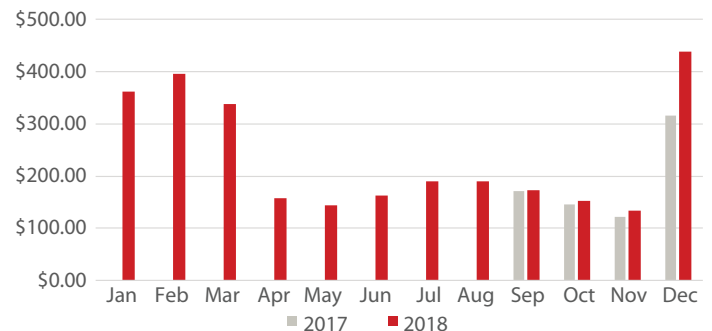
Wasatch County hotel occupancy rates averaged 47.5% during the last four months of 2018 compared to 47.4% in 2017 (note Wasatch County began reporting hotel data beginning September

2017). For the last four months of 2018, Wasatch County's average daily room rate was \$224.58 compared to \$188.80 during the same period in 2017, a 19.0% year-over-year increase.

Average Hotel Occupancy Rate



Average Hotel Daily Room Rate



Endnotes

- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

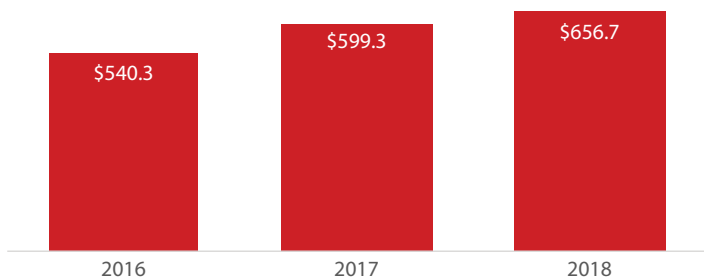
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Washington County, 2018

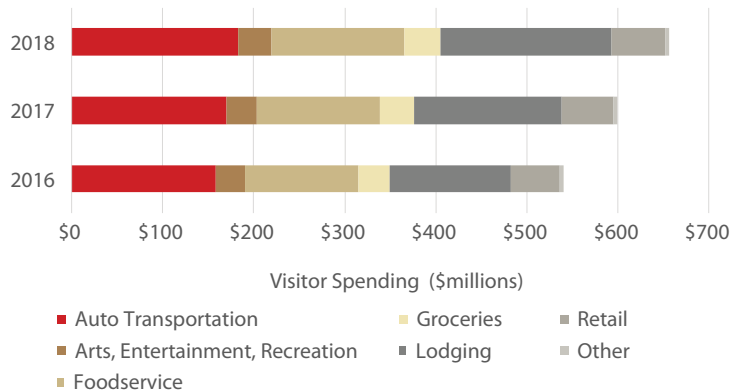
Spending

In 2018, visitors directly spent an estimated \$656.7 million in Washington County, a 9.6% increase from 2017.¹ The top three spending categories were lodging, auto transportation, and foodservice. Washington County visitor spending made up 8.3% of total statewide spending.

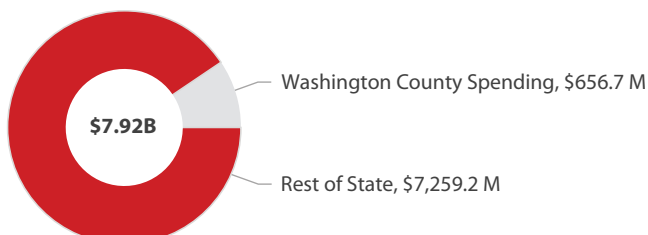
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



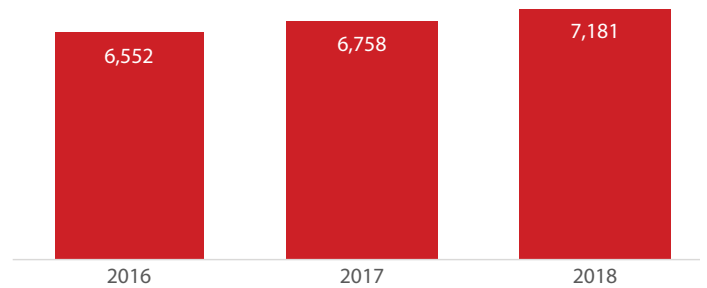
Washington Portion of Statewide Visitor Spending, 2018



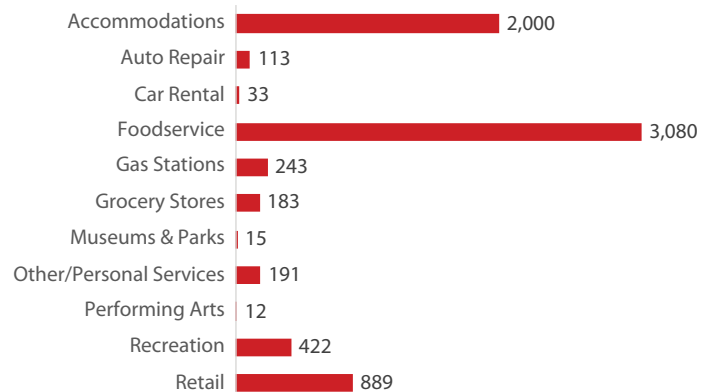
Jobs

Visitor spending supported 7,181 direct Washington County travel and tourism jobs, a 6.3% increase from 2017. Foodservice, accommodations, and retail were the top three job sectors. These 7,181 direct travel and tourism jobs supported an additional 2,258 indirect and induced county jobs for a total of 9,439 jobs.²

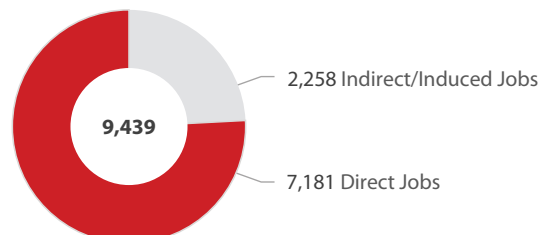
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

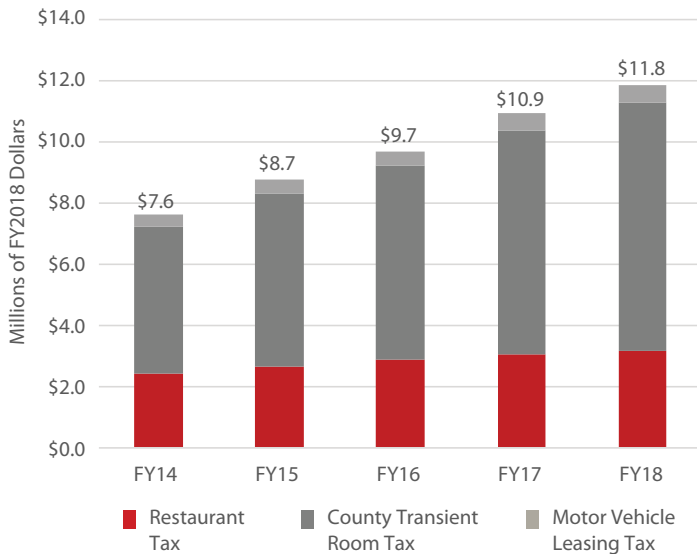


Tax Revenue

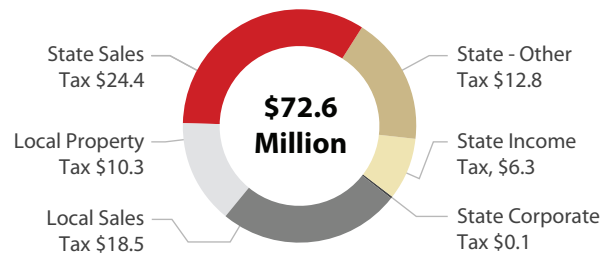
Visitor spending generated \$72.6 million in direct tax revenue, including \$43.7 million in state and \$28.9 million in local tax revenue.³ Visitor spending generated approximately \$25.6 million in additional indirect and induced state and local tax revenue, for a total of \$98.2 million.⁴

Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle leasing tax, and restaurant tax. In fiscal year 2018, Washington County collected a total of \$11.8 million from these three sales taxes, up 8.5% from 2017 and 55.0% over the past five years.⁵

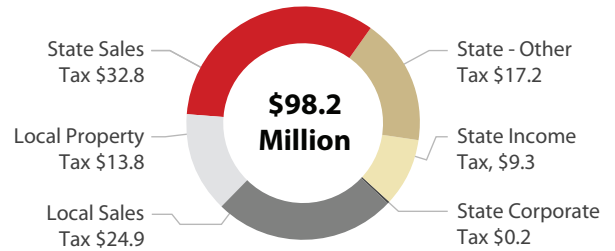
Select Local Sales Tax Revenues



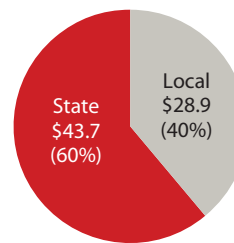
Direct Travel & Tourism Tax Revenue, 2018 (Based on \$656.7 million in direct spending)



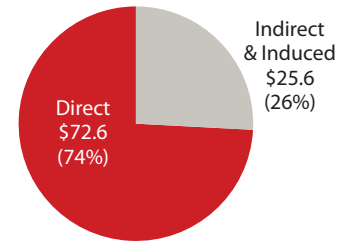
Total Travel & Tourism Tax Revenue, 2018 (Based on \$944.5 million in total spending)⁶



Direct Tax Revenue, 2018



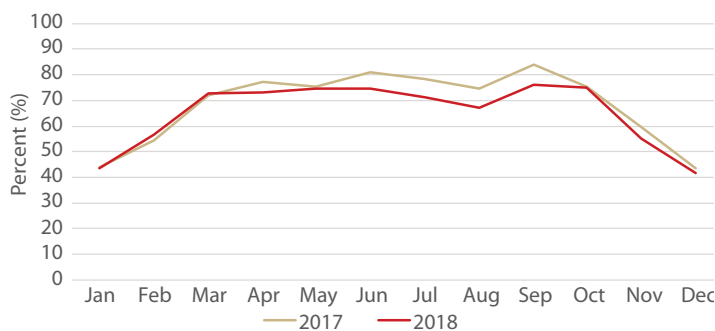
Total Tax Revenue, 2018



Hotel Data

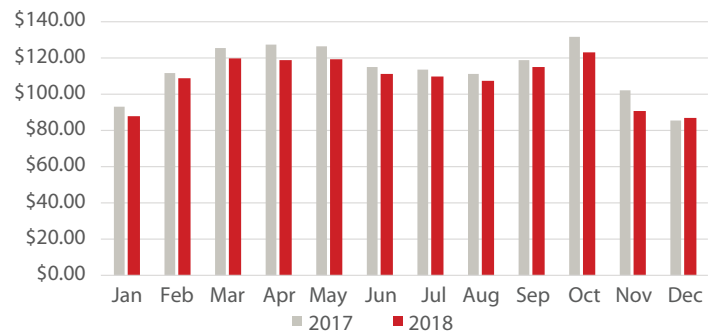
Washington County hotel occupancy rates averaged 65.2% in 2018 compared to 68.3% in 2017. September, October, June, and May (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



In 2018, Summit County's average daily room rate was \$108.33 compared to \$113.56 in 2017, a 4.6% year-over-year decrease.

Average Hotel Daily Room Rate



Endnotes

- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

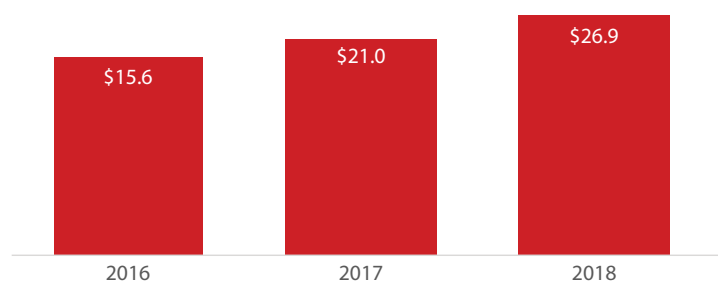
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Wayne County, 2018

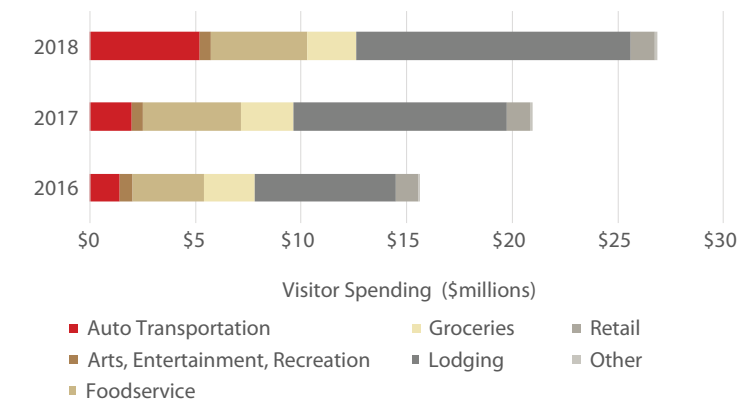
Spending

In 2018, visitors directly spent an estimated \$26.9 million in Wayne County, an 28.1% increase from 2017.¹ The top three spending categories were lodging, foodservice, and auto transportation. Wayne County visitor spending made up 0.3% of total statewide spending.

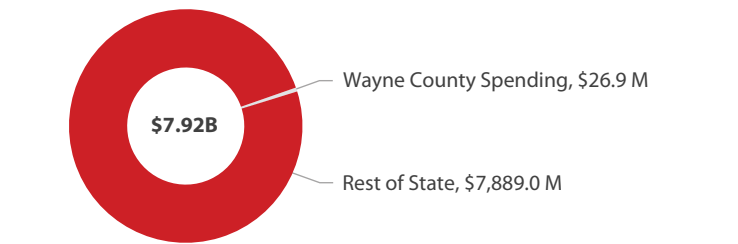
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



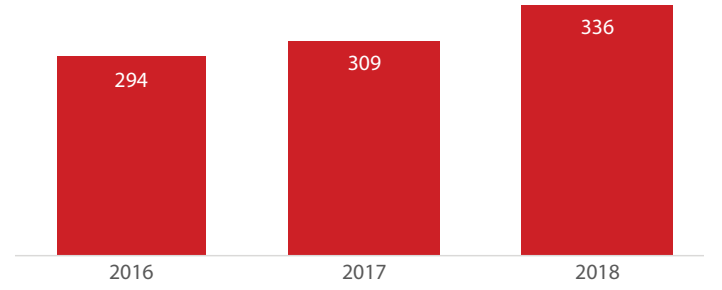
Wayne Portion of Statewide Visitor Spending, 2018



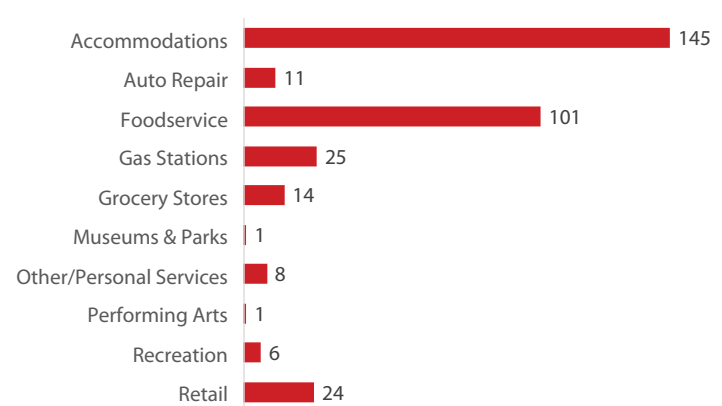
Jobs

Visitor spending supported 336 direct Wayne County travel and tourism jobs, an 8.8% increase from 2017. Accommodations, foodservice, and gas stations were the top three job sectors. These 336 direct travel and tourism jobs supported an additional 50 indirect and induced jobs in the county for a total of 386 jobs.²

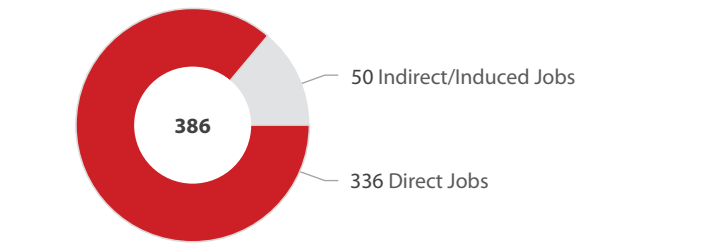
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

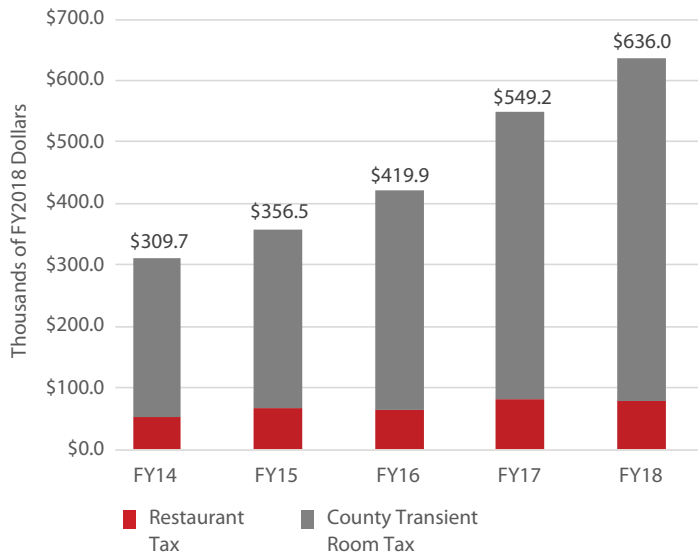


Tax Revenue

Visitor spending generated \$3.1 million in direct tax revenue, including \$1.9 million in state and \$1.3 million in local tax revenue.³ Visitor spending generated approximately \$556 thousand in additional indirect and induced state and local tax revenue, for a total of \$3.7 million.⁴

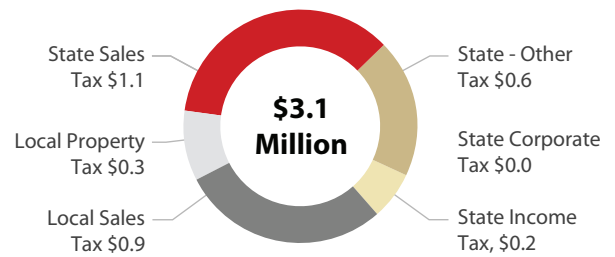
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2018, Wayne County collected a total of \$636 thousand in these two sales taxes combined, up 15.8% percent from 2017 and 105.4% over the past five years.⁵

Select Local Sales Tax Revenues



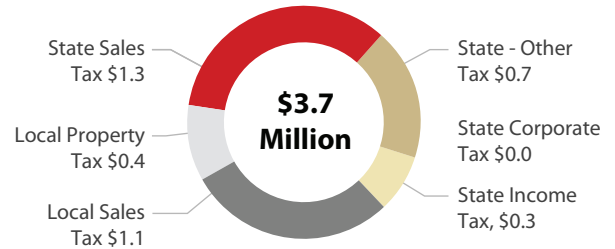
Direct Tax Revenue, 2018

(Based on \$26.9 million in direct spending)

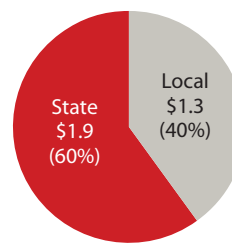


Total Tax Revenue, 2018

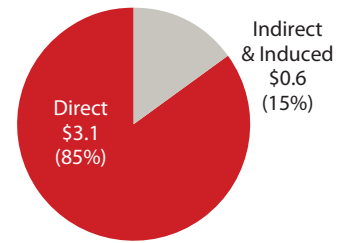
(Based on \$32.0 million in total spending)⁶



Direct Tax Revenue, 2018



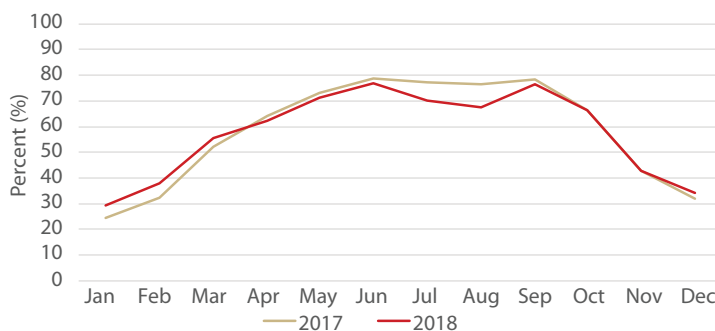
Total Tax Revenue, 2018



Hotel Data

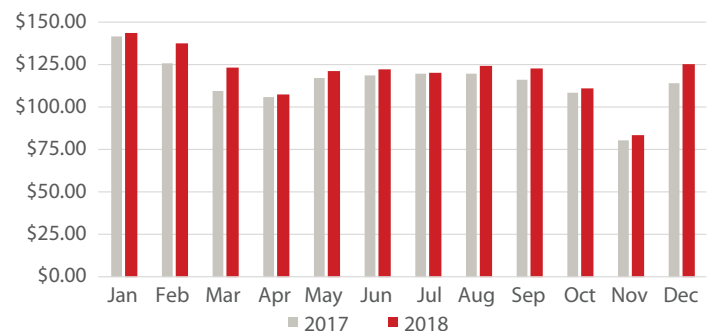
Wayne, Garfield, and San Juan counties' combined hotel occupancy rates averaged 59.7% in 2018 compared to 60.5% in 2017. June, September, July, and August (in that order) had the

Average Hotel Occupancy Rate



highest average occupancy rates. In 2018, Wayne, Garfield, and San Juan counties' combined average daily room rate was \$119.84 compared to \$114.90 in 2017, a 4.3% year-over-year increase.

Average Hotel Daily Room Rate



Endnotes

- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #2 regarding "indirect and induced."
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).
- Total spending includes direct spending plus indirect and induced spending effects (see note #2).

Weber County, 2018

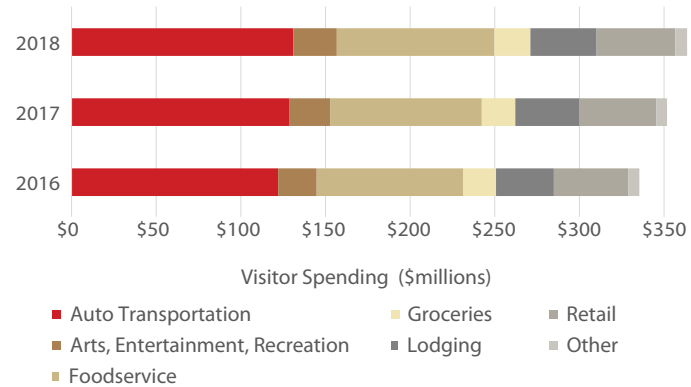
Spending

In 2018, visitors directly spent an estimated \$363.4 million in Weber County, a 3.3% increase from 2017.¹ The top three spending categories were auto transportation, foodservice, and retail. Weber County visitor spending made up 4.6% of total statewide spending.

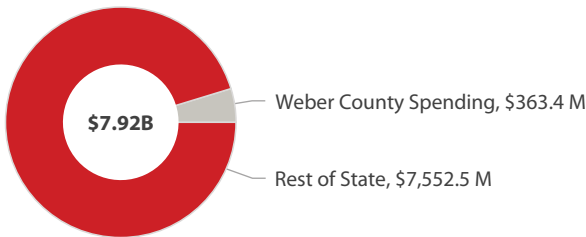
Direct Spending Estimates (millions of dollars)



Direct Spending Estimates by Spending Category



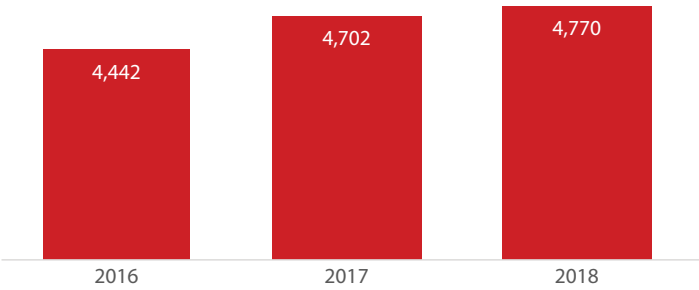
Weber Portion of Statewide Visitor Spending, 2018



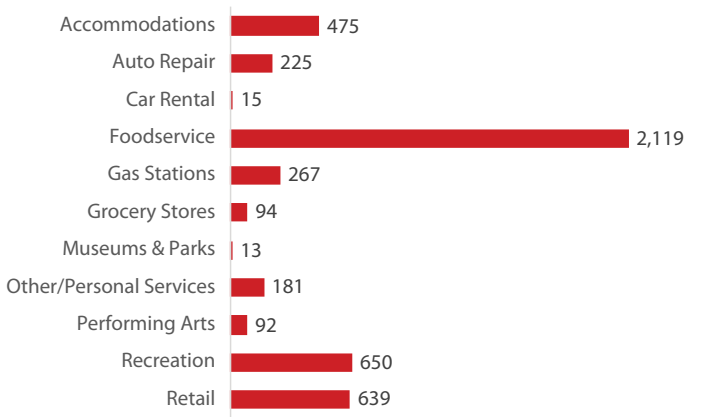
Jobs

Visitor spending supported 4,770 direct Weber County travel and tourism jobs, a 1.4% increase from 2017. Foodservice, recreation, and retail were the top three job sectors. These 4,770 direct travel and tourism jobs supported an additional 928 indirect and induced county jobs for a total of 5,698 jobs.²

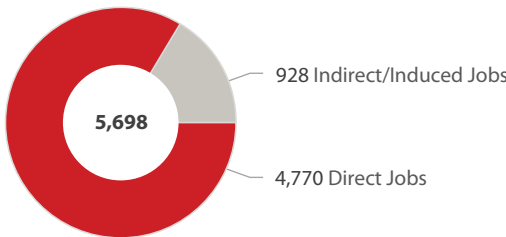
Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type, 2018



Total Travel & Tourism Jobs, 2018

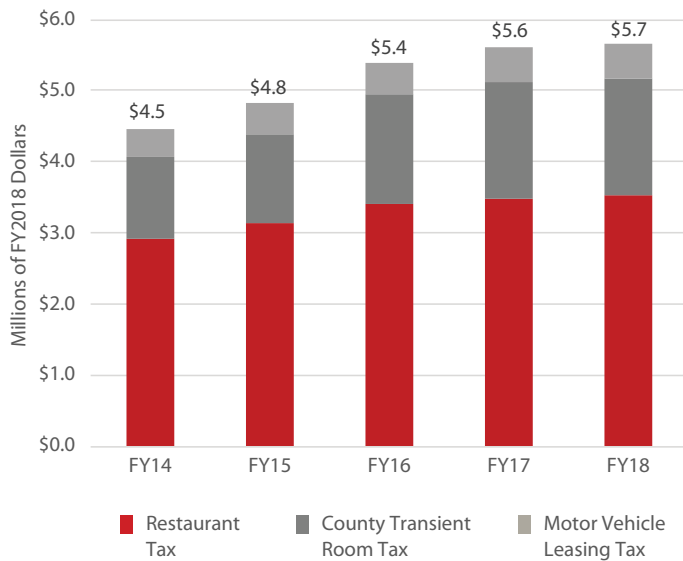


Tax Revenue

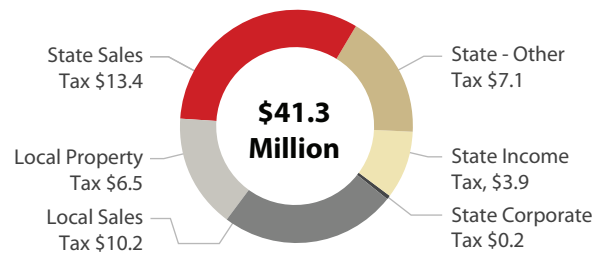
Visitor spending generated \$41.3 million in direct tax revenue, including \$24.6 million in state and \$16.7 million in local tax revenue.³ Visitor spending generated approximately \$10.1 million in additional indirect and induced state and local tax revenue, for a total of \$51.4 million.⁴

Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle leasing tax, and restaurant tax. In fiscal year 2018, Weber County collected a total of \$5.7 million from these three sales taxes, up 1.2% from 2017 and 27.1% over the past five years.⁵

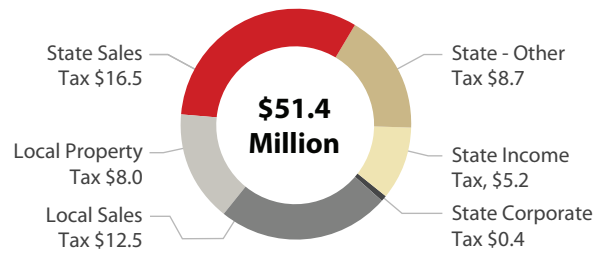
Select Local Sales Tax Revenues



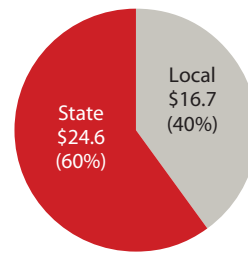
Direct Travel & Tourism Tax Revenue, 2018 (Based on \$363.4 million in direct spending)



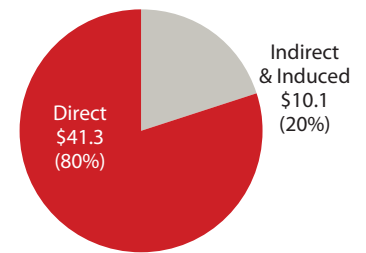
Total Travel & Tourism Tax Revenue, 2018 (Based on \$463.6 million in total spending)⁶



Direct Tax Revenue, 2018



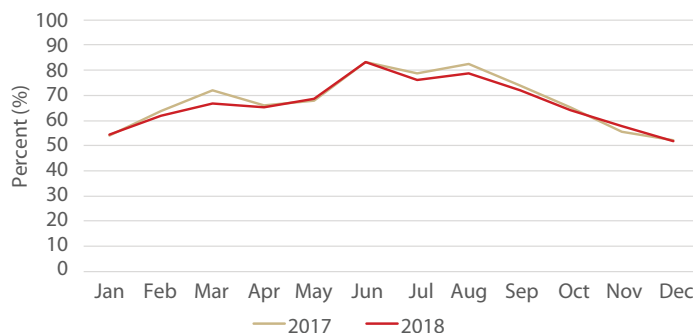
Total Tax Revenue, 2018



Hotel Data

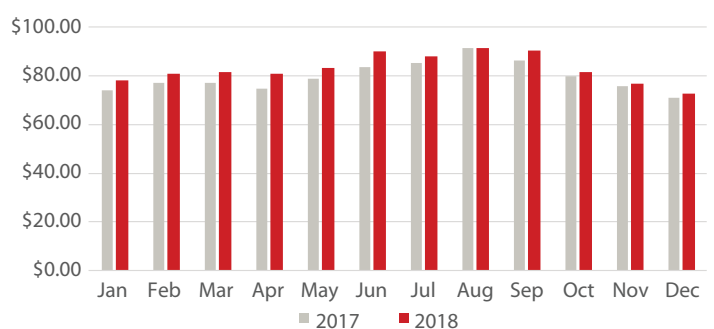
Weber County hotel occupancy rates averaged 66.7% in 2018 compared to 67.9% in 2017. June, August, July, and September (in that order) had the highest average occupancy rates.

Average Hotel Occupancy Rate



In 2018, Weber County's average daily room rate was \$82.98 compared to \$79.64 in 2017, a 4.2% year-over-year increase.

Average Hotel Daily Room Rate



Endnotes

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