

# Accommodations

**T**axable accommodation sales indicate trends in spending by travelers and tourists across the state. In 2016, \$1.73 billion was spent on accommodations in the state of Utah, a 9 percent year-over-year increase and a 34 percent increase from 2012. Accommodations include hotels, motels, bed and breakfasts, campgrounds and similar businesses.

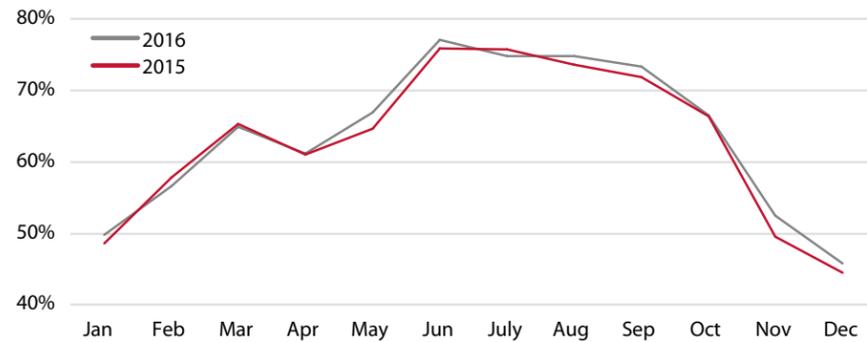
Based on hotel and lodging data provided by Smith Travel Research, Utah's occupancy rates experienced annual increases in nine of the 12 months in 2016, with the greatest increases reported in May, November and December. Utah hotels' average daily rates increased 4 percent and revenue per available room increased 5 percent from the previous year.

## Average Daily Room Rates by Top Travel and Tourism Counties

County	2015	2016	% Change
Garfield-San Juan-Wayne	\$98.98	\$104.86	5.9%
Grand	\$135.04	\$143.91	6.6%
Salt Lake	\$105.04	\$107.36	2.2%
Summit-Wasatch	\$230.49	\$239.66	4.0%
Washington	\$105.82	\$111.54	5.4%

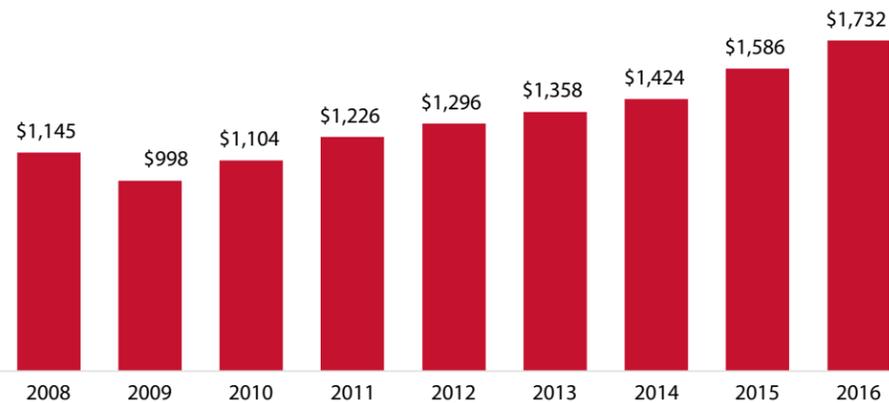
Source: STR, Inc. Republication or other pre-use of this data without the express written permission of STR is strictly prohibited.

## Statewide Occupancy Rates by Month



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

## Total Taxable Accommodations Sales (\$ millions of 2016 dollars)



Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

STATEWIDE INDICATORS	2015	2016	Change 2015-2016
Utah Population (Kem C. Gardner Policy Institute)	2,997,404	3,054,806	1.9%
Employment, All Industries <sup>1</sup> (private)	1,144,235	1,187,975	3.8%
Wages, All Industries <sup>2</sup> (private)	\$50,177	\$53,182	6.0%

## Employment, Spending & Wages

Estimated Traveler Spending	\$8,169	\$8,402	2.9%
Total Tourism-related Employment <sup>3</sup>	136,500	144,200	5.6%
Total Tourism-related Wages (\$ millions) <sup>4</sup>	\$5,282	\$5,607	6.2%
Direct Leisure & Hospitality Employment (private)	133,660	138,835	3.9%
Direct Leisure & Hospitality Wages (private)	\$2,407	\$2,584	7.4%
Leisure & Hospitality Share of Total Employment (private)	11.7%	11.7%	0.0%
Total Leisure & Hospitality Taxable Sales (\$ millions)	\$6,684	\$7,196	7.7%

## Utah Accommodations Industry

Hotel/Motel Occupancy Rates <sup>5</sup>	63.0%	63.8%	1.3%
Hotel/Motel Average Daily Room Rate <sup>6</sup>	\$109.82	\$114.37	4.1%
Hotel/Motel Revenue Per Available Room <sup>7</sup>	\$69.18	\$72.92	5.4%
Accommodations Industry Employment (private)	19,802	19,946	0.7%
Accommodations Industry Wages (private, \$ millions)	\$487	\$503	3.3%
Accommodations Taxable Sales (\$ millions)	\$1,571	\$1,732	10.2%

## Tourism-Related Tax Revenues (fiscal year, \$ millions)

Total TRCC Tax Revenue	\$61.9	\$66.9	8.1%
Total TRT Tax Revenue (county & municipality)	\$56.3	\$62.8	11.5%
Total Motor Vehicle Rental Tax Revenue	\$5.4	\$5.9	9.3%
Total Resort Communities Sales Tax Revenue	\$20.4	\$22.2	8.8%

## Statewide Visitation Counts

Utah Skier Days <sup>8</sup>	4,457,575	4,584,658	2.9%
Total National Park Recreation Visits	8,369,533	10,087,077	20.5%
Arches National Park	1,399,247	1,585,718	13.3%
Bryce Canyon National Park	1,745,804	2,365,110	35.5%
Canyonlands National Park	634,607	776,218	22.3%
Capitol Reef National Park	941,029	1,064,904	13.2%
Zion National Park	3,648,846	4,295,127	17.7%
Total National Place Recreation Visits <sup>9</sup>	4,862,902	5,752,111	18.3%
Total Utah State Park Recreation Visits (fiscal year)	4,482,866	5,175,615	15.5%
Salt Lake International Airport - Total Passengers	22,141,026	23,155,527	4.6%
Utah Amtrak Passenger Rail - Total Ridership (federal fiscal year)	46,081	51,379	11.5%

Sources: Kem C. Gardner Policy Institute, U.S. Travel Association, Utah Department of Workforce Services, STR, Inc., Bureau of Land Management, Utah State Tax Commission, Ski Utah, National Park Service, Utah State Parks, S.L.C. International Airport, Amtrak.

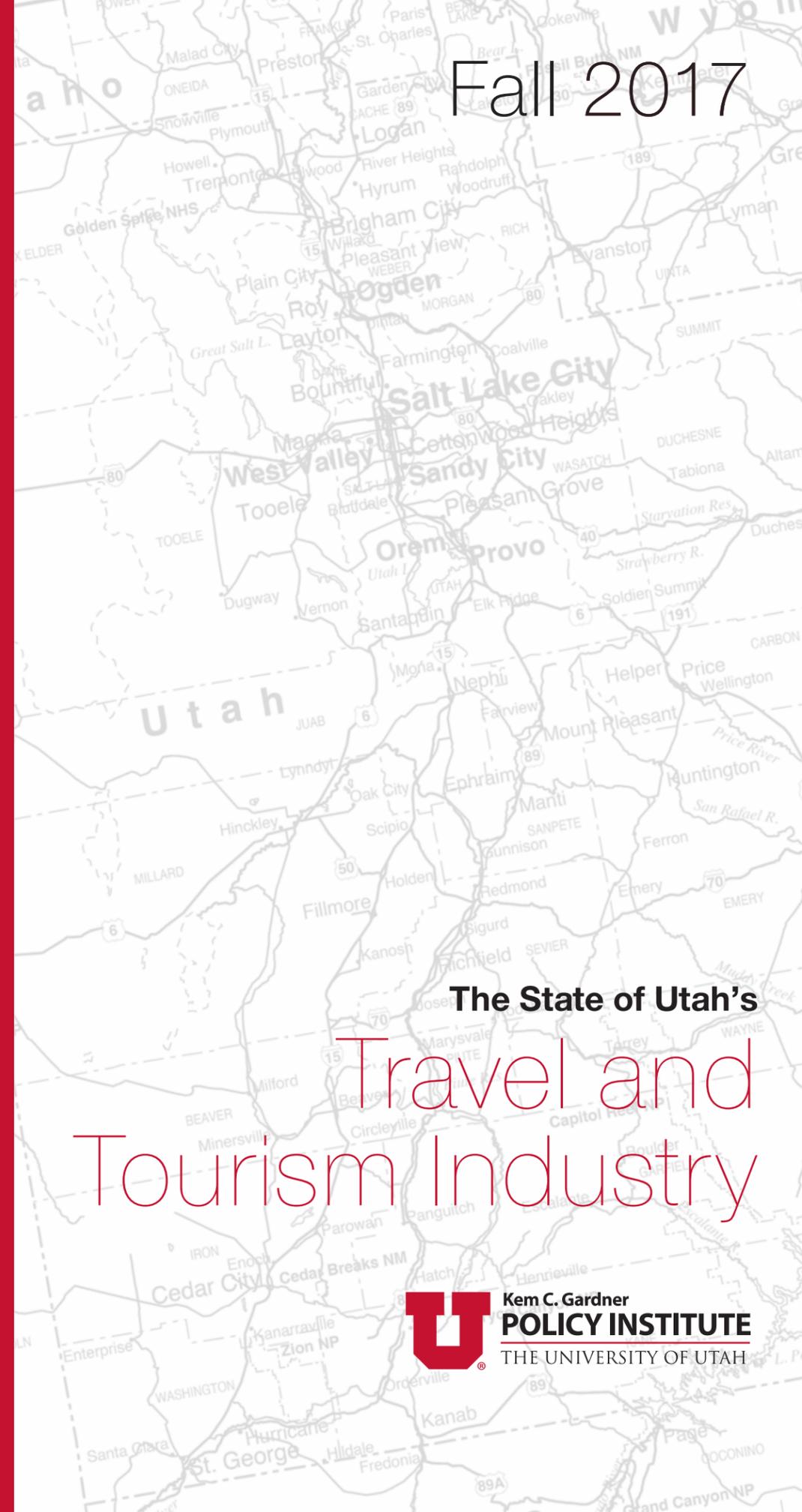
- 1 Employment includes annual average employee full- and part-time private jobs (does not include proprietors).
- 2 Wages includes annual average full- and part-time employee wages (does not include proprietors).
- 3, 4 Includes economic multiplier effects.
- 5, 6, 7 Kem C. Gardner Policy Institute analysis of STR, Inc., data; Republication or other pre-use of this data without the express written permission of STR is strictly prohibited.
- 8 Includes season that begins with year shown and goes through following year (e.g. 2016 = 2016-2017 ski season).
- 9 Visitation data for Flaming Gorge NRA and Bears Ears NM is not included.

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# Fall 2017



# The State of Utah's Travel and Tourism Industry

**Kem C. Gardner  
POLICY INSTITUTE**  
THE UNIVERSITY OF UTAH

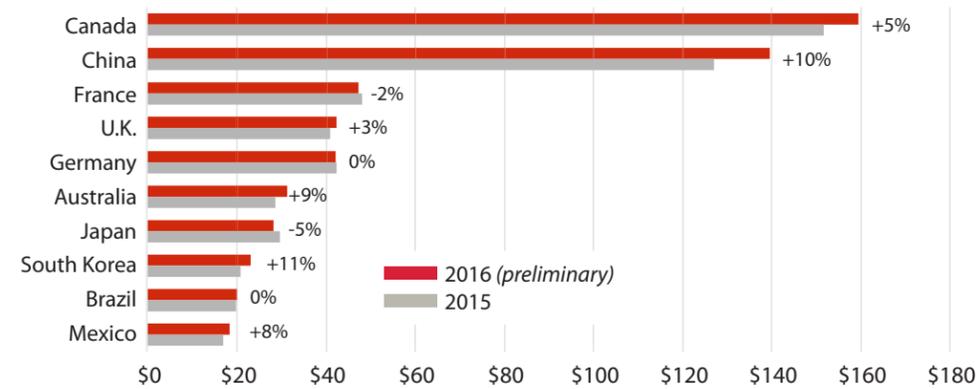
# Visitors and Spending

In 2016, tourists and travelers spent a record \$8.40 billion in Utah. Of that total spending, \$7.21 billion was by nonresident visitors who spent the majority of their dollars on traveling within the state (including gasoline purchases, car rentals, transportation fares and parking), lodging in paid accommodations and dining. Additional nonresident visitor purchases included retail items and groceries, as well as arts, entertainment and recreation-related activities.

The majority of Utah's domestic nonresident visitation came from western states like California, Colorado and Idaho. Utah's largest international markets were Canada, China and France.

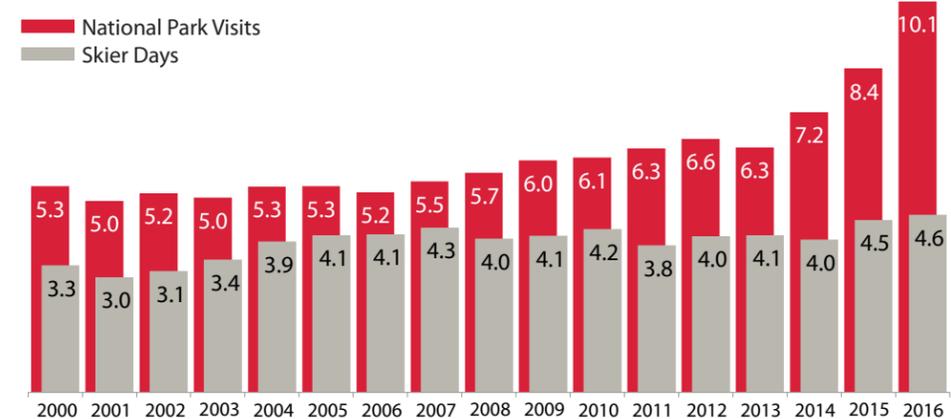
Utah's ski resorts reported a record number of skier days during the 2016-2017 ski seasons (4.6 million) and Utah's five national parks experienced a record 10.1 million visits in 2016—a 21 percent increase.

## International Visitor Spending by Country (\$ millions and year-over-year change shown)



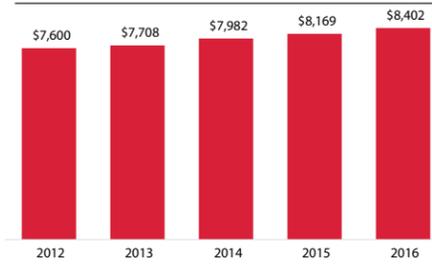
Source: Tourism Economics

## Utah Total Skier Days and National Park Recreation Visits (millions)



Note: Skier days includes season that begins with year shown and goes through following year (e.g. 2016 = 2016-2017 ski season).

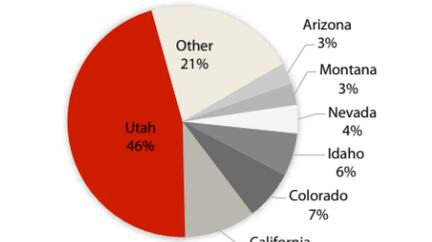
## Total Direct Visitor Spending (\$ millions of 2016 dollars)



Note: Includes resident, domestic nonresident and international visitors.

Source: U.S. Travel Association

## Share of Total Visitors by State, 2016



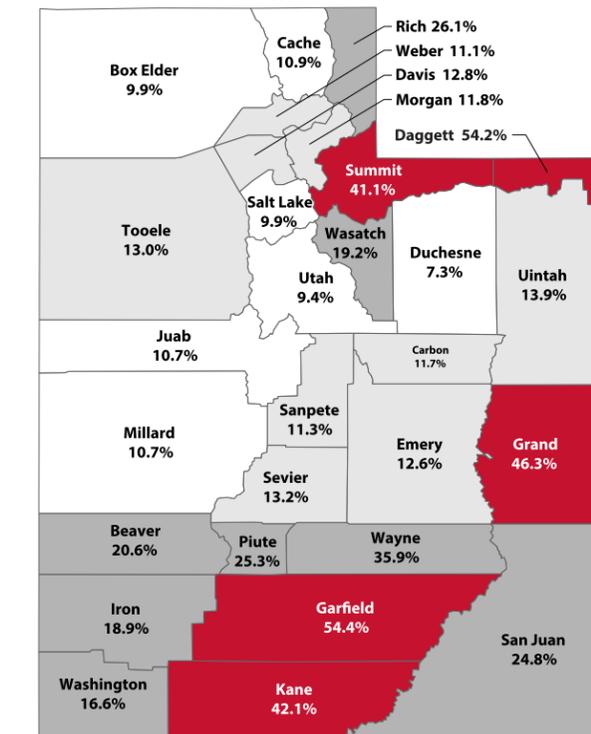
Source: KANTAR TNS

# Employment

Travel and tourism-related employment includes jobs in transportation, accommodations, restaurants, arts, entertainment, recreation and retail industries, and retail. In 2016, Utah had approximately 85,000 direct travel and tourism jobs—a 5 percent increase over 2015—and travel and tourism ranked eighth as a major industry in Utah. One out every 10 Utah private sector jobs was supported by tourism and travel.

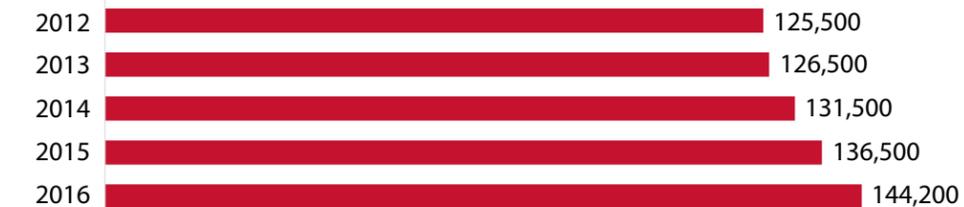
Although data are unavailable to estimate travel and tourism-related jobs on a county-by-county basis, it is possible to analyze total leisure and hospitality jobs as a share of total jobs in each county. Around 65 percent of all travel and tourism jobs are part of the leisure and hospitality sector while the rest are categorized under a variety of other sectors, including retail trade, transportation and information. In 2016, over 40 percent of all private jobs in Garfield, Daggett, Grand, Kane and Summit were in the leisure and hospitality sector.

## Private Leisure and Hospitality Sector Jobs as a Percent of Total Private Employment, 2016



Source: Kem C. Gardner Policy Institute analysis of Utah Department of Workforce Services data

## Total Tourism-Generated Jobs



Note: Includes private and public jobs and economic multiplier effects. Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis, U.S. Bureau of Labor Statistics and Utah Department of Workforce Services data

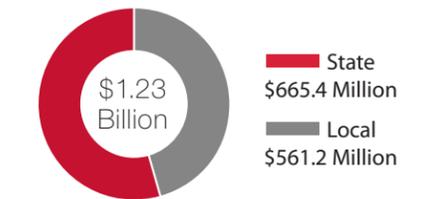
# Tax Revenue

The total economic activity associated with \$8.40 billion in direct visitor spending in 2016 generated a record \$1.23 billion in total state and local tax revenue.

Tourism-related state and local sales tax revenues include Utah's Tourism, Recreation, Cultural, and Convention Tax (comprising restaurant, motor vehicle leasing and Salt Lake County room rental tax); Transient Room Tax (both county and municipal); a statewide Motor Vehicle Rental Tax; the Zoo, Arts and Parks Tax; and Resort Communities Sales Tax (qualifying municipalities). Total tourism-related sales tax revenue grew 11 percent between 2015 and 2016 and has grown 43 percent since 2012.

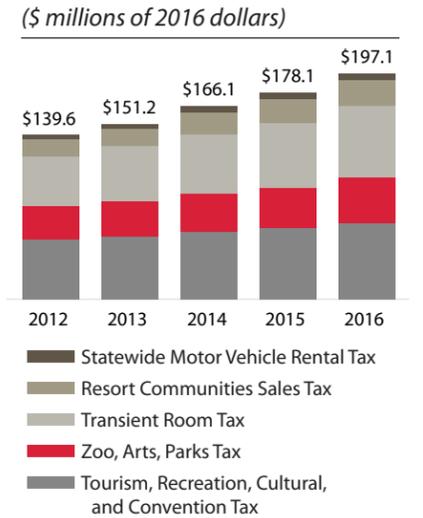
The counties of Millard, Rich, Wayne, Beaver, Weber, Box Elder and Daggett had the greatest year-over-year increases in county transient room tax in 2016. Salt Lake County collected the most county transient room tax revenue (\$16.6 million), followed by Summit County (\$8.5 million) and Washington County (\$6.1 million).

## Total Tourism-Generated Tax Revenue, 2016



Note: Includes economic multiplier effects

## Total Tourism-Related Sales Tax Revenue, FY 2012-2016 (\$ millions of 2016 dollars)



## Annual Percent Change in County Transient Room Tax Revenue, FY 2015-2016

