Utah Visitor Profile & Insights

Calendar Year 2024 Report

LIFE UTAH ELEVATED

Prepared for:
Utah Office of Tourism
August 2025

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Contents

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Key Takeaways

Echoing a decline in overall U.S. domestic travel (-7%), Utah's total visitor volume (i.e., person trips) slowed 11% below prior year levels in 2024.

At first glance, these numbers do not appear to align with 2024 record State/National Park and ski area visitation levels reported by other sources.

However, as TravelTrak America research measures visits to State/National Parks and ski areas as *activities* within a single trip instead of as multiple trips, the indicators from various sources may not necessarily align, but actually tell the story about the same marketplace from different perspectives.

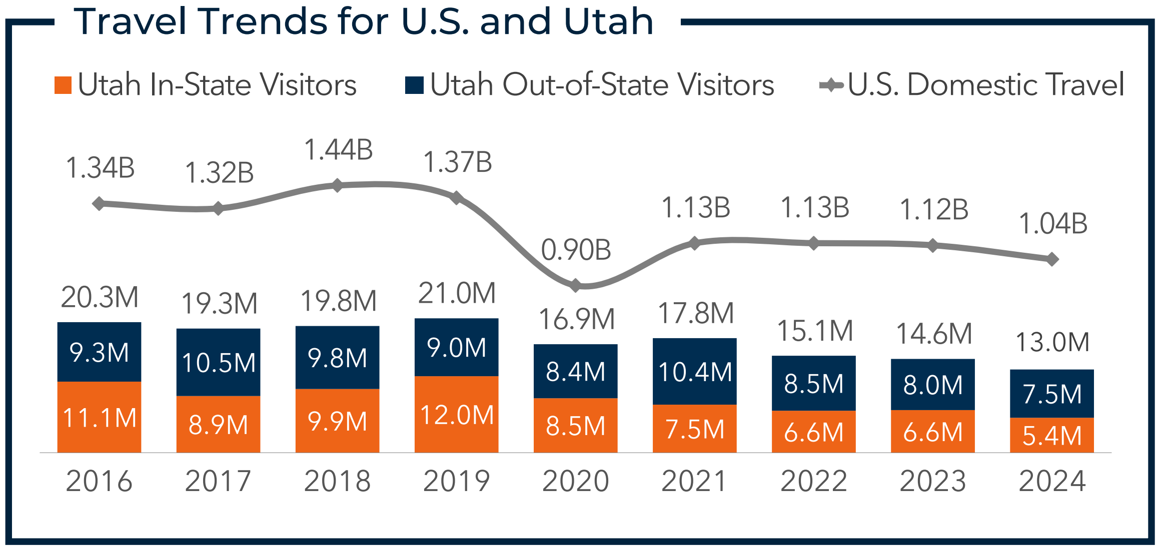
Despite the drop in visitation, average travel party spend and length of stay increased year-over-year for total Utah visitors, indicating a higher-value traveler. The higher spending levels of Utah visitors are reflected in increased amusement, recreation, and tourism-related retail sales numbers.

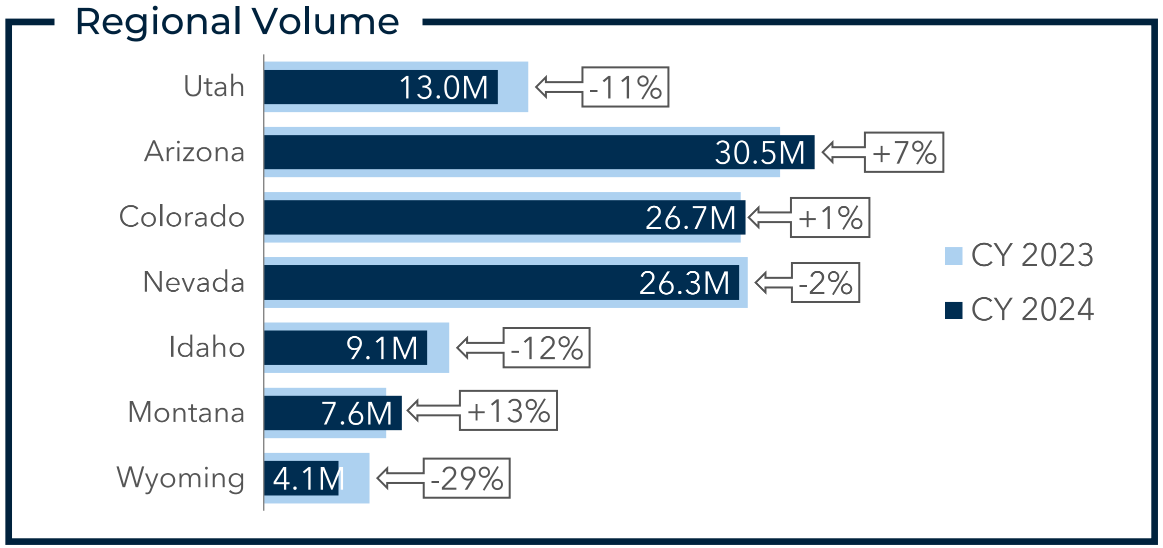
Executive Summary

As overall domestic travel pulls back, Utah visitation slows

Echoing a decline in overall U.S. domestic travel (-7%), Utah's total visitor volume (i.e., person trips) slowed 11% below prior year levels in 2024. Weaker visitation levels were driven primarily by lower in-state travel (-18%), although out-of-state visitation also decreased (-6%). At first glance, these numbers may not appear to align with 2024 record levels of State/National Park/ski area visitation reported by other sources. However, TravelTrak America data measures visits to State/National Parks and ski areas as activities within a single trip instead of as multiple trips, and while the indicators from various sources may not necessarily align, they do tell the story about the same marketplace from different angles.

Visitor volume increases and decreases among Utah's regional competitors varied. Less frequented destinations, such as Idaho (-12%), Wyoming (-29%), and Montana (+13%), had larger swings in visitation levels than more frequented destinations, such as Arizona (+7%), Colorado (+1%), and Nevada (-2%).





Not only did Utah residents travel less within their home state, but they also traveled less within the U.S. than the prior year

In addition to the decline in in-state travel (-18%), double-digit decreases in arrivals from Colorado (-20%), Idaho (-24%) and Washington (-42%) also contributed to the year-over-year reduction in Utah person trips in 2024. Not only did Utah residents take fewer trips in-state, but they also engaged in fewer domestic trips (-25%) outside of their home state. Considerable reductions in such "outbound domestic" travel were also observed among residents of top Utah source markets [Nevada (-19%), Florida (-13%), Illinois (-10%)] in 2024.

Utah Person-Trips by Origin State

	2023	2024	Difference	% Change
Utah	6.6M	5.4M ▼	-1.2M	-18%
California	1.1M	1.3M ▲	+216K	+20%
Colorado	985K	785K ▼	-200K	-20%
Nevada	441K	755K ▲	+314K	+71%
Idaho	817K	617K ▼	-200K	-24%
Wyoming	247K	441K ▲	+194K	+79%
Texas	389K	390K	+1K	+0%
Washington	665K	387K ▼	-278K	-42%
Florida	207K	337K ▲	+130K	+63%
Illinois	207K	325K ▲	+118K	+57%
New York	460K	307K ▼	-153K	-33%
Arizona	341K	254K ▼	-87K	-26%

Outbound Person-Trips from Select States

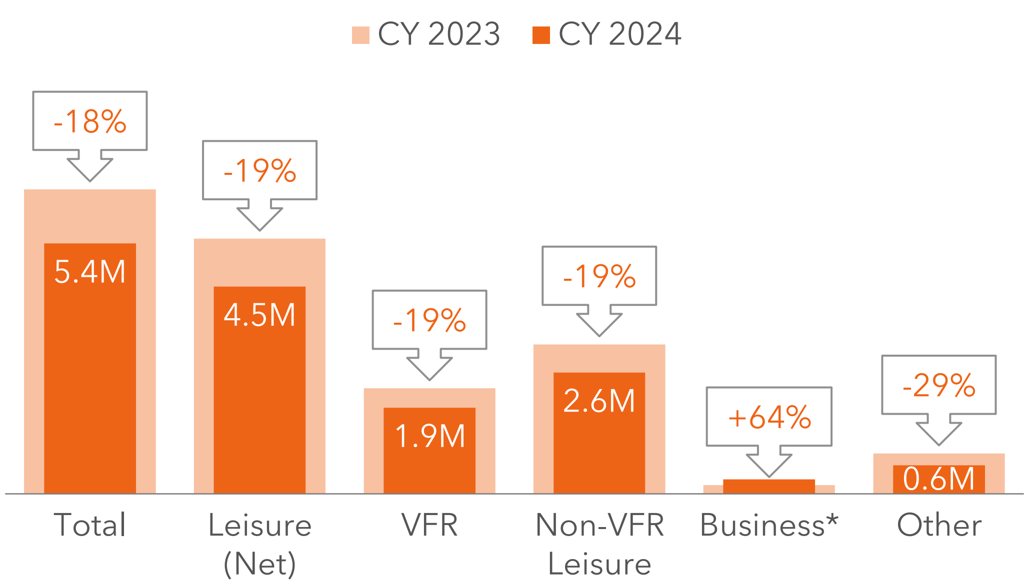
	2023	2024	Difference	% Change
Utah	14.5M	10.9M ▼	-3.7M	-25%
California	123M	123M	-14K	+0%
Colorado	20.3M	21.6M ▲	+1.3M	+6%
Nevada	8.0M	6.5M ▼	-1.5M	-19%
Idaho	6.2M	6.1M ▼	-149K	-2%
Wyoming	2.3M	2.4M ▲	+79K	+3%
Texas	92.5M	89.5M ▼	-3.1M	-3%
Washington	26.4M	26.0M ▼	-380K	-1%
Florida	68.1M	59.2M ▼	-8.8M	-13%
Illinois	40.3M	36.3M ▼	-4.0M	-10%
New York	57.3M	54.5M ▼	-2.8M	-5%
Arizona	19.1M	21.0M ▲	+1.8M	+10%

Leisure travel contributed to in-state and out-of-state visitation decreases in Utah in 2024

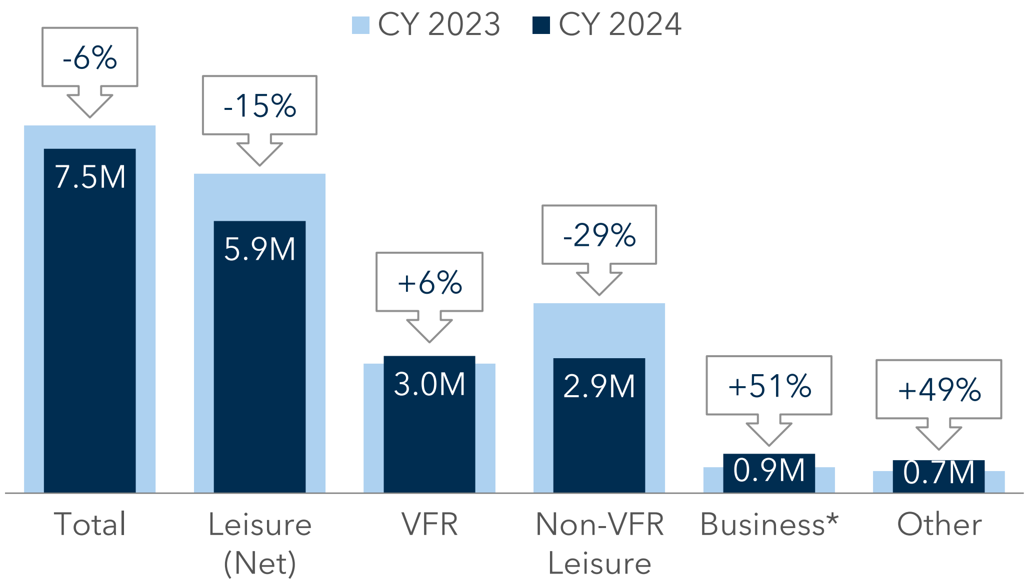
After in-state leisure travel increased in 2023, it fell by 19% in 2024. The decline was spread evenly across the VFR and non-VFR leisure travel segments, with both down by 19% year-over-year.

Among out-of-state visitors, volume decreased by 6% in 2024. Although VFR travel increased by 6%, non-VFR leisure travel decreased by 29% year-over-year, dragging down total out-of-state visitation levels.

Utah In-State Volume by Trip Purpose



Utah Out-of-State Volume by Trip Purpose



*Sample Size <30.

Two-thirds of Utah's visitors travel reside in nearby markets

Although Utah's visitor base is dominated by those residing from Utah or nearby states, shifts in visitation still occur. Residents of the Salt Lake City DMA continue to lead Utah travel, making up 43% of all trips to the state, a share that has increased for the second consecutive year. Wyoming residents have been rising in their share of total Utah person trips over consecutive years, edging upwards from 1% in 2022 to 3% in 2024.

Top Utah Visitor Source Markets

Utah	40%
California	10%
Colorado	5%
Idaho	5%
Nevada	5%
Texas	4%
Washington	3%
Wyoming	3%

Top Origin DMAs

1	Salt Lake City	43%
2	Los Angeles	5%
3	Denver	4%
4	Las Vegas	3%
5	New York	3%
6	Phoenix	3%
7	Idaho Falls-Pocatello	2%

With so many visitors residing in nearby states, nearly three-quarters traveled to Utah in their personal vehicle

Most travelers to Utah arrived in their own vehicle (71%), while 18% flew to their destination. When traveling within the state, their own vehicle (75%), a rental car (17%), and taxi/rideshare (4%) were the most popular modes of transportation.

Many of Utah's top destinations attracted a lower proportion of visitors than the prior year. Likely contributing factors to the decline is that visitors were less likely to visit multiple Utah destinations on their trip.

Transportation

Travel To Utah	Travel Within Utah
71% Own Vehicle	**75%** Own Vehicle
18% Airplane	**17%** Rental Car
8% Rental Car	**4%** Taxi/Rideshare
4% Motorcoach/Bus	**4%** Motorcoach/Bus

Top Utah Destinations

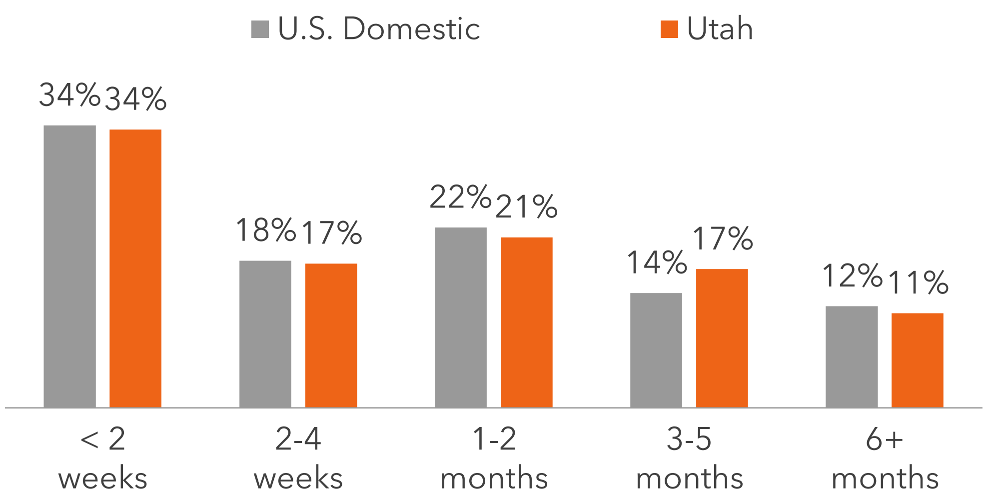
	CY 2023	CY 2024
Salt Lake City	33%	32%
St. George	15%	13%
Park City	10%	11%
Provo/Orem	14%	11%
Moab	12%	9%
Zion/Springdale	10%	8%
Bryce Canyon	9%	8%

Travel decision timing holds steady among Utah visitors, while their top planning sources evolve

Around half of Utah and overall domestic visitors made the decision to travel less than a month before their trip, on par with prior year levels. Despite little year-over-year change with trip timing, there was movement around the top trip planning sources.

Utah visitors were more likely to use friends/relatives (+5 pts) and less likely to rely on destination websites (-8 pts) than the previous year. Among overall domestic travelers, there was a bump in friends/relatives (+6 pts) and own experience (+7 pts) as planning sources and a decrease in those who selected 'no plans made' (-6 pts).

Advance Decision to Visit



Top Trip Planning Sources

		U.S. Domestic	Utah
1	Friends/relatives	36%	36%
2	Own experience	35%	32%
3	No plans made	22%	19%
4	Search engines	13%	16%
5	Destination website	8%	8%
6	Someone else planned	5%	7%
7	Online travel agency	6%	5%
8	Traveler review websites	3%	4%

Increased use of rental properties and friends/family lodging aligns with longer trips to Utah in 2024

Utah's overnight visitors averaged 3.7 nights in the destination, outpacing the U.S. average of 3.4 nights and an increase of 0.6 nights from the prior year. Positive shifts in length of stay coincide with a lower proportion of Utah visitors staying in a hotel/motel (-4 pts) and a higher proportion staying in a friend/family home (+8 pts) and rental property (+3 pts).

U.S. Domestic Visitors Overnight Trip Characteristics

76%
Overnight visits

3.4 Nights
Average overnight stay

55% Hotel/Motel

32% Friend/Family Home

9% Rental

Utah Visitors Trip Overnight Characteristics

73%
Overnight visits

3.7 Nights
Average overnight stay

46% Hotel/Motel

32% Friend/Family Home

14% Rental

Note: Hotel/motel includes B&B.

Despite a year-over-year dip in outdoor activity participation rates, Utah visitors continue to outpace overall U.S. domestic travelers

Utah visitors were more likely than domestic travelers to travel with children and other family members, which contributed to a greater average travel party size (3.1 vs 2.7) than the U.S.

During their trip, Utah visitors engaged in a wider variety of outdoor activities– such as visiting National/State parks, hiking/backpacking, and rural sightseeing– than U.S. domestic travelers, despite lower participation rates for each of these activities than the prior year.

Travel Party Composition

	U.S. Domestic	Utah
Alone	22%	22%
Spouse/Significant Other	55%	53%
Children	30%	33%
Friend(s)	11%	11%
Other family members	17%	20%
Other	2%	2%
Average Party Size	2.7	3.1

Top Activities

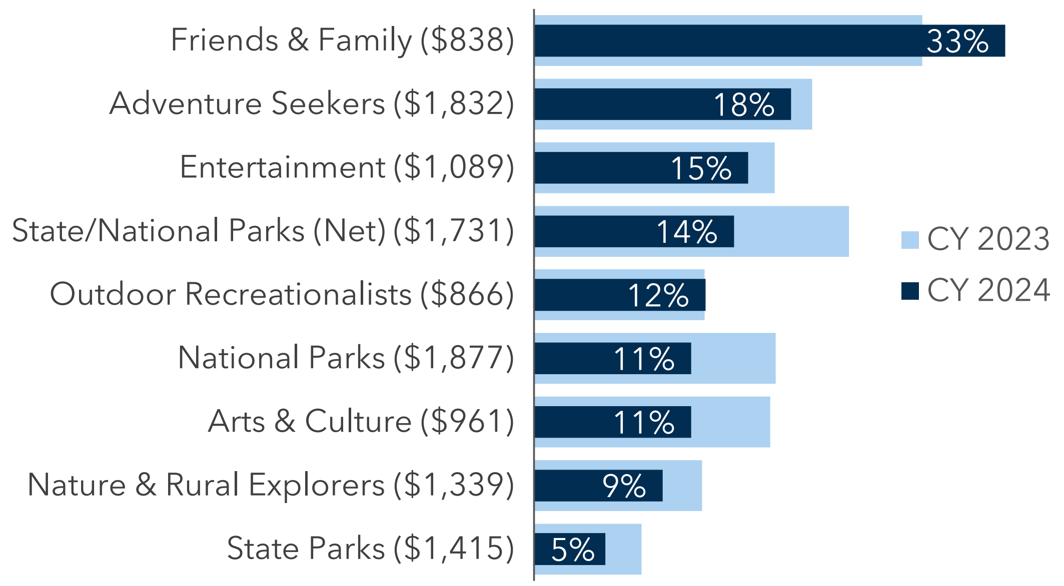
	U.S. Domestic	Utah
Visiting friends/relatives	34%	34%
Hiking/Backpacking	9%	19%
National park/Monument	7%	16%
Historic sites	14%	15%
State park/Monument	9%	14%
Shopping	21%	14%
Rural sightseeing	11%	14%
Wildlife viewing	7%	8%

Note: Travel party composition is not mutually exclusive, and respondents may be included in more than one party composition. Other family members includes Grandchildren/Great grandchildren.
Note: National park/Monument/Rec areas shorted to National park/Monument (same for State park/Monument/Rec areas).

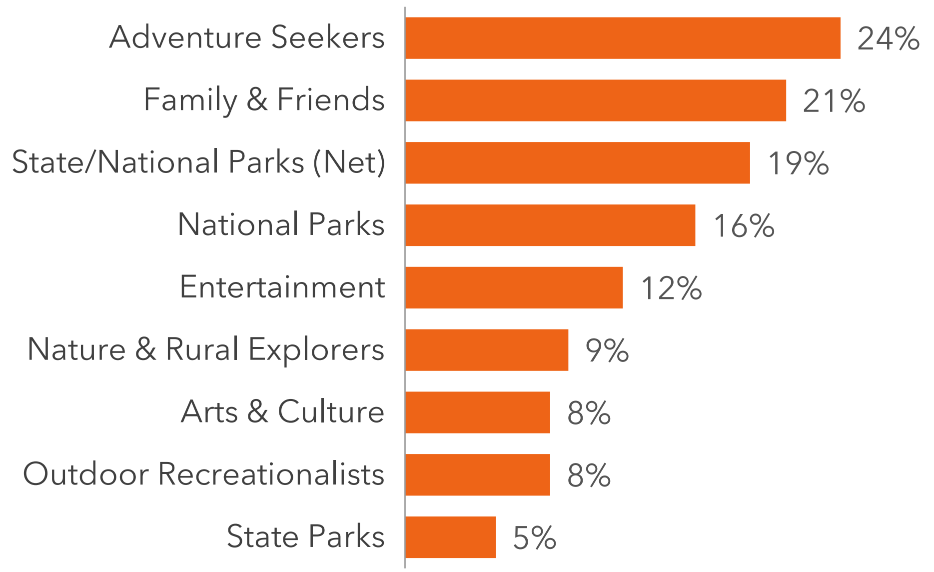
Although many of Utah's niche activity segments accounted for less trips to Utah, travel party spend in each segment grew year-over-year

Average travel party spend eclipsed $1,000 for all but three of the niche segments in CY 2024. Higher spend among each of the niche activity segments occurred alongside a decrease in share of travelers for most of the segments. As a result of increased spend and share of travelers, the Friends & Family segment had the second-highest share of estimated potential value among each of the segments, behind the Adventure Seekers segment.

Share of Travelers Visiting Utah for Niche Activity

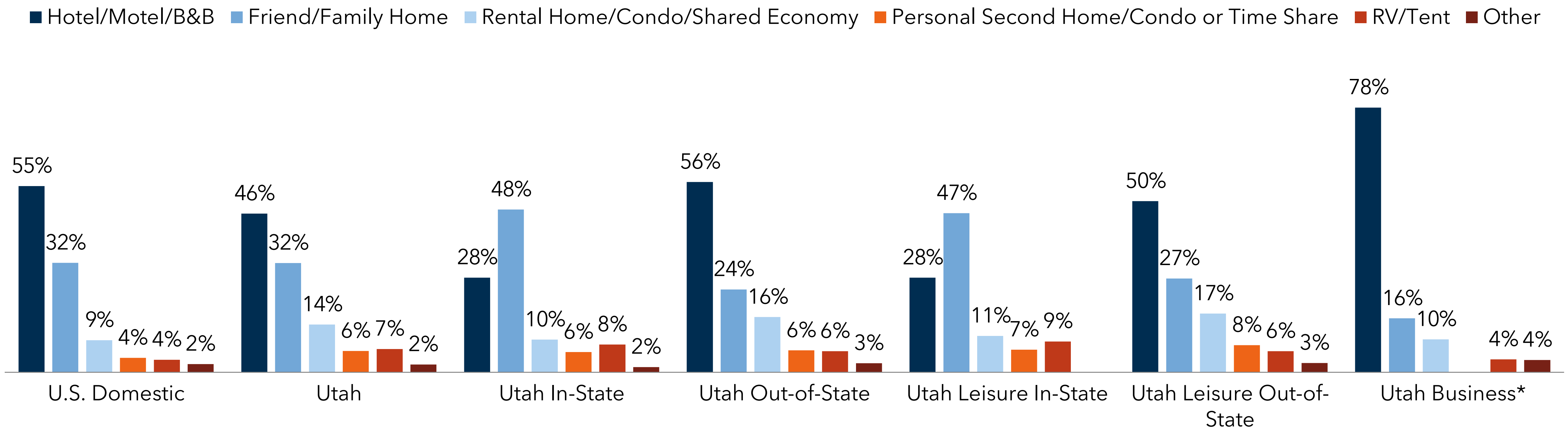


Niche Activity Travelers Share of Est. Potential Value



Overnight visitors stayed in a private home (+8 pts) more than the year before and an RV/tent less than the year before, which coincides with increased VFR travel and decreased outdoor recreation travel

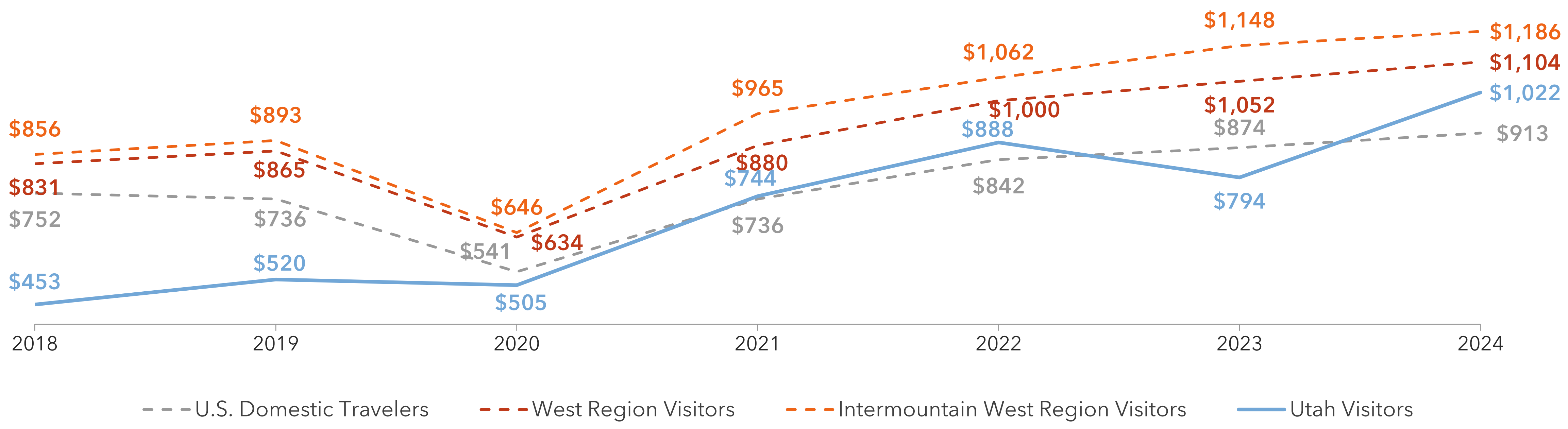
Overnight Visitor Accommodations



Utah travel parties spent over $200 more in 2024 than the previous year, eclipsing overall domestic travel party spend

Among Utah visitors, travel party spend averaged $1,022, which was $228 more than the prior year. Spend increased among overall domestic travelers, West Region, and Intermountain West Region visitors, although not as much as Utah visitor spend.

Trends in Travel Party Spend

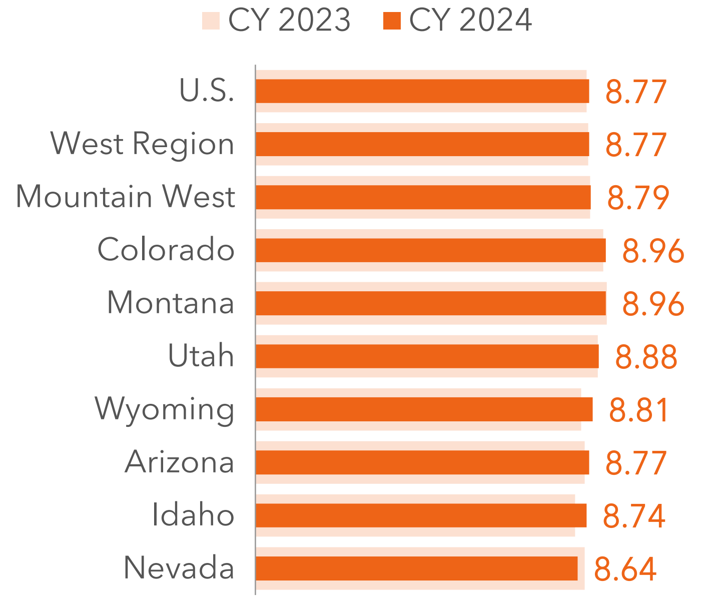


Utah's trip satisfaction, likelihood to recommend, and value for the money ratings lands in the middle of the pack among competitors

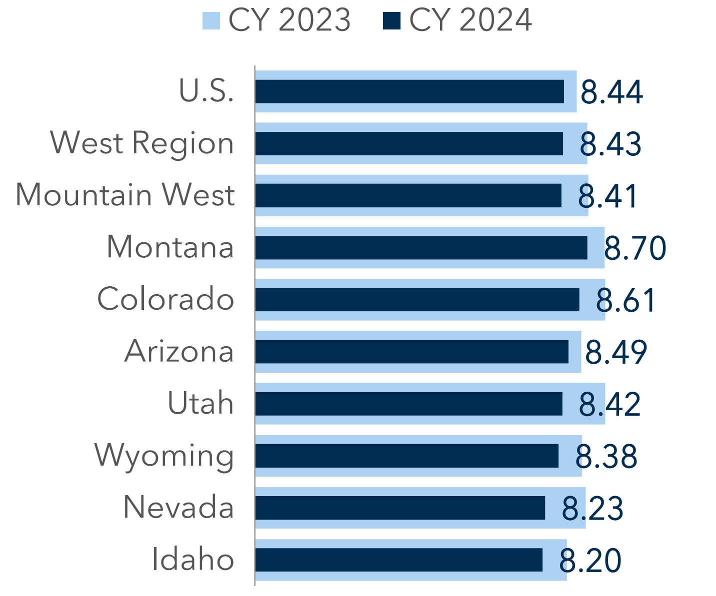
Compared to its competitive set, Utah ranked third for trip satisfaction and fourth for likelihood to recommend and value for the money among its competitive set.

Within the competitive set, likelihood to recommend ratings among leisure visitors decreased for each destination. Utah's average rating dropped from 8.90 in CY 2023 to 8.42 in CY 2024.

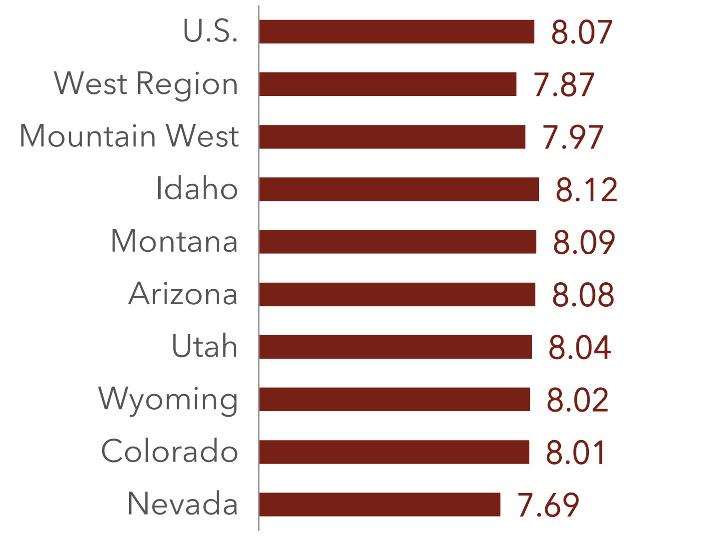
Satisfaction



Likelihood to Recommend



Value for the Money



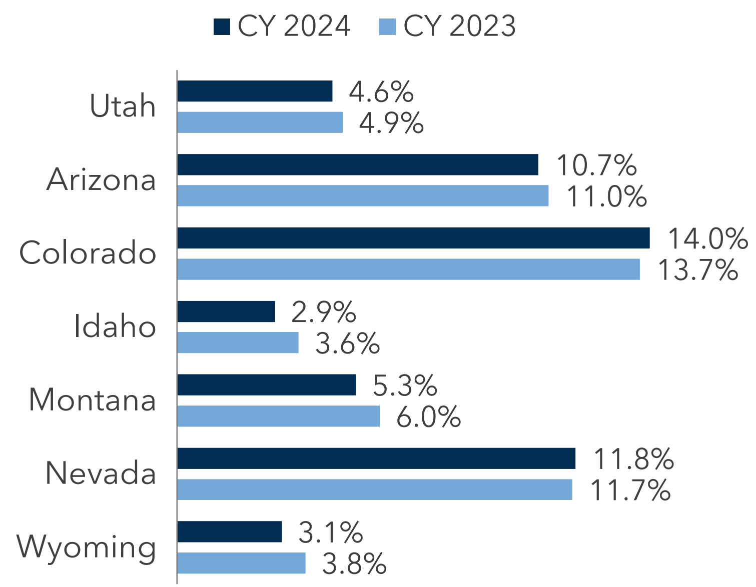
Note: The performance indicators are based on leisure trips to the destination.

Leisure travel intent to Utah continues to hover around 5%

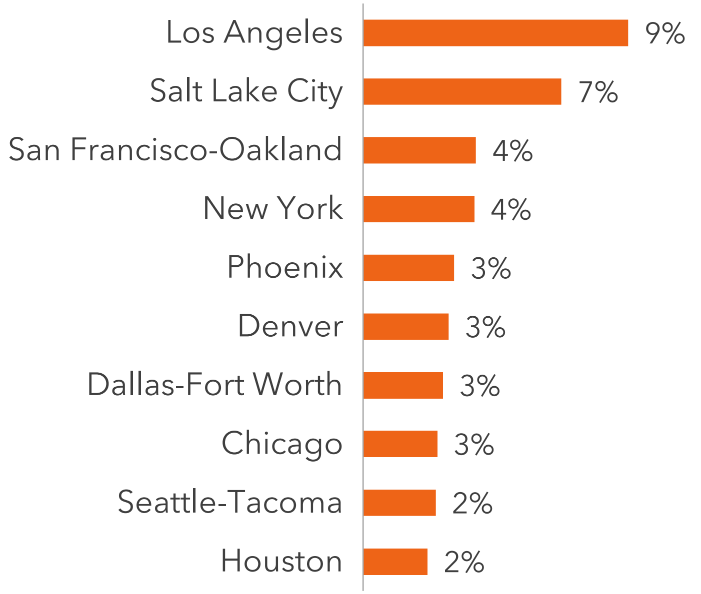
Utah leisure travel intent dipped from 4.9% to 4.6% in 2024 among U.S. travelers. Future leisure travel intent for Utah was highest among residents of nearby DMAs, such as Los Angeles (9%), Salt Lake City (7%), and San Francisco (4%).

Leisure Travel Intent

Intent to Visit States in Next 2 Years



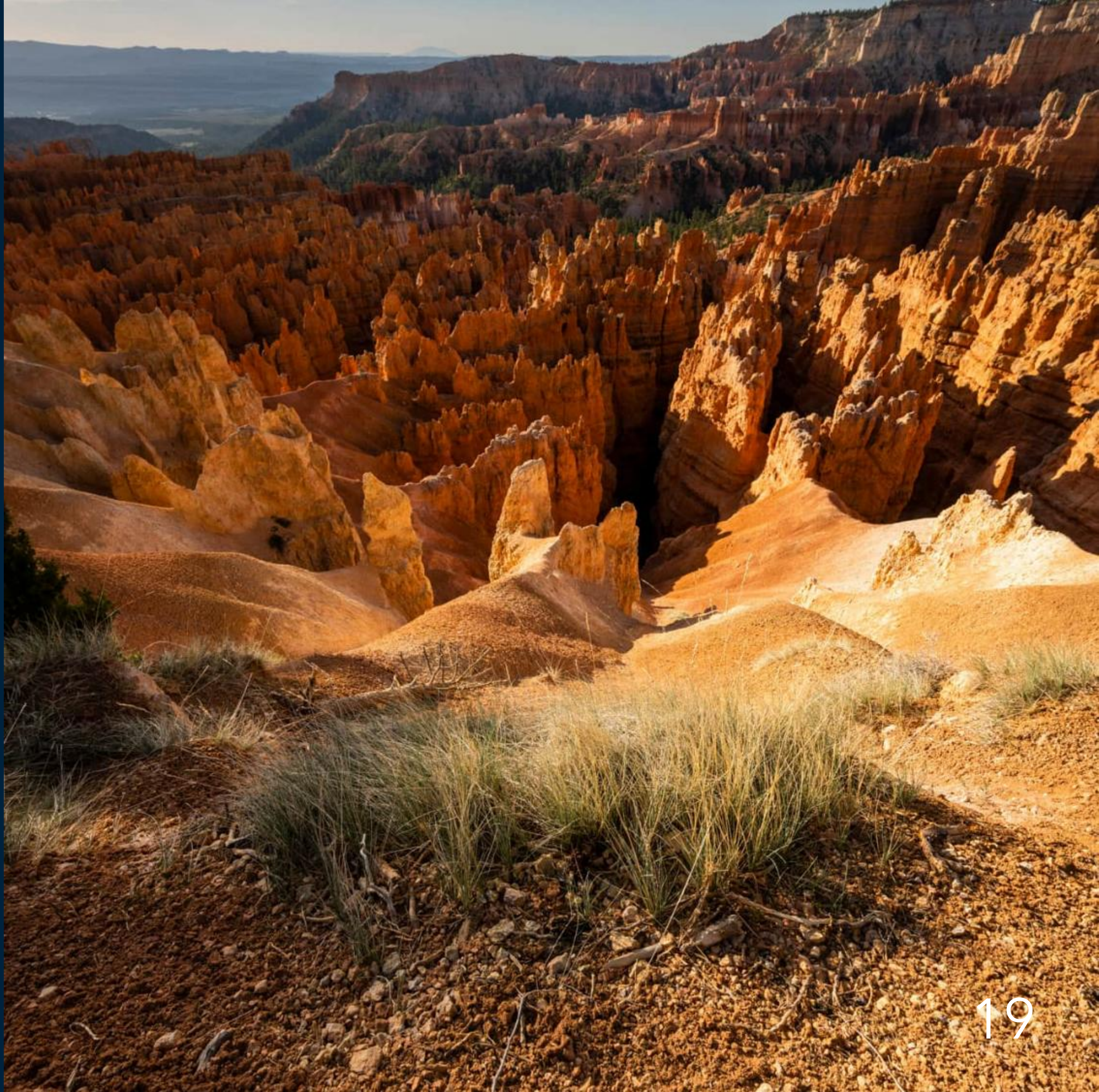
Top DMAs for Utah Travel Intent



Note: San Francisco-Oakland-San Jose shortened to San Francisco-Oakland.

Detailed Results

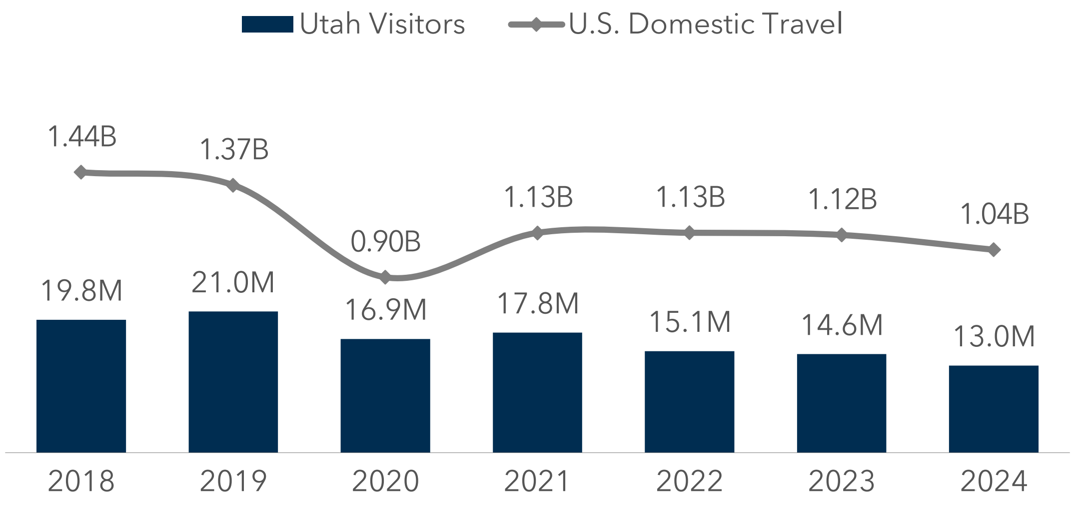
Share of Visitors & Source Markets



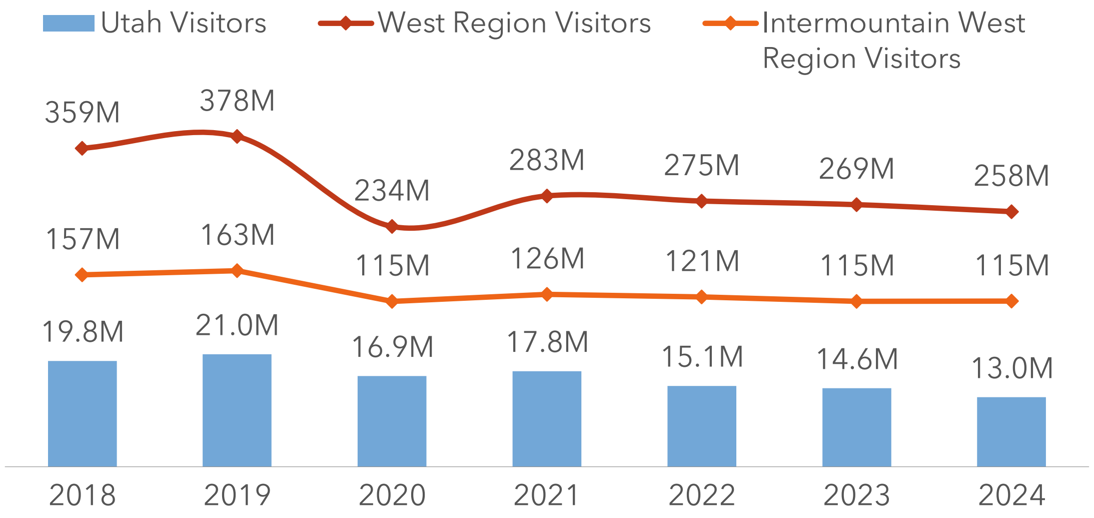
As overall domestic travel pulls back, Utah visitation slows

Echoing a decline in overall U.S. domestic travel (-7%), Utah's total visitor volume (i.e., person trips) slowed 11% below prior year levels in 2024. Despite continued increases in Utah's resident population, residents' in-state (-18%) [and out-of-state domestic (-25%)] travel declined below prior year levels in 2024, pulling down Utah's total visitor volume by 11% to 13.0 million. Domestic travel within the United States and West Region followed a similar trajectory, decreasing by 7% and 4%, respectively.

Travel Trends for U.S. and Utah



Travel Trends for Utah, West, and Mountain West

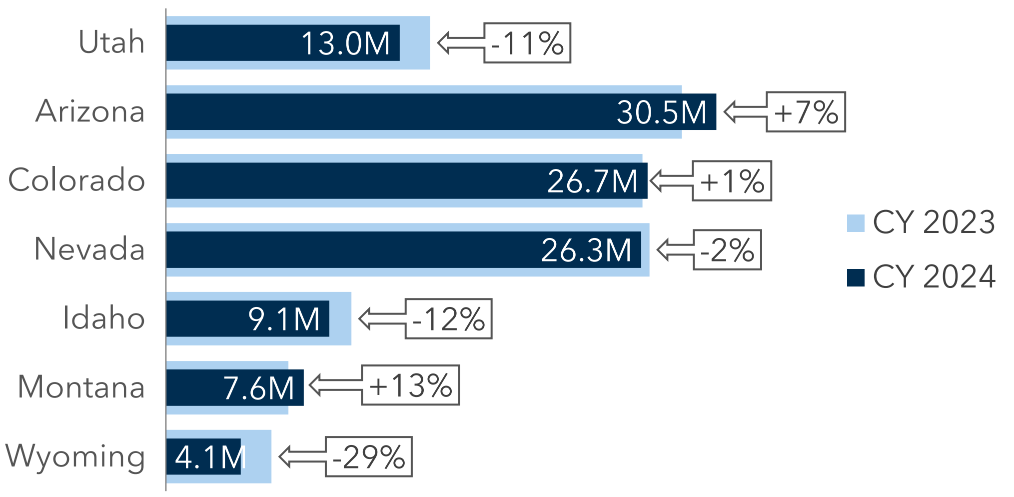


Despite a dip in visits to Utah in CY 2024, market share holds steady

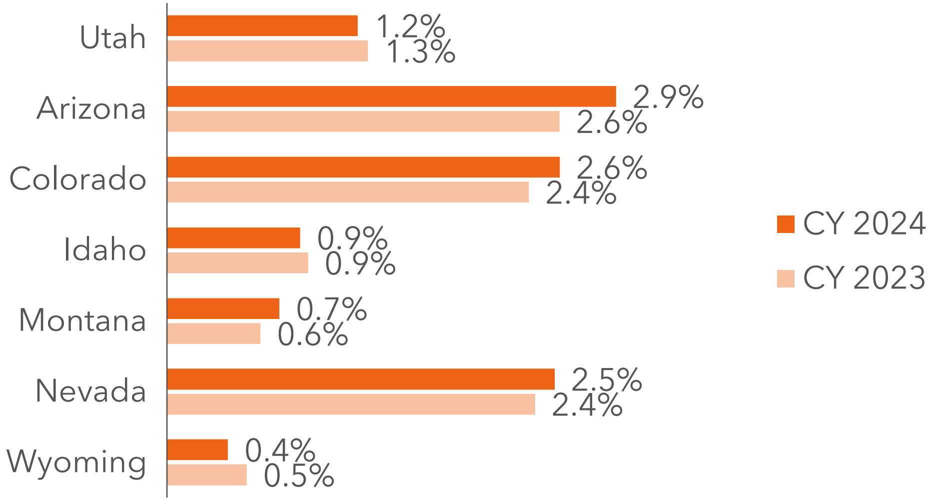
Within its competitive set, Utah (-11%), Idaho (-12%), and Wyoming (-29%) all saw fewer visitors traveling to their state than the year prior. The most visited destinations in the competitive set, Arizona (+7%) and Colorado (+1%) had slight increases in visitor volume. Montana (+13%) was the only state to see a double-digit increase in volume.

Travel to Utah makes up roughly 1.2% of all U.S. travel, on par with previous years.

Regional Volume



Market Share of U.S. Domestic Travel



Sources: TravelTrak America - Q4a. U.S. state(s) visited (in person-trips)

Proximity matters, Utah visitors primarily reside in nearby states

Although Utah's visitor base is dominated by those residing from Utah or nearby states, shifts in visitation still occur. After making up 8% of all Utah trips in 2023, Colorado made up 5% of trips to Utah in 2024, which is in line with historical norms. The proportion of Utah visitors coming from Wyoming has increased in each of the previous two years, which could make it a market to keep an eye on.

Top Origin States for Utah Visitors by Year

		2022	2023		2024	
1	Utah	39%	40%	▲	40%	-
2	California	11%	10%	▼	10%	-
3	Colorado	4%	8%	▲	5%	▼
4	Idaho	9%	6%	▼	5%	▼
5	Nevada	4%	4%	-	5%	▲
6	Texas	3%	3%	-	4%	▲
7	Washington	3%	3%	-	3%	-
8	Wyoming	1%	2%	▲	3%	▲
9	Arizona	4%	3%	▼	3%	-
10	Florida	2%	2%	-	3%	▲

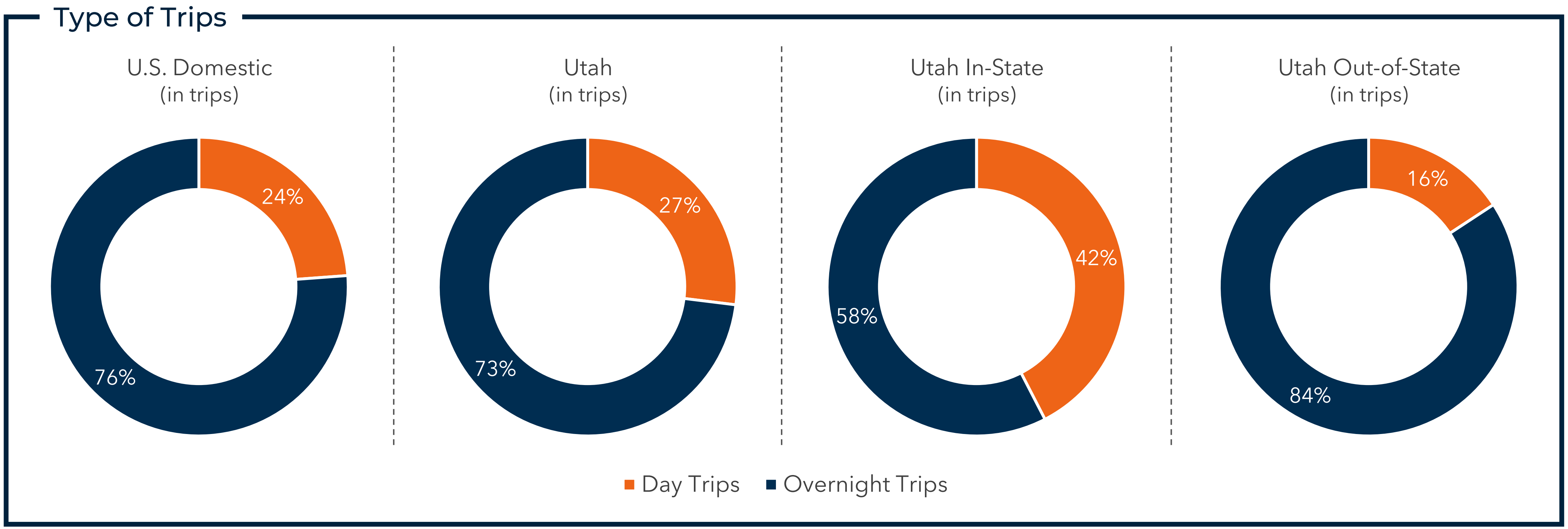
Top DMAs for Utah Visitors by Year

		2022	2023		2024	
1	Salt Lake City	40%	42%	▲	43%	▲
2	Los Angeles	5%	5%	-	5%	-
3	Denver	4%	6%	▲	4%	▼
4	Las Vegas	4%	3%	▼	3%	-
5	New York	2%	2%	-	3%	▲
6	Phoenix	4%	3%	▼	3%	-
7	Idaho Falls-Pocatello	3%	3%	-	2%	▼
8	Boise	3%	2%	▼	2%	-
9	San Francisco-Oakland	2%	2%	-	2%	-
10	Grand Junction-Montrose	1%	1%	-	2%	▲

Note: San Francisco-Oakland-San Jose shortened to San Francisco-Oakland.

As person trips receded, day trips captured a greater share of Utah travel volume, especially among leisure travelers

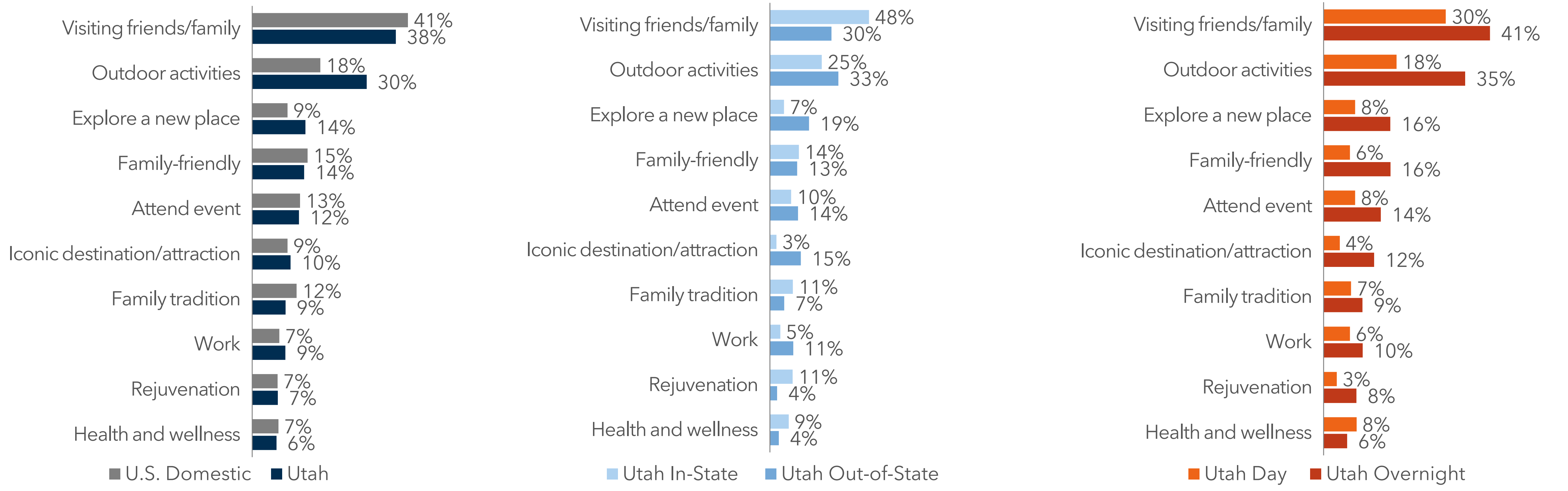
Year-over-year, day trips increased as a share of Utah's total trips in 2024 (27%, +7 pts from 2023). The rise in share of Utah day trips was observed among both in-state (+13 pts) and out-of-state (+3 pts) travelers. Nationwide day trips (-2 pts).



Travel Motivations, Decision Timing & Trip Planning

In-state (-13 pts) and out-of-state (-4 pts) visitors to Utah are less motivated by outdoor activities than the prior year, despite remaining above national levels

Top Motivations for Visit

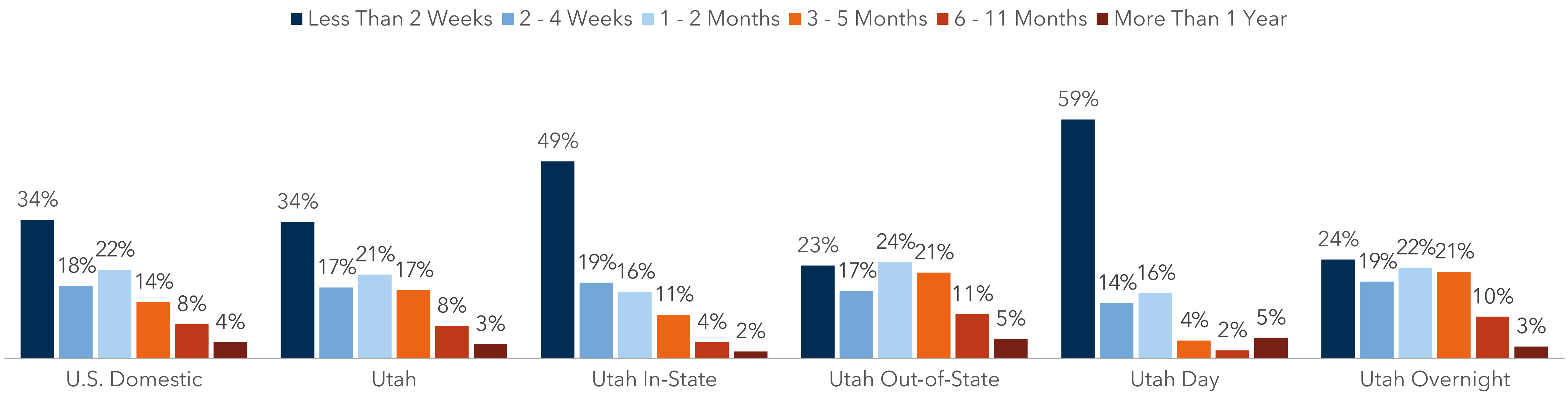


Note: Motivations for Visit differs from Activities as Primary/Secondary Reason for Visit.

Utah visitors trip decision timing aligned with overall domestic travelers

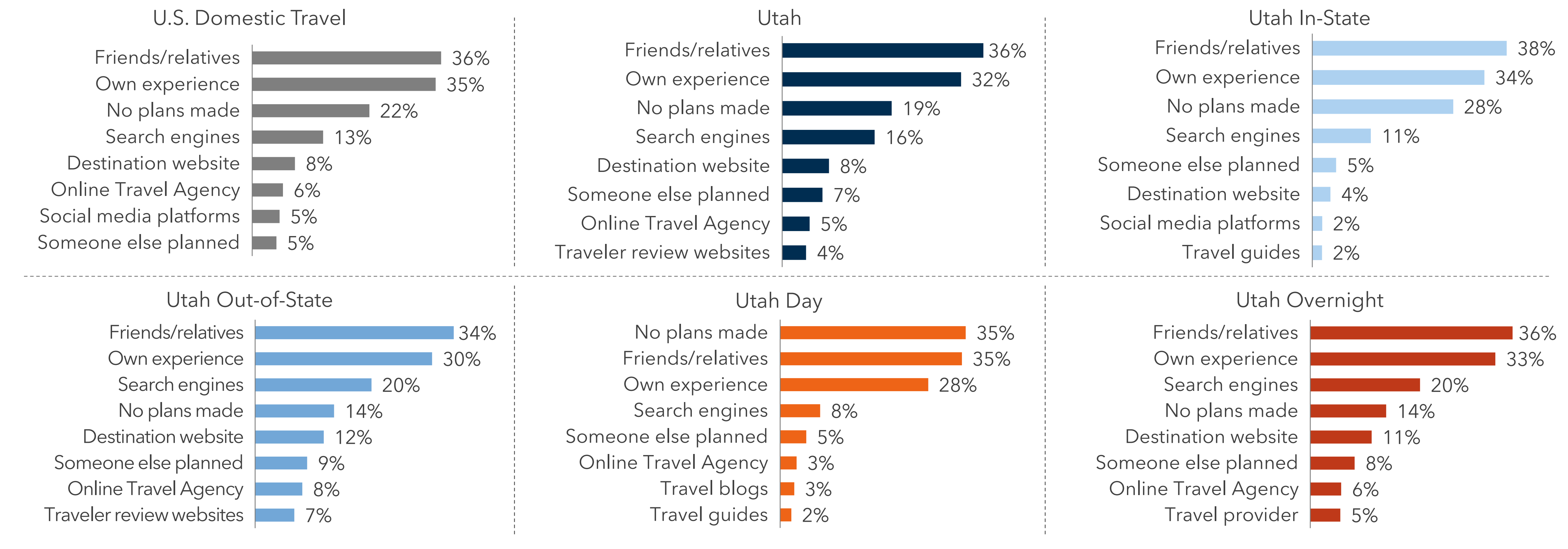
Visitors to Utah were impulsive in 2024, as 34% made the decision to visit within two weeks of traveling (+5 pts vs 2023). This shift to more spontaneous travel is driven by in-state and day visitors. In 2024, 59% of day visitors and 49% of in-state visitors decided to travel within two weeks of the trip, up year-over-year +8 pts and +10 pts, respectively. This shift in decision timing places Utah visitors on par with national norms. Utah Out-of-State and Overnight visitors held steady.

Advance Travel Decision



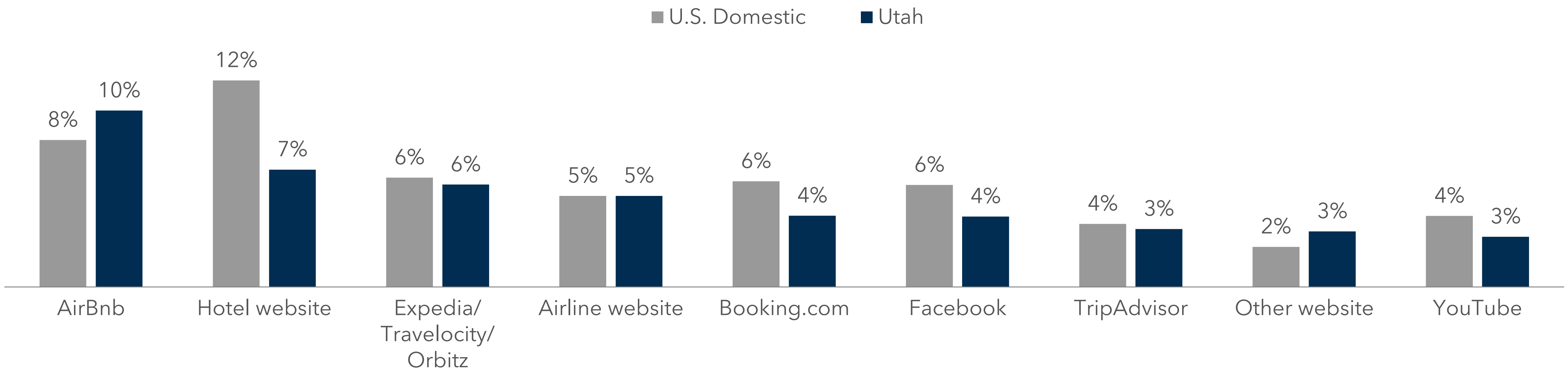
Domestic and Utah travelers leaned more on friends/relatives and their own experience when planning a trip than any other resource

Top Trip Planning Sources by Visitor Segment



Airbnb (+4 pts) overtook hotel (-5 pts) websites as the most popular website/app used to select a destination among Utah visitors

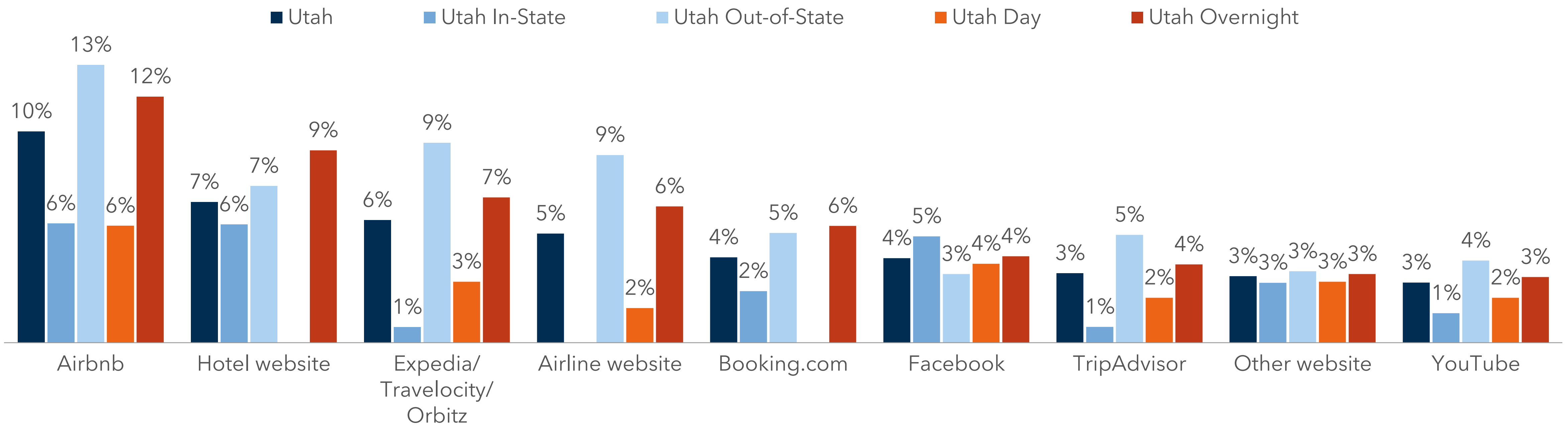
Websites/Apps Used to Select Destination



Note: Respondents are asked to select the websites/apps used throughout the trip planning process. Figures shown reflect websites/apps chosen as being used to select destination.

Airbnb (+4 pts) overtook hotel (-5 pts) websites as the most popular website/app used to select a destination among Utah visitors

Websites/Apps Used to Select Destination



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Trip Characteristics

Increases in trips to Visit Friends/Relatives increased notably among Utah In-State, Out-of-State and Overnight Leisure Visitors

Primary Trip Purpose

	U.S. Domestic Travel		Utah Visitors	
	2023	2024	2023	2024
Leisure (net)	83%	83%	86%	81%
Visit Friends/Relatives	40%	41%	35%	38%
Outdoor Recreation	10%	10%	24%	18%
Entertainment/Sightseeing	17%	17%	14%	12%
Other Personal	15%	15%	13%	13%
Personal Business	6%	5%	5%	5%
General Business	8%	8%	7%	10%
Other	4%	4%	3%	3%

Leisure Trip Purpose Distribution

	Utah Leisure Visitors		Utah In-State Visitors		Utah Out-of-State Visitors		Utah Day Visitors		Utah Overnight Visitors	
	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024
Leisure (net)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Visit Friends/ Relatives	41%	47%	43%	47%	40%	47%	59%	46%	40%	46%
Outdoor Recreation	28%	22%	29%	19%	27%	24%	21%	10%	27%	26%
Entertainment/ Sightseeing	16%	15%	7%	12%	23%	17%	9%	20%	18%	13%
Other Personal	15%	17%	21%	22%	11%	13%	11%	23%	15%	15%

Although below national levels, most Utah visitors continue to travel to the state via personal vehicle

Transportation To

	U.S. Domestic	Utah	Utah In-State	Utah Out-of-State	Utah Day	Utah Overnight
Personal Vehicle	74%	71%	92%	56%	84%	66%
Airplane	15%	18%	<1%	32%	3%	24%
Rental Car	6%	8%	1%	12%	4%	9%
Shared Economy/Taxi	4%	3%	0%	4%	0%	3%
Motorcoach/Group Tour/Bus	3%	4%	2%	5%	2%	5%
Camper/RV	2%	2%	2%	2%	0%	2%
Other	7%	5%	6%	5%	9%	4%

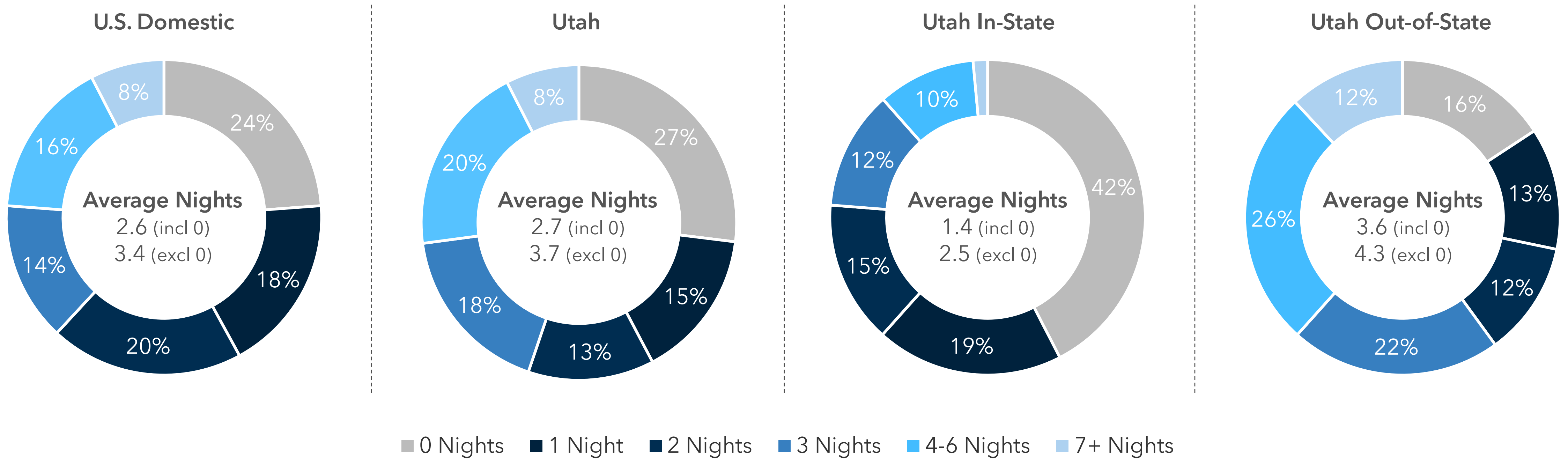
When traveling within the state, a lower proportion of Utah visitors traveled in a camper/RV than the prior year (2% vs 5%)

Transportation Within

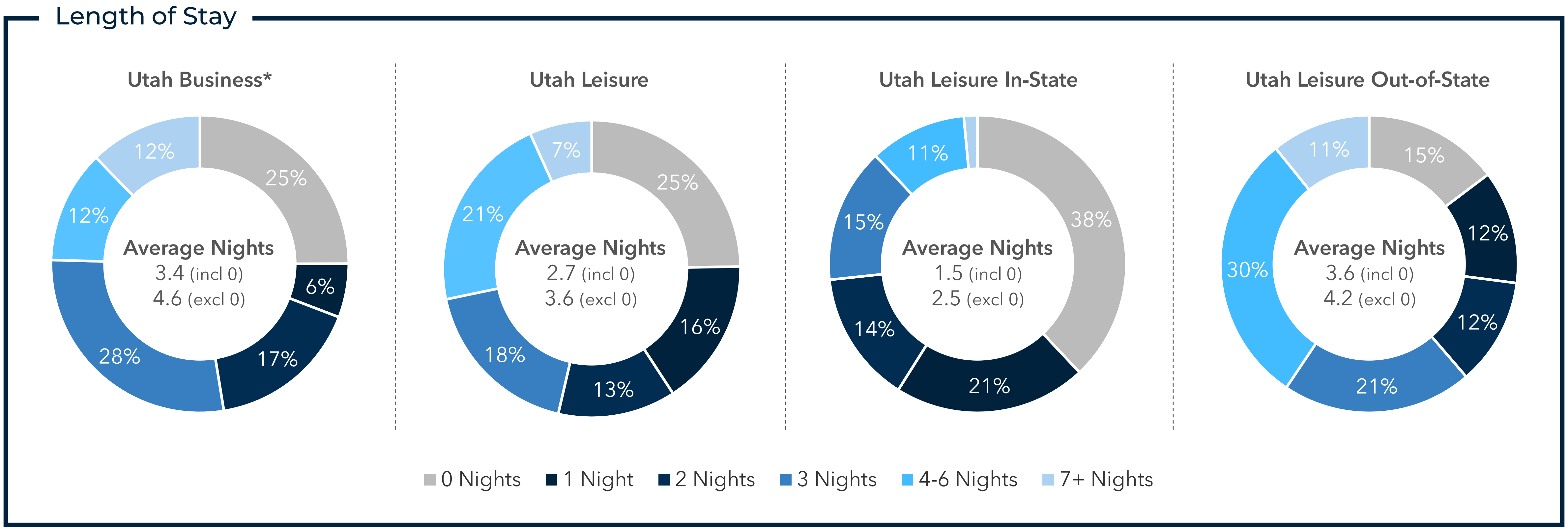
	U.S. Domestic	Utah	Utah In-State	Utah Out-of-State	Utah Day	Utah Overnight
Personal Vehicle	76%	75%	97%	58%	87%	70%
Rental Car	12%	17%	1%	28%	4%	21%
Shared Economy/Taxi	9%	4%	1%	7%	2%	6%
Motorcoach/Group Tour/Bus	4%	4%	3%	5%	2%	5%
Camper/RV	2%	2%	1%	2%	3%	1%
Other	8%	5%	1%	8%	6%	4%

Despite an increase in day trips, those who took an overnight trip to Utah stayed longer than the prior year (3.7 vs 3.1 nights)

Length of Stay

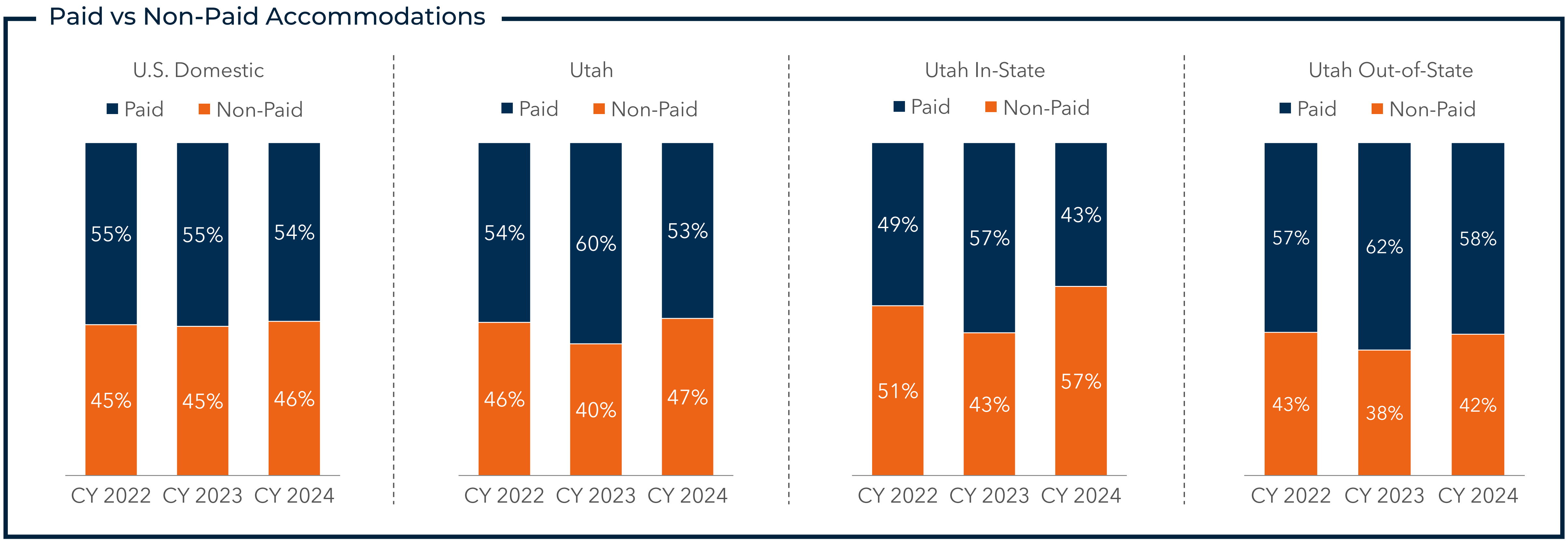


Utah leisure out-of-state visitors were influential in length of stay increases, averaging half a night longer than the previous year (3.6 vs 3.1 nights)



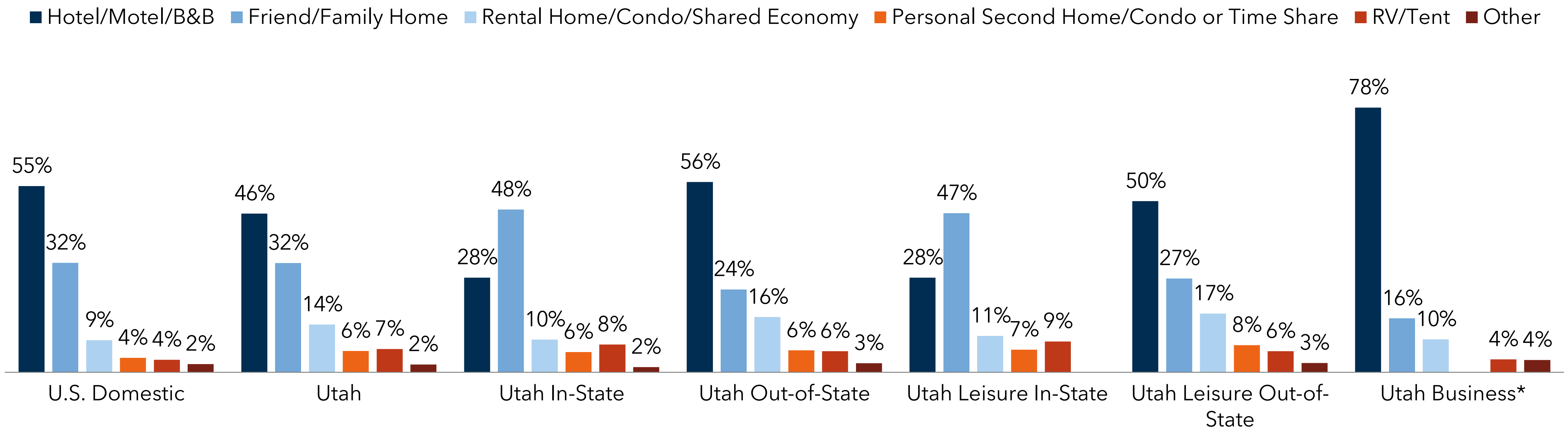
*Small sample size (n<50)

Among Utah visitors, the use of paid accommodations regressed to national norms in 2024

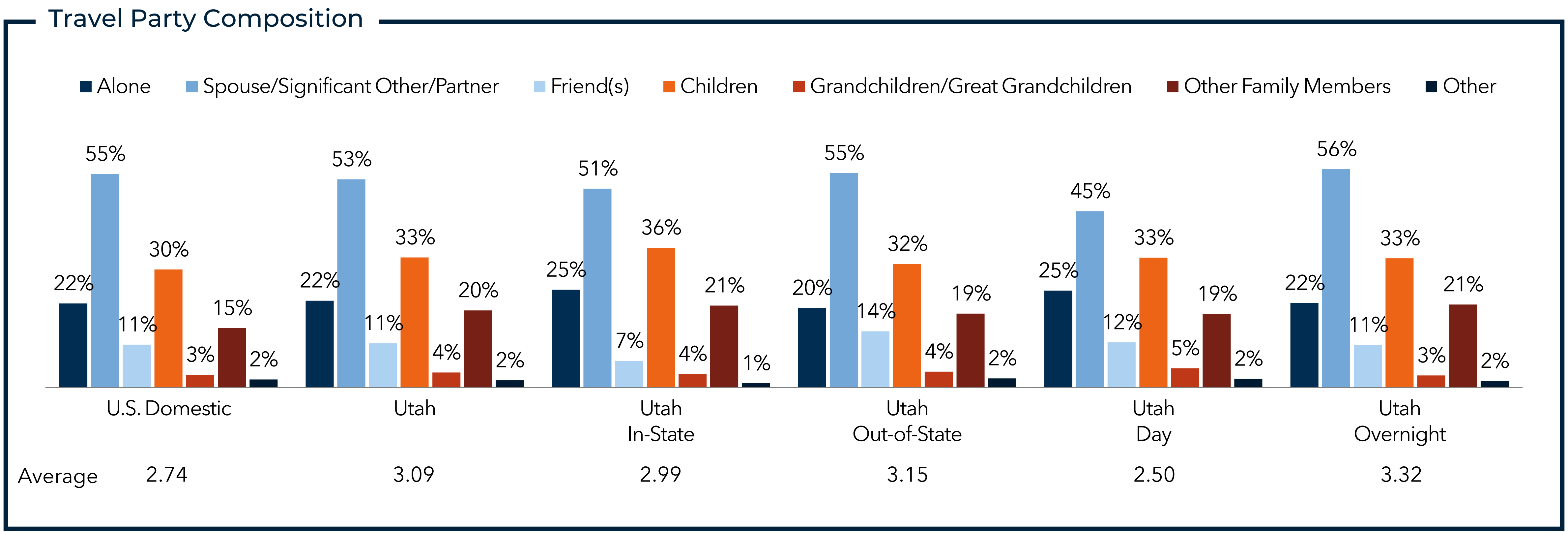


Overnight visitors stayed in a private home (+8 pts) more than the year before and an RV/tent less than the year before, which coincides with increased VFR travel and decreased outdoor recreation travel

Overnight Visitor Accommodations

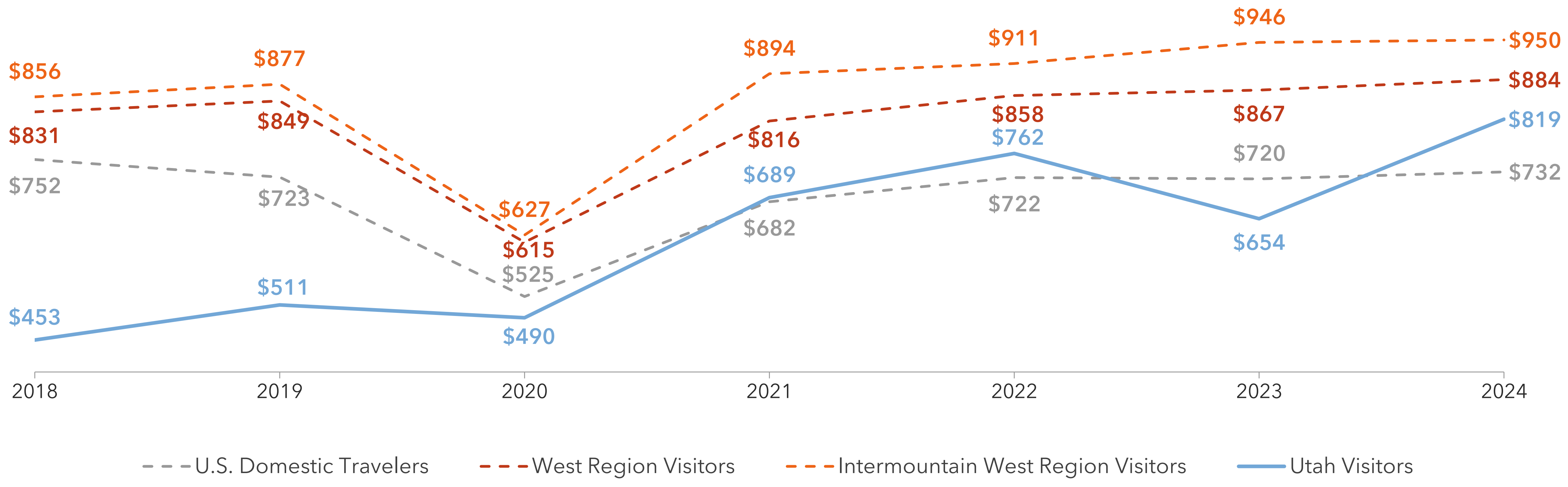


Despite an increase in traveling alone among Utah visitors, overall travel party size also increased



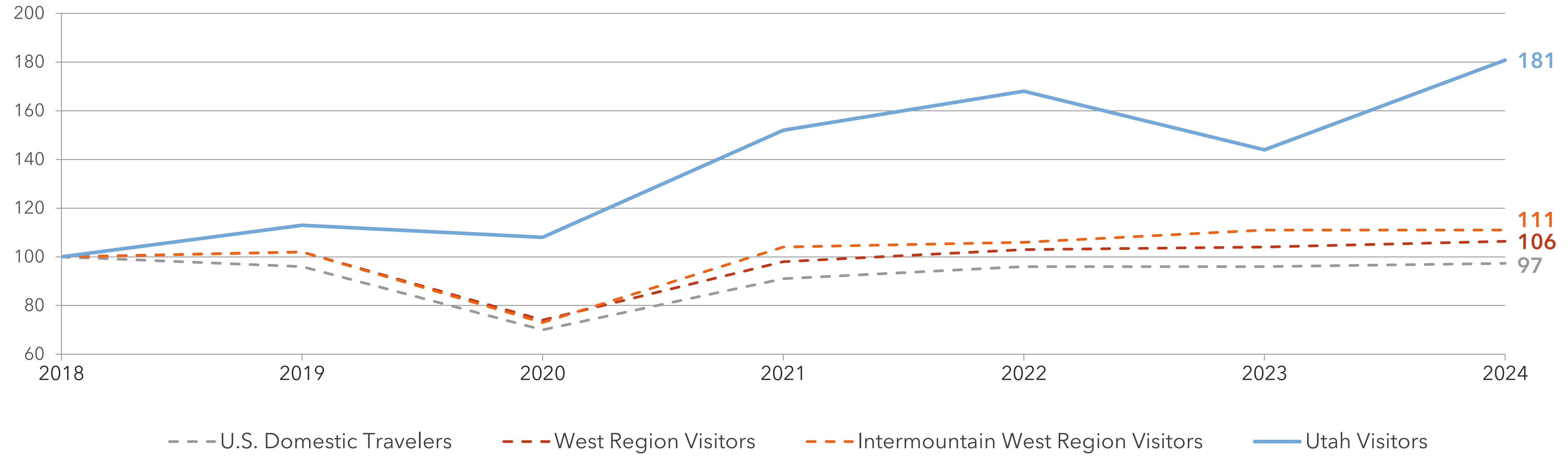
Adjusted for inflation, Utah's 2024 travel party spend was higher than each of the previous six years

Trends in Travel Party Spend (Inflation-adjusted based on 2018)



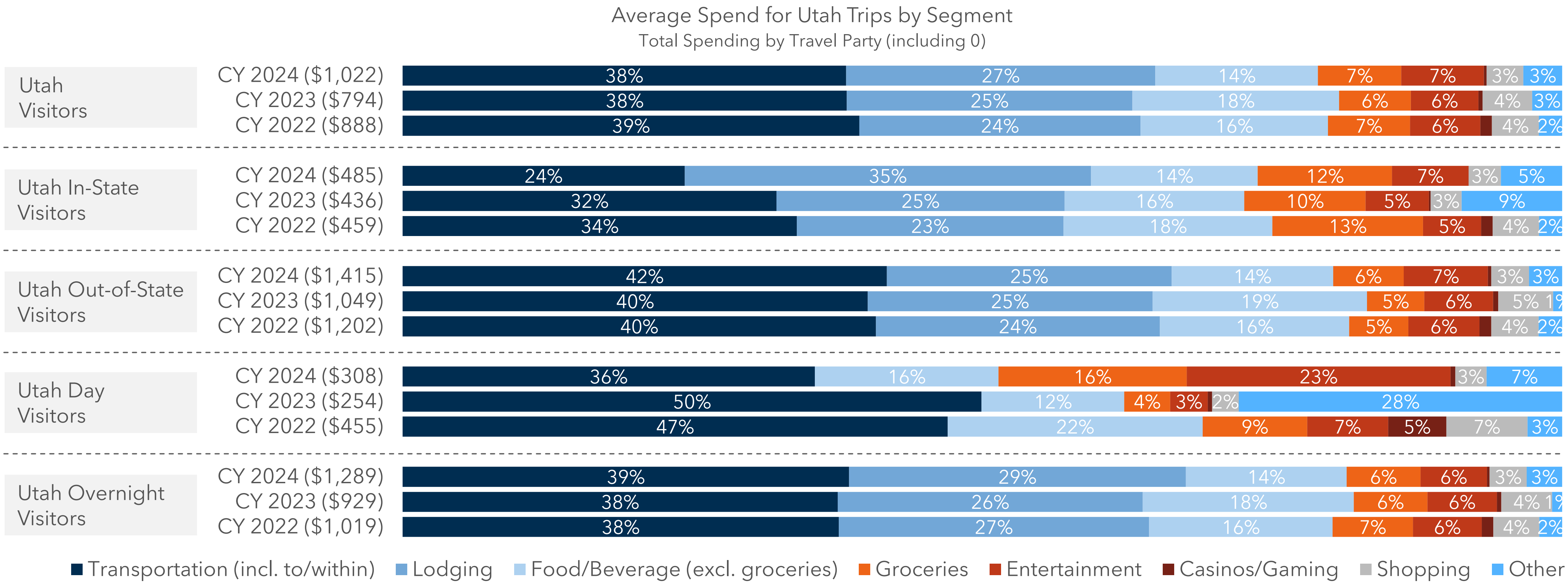
Since 2018, accounting for inflation, Utah's travel party spend has increased by 81%, which outpaces domestic and regional levels and indicates a shift to attracting high spend visitor

Trends in Travel Party Spend (Indexed)



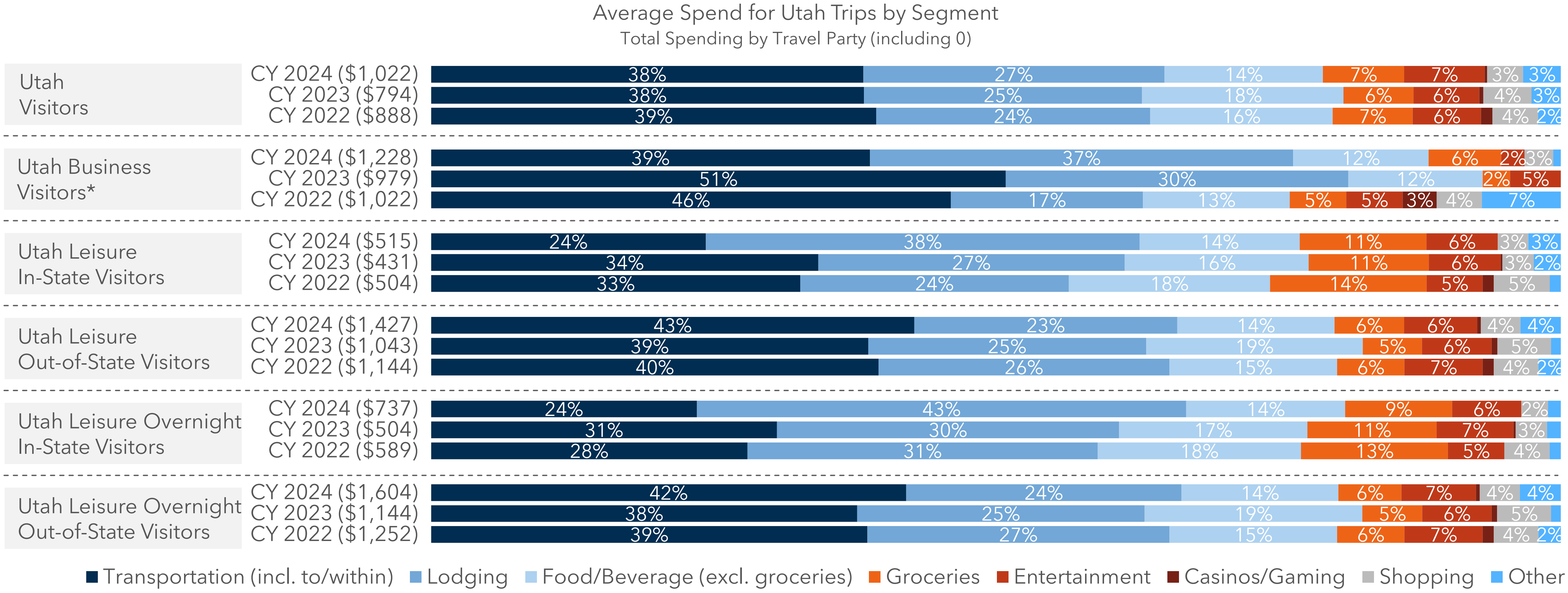
Note: Index is based on inflation-adjusted spend to 2018.

2024 spend increases occurred across all categories for Utah visitors



Note: Transportation includes transportation to/within the state

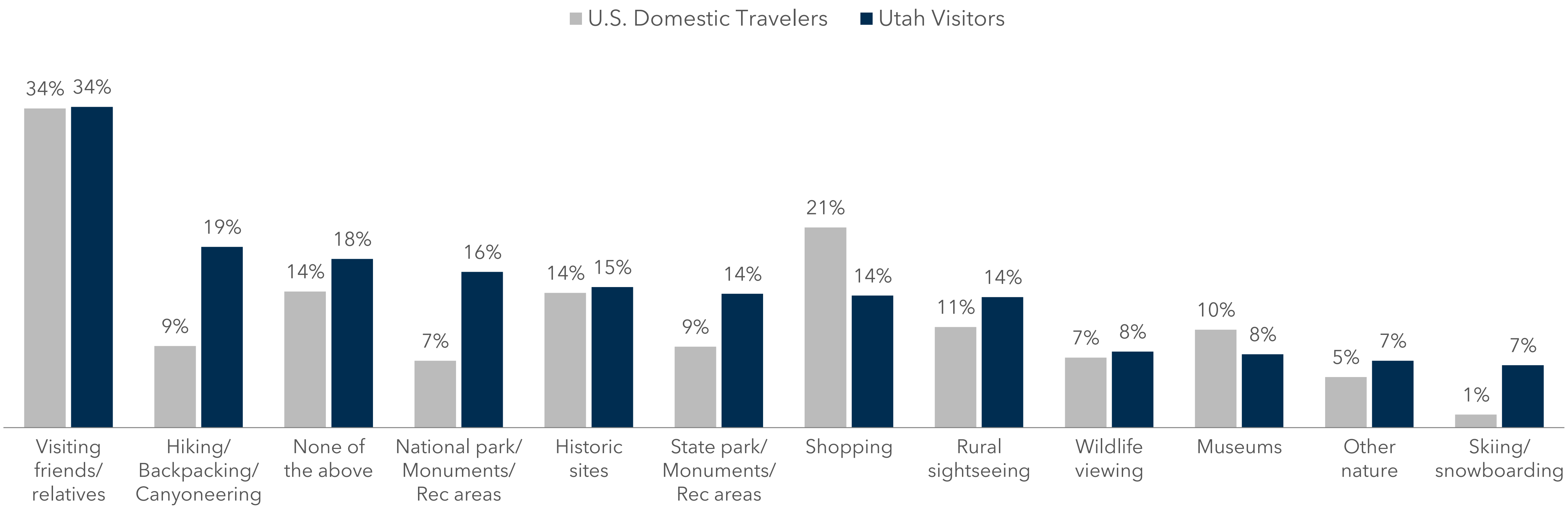
Increases in spend across Utah's leisure travel segments outpaced the decreases observed in leisure travel to the state



Note: Transportation includes transportation to/within the state
*Sample size <50

Utah visitors' participation rates in outdoor activities, such as National/ State parks, hiking, skiing, and rural sightseeing outpace national norms

Top Activities



Although outdoor activities remain the top activities for Utah visitors, participation rates have fallen year-over-year

Utah In-State Top Activities

1	Visiting friends/relatives	41%
2	Hiking/Backpacking/ Canyoneering	18%
3	Shopping	12%
4	Rural sightseeing	11%
5	State park/ Monument/Rec areas	11%
6	Historic sites	10%
7	Swimming	10%
8	Fishing	8%
9	Wildlife viewing	8%
10	Camping	8%

Utah Out-of-State Top Activities

1	Visiting friends/relatives	29%
2	National park/ Monuments/Rec areas	23%
3	Hiking/Backpacking/ Canyoneering	20%
4	Historic sites	18%
5	State park/ Monuments/Rec areas	16%
6	Rural sightseeing	15%
7	Shopping	15%
8	Museums	11%
9	Skiing/snowboarding	11%
10	Fine dining	8%

Utah Day Top Activities

1	Visiting friends/relatives	24%
2	Shopping	11%
3	Wildlife viewing	8%
4	Rural sightseeing	8%
5	Historic sites	8%
6	Other nature	6%
7	Fishing	6%
8	Golf	5%
9	Other	4%
10	Sports events (spectator)	4%

Utah Overnight Top Activities

1	Visiting friends/relatives	38%
2	Hiking/Backpacking/ Canyoneering	25%
3	National park/ Monuments/Rec areas	21%
4	State park/ Monuments/Rec areas	18%
5	Historic sites	17%
6	Rural sightseeing	16%
7	Shopping	15%
8	Museums	11%
9	Swimming	9%
10	Fine dining	8%

With initiatives to better disperse visitors throughout the state underway, the percent of Utah visitation to Moab, Zion/Springdale, Torrey/Capitol Reef, and Bryce Canyon (each of which has at least one National Park) declined year-over-year in 2024

	Utah Visitors		Utah In-State Visitors		Utah Out-of-State Visitors	
	CY 2023	CY 2024	CY 2023	CY 2024	CY 2023	CY 2024
Utah Destinations Visited						
Salt Lake City	33%	32%	18%	18%	43%	43%
St. George	15%	13%	22%	16%	10%	10%
Park City	10%	11%	3%	4%	15%	17%
Provo/Orem	14%	11%	13%	9%	14%	13%
Moab	12%	9%	6%	2%	17%	13%
Zion/Springdale	10%	8%	4%	3%	15%	11%
Bryce Canyon	9%	8%	2%	2%	13%	12%
Ogden	5%	6%	3%	7%	5%	6%
Cedar City	7%	6%	6%	7%	7%	5%
Logan	5%	5%	5%	6%	5%	5%
Brigham City	2%	4%	0%	7%	4%	2%
Monument Valley/Monticello/Bluff/Mexican Hat	4%	3%	1%	1%	6%	5%
Kanab	4%	3%	1%	0%	6%	5%
Torrey/Capitol Reef	4%	2%	2%	1%	5%	4%
Davis County/Lagoon	3%	2%	3%	4%	4%	1%
Vernal	2%	2%	1%	3%	3%	1%
Escalante/Boulder	3%	1%	1%	1%	4%	1%
Garden City/Bear Lake	3%	1%	2%	0%	3%	1%
Dutch John/Flaming Gorge	1%	<1%	0%	0%	2%	1%
Other	18%	18%	27%	29%	11%	9%

Niche Vacation Motivations

Niche activities motivate travel to Utah

Visitor characteristics vary between the niche activities motivating travel:

- Adventure Seekers: 19% of leisure trips, highest income & spend
- Parks: 17% of leisure trips, oldest, longest stays
- Outdoor Recreationalists: 13% of leisure trips, youngest, most Utah residents
- Nature & Rural Explorers: 10% of leisure trips, most day trips
- Arts & Culture: 12% of leisure trips, highest family travel
- Entertainment: 14% of leisure trips, three-quarters come from Utah/neighbor state
- Family & Friends: 38% of leisure trips, ranks as the highest % of leisure trips

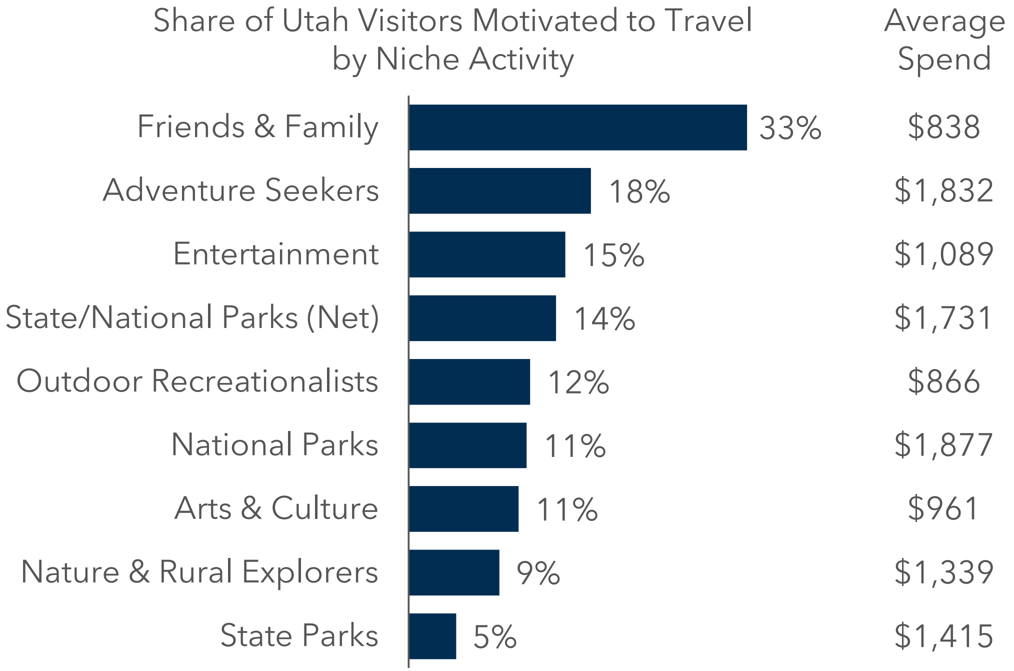
	Leisure visitors	Arts & Culture	State/National Parks (Net)	State Parks	National Parks	Adventure Seekers	Outdoor Recreationalist	Nature & Rural Explorers	Entertainment	Family & Friends
% of Leisure Trips	100%	12%	17%	5%	13%	19%	13%	10%	14%	38%
Demographics										
Average Age	45.6	42.2	47.6	51.0	46.8	41.2	38.6	44.5	44.1	45.7
Approx. Avg. Household Income	$103,481	$103,142	$108,805	$89,538	$113,784	$116,839	$83,826	$91,811	$98,029	$99,728
Children <18 in Household	43%	49%	29%	30%	32%	39%	49%	47%	39%	44%
Residence										
Utah Resident	43%	36%	19%	21%	17%	29%	56%	35%	44%	50%
Neighbor State Resident	21%	17%	21%	37%	15%	18%	21%	19%	30%	22%
Trip Characteristics										
Overnight Stay	75%	84%	93%	89%	93%	93%	68%	66%	70%	81%
Average Nights (excl. 0)	4.6	4.2	6.4	7.2	6.3	4.6	3.6	5.6	3.8	4.0
Average Travel Party Size	3.3	3.4	3.5	2.8	3.7	4.1	3.8	3.4	2.7	3.2
Family Travel Party	31%	48%	22%	30%	22%	33%	37%	27%	31%	30%
Average Spend (per trip/party)	$1,030	$961	$1,731	$1,415	$1,877	$1,832	$866	$1,339	$1,089	$838

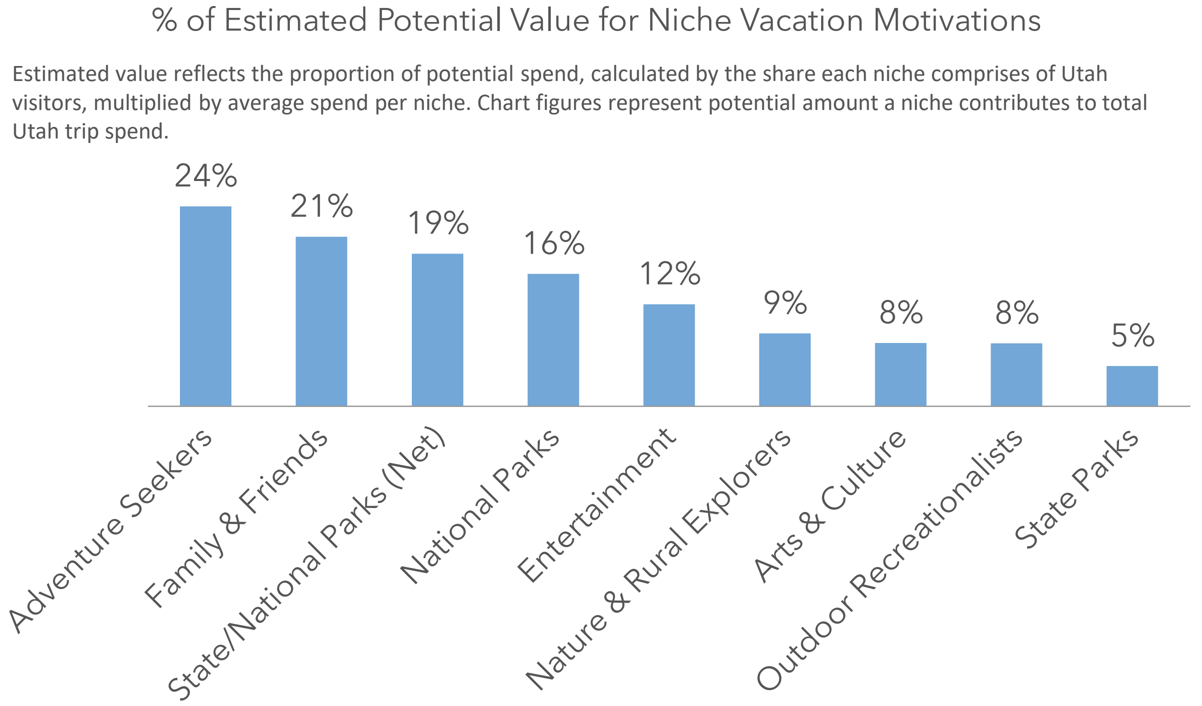
Note: Niche activity figures reflect Utah visitors who said an activity within the niche category was a primary/secondary reason for visit (see glossary for niche category definitions); since it's possible for an activity as a primary reason and secondary reason for visit to fall in different niches, some overlap will exist

Travelers motivated to visit Utah for niche activities provide value and contribute to total spending in the state

The most lucrative niche activity segments:

- The Adventure Seekers niche segment offers the highest estimated potential value due to the average spend within that segment. The Friends & Family segment has the largest share of visitors, nearly twice the size of the next largest segment, which is the primary reason for this segment's estimated potential value being the second-highest.

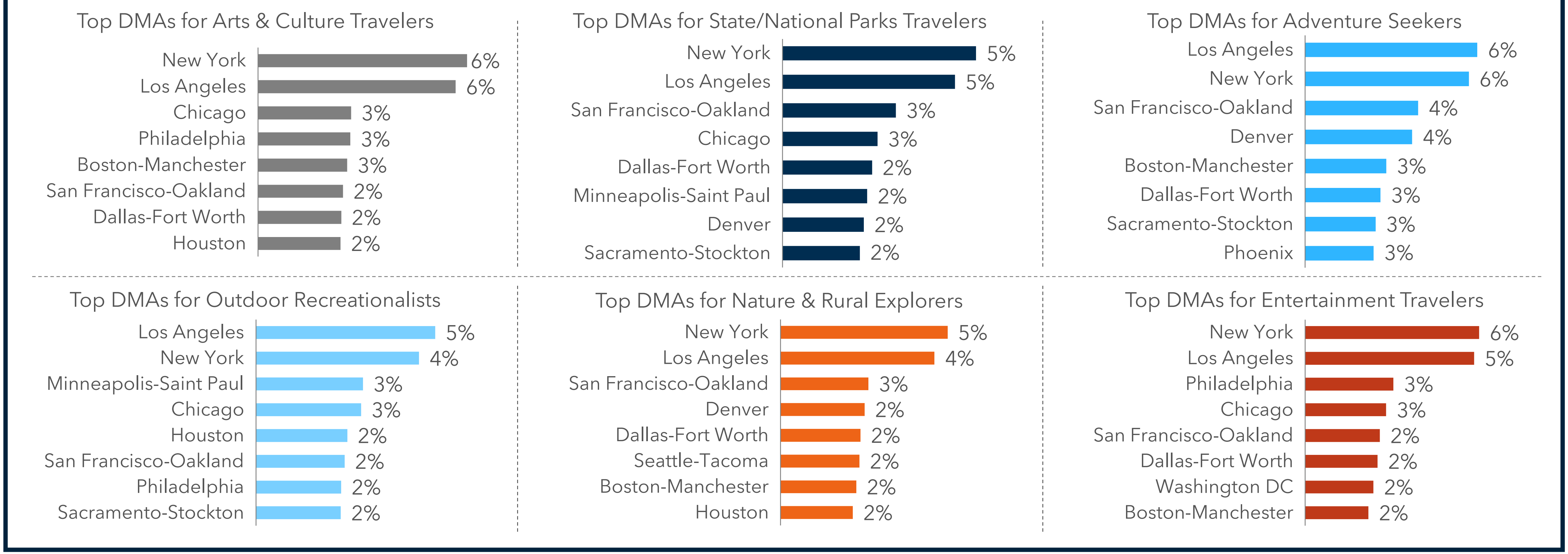




Note: Niche activity figures reflect Utah visitors who said an activity within the niche category was a primary/secondary reason for visit (see glossary for niche category definitions); since it's possible for an activity as a primary reason or secondary reason for visit to fall in different niches, some overlap will exist.

After declines in outdoor recreation trips in 2024, Utah could look to target travelers in Chicago or Minneapolis that have a high propensity for these types of trips

Top Markets for Targeting U.S. Niche Travelers



Note: San Francisco-Oakland-San Jose shortened to San Francisco-Oakland. Sacramento-Stockton-Modesto shortened to Sacramento-Stockton. Tampa-St. Petersburg-Sarasota shortened to Tampa-St. Petersburg.

Utah Regional Snapshots

Northern Utah Visitor Summary

Home to Utah's largest city, Salt Lake City, a higher proportion of visitors to Northern Utah resided in Salt Lake City in 2024 than the year prior (+6 pts). Meanwhile, a lower proportion of visitors traveled to Salt Lake City (-6 pts), which suggests that visitors wanted to visit other areas in the region.

Visitors to the region come mostly to visit friends/relatives. In 2024, Northern Utah visitors were more likely to stay in a friend/family home (+3 pts) or rental (+3 pts) and less likely in a hotel (-6 pts) than in 2023.

Although more trips to Northern Utah were spontaneous (deciding to visit less than 2 weeks before the trip) the prior year (+3 pts), visitors to the region spent more (+$122), stayed longer (+0.5 nights), and traveled in a larger group (+0.3 people), on average, than the previous year.

Northern Utah Visitor Snapshot | CY 2024

Age

Age	%
18-24	9%
25-34	25%
35-44	19%
45-54	18%
55+	29%

Annual Household Income

Less than $50,000	$50,000-$74,999	$75,000-$99,999	$100,000-$149,999	$150,000 or more
20%	18%	17%	23%	22%

Top Origin Markets

1	Salt Lake City	44%
2	Los Angeles	6%
3	Phoenix	4%
4	Denver	3%
5	Boise	3%

Top Northern Utah Destinations

Salt Lake City	47%
Park City	16%
Provo/Orem	16%
Ogden	9%
Logan	8%

Ethnicity

White/ Caucasian	Hispanic	Asian/ Pacific Islander	African-American
88%	11%	3%	2%

Children <18 in HH

Yes 45%

No 55%

Advance Decision to Visit

<2 Wks.	2-4 Wks.	1-2 Mos.	3-5 Mos.	6-11 Mos.	1+ Yrs.
35%	16%	20%	16%	7%	4%

Primary Purpose for Trip

- 40% Visit Friends/ Relatives
- 14% Outdoor Recreation
- 12% Business
- 11% Entertainment/ Sightseeing
- 13% Other Personal
- 10% Other

Top Transportation Modes

- 69% Personal auto
- 7% Rental car
- 24% Airplane
- 3% Taxi/Rideshare

Trip Type

- 71% Overnight
- 29% Day

Overnight Visit Frequency

- 24% First-time Visitors
- 74% Repeat Visitors
- 2% Infrequent Visitors

Top Accommodation Types

- 47% Hotel/Motel/ B&B
- 7% Time Share/ 2nd Home
- 34% Friend/Family Home
- 14% Rental

Top Motivations for Visit

1	Visit friends/family	40%
2	Outdoor activities	25%
3	Family-friendly	14%
4	Attend event	14%
5	Explore a new place	13%

Travel Party Size

3.0 Average persons

Total Spend on Visit

$1,032 Average per party

Length of Overnight Stay

3.9 Average nights visited

Satisfaction Rating

8.71 Average satisfaction with visit

Recommendation Rating

8.21 Average likelihood to recommend

Notes: For Visit Frequency, frequent visitors have visited more than once before in the past 3 years and infrequent have visited before but not in the past 3 years.

Sample Size (n) = 338

Southern Utah Visitor Summary

A lower proportion of visitors to Southern Utah came for the primary purpose of outdoor recreation than the prior year (-8 pts) and more to visit friends/family (+8 pts).

Although outdoor recreation was still the top travel motivation, it decreased by 11 pts year-over-year. As a result, fewer overnight trips to the region occurred (-6 pts) and less visitors stayed in an RV/tent than the previous year (-8 pts). Average trip satisfaction and likelihood to recommend ratings took a dip, as well.

On the other hand, Southern Utah attracted a more diverse visitor to the region, with more Hispanic (+9 pts) and Asian/Pacific Islander (+3 pts) visitors than the year before. In addition, average travel party size (+0.3 people), travel party spend (+$242), and length of stay (+0.7 nights) improved in 2024.

Southern Utah Visitor Snapshot | CY 2024

Age

Age	%
18-24	11%
25-34	21%
35-44	19%
45-54	19%
55+	28%

Annual Household Income

Less than $50,000	$50,000-$74,999	$75,000-$99,999	$100,000-$149,999	$150,000 or more
14%	22%	14%	29%	21%

Top Origin Markets

1	Salt Lake City	40%
2	Las Vegas	8%
3	Los Angeles	5%
4	Denver	5%
5	San Francisco-Oakland	3%

Top Southern Utah Destinations

St. George	33%
Moab	22%
Zion/Springdale	21%
Bryce Canyon	20%
Cedar City	15%

Ethnicity

White/ Caucasian	Hispanic	Asian/ Pacific Islander	African-American
85%	13%	9%	<1%

Children <18 in HH

Yes 42%

No 58%

Advance Decision to Visit

<2 Wks.	2-4 Wks.	1-2 Mos.	3-5 Mos.	6-11 Mos.	1+ Yrs.
25%	20%	22%	20%	9%	3%

Primary Purpose for Trip

- 33% Visit Friends/ Relatives
- 27% Outdoor Recreation
- 5% Business
- 15% Entertainment/ Sightseeing
- 14% Other Personal
- 6% Other

Top Transportation Modes

- 73% Personal auto
- 11% Rental car
- 8% Airplane
- 6% Motorcoach/ Bus

Trip Type

- 82% Overnight
- 18% Day

Overnight Visit Frequency

- 29% First-time Visitors
- 70% Repeat Visitors
- 1% Infrequent Visitors

Top Accommodation Types

- 53% Hotel/Motel
- 13% RV/Tent
- 28% Friend/Family Home
- 12% Rental

Top Motivations for Visit

1	Outdoor activities	40%
2	Visit friends/family	34%
3	Iconic destination/attraction	21%
4	Explore a new place	21%
5	Family-friendly	15%

Travel Party Size

3.6 Average persons

Total Spend on Visit

$1,087 Average per party

Length of Overnight Stay

3.6 Average nights visited

Satisfaction Rating

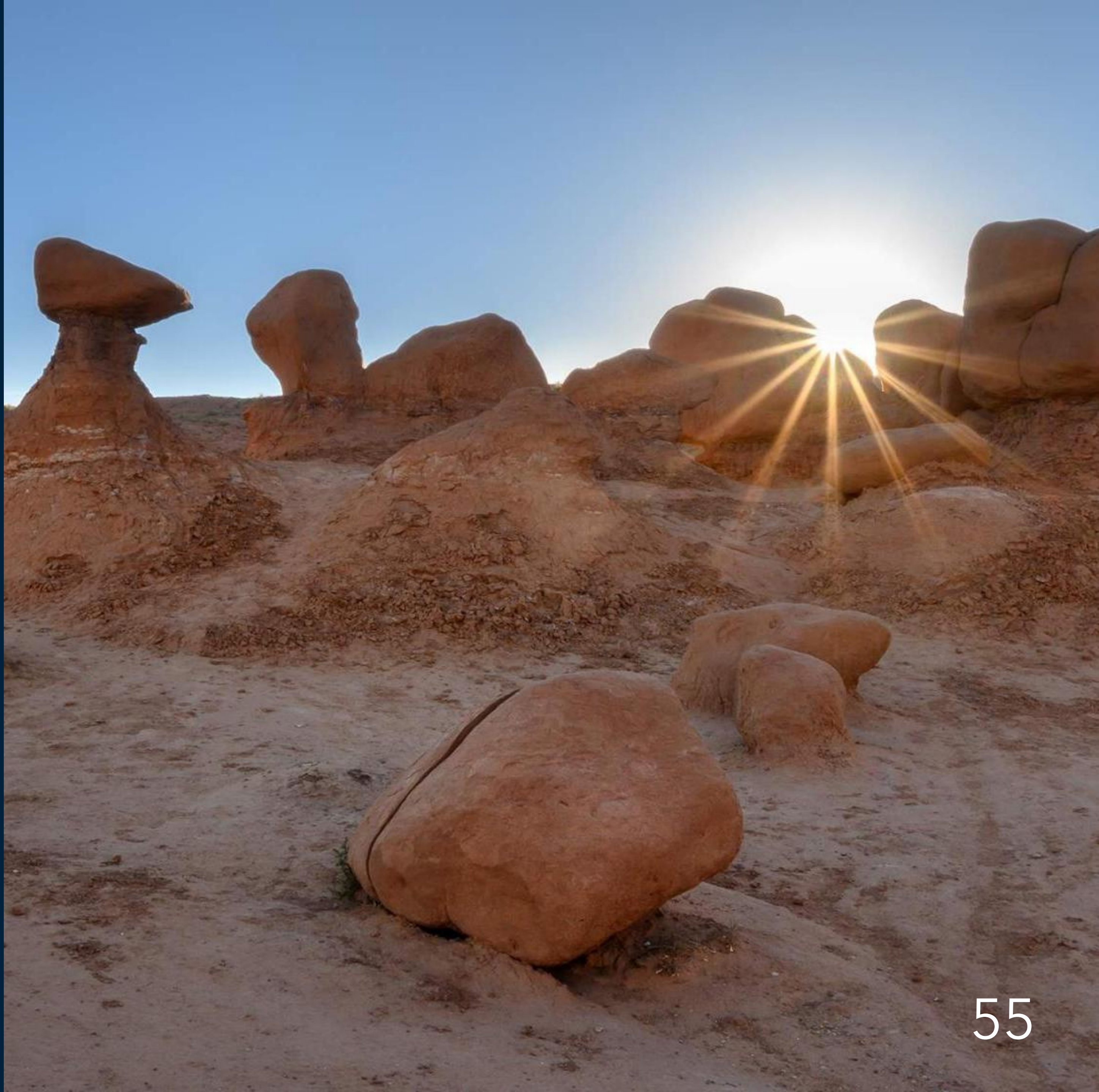
8.85 Average satisfaction with visit

Recommendation Rating

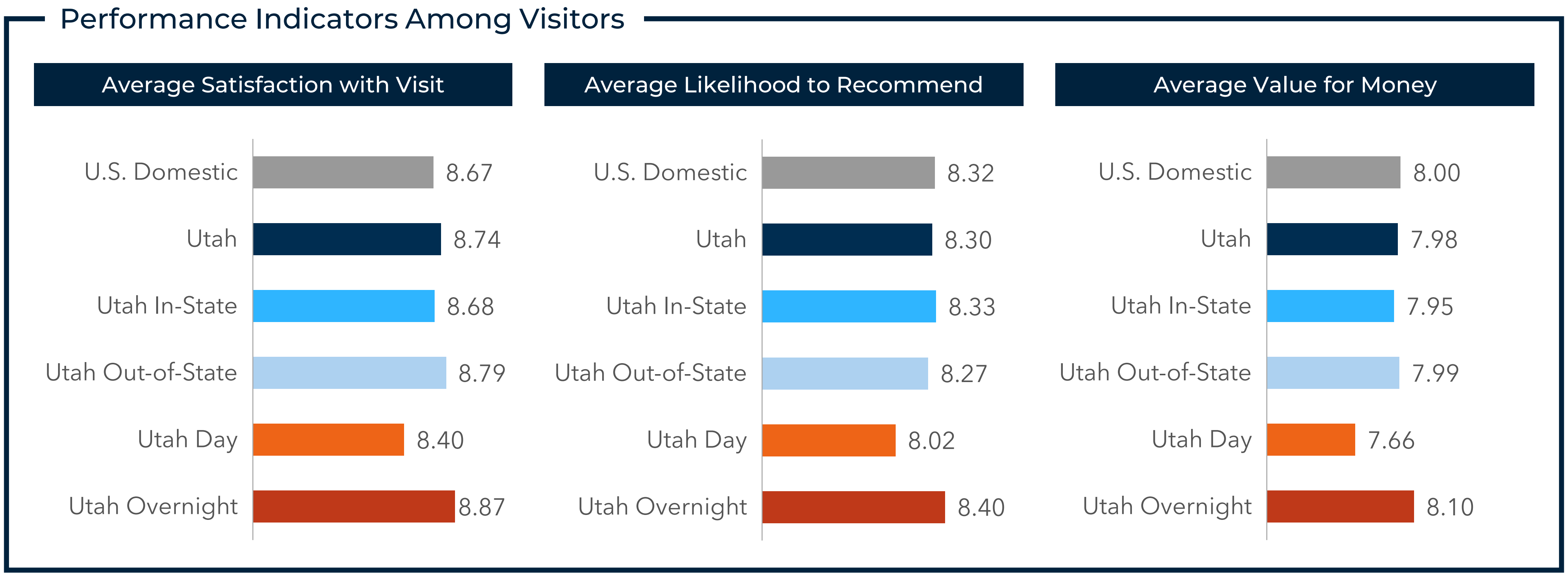
8.55 Average likelihood to recommend

Notes: For Visit Frequency, frequent visitors have visited more than once before in the past 3 years and infrequent have visited before but not in the past 3 years.
Sample Size (n) = 187

Performance Indicators

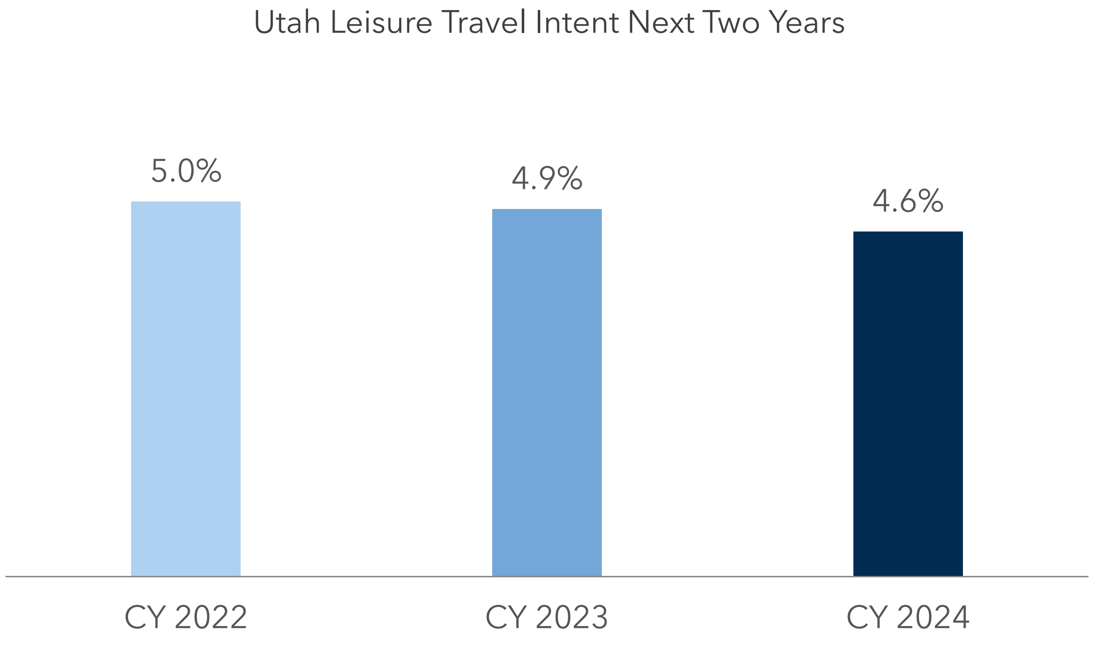


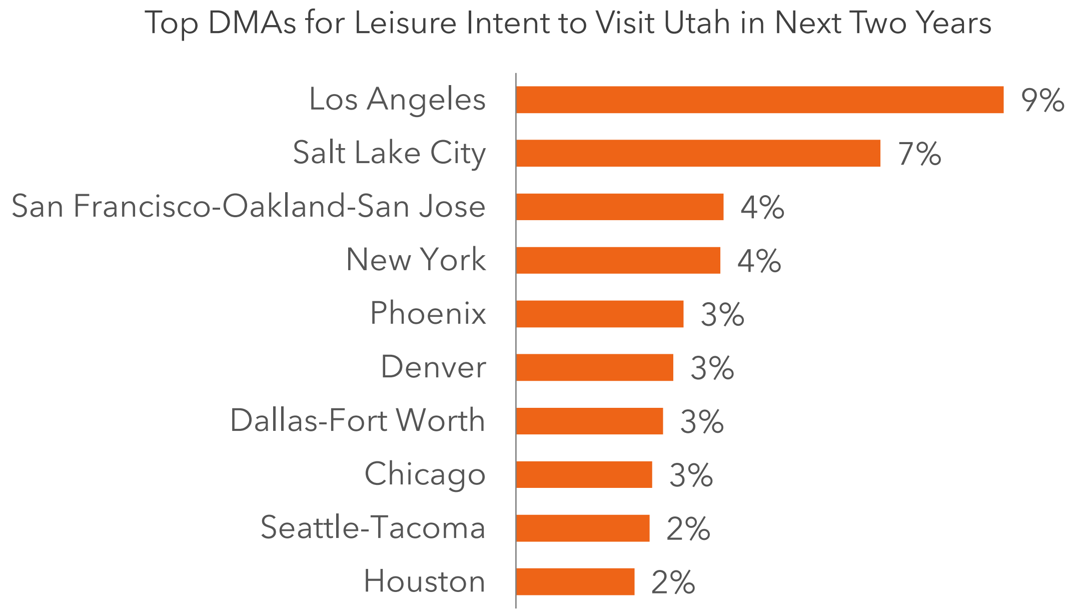
Trip satisfaction among Utah visitors outpaced national norms, while likelihood to recommend and value for the money ratings were on par with domestic travelers



Utah leisure travel intent remains in line with levels seen in previous years and is strongest among travelers residing in large western U.S. DMAs

Leisure Travel Intent





Demographics

Utah continues to attract younger, slightly more affluent visitors

	U.S. Domestic Travel	Utah Visitors	Utah Business Visitors*	Utah Leisure Visitors	Utah Leisure In-State Visitors	Utah Leisure Out-of-State Visitors	Utah Leisure Day Visitors	Utah Leisure Overnight Visitors
Age								
18 - 24	7%	9%	13%	8%	9%	7%	9%	7%
25 - 34	22%	23%	32%	22%	26%	19%	22%	21%
35 - 44	18%	18%	18%	17%	16%	18%	16%	18%
45 - 54	17%	20%	16%	20%	20%	21%	22%	22%
55+	36%	30%	21%	32%	28%	35%	31%	33%
Average	47.4	45.1	41.2	46.2	44.7	47.3	46.1	46.7
Income								
Less than $50,000	23%	19%	14%	17%	18%	16%	22%	17%
$50,000 - $74,999	20%	19%	23%	18%	25%	13%	23%	16%
$75,000 - $99,999	14%	15%	7%	16%	15%	17%	12%	17%
$100,000 - $149,999	25%	25%	23%	27%	29%	26%	29%	25%
$150,000 or more	19%	21%	34%	22%	13%	28%	15%	25%

*Sample size <50

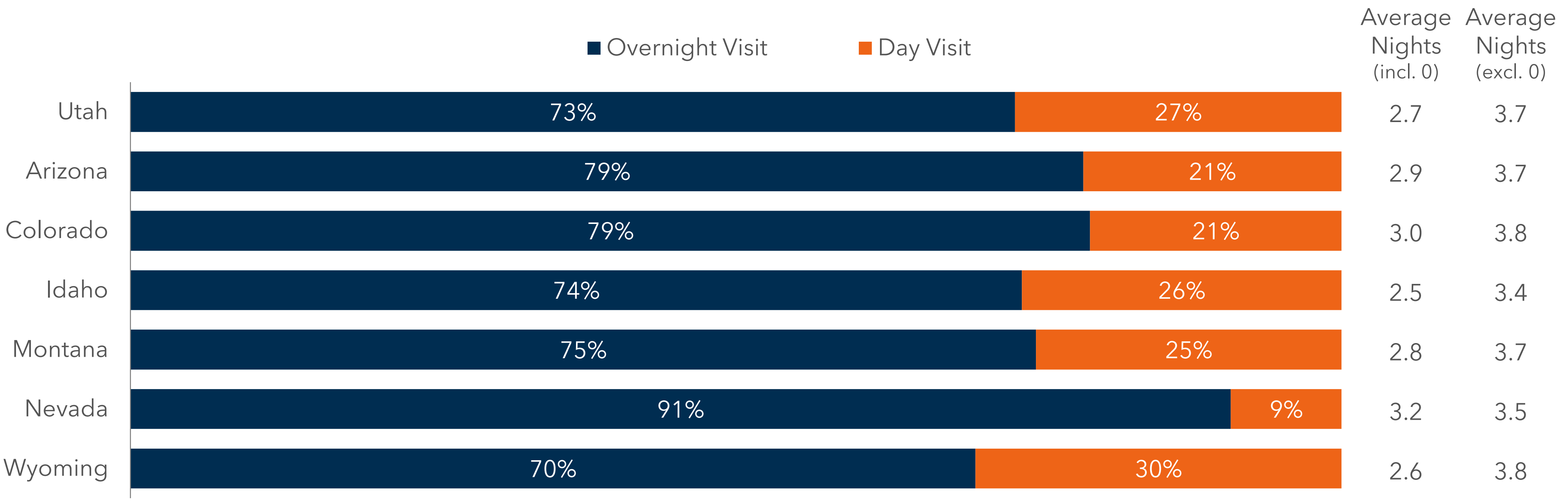
Utah visitors continue to be more likely to be married and have young children than domestic travelers

	U.S. Domestic Travel	Utah Visitors	Utah Business Visitors*	Utah Leisure Visitors	Utah Leisure In-State Visitors	Utah Leisure Out-of-State Visitors	Utah Leisure Day Visitors	Utah Leisure Overnight Visitors
Marital Status								
Now married	56%	59%	54%	62%	60%	64%	59%	64%
Never married	28%	27%	36%	23%	23%	23%	23%	22%
Household Composition								
One Person	40%	39%	70%	35%	35%	35%	39%	33%
Two People	36%	34%	13%	36%	34%	38%	35%	37%
Three People	11%	9%	9%	9%	8%	9%	8%	9%
Four People	9%	11%	6%	12%	12%	11%	13%	11%
Five or More People	4%	7%	2%	8%	10%	7%	5%	9%
Children in Household								
Have Children Under 18	37%	43%	52%	42%	47%	39%	40%	43%
Ethnicity								
White/Caucasian	82%	86%	89%	87%	94%	82%	85%	87%
African-American	8%	2%	4%	1%	0%	2%	1%	1%
Asian/Pacific Islander	5%	5%	0%	6%	2%	9%	6%	7%
Hispanic	10%	12%	18%	10%	11%	10%	8%	11%

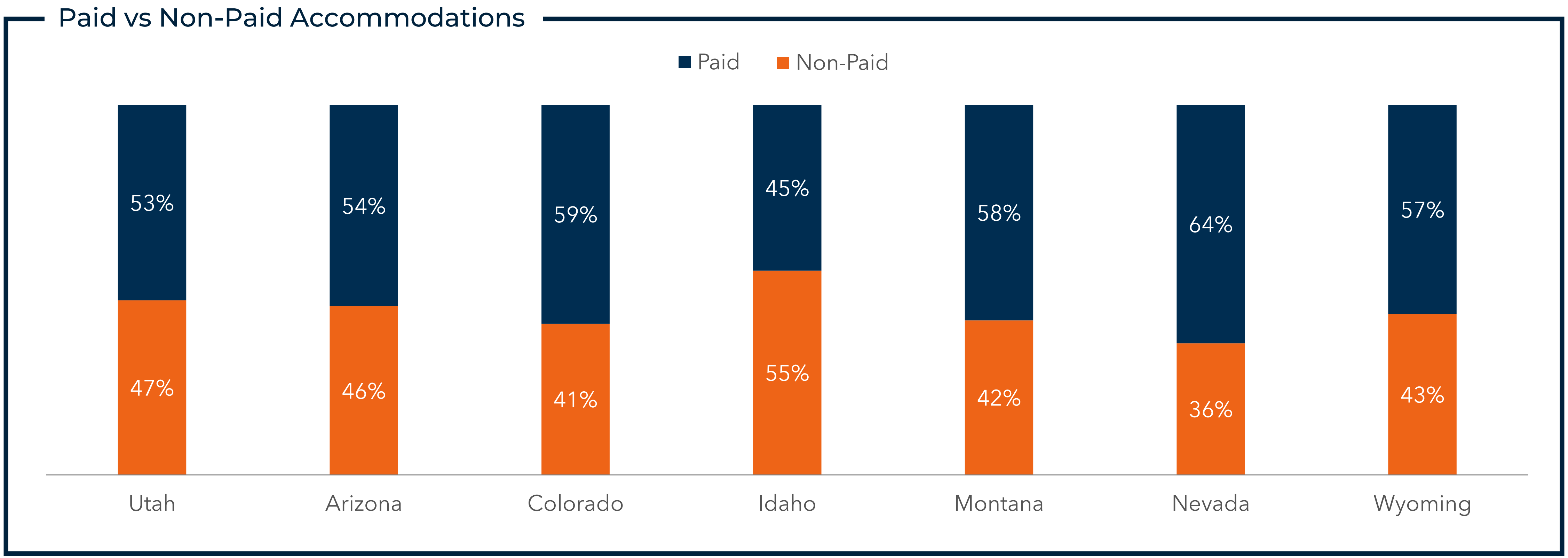
Competitive Environment

Utah's overnight visitors stayed an average of 3.7 nights on their trip, while trailed only Colorado and Wyoming (3.8 nights)

Overnight vs Day Visits



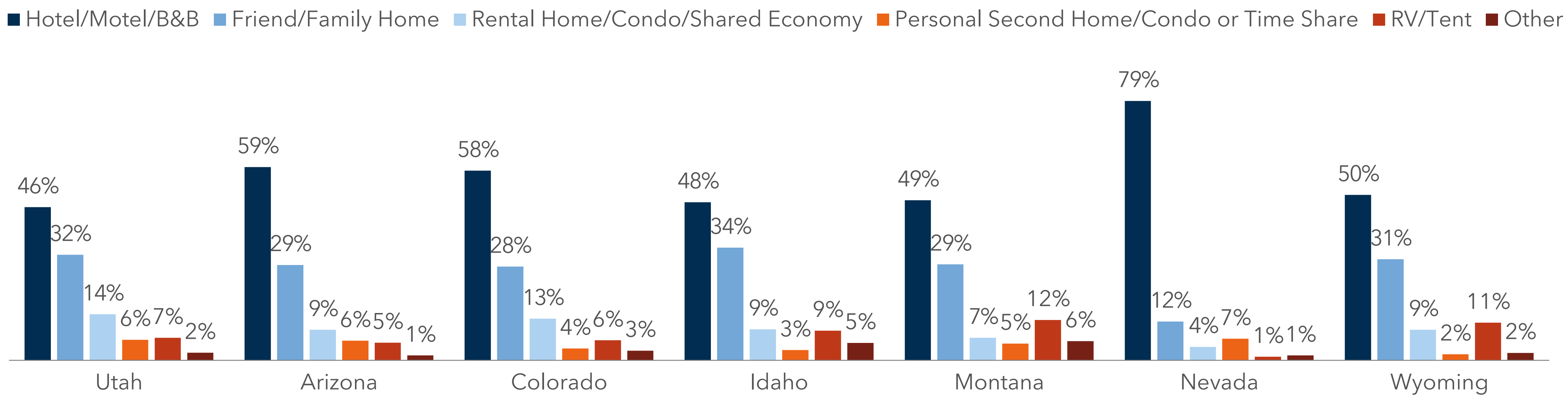
53% of visitors to Utah choose to stay in paid accommodations, a rate only higher than Idaho (45%) in its competitive set



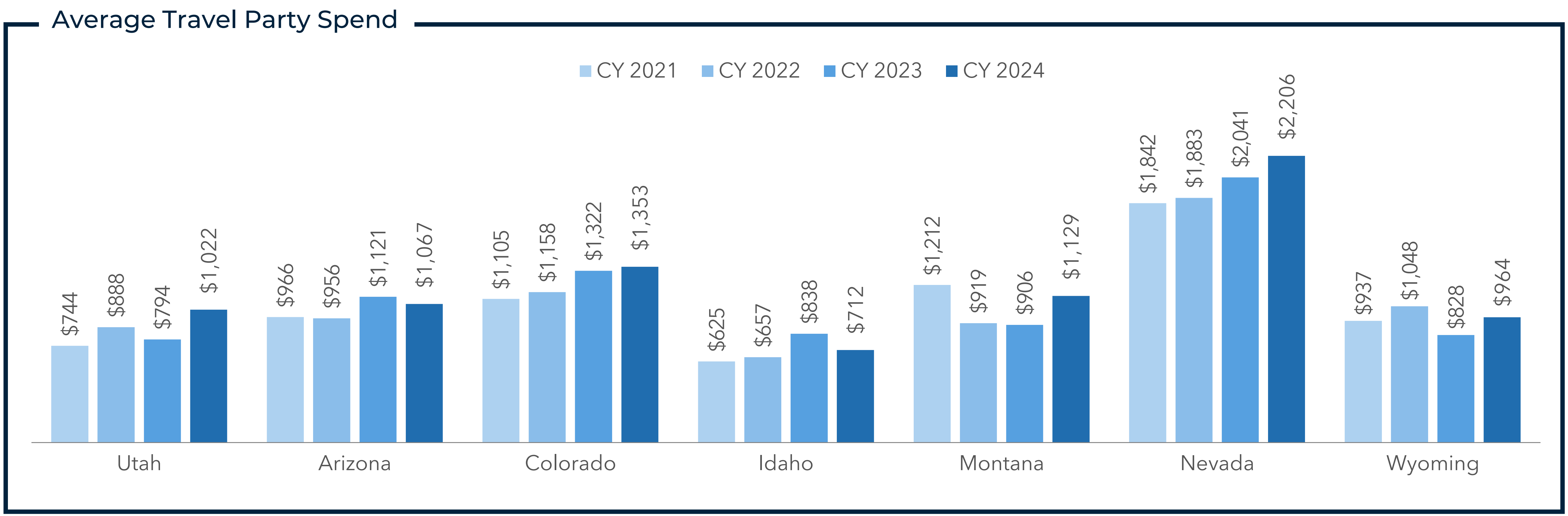
Utah ranks last among competitors for proportion of hotel/motel/B&B stays

Among its competitive set, Utah ranks last in terms of proportion of overnight visitors that stay in a hotel/motel/B&B. However, compared to its regional competitors, Utah had the highest share of visitors that stay in a rental home/condo/shared economy property (14%) and second-highest proportion of visitors staying in a private home (32%).

Overnight Visitor Accommodations



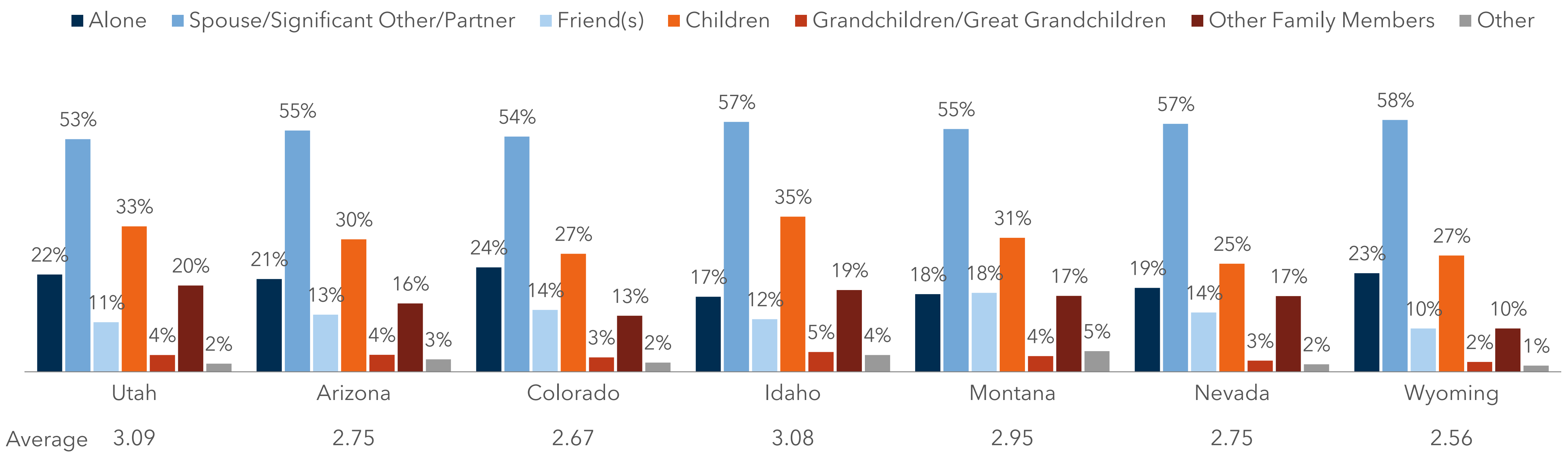
Average travel party spend in Utah increased by 29% year-over-year, an increase higher than the rest of its competitive set



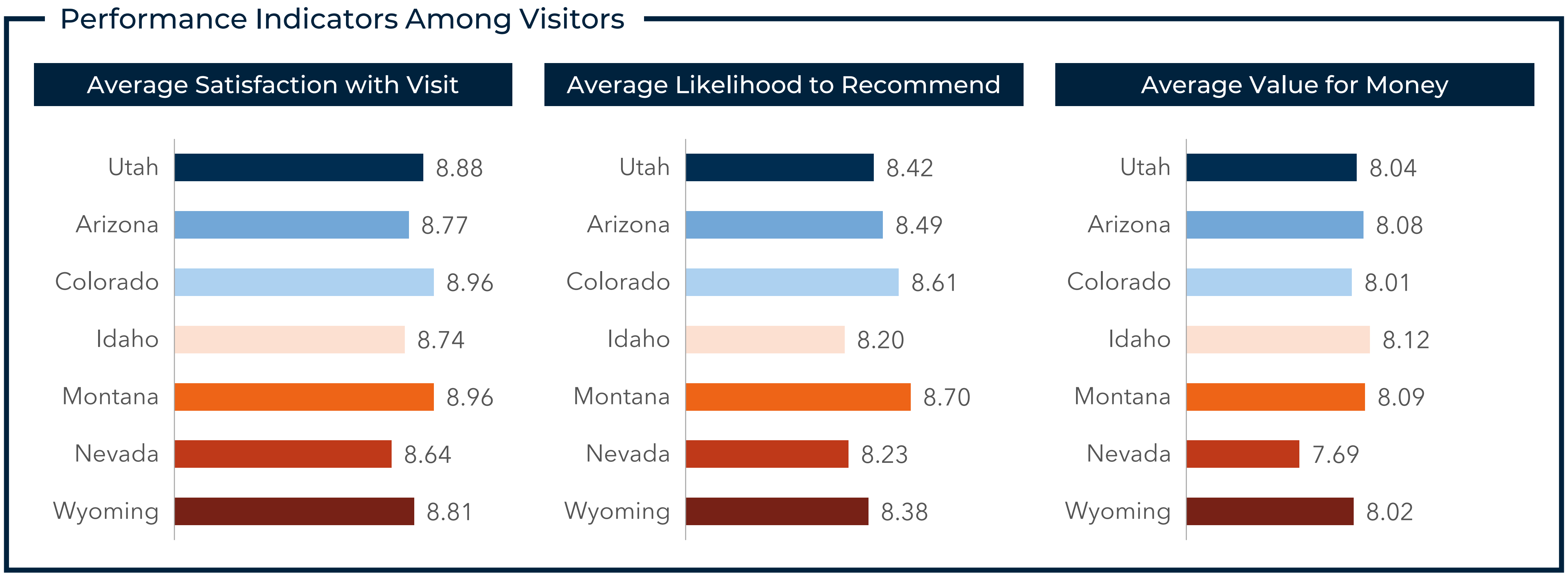
Note: Spend within state excludes amount spent on transportation to get to the state.

Utah and Idaho visitors were most likely to travel with children or other family members, driving higher travel party sizes

Travel Party Composition



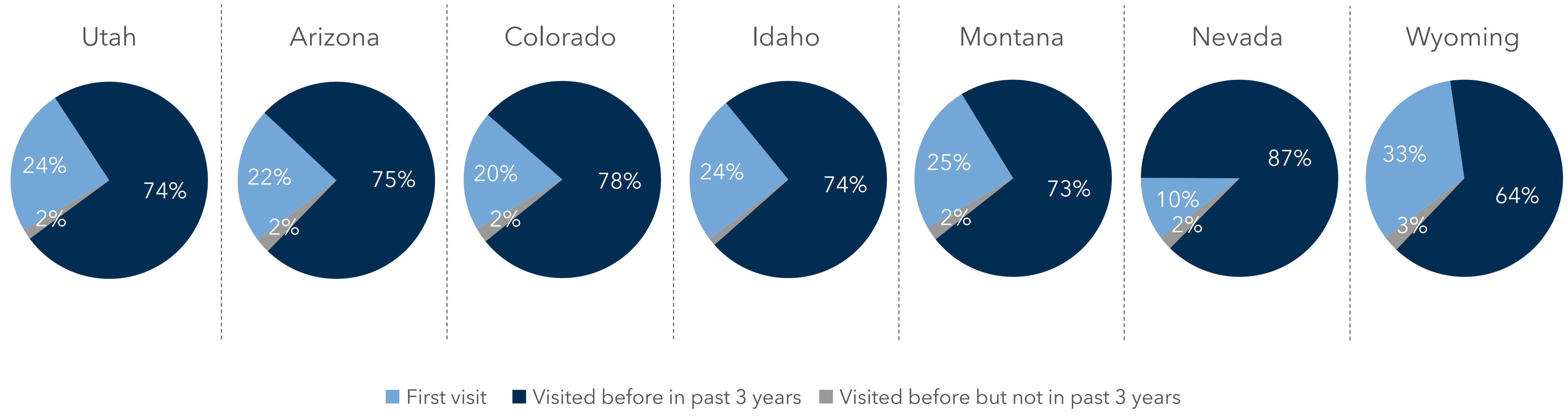
Trip satisfaction among Utah leisure travelers trails only Colorado and Montana, while likelihood to recommend and value for the money rank middle of the pack



Notes: Ratings for satisfaction, likelihood to recommend, and value for money filtered to only reflect leisure visitors.

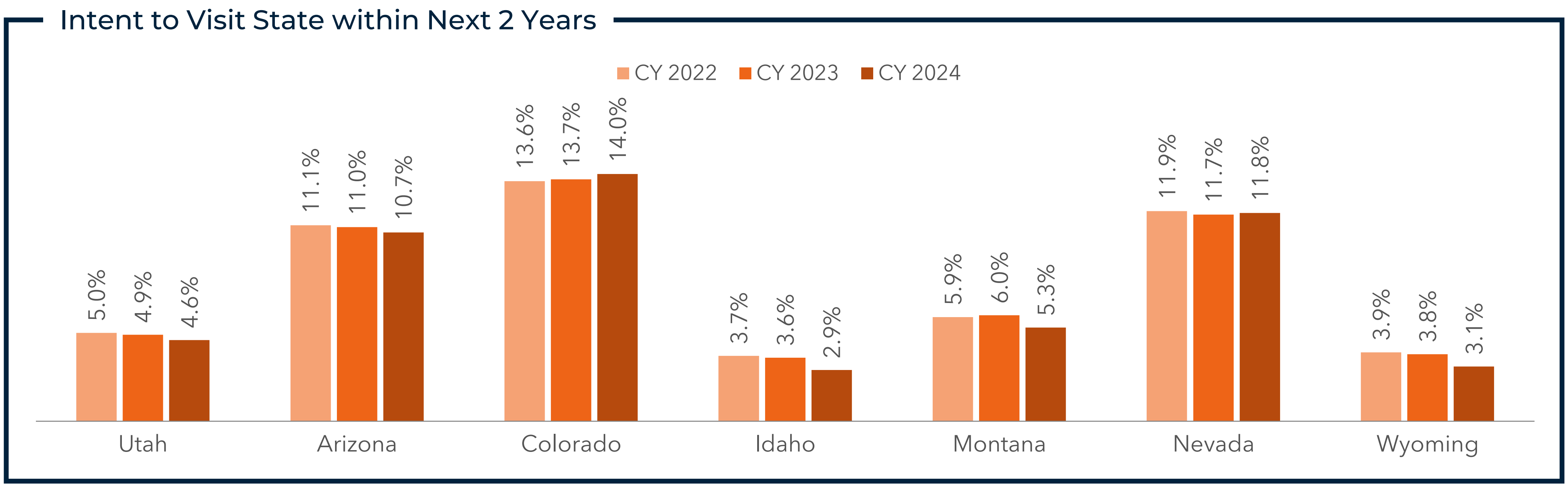
Utah's proportion of first-time visitors ranks in the top half of its competitive set

Frequency of Visiting Destinations



Note: Ratings only reflect leisure, overnight visitors.

Utah's leisure travel intent remains close to 5%, as it has in prior years



Note: Figures based on all respondents qualifying as a traveler for the survey by having traveled in the past year.

On average, Utah's visitors were the second-youngest and were the second most likely to have a household income of more than $75,000 in its competitive set

	Utah Visitors	Arizona Visitors	Colorado Visitors	Idaho Visitors	Montana Visitors	Nevada Visitors	Wyoming Visitors
Age							
18 - 24	9%	6%	6%	7%	7%	6%	3%
25 - 34	23%	28%	27%	27%	24%	17%	23%
35 - 44	18%	16%	20%	21%	15%	18%	14%
45 - 54	20%	18%	17%	17%	17%	19%	23%
55+	30%	33%	31%	28%	36%	39%	36%
Average	45.1	46.5	45.4	45.0	46.7	48.8	48.2
Income							
Less than $50,000	19%	25%	20%	32%	30%	19%	27%
$50,000 - $74,999	19%	19%	20%	20%	20%	17%	11%
$75,000 - $99,999	15%	15%	16%	10%	14%	13%	11%
$100,000 - $149,999	25%	24%	22%	26%	22%	25%	23%
$150,000 or more	21%	17%	22%	12%	15%	25%	27%

Utah visitors were more likely to be married, have young children, and live in a household with at least four people than nearly all competitors

	Utah Visitors	Arizona Visitors	Colorado Visitors	Idaho Visitors	Montana Visitors	Nevada Visitors	Wyoming Visitors
Marital Status							
Now married	59%	55%	55%	59%	55%	54%	56%
Never married	27%	28%	31%	27%	29%	31%	29%
Household Composition							
One Person	39%	39%	41%	33%	39%	40%	48%
Two People	34%	35%	35%	40%	34%	39%	35%
Three People	9%	12%	10%	9%	12%	9%	7%
Four People	11%	11%	10%	13%	13%	8%	8%
Five or More People	7%	3%	3%	4%	2%	3%	2%
Children in Household							
Have Children Under 18	43%	39%	39%	45%	36%	37%	30%
Ethnicity							
White/Caucasian	86%	81%	84%	88%	89%	69%	84%
African-American	2%	5%	4%	2%	4%	8%	2%
Asian/Pacific Islander	5%	6%	4%	2%	2%	16%	4%
Hispanic	12%	18%	16%	11%	7%	16%	8%

Methodology

TravelTrakAmerica Syndicated Research

TravelTrakAmerica is a comprehensive national travel study of U.S. households focusing on domestic travel. The study collects general information on U.S. travelers and detailed information about their trips taken.

Methodology:

Omnitrak sources survey respondents from a single managed panel provider to administer the monthly TravelTrakAmerica survey to a nationally representative sample of U.S. households.

Each month a variety of general information (e.g., demographics, perceptions, travel intent, etc.) is collected from more than 9,000 U.S. travelers. "Travelers" are defined as having taken one or more trip(s) more than 50 miles from home (each-way, excluding commuters) during the past 12 months.

Details about trips taken during the past-month are collected from approximately 4,000 travelers who took at least one trip in the prior month. To ensure the survey captures all destinations visited to the best of its ability, when asked where they went in a state, respondents are provided with an option to type in the destination they visited.

Glossary

Term	Definition
Origin DMA	Designated Market Area: Areas where respondents live that share the same primary TV broadcast signals (210 DMAs in US).
Person-Trip	Total person-trips are all trips taken by all people; i.e., a couple taking three trips counts as six (two people, each taking three trips).
Trip	Travel 50+ miles (one-way) away from home or overnight. Excludes commuters or commercial travel (i.e., flight attendants, commercial vehicle operator).
U.S. Travelers	U.S. residents who have taken at least one "trip" during the past 12 months.
U.S. Domestic Travel	U.S. residents who visited at least one U.S. destination on a "trip".
Utah Visitor	A U.S. traveler who visited Utah during the specified time period.
Niche Vacation Motivation	An activity or group of activities a Utah visitor participated in during their visit, where the niche activity or at least one activity within the niche activity group was a primary or secondary reason for their visit. Niche vacation motivations listed below with activities defining each.
Outdoor Recreationalists	Activities include camping, biking, fishing, horse riding, kayaking/canoeing/paddleboarding, sailing, ATV/4-wheeling, golf, boating, other snow activities
Adventure Seekers	Activities include hang gliding/skydiving/base jumping, hiking/backpacking/canyoneering, mountain biking, mountain climbing, skiing/snowboarding, whitewater rafting, water skiing, windsurfing/kiteboarding
Nature & Rural Explorers	Activities include bird watching, nature travel/eco-touring, wildlife viewing, other nature, farms/agri-tours, rural sightseeing
Arts & Culture	Activities include art galleries, historic sites, Native American ruins, museums, theater, symphony/concert, music festival, local/folk art/craft, TV/movie location
Entertainment	Activities include urban sightseeing, zoos/aquariums, attractions, fine dining, unique local cuisine, gardens, nightclubs/dancing, wine tasting/winery, craft breweries, special event, major professional sports, amateur/collegiate/other sports events (spectator), shopping, spa/health club, motor sports
State/National Parks	Activities include state park/monument/recreation areas, national park/monument/recreation area
Family/Friends	Activities include visiting friends/relatives, family reunion

TravelTrakAmerica Sample and Margin of Error

The sample size table below indicates unweighted and demographic weighted sample sizes for the corresponding visitor segments in 2023 and 2024.

The margin of error table below indicates how much the results in the report for each visitor segment might differ from the true population proportion. For example, 10% of Utah visitors reported traveling for the primary purpose of General Business in 2024. Since the sample size of Utah visitors was 519, then we can say with a 95% level of confidence that the true proportion of travel with the primary purpose of General Business is between 7.4% and 12.6%.

Sample Size	2023 Unweighted	2023 Demographic Weighted	2024 Unweighted	2024 Demographic Weighted
Total U.S. Travelers Respondents	108,240	112,675	108,240	112,675
Total U.S. Domestic Travelers	45,173	47,815	42,287	44,844
Total Utah Visitors	423	571	460	519
Utah In-State Visitors	139	228	185	209
Utah Out-of-State Visitors	284	343	275	310

Margin of Error	2024 Sample Size	At 5% or 95%	At 10% or 90%	At 20% or 80%	At 30% or 70%	At 50%
Total U.S. Domestic Travelers	44,844	0.2%	0.3%	0.4%	0.4%	0.5%
Total Utah Visitors	519	1.9%	2.6%	3.4%	3.9%	4.3%
Utah In-State Visitors	209	3.0%	4.1%	5.4%	6.2%	6.8%
Utah Out-of-State Visitors	310	2.4%	3.3%	4.5%	5.1%	5.6%