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

- **Auto Rental:** $9
- **Child Care/Nursery:** $3
- **Entertainment, Activites, and Amusement:** $11
- **Equipment Rentals:** $15
- **Lift Passes:** $78
- **Local Transportation Costs (excl. rental car):** $7
- **Lodging:** $70
- **Other (Incidentals, Tips, Sundries):** $27
- **Restaurants/Food:** $86
- **Shopping/Retail Purchases:** $71
- **Ski/Snowboard Lessons:** $15

Note: On-mountain and off-mountain spending combined; includes resident and nonresident skier expenditures. Source: Kem C. Gardner Policy Institute analysis of RRC Associates data
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: County totals combined; includes January data of each year.
Source: Kem C. Gardner Policy Institute analysis of STR, Inc. data. Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

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

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

Source: Kem C. Gardner Policy Institute analysis of Ski Utah data

Source: Kem C. Gardner Policy Institute analysis of Ski Utah data

Source: Kem C. Gardner Policy Institute analysis of Alta Ski Area and Ski Utah data