

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

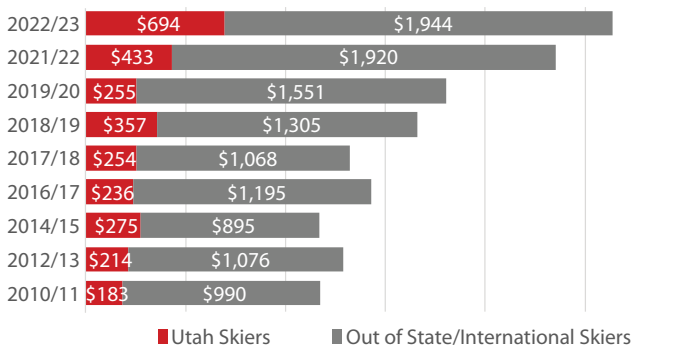
Utah Skier/Snowboarder Stats, 2022/23 Ski Season

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

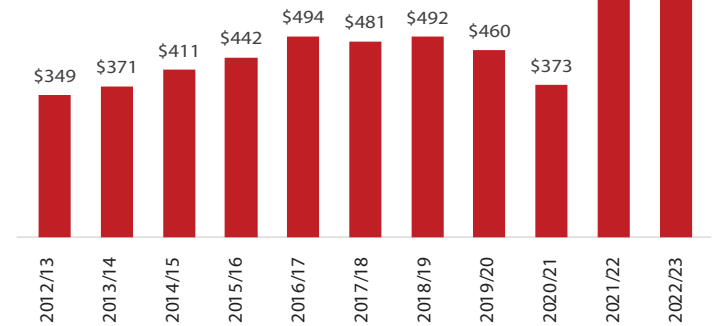
Utah Skier/Snowboarder Spending, 2010/11-2022/23 (Millions of Dollars)



Note: RRC Associates changed its spending reporting from biennial to annual beginning 2016/17; research halted in 2020/21 due to the COVID-19 pandemic and restarted in 2021/22.
Source: RRC Associates

County Transient Room Tax Collections for Salt Lake, Summit, & Weber Counties, 2012/13-2022/23 Ski Seasons

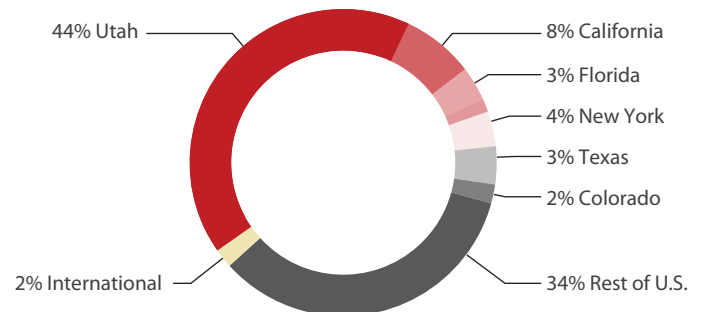
(Millions of 2023 Dollars)



Note: Includes total county transient room tax revenue for December through March of each ski season.

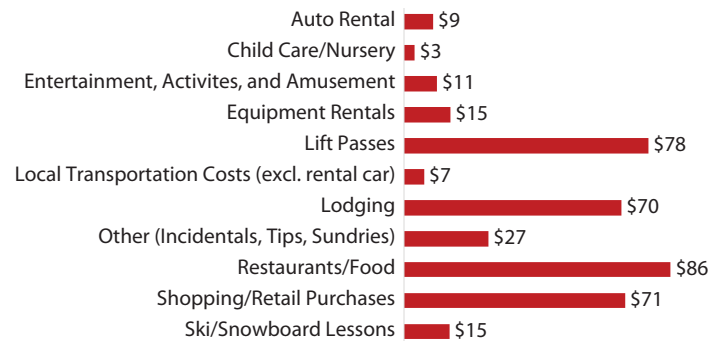
Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

Utah Skier/Snowboarder Origin, 2022/23 Ski Season



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

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

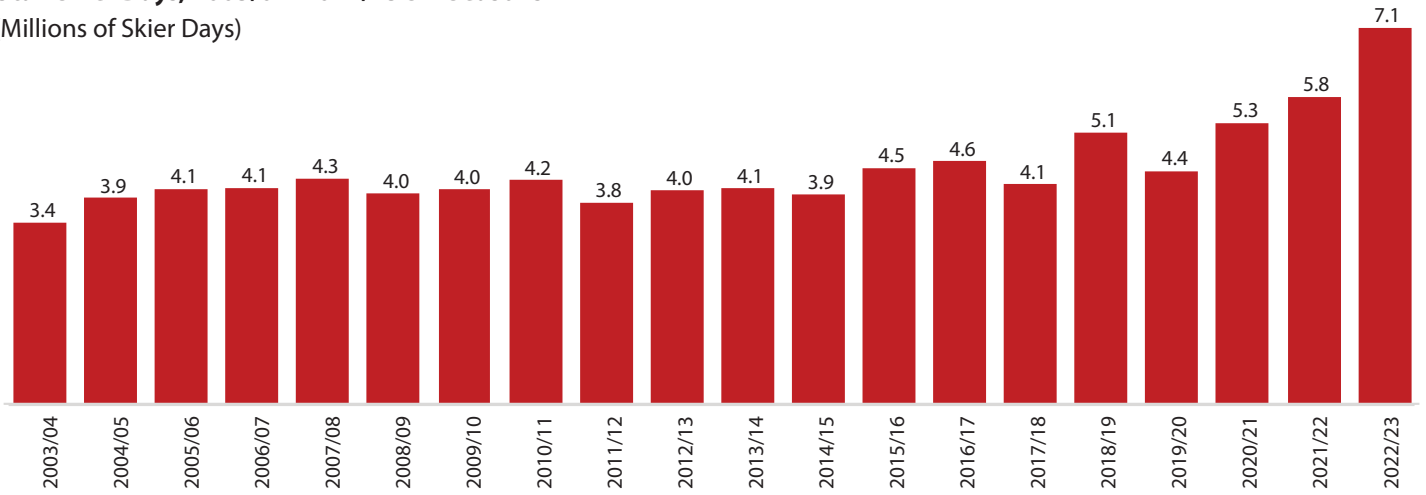


Note: On-mountain and off-mountain spending combined; includes resident and nonresident skier expenditures.

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

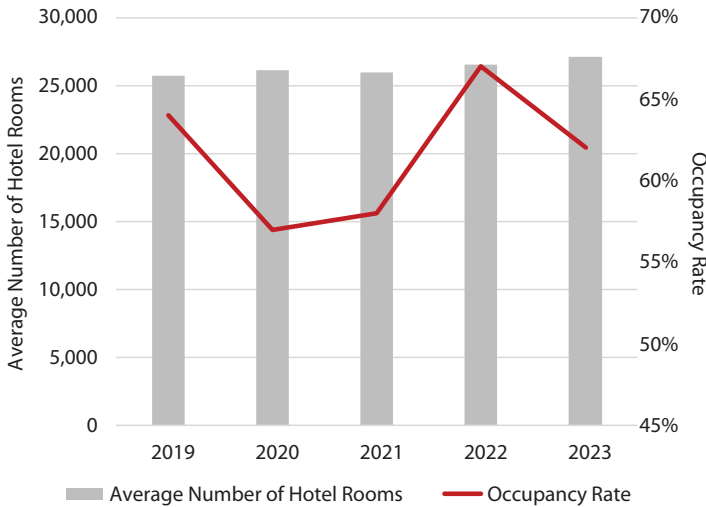
Utah Skier Days, 2003/04–2022/23 Ski Seasons

(Millions of Skier Days)



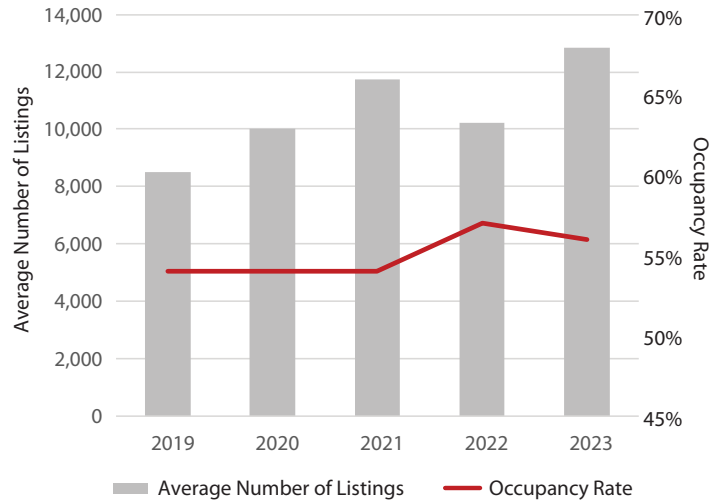
Source: Kem C. Gardner Policy Institute analysis of Ski Utah data

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



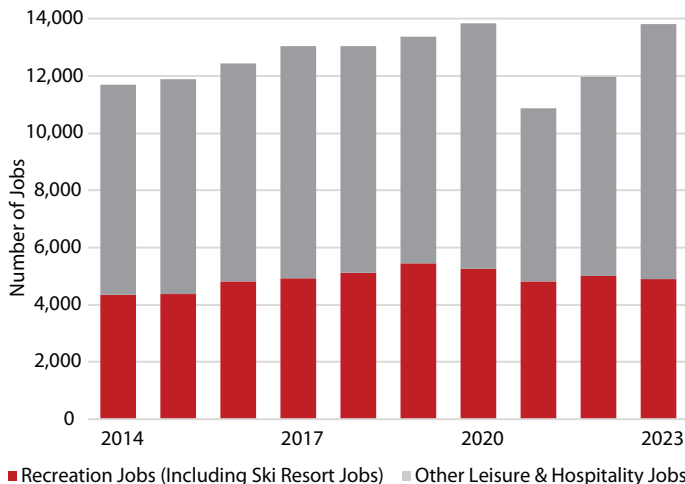
Note: County totals combined; includes January data of each year.
Source: Kem C. Gardner Policy Institute analysis of STR, Inc. data. *Republication or other re-use of this data without the express written permission of STR is strictly prohibited.*

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



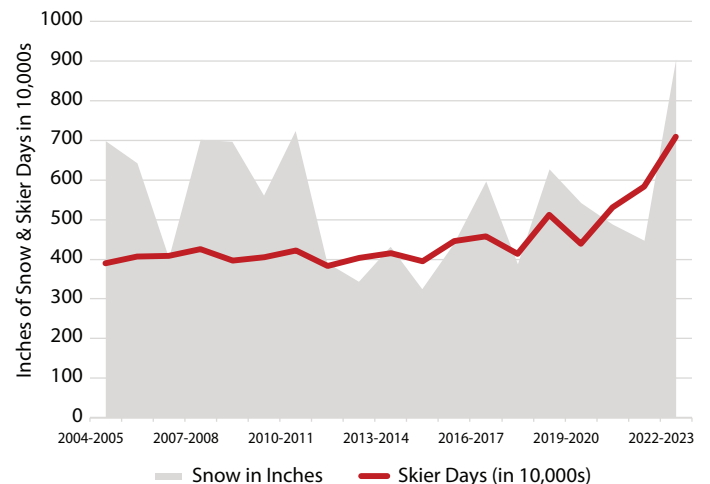
Note: County totals combined; includes January data of each year.
Source: Kem C. Gardner Policy Institute analysis of Lighthouse data

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



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 U.S. Bureau of Labor Statistics data

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



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