

The Economic Contributions of Utah's Ski Industry, 2025

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

Economic Contributions of Utah's Ski Industry, 2024/25 Ski Season

6.5 million skier days | **\$2.51 billion** in skier/snowboarder spending

31,800 direct jobs | **\$342.6 million** in state and local tax revenue

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

Utah Skier/Snowboarder Stats, 2024/25 Ski Season

Average age: **48 years** | Average length of stay: **6.4 nights**

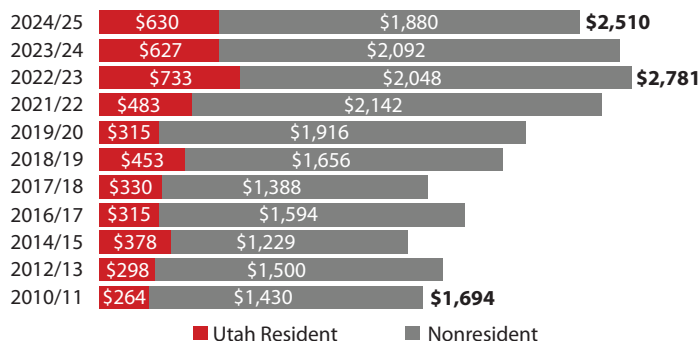
Per skier per day spend: **\$306** | Stayed in paid accommodations: **72%** | Snow Total (Alta Ski Area): **538"**

Note: Paid accommodations include short term rental, hotel, or timeshare.

Source: RRC Associates

Utah Skier/Snowboarder Spending, 2010/11 - 2024/25

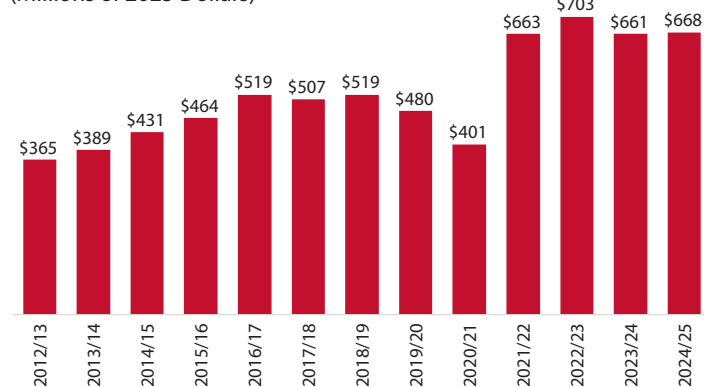
(Millions of 2025 Dollars)



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

Accommodation Sales in Salt Lake, Summit, & Weber Counties, 2012/13 - 2024/25 Ski Seasons

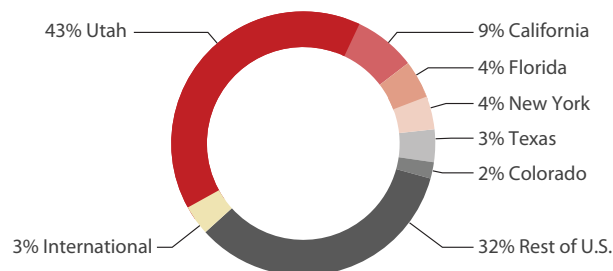
(Millions of 2025 Dollars)



Note: Accommodation sales are deduced from county transient room tax collections reported from December through March of each ski season.

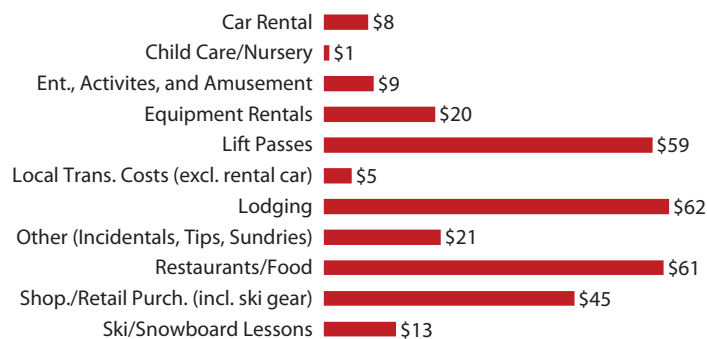
Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

Utah Skier/Snowboarder Origin, 2024/25 Ski Season



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

Average Utah Skier/Snowboarder Per Day Spending by Category, 2024/25 Ski Season

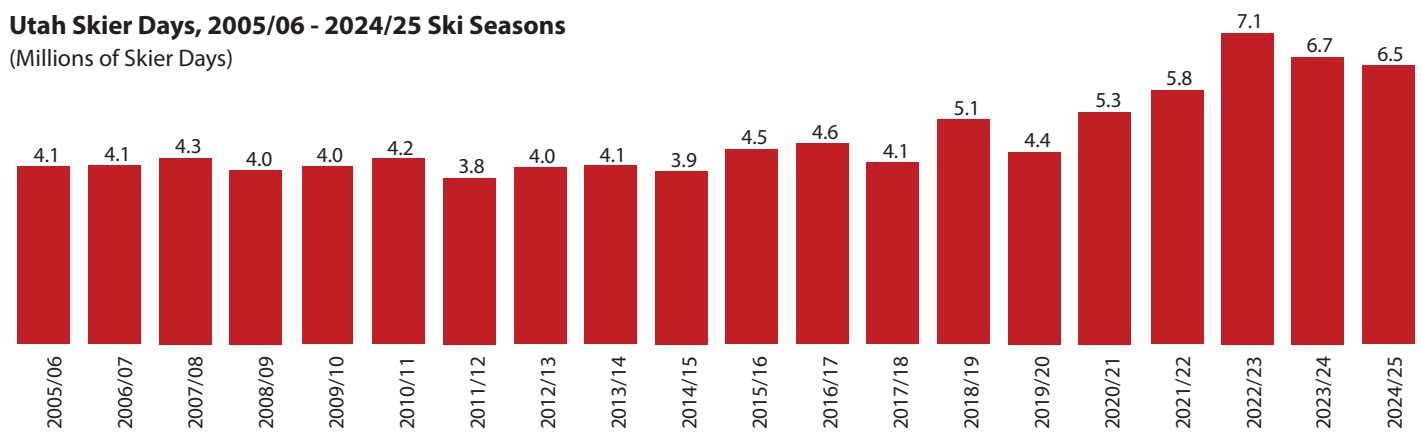


Note: On-mountain and off-mountain spending combined; includes resident and nonresident skier expenditures; does not total \$306 due to rounding.

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

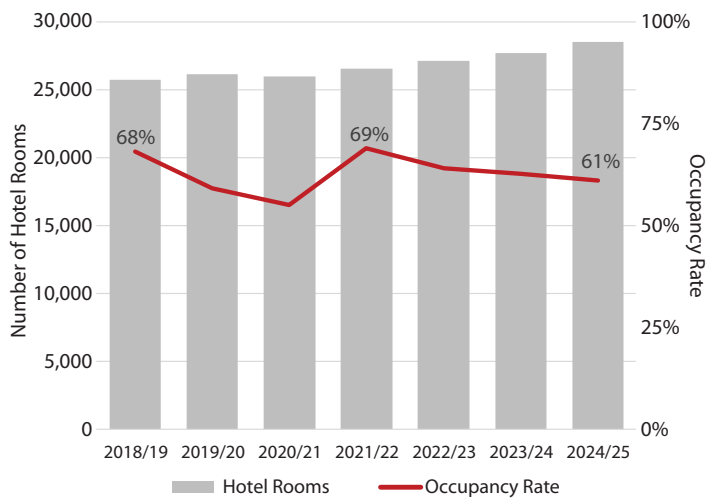
Utah Skier Days, 2005/06 - 2024/25 Ski Seasons

(Millions of Skier Days)



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

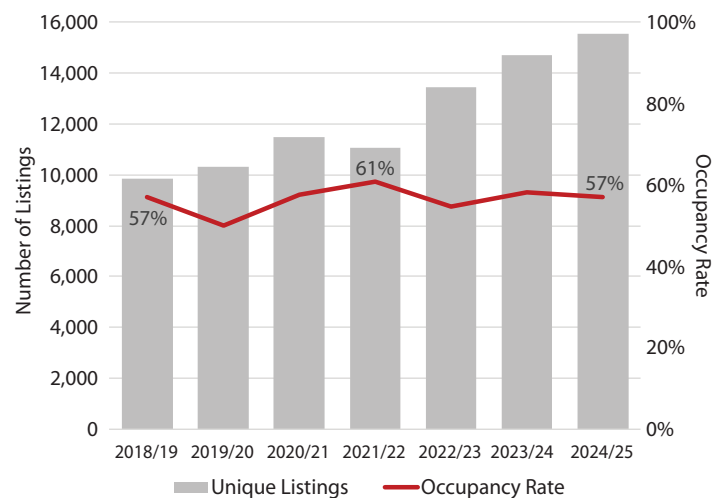
Hotel Rooms & Occupancy Rates in Salt Lake, Summit, and Weber Counties, 2018/19 - 2024/25 Ski Seasons



Note: County totals combined; December through March average (2024/25 Ski Season = Dec 2024 through March 2025).

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*

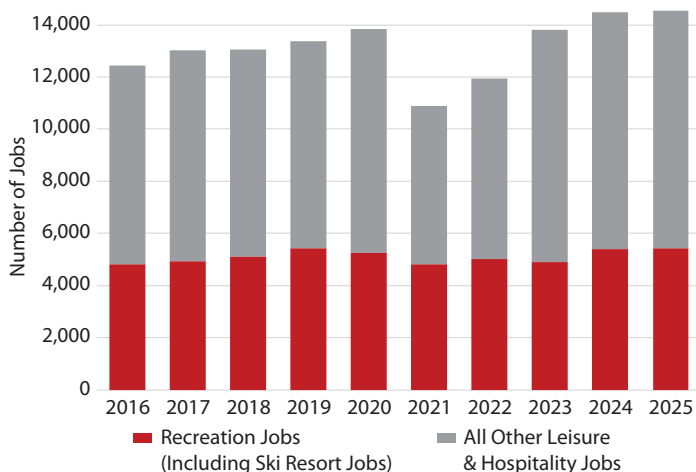
Short-Term Rental Listings & Occupancy Rates in Salt Lake, Summit, and Weber Counties, 2018/19 - 2024/25 Ski Seasons



Note: County totals combined; December through March average (2024/25 Ski Season = Dec 2024 through March 2025).

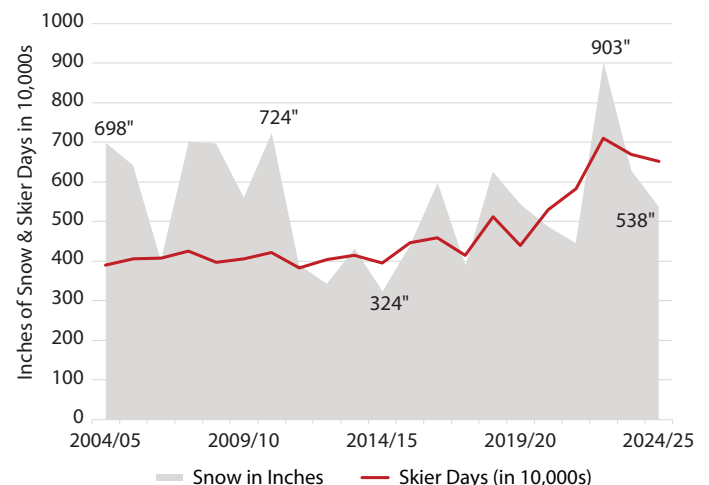
Source: Kem C. Gardner Policy Institute analysis of Lighthouse data

Leisure & Hospitality Sector Jobs, Summit County, 2016–2025



Note: Includes private full- and part-time jobs in arts, entertainment, recreation, accommodations, and foodservice for the months of January through March; does not include sole proprietors; does not include ski industry-supported jobs in gear rental, car rental, ridesharing services, retail, and other personal services (e.g., laundry services and childcare). Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labor Statistics data

Snowfall and Skier Days, 2004/05–2024/25 Ski Seasons



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