The Economic Contributions of Utah’s Ski Industry

Utah is home to 15 ski resorts, including the nation’s largest ski resort (Park City). Eleven of the state’s resorts are less than an hour from Salt Lake International Airport.

### Economic Contributions of Utah’s Ski Industry, 2022/23 Ski Season

- **7.1 million skier days**
- **$1.94 billion** in nonresident visitor spending
- **25,980** direct jobs
- **$197.9 million** in state and local tax revenue

Source: Kem C. Gardner Policy Institute analysis of RRC Associates data

### Utah Skier/Snowboarder Stats, 2022/23 Ski Season

- **Average age:** 48 years
- **Average length of stay:** 6.3 nights
- **Average lodging rate/night:** $655
- **Stay in commercial lodging:** 29%
- **Snow Total (Alta Ski Area):** 903"

Note: Overnight visitors only. Source: RRC Associates

### Utah Skier/Snowboarder Origin, 2022/23 Ski Season

- 44% Utah
- 8% California
- 3% Florida
- 4% New York
- 3% Texas
- 2% Colorado
- 34% Rest of U.S.
- 2% International

Source: Kem C. Gardner Policy Institute analysis of RRC Associates data

### Average Utah Skier/Snowboarder Per Day Spending by Category, 2022/23 Ski Season

- **$694** Auto Rental
- **$311** Child Care/Nursery
- **$1,195** Entertainment, Activites, and Amusement
- **$11** Equipment Rentals
- **$78** Lift Passes
- **$70** Local Transportation Costs (excl. rental car)
- **$7** Lodging
- **$27** Other (Incidentals, Tips, Sundries)
- **$86** Restaurants/Food
- **$71** Shopping/Retail Purchases
- **$990** Ski/Snowboard Lessons
- **$900** Utah Skiers
- **$990** Out of State/International Skiers

Note: On-mountain and off-mountain spending combined; includes resident and nonresident ski expenditures. Source: Kem C. Gardner Policy Institute analysis of RRC Associates data

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The Economic Contributions of Utah’s Ski Industry were calculated by RRC Associates and analyzed by the Kem C. Gardner Policy Institute. The data includes the economic impact of skier/snowboarder visits, employment, and taxation over the 2022/23 ski season.
Utah Skier Days, 2003/04–2022/23 Ski Seasons
(Millions of Skier Days)

Hotel Rooms & Occupancy Rates in Salt Lake, Summit, and Weber Counties, 2019-2023

Short-Term Rental Listings & Occupancy Rates in Salt Lake, Summit, and Weber Counties, 2019-2023

Leisure & Hospitality Sector Jobs, Summit County, 2002–2023

Snowfall and Skier Days, 2004/05–2022/23 Ski Seasons

Note: Includes average private full- and part-time jobs for the months of January through March; does not include sole proprietors.

Note: County totals combined; includes January data of each year.
Source: Kem C. Gardner Policy Institute analysis of Lighthouse data

Note: County totals combined; includes January data of each year.
Source: Kem C. Gardner Policy Institute analysis of Ski Utah data

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