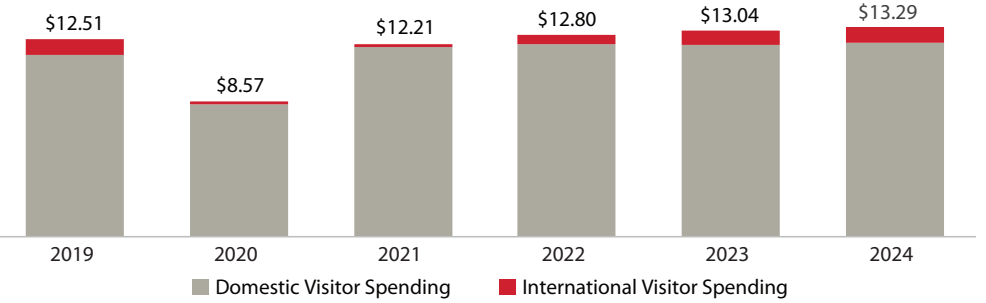


Visitors and Spending

Visitors spent a record \$13.29 billion in Utah’s economy in 2024, generating 164,600 total jobs and a record \$2.49 billion in state and local tax revenue. Year-over Salt Lake City International Airport passenger counts were flat or down during the first half of 2025, with a 2.9% increase in July 2025 (the latest available data). Utah ski resort visitation was the second highest on record during the 2024-2025 season (6.9 million skier days). National and state park visitation increased 4.9% and 7.5% from 2023 to 2024, respectively.

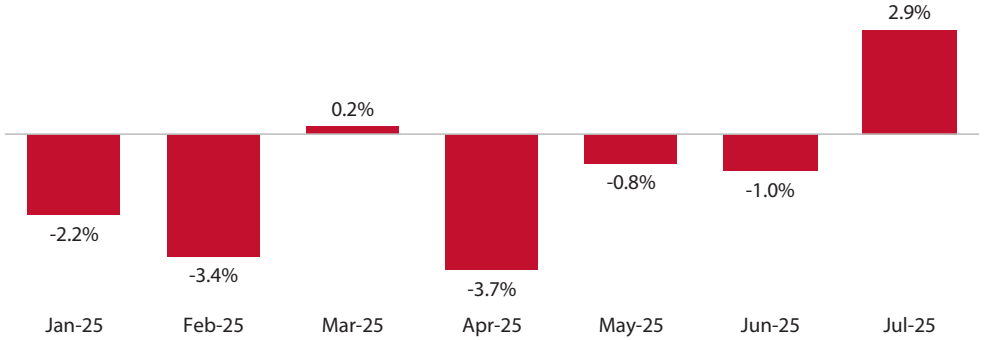
Direct Visitor Spending, 2019–2024

(Billions of 2024 dollars)



Note: Includes resident, domestic nonresident, and international visitor spending.
Source: Kem C. Gardner Policy Institute analysis of Tourism Economics data

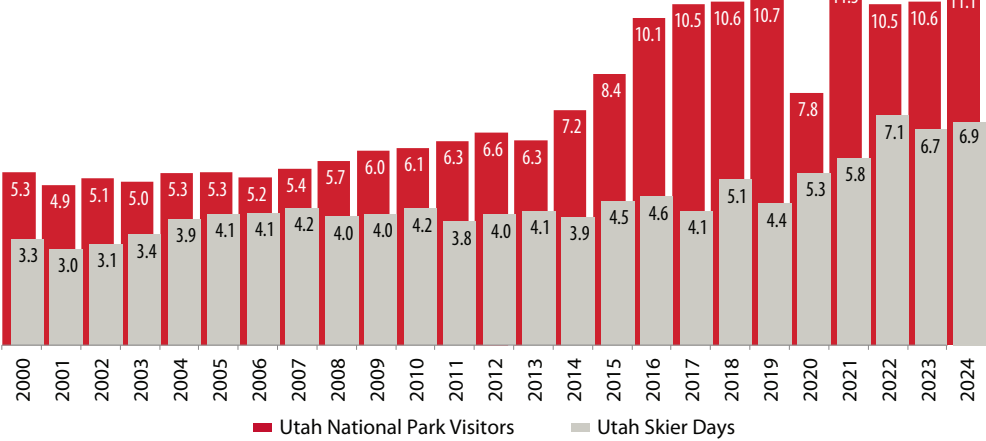
Year-Over Percent Change in Salt Lake City International Airport Passengers, 2025 (January-July)



Note: Salt Lake City International Airport Passengers include total enplaned and deplaned passengers arriving from domestic and international airports.
Source: Kem C. Gardner Policy Institute analysis of SLC International Airport and U.S. Customs data

Utah Skier Days and National Park Visitation, 2000–2024

(Millions)

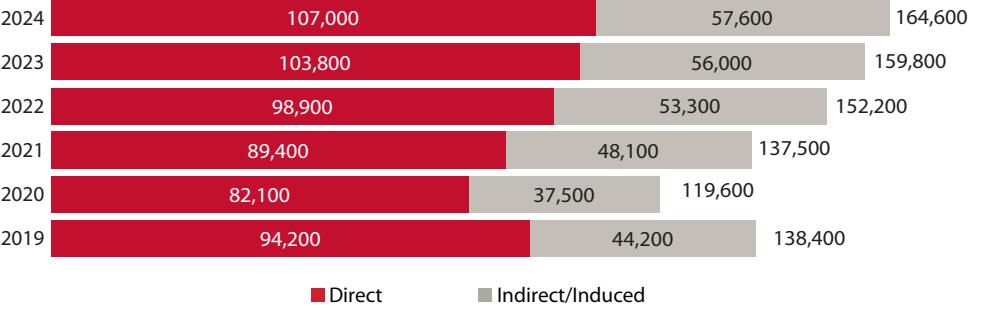


Note: Skier days include the season that begins with year shown and goes through following year (e.g., 2019 = 2019-2020 ski season).
Source: National Park Service and Ski Utah

Employment

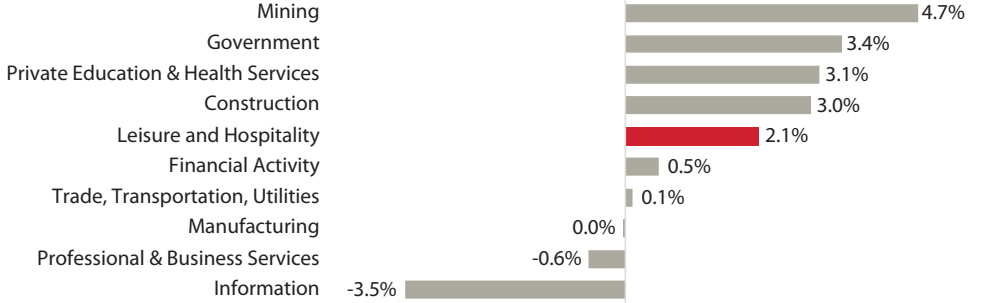
Utah visitor spending generated an estimated 107,000 direct travel and tourism jobs in 2024 and supported an additional 57,600 indirect and induced jobs, equaling 164,600 total jobs statewide (up 3.0% from 2023). Year-over private leisure and hospitality employment grew 2.1% in 2024, slightly lower than that of the other major sectors such as construction and private education/health services. While private leisure and hospitality employment has grown since 2020, year-over growth decelerated across both urban and rural Utah in recent years.

Travel and Tourism–Supported Jobs, 2019–2024



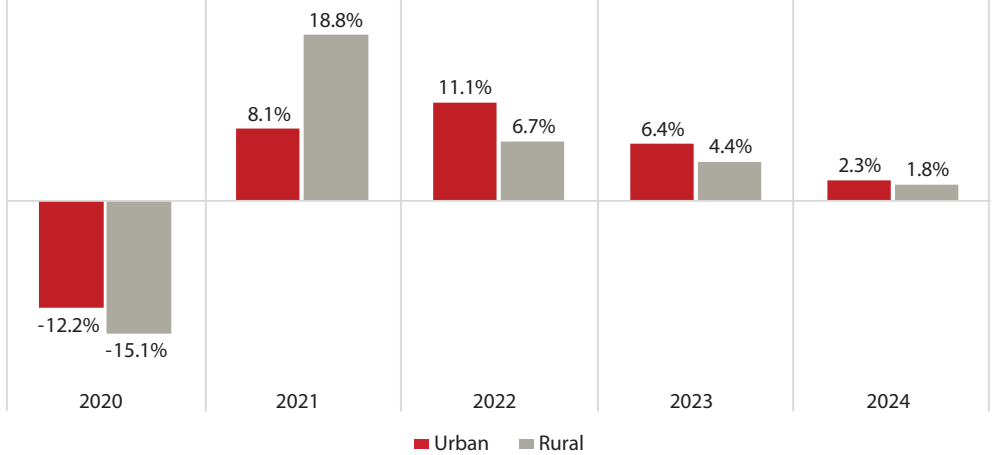
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis data and U.S. Bureau of Labor Statistics data

Year-Over Change in Utah Jobs by Major Sector, 2023-2024



Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labor Statistics data

Year-Over Change in Leisure and Hospitality Employment, 2020–2024

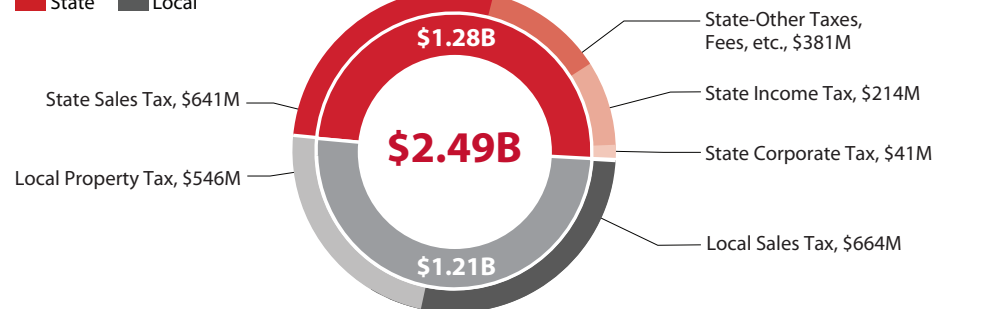


Note: Leisure and hospitality employment includes full- and part-time private employment; does not include self-employed.
Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labors Statistics data

Tax Revenue

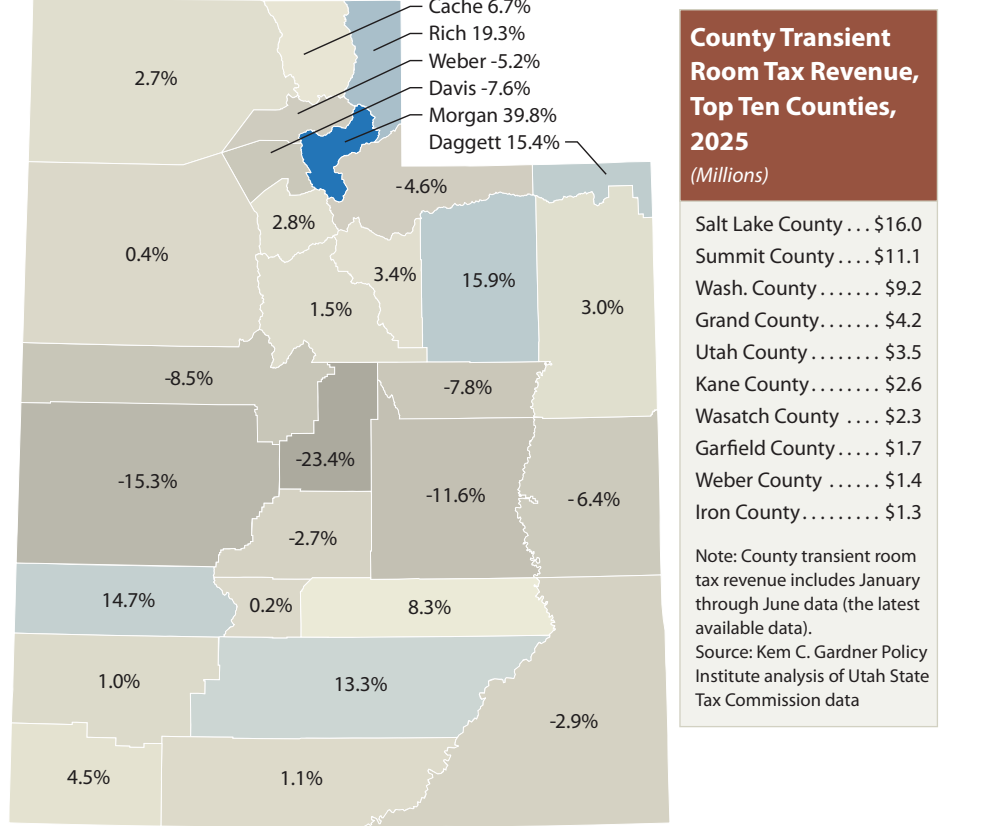
Visitor spending generated an estimated \$2.49 billion in total state and local tax revenue in 2024. When comparing county transient room tax (TRT) revenue for the first six months of 2025 to the same period in 2024, 18 of Utah’s 29 counties experienced positive year-over growth. Salt Lake County collected the most TRT revenue during the first six months of 2025 (\$16.0 million), followed by Summit County (\$11.1 million), and Washington County (\$9.2 million). Statewide, over half of total county TRT was collected in these three counties combined.

Travel and Tourism-Generated Tax Revenue by Tax Type, 2024



Note: Includes economic multiplier effects.
Source: Kem C. Gardner Policy Institute analysis of Tourism Economics and Utah State Tax Commission data

Year-Over Change in County Transient Room Tax Revenue by County, 2025



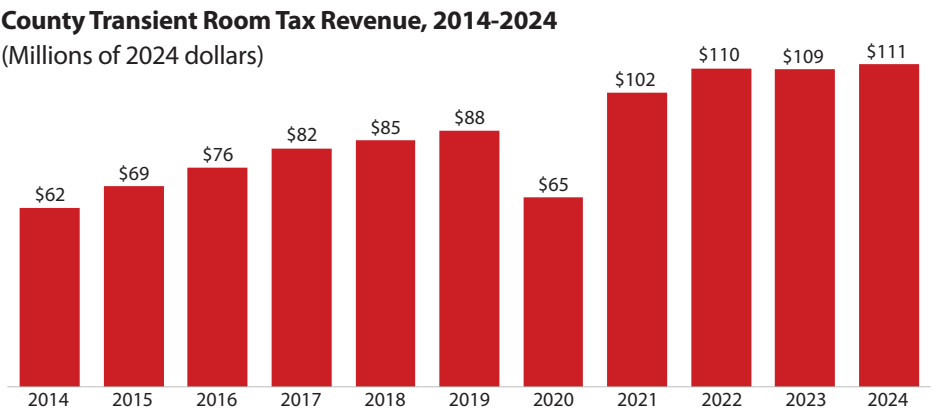
County Transient Room Tax Revenue, Top Ten Counties, 2025 (Millions)

Salt Lake County	\$16.0
Summit County	\$11.1
Wash. County	\$9.2
Grand County	\$4.2
Utah County	\$3.5
Kane County	\$2.6
Wasatch County	\$2.3
Garfield County	\$1.7
Weber County	\$1.4
Iron County	\$1.3

Note: County transient room tax revenue includes January through June data (the latest available data).
Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

Note: Compares TRT collections from January to June 2025 with collections from January to June 2024 (the latest available data).
Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

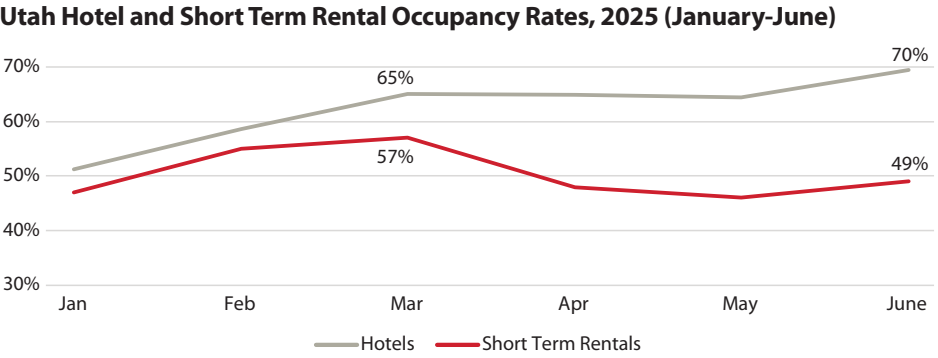
County transient room tax (TRT) revenue collections reached \$111 million in 2024, up 1.3% compared to 2023 after adjusting for inflation. The year-over percent change in hotel average daily room rates (ADRs) varied across Utah during the first half of 2025 with nightly rate declines in Utah's southern counties and increases in the north. Short term rental ADRs, on the other hand, were up in all selected counties except for Summit (-2.9%) and Grand (-4.1%). Monthly hotel and short term rental occupancy rates differed as well. Hotel occupancy rates remained several percentage points above short term rental rates from January to June of 2025. While hotel occupancy was the highest in June, short term rental occupancy peaked in March.



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

County	Hotels			Short Term Rentals		
	2024	2025	2024-2025	2024	2025	2024-2025
Garfield, San Juan, Wayne	\$122	\$120	-1.6%	\$251	\$281	12.0%
Grand	\$170	\$166	-2.4%	\$363	\$348	-4.1%
Kane	\$245	\$239	-2.4%	\$222	\$247	11.3%
Salt Lake	\$149	\$155	4.0%	\$189	\$217	14.8%
Summit	\$461	\$495	7.4%	\$897	\$871	-2.9%
Wasatch	\$455	\$584	28.4%	\$520	\$528	1.5%
Washington	\$145	\$146	0.7%	\$268	\$309	15.3%

Note: Garfield, San Juan, and Wayne counties' hotel data have been combined due to the low number of hotels in these counties.
Source: STR, Inc., and Lighthouse. Republication or other re-use of STR data without the express written permission of STR is strictly prohibited.



Source: Kem C. Gardner Policy Institute analysis of STR, Inc., and Lighthouse data. Republication or other re-use of STR data without the express written permission of STR is strictly prohibited.

Statewide Indicators	2023	2024	Change 2023-2024
Utah Population	3,456,482	3,506,838	1.5%
Employment, All Industries ¹ (Private Sector)	1,465,036	1,478,729	0.9%
Wages, All Industries ² (Private Sector)	\$92,571	\$97,701	5.5%

Employment, Spending & Wages (Dollar Amounts in Millions)			
Estimated Traveler Spending	\$12,710	\$13,294	4.6%
Total Tourism-Related Employment ³	159,800	164,600	3.0%
Total Tourism-Related Wages ⁴	\$6,660	\$6,860	3.0%
Direct Leisure & Hospitality Employment (Private Sector)	172,207	175,854	2.1%
Direct Leisure & Hospitality Wages (Private Sector)	\$4,564	\$4,861	6.5%
Leisure & Hospitality Share of Total Employment (Private Sector)	11.6%	11.9%	2.5%
Total Leisure & Hospitality Taxable Sales	\$12,649	\$13,277	5.0%

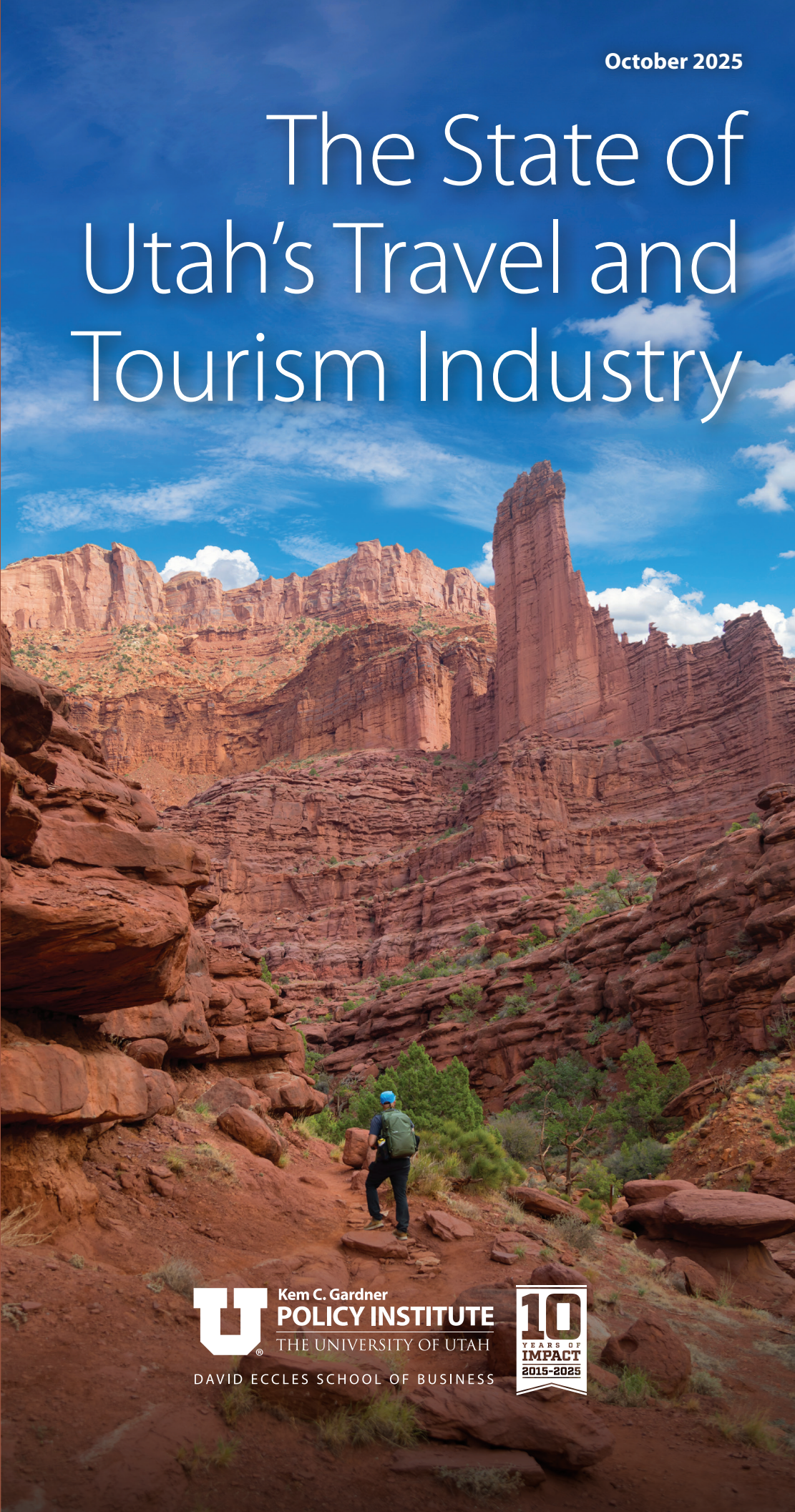
Utah Accommodations Industry			
Accommodations Industry Employment (Private)	22,374	23,014	2.9%
Accommodations Industry Wages (Private, Millions)	\$808	\$856	6.0%
Accommodations Taxable Sales (Millions)	\$3,365	\$3,513	4.4%
Hotel Occupancy Rates ⁵	64.3%	64.1%	-0.3%
Hotel Average Daily Rate ⁶	\$149.22	\$155.06	3.9%
Hotel Revenue Per Available Room ⁷	\$96.22	\$99.26	3.2%
Hotel Rooms	58,369	59,584	2.1%
Short Term Rental Occupancy Rates ⁸	48.2%	49.0%	1.7%
Short Term Rental Listings	23,637	25,262	6.9%

Tourism-Related Tax Revenues (Dollar Amounts in Millions)			
Total Tourism, Recreation, Cultural, and Convention Facilities Tax Revenue	\$106.8	\$116.3	8.9%
Total TRT Tax Revenue (County & Municipality)	\$125.7	\$132.4	5.3%
Motor Vehicle Rental Tax	\$43.5	\$45.4	4.4%

Statewide Visitation Counts			
Utah Skier Visits	7,023,004	6,746,008	-3.9%
Total National Park Recreation Visits	10,635,735	11,152,177	4.9%
Arches National Park	1,482,045	1,466,139	-1.1%
Bryce Canyon National Park	2,461,269	2,498,075	1.5%
Canyonlands National Park	800,322	818,492	2.3%
Capitol Reef National Park	1,268,861	1,422,490	12.1%
Zion National Park	4,623,238	4,946,592	7.0%
Total National Place Recreation Visits ⁹	7,249,156	6,712,376	-7.4%
Total Utah State Park Recreation Visits	12,059,254	12,968,493	7.5%
Salt Lake International Airport – Total Passengers	26,952,754	28,364,610	5.2%

1 Employment includes annual average employee full- and part-time private jobs (does not include sole proprietors).
2 Wages includes annual average full- and part-time employee wages (does not include sole proprietors).
3,4 Consists of direct, indirect, and induced jobs and wages; includes full- and part-time private and public jobs, and includes sole proprietors.
5,6,7 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.
8 Short term rental type "shared room" has been omitted.
9 Visitation data for Flaming Gorge NRA and Bears Ears NM are not included.

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, Utah State Parks, Ski Utah, National Park Service, Utah Office of Tourism, S.L.C. International Airport, Tourism Economics, and Lighthouse.



October 2025

The State of Utah's Travel and Tourism Industry