

Utah Tourism Data Sheet



THE UNIVERSITY OF UTAH
The Policy Institute

STATEWIDE INDICATORS	2010	2011	2012	2013	2014	Change 2010- 2014	Change 2013- 2014
Utah Population (U.S. Census Bureau)	2,774,424	2,814,784	2,854,871	2,900,872	2,942,902	6.1%	1.4%
EMPLOYMENT, SPENDING & WAGES							
<i>(Dollar Amounts Are Millions of Constant 2014 Dollars)</i>							
Estimated Traveler Spending	\$6,999	\$7,157	\$7,589	\$7,606	\$7,805	11.5%	2.6%
Total Employment, All Industries ¹ (Private Sector)	945,990	968,664	1,006,278	1,042,639	1,097,465	16.0%	5.3%
Total Wages, All Industries ² (Private Sector)	\$39,951	\$40,730	\$42,850	\$44,481	\$46,645	16.8%	4.9%
Total Tourism-Related Employment	124,952	126,821	129,592	132,681	137,192	9.8%	3.4%
Total Tourism-Related Wages	\$3,501	\$3,556	\$3,610	\$3,765	\$3,936	12.4%	4.5%
Total Leisure & Hospitality Employment (Private Sector)	110,553	113,445	118,547	123,474	128,067	15.8%	3.7%
Total Leisure & Hospitality Wages (Private Sector)	\$1,888	\$1,907	\$2,001	\$2,088	\$2,195	16.2%	5.1%
Leisure & Hospitality Share of Total Employment	11.7%	11.7%	11.8%	11.8%	11.7%	0.0%	-0.1%
Total Leisure & Hospitality Taxable Sales	\$4,894	\$5,106	\$5,387	\$5,649	\$6,035	23.3%	6.8%
UTAH ACCOMMODATIONS INDUSTRY							
<i>(Dollar Amounts Are Constant 2014 Dollars)</i>							
Hotel/Motel Occupancy Rates	NA	NA	NA	58.5%	60.1%	NA	1.6%
Hotel/Motel Average Daily Rate (ADR)	NA	NA	NA	\$93.31	\$96.09	NA	3.0%
Hotel/Motel Revenue Per Available Room (RevPAR)	NA	NA	NA	\$54.61	\$57.64	NA	5.5%
Accommodations Industry Employment (Private)	17,510	17,904	18,268	18,633	19,270	10.1%	3.4%
Accommodations Industry Wages (Private, Millions)	\$386	\$395	\$402	\$418	\$446	15.5%	6.6%
Accommodations - Taxable Sales (Millions)	\$1,089	\$1,210	\$1,279	\$1,341	\$1,406	29.1%	4.9%
TOURISM-RELATED TAX REVENUES							
<i>(Dollar Amounts Are Millions of Constant 2014 Dollars)</i>							
Total Motor Vehicle Rental Tax Revenue	\$4.5	\$4.6	\$4.6	\$4.8	\$5.4	19.8%	13.4%
Total Resort Communities Sales Tax	\$12.7	\$13.2	\$13.8	\$14.6	\$18.9	49.3%	29.5%
Total TRCC Tax Revenue	\$48.6	\$49.4	\$51.3	\$53.8	\$58.3	20.0%	8.4%
Total TRT Tax Revenue (County & Municipality)	\$28.0	\$30.3	\$42.0	\$46.8	\$51.0	82.1%	8.9%
Total Tourism-Related Tax Revenue	\$93.8	\$97.5	\$111.8	\$120.0	\$133.6	42.5%	11.4%
STATEWIDE VISITATION COUNTS							
Utah Skier Visits	4,223,064	3,826,130	4,031,621	4,161,585	3,946,762	-6.5%	-5.2%
Total National Park Recreation Visits	6,064,438	6,304,870	6,555,833	6,328,040	7,239,149	19.4%	14.4%
Arches National Park	1,014,405	1,040,758	1,070,577	1,082,866	1,284,767	26.7%	18.6%
Bryce Canyon National Park	1,285,492	1,296,000	1,385,352	1,311,875	1,435,741	11.7%	9.4%
Canyonlands National Park	435,908	473,773	452,952	462,242	542,431	24.4%	17.3%
Capitol Reef National Park	662,661	668,834	673,345	663,670	786,514	18.7%	18.5%
Zion National Park	2,665,972	2,825,505	2,973,607	2,807,387	3,189,696	19.6%	13.6%
Total National Place Recreation Visits ³	3,968,403	4,067,022	4,109,777	3,786,357	4,577,570	15.4%	20.9%
Utah Welcome Center Visits ⁴	446,438	408,232	442,817	442,408	384,161	-13.9%	-13.2%
Salt Lake International Airport - Total Passengers	20,901,533	20,389,474	20,102,078	20,186,474	21,141,610	1.1%	4.7%
Utah Amtrak Passenger Rail - Total Ridership	48,539	48,022	52,856	55,283	51,470	6.0%	-6.9%

Sources: U.S. Census Bureau, TNS Global, U.S. Bureau of Labor Statistics, Smith Travel Research, Bureau of Land Management, Utah State Tax Commission, Ski Utah, National Park Service, Utah Office of Tourism, S.L.C. International Airport, Amtrak.

¹Employment includes annual average employee full- and part-time private jobs (does not include proprietors).

²Wages includes annual average full- and part-time employee wages (does not include proprietors).

³Visitation data for Flaming Gorge NRA is not included.

⁴2014 visitation data is not complete.