

Iron County Residents' Opinions on Tourism: Longitudinal Survey Results 2021-2025

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The following brief compares findings from the 2025 Utah Office of Tourism's survey of Iron County residents to the results from 2021 and 2025. While there are differences between the two years' surveys, the overall sentiment remains consistent.

Overview

In 2025, respondents share their perceptions of tourism in their community. Most describe the volume of tourism as either "a great deal" (64%) or "some" (31%), while only 4% report "little" tourism. This contrasts with 2021, when 84% reported a great deal of tourism and 13% reported some. These results suggest a shift in perceived tourism levels. Additionally, only 13% of residents say their households depend on tourism-related activities.

Throughout this survey, residents provide a range of responses regarding the impact of tourism on their community. Over 61% of respondents indicate that the positive effects of tourism outweigh the negative. A large majority of respondents (79%) also report that tourism is important or very important to the local economy. That said, about 56% report that tourism

has had a negative effect on housing affordability, and 38% indicate it decreases the quality of infrastructure like public transportation, roads and bridges and utilities.

Methodological Note

The report visually compares the results of the 2021 and 2025 surveys for each survey question, presenting them side-by-side in graphs. In the written summary, similar responses on the five-point scale are often grouped together, such as combining 1 and 2, and 4 and 5. Any differences between the results of the two years are noted, though it's important to note that differences may not be statistically significant due to small sample sizes. Variations between the samples may have influenced responses, underscoring the importance of ongoing observations in future surveys.

The Appendices include the following:

- A Survey Methodology
- B Demographic Profile
- C 2025 Local Area Survey Questionnaire
- D Iron County Results for 2021 and 2025
- E Verbatim Comments

Experience with Tourism

In 2025, 64% of residents say that their community has a great deal of tourism, a drop from 84% in the 2021 survey. Fewer residents now rate the level of tourism as high, while more (31%) see it as moderate (Figure 1).

Figure 1: Thinking about your community or the general area around you, how would you describe the amount of tourism? Would you say there is...?

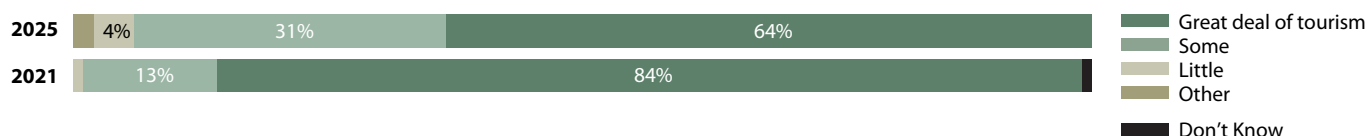


Figure 2: Does any of your household income depend on tourism-related activities?



Effect of Tourism on Community

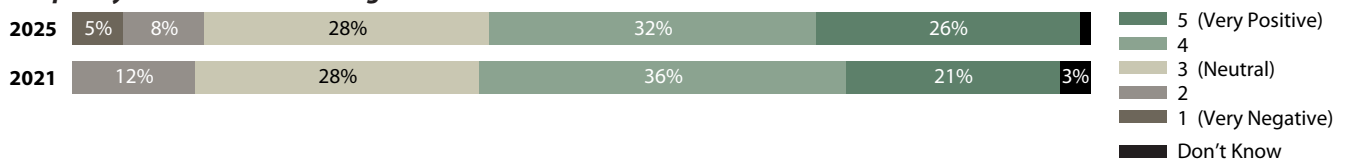
When evaluating a series of statements about the effects of tourism on their community, respondents give the highest share of positive responses (4 and 5 ratings combined) to tourism's impact on their community's reputation (78%), a decrease from the 2021 survey result of 87% (Figure 3C).

In 2025, the majority of respondents report tourism's positive influence on the quality of amenities (58%), job opportunities (56%), and meeting people from different backgrounds (52%) (Figures 3A, 3F, and 3H, respectively).

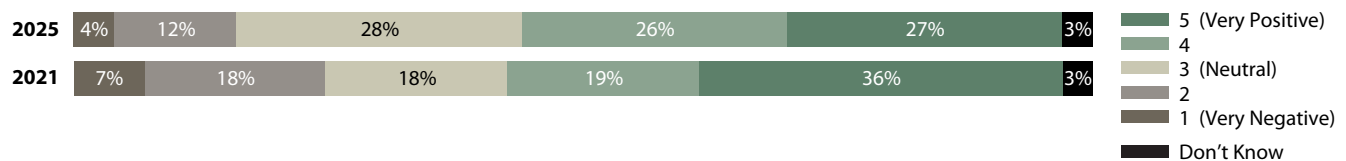
Conversely, 56% of residents believe that tourism has had a negative impact on housing affordability, while only 9% view its influence on housing affordability as positive. These views remain relatively stable between 2021 and 2025. Although to a lesser extent, the quality of infrastructure – such as public transportation, roads, and bridges - is also seen as more negatively impacted by tourism than positively in 2025 (38% versus 28%, respectively).

Figure 3 (A-H): For the next few statements, we would like your opinion on the effect of tourism in your local area. On a scale of one-to-five, with one meaning "very negative" and five meaning "very positive," how would you describe tourism's effect on...

A: The quality of amenities such as gas stations and retail store in the tourist areas?



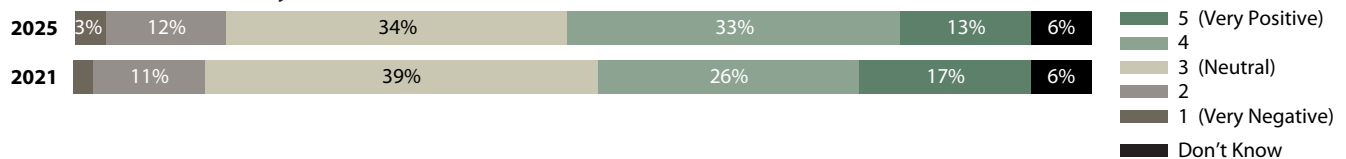
B: The natural environment in Utah?



C: Your community's overall reputation?



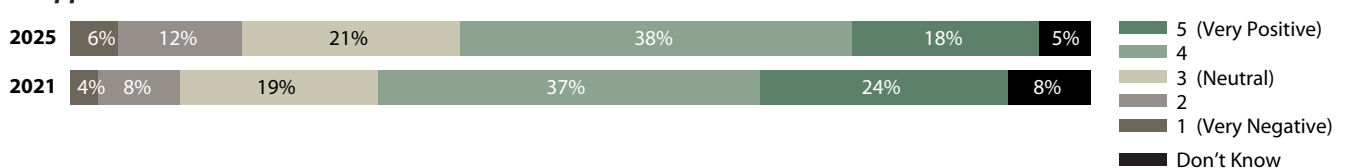
D: Human health and safety?



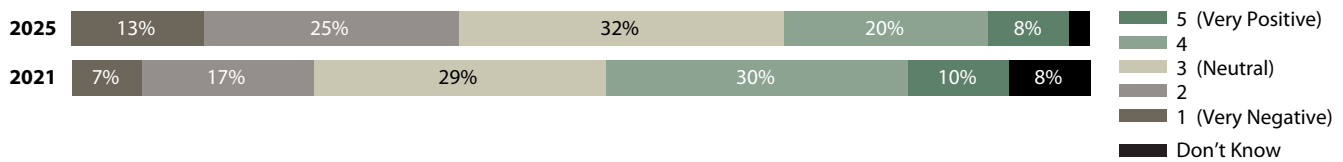
E: Housing affordability?



F: Job opportunities for local residents?



G: The quality of infrastructure like public transportation, roads and bridges, and utilities?



H: The opportunity to meet and better understand people from different backgrounds?

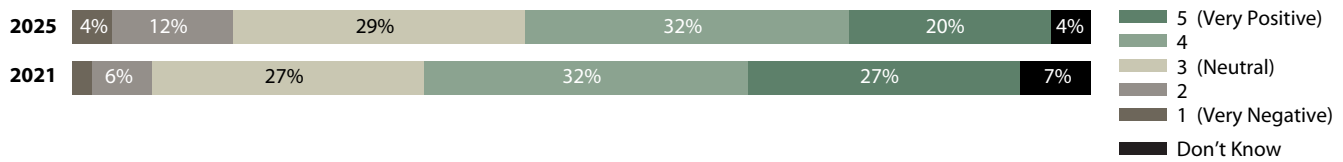


Figure 4: On a scale of one-to-five, with one meaning "significant decrease" and five meaning "significant increase," what do you think is tourism's overall effect on the number of amenities in your area, such as gas stations and retail stores?



Effect of Tourism on Quality, Quantity, and Access to Experiences

From 2021 to 2025, respondents' sentiment has declined regarding tourism's effect on the number of arts and cultural experiences, dining options, and spectator events (Figures 5A through 5F). For instance, the percentage of respondents indicating a positive effect (selecting 4 or 5) on the number of spectator events fell from 67% in 2021 to 52% in 2025 (Figure 5E). Although the share of respondents rating tourism's impact on arts and cultural experiences as 'very positive' (a rating of 5) dropped from 46% to 32%, those selecting a 4 (positive rating) rose from 26% to 41% keeping the overall positive perception relatively stable (Figure 5B). Meanwhile, perceptions of tourism's positive effect on the quality of spectator events, number of recreational opportunities, and quality of recreational opportunities remain relatively consistent between the years 2021 and 2025.

Figure 5 (A-I): The following statements ask about the effect of tourism on the quality, quantity, and access to experiences in your local area. Using the same one-to-five scale, with one meaning "very negative" and five meaning "very positive," how would you describe tourism's effect on...

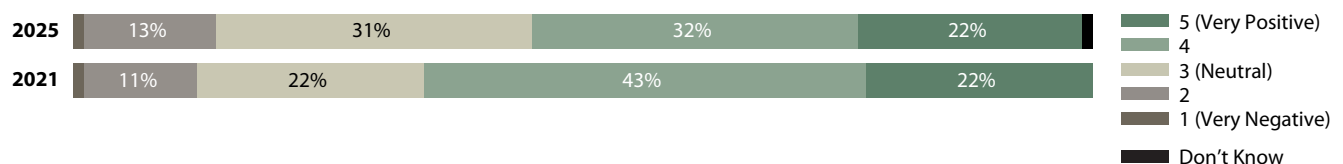
A: The number of arts and cultural experiences?



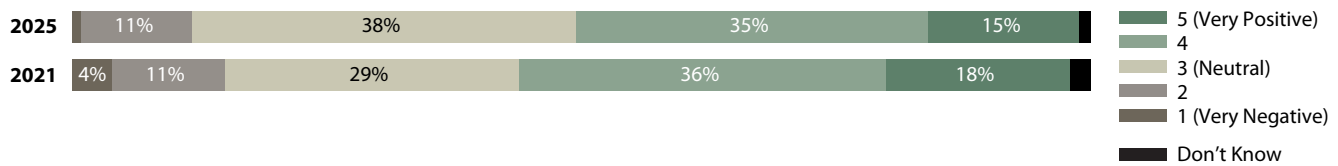
B: The quality of arts and cultural experiences?



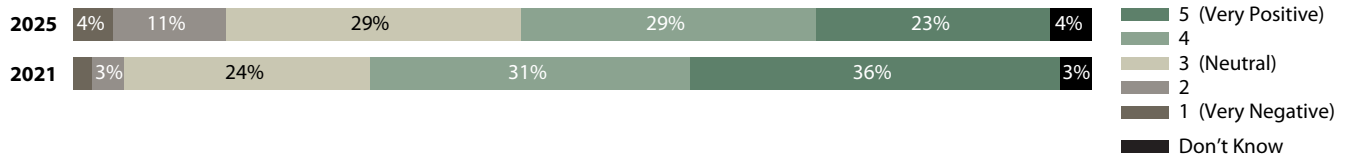
C: The number of dining options?



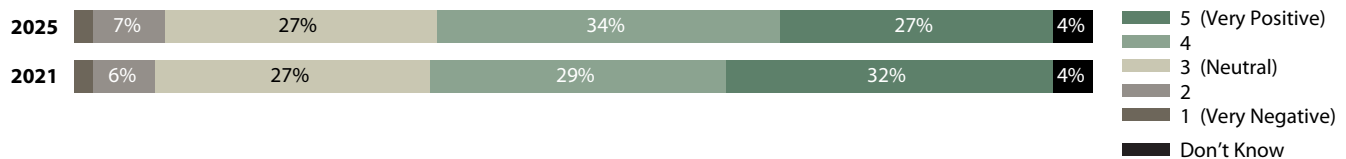
D: The quality of dining options?



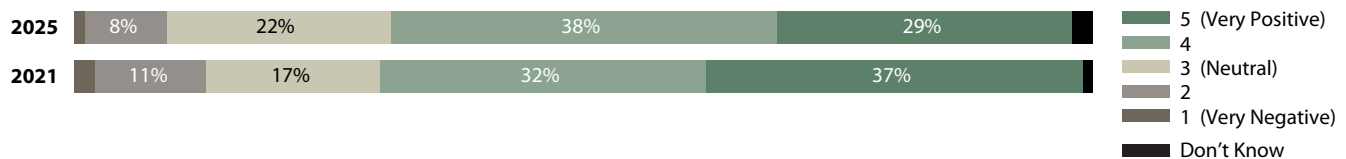
E: The number of spectator events?



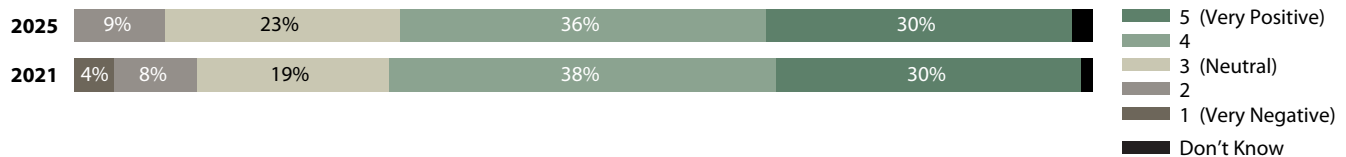
F: The quality of spectator events?



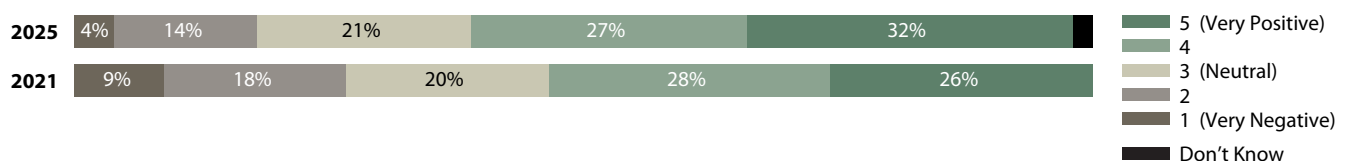
G: The number of recreational opportunities?



H: The quality of recreational opportunities?



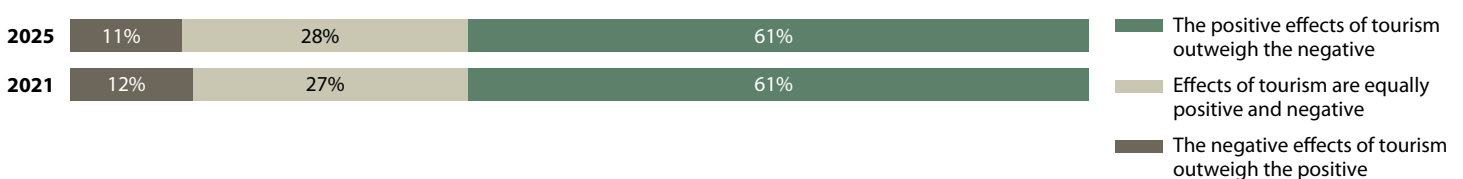
I: Your ability to access recreational opportunities?



Opinion on Tourism

Similarly to 2021, the largest group of respondents in 2025 (61%) believe the positive effects of tourism outweigh the negative. Almost one third of respondents (28%) say the effects of tourism are equally positive and negative, and only 11% of respondents feel the negative effects outweigh the positive.

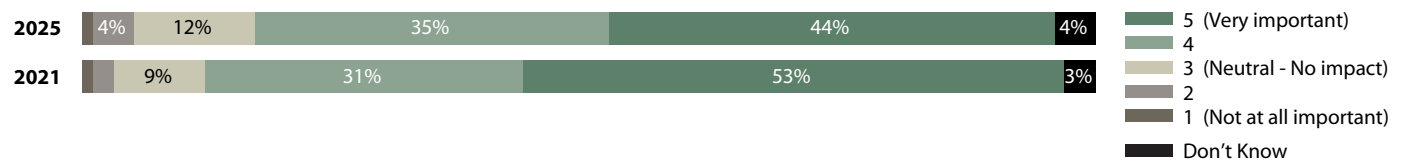
Figure 6: Still, thinking about the effects of tourism in your community, in your opinion, which of the following statements would you say most accurately reflects your opinion?



Importance to Economy

The share of survey respondents indicating that tourism is important to the local economy (4 or 5 rating) decreased slightly, from 84% in 2021 to 79% in 2025.

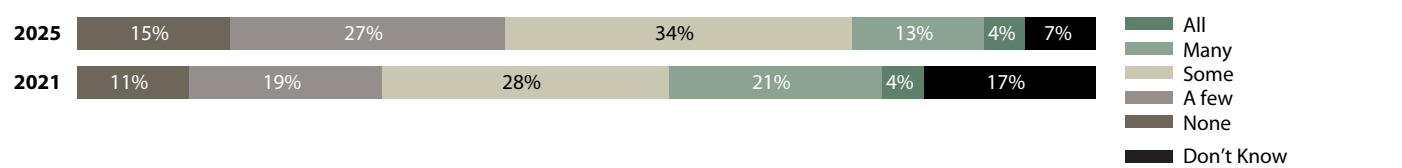
Figure 7: Overall, how important is tourism to the local economy in your area? Please use a one-to-five scale, with one meaning "not at all important" and five meaning "very important."



Accommodating Tourism

Between 2021 and 2025, the percentage of respondents indicating that “many” or “all” places in their community are unable to accommodate visitors decreases from 24% to 17%. At the same time, the share of those rating the issue as 1 (“none”) or 2 (“a few”) rises from 30% to 42%, suggesting that more residents now perceive visitor numbers as manageable in their communities (Figure 8A).

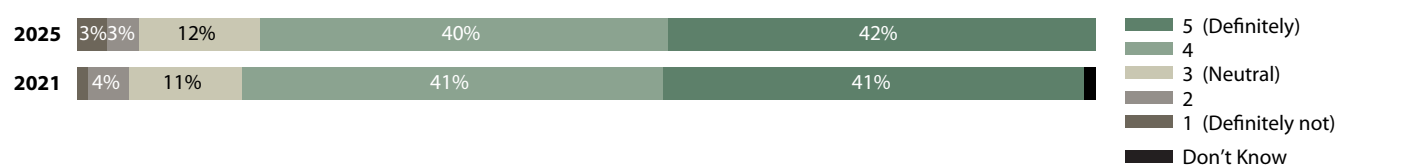
Figure 8: Are there places in your local community where the number of visitors is more than your area is able to accommodate? Would you say...



Community Provides a Positive Experience

Survey results from 2021 to 2025 consistently indicate that over 80% of respondents feel their community provides positive visitor experiences.

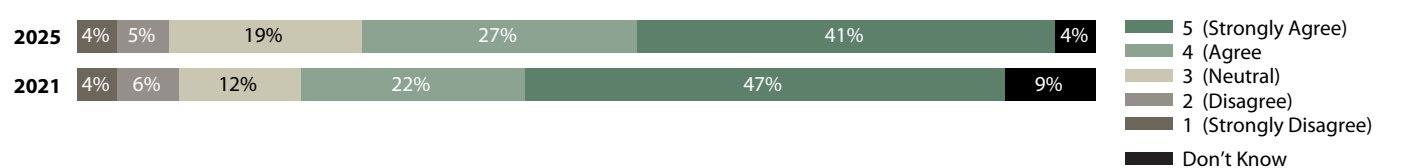
Figure 9: Do you feel your community is able to provide a positive visitor experience? Please use a one-to-five scale, with one meaning "definitely not" and five meaning "definitely."



State Support of Local Tourism Efforts

Most 2025 respondents (68%) agree that the state tourism office should support local tourism efforts (rate 4 or 5). Neutral attitudes slightly increased from 12% in 2021 to 19% in 2025.

Figure 10: How much do you agree or disagree with the following statement? "The state tourism office should support local tourism efforts."



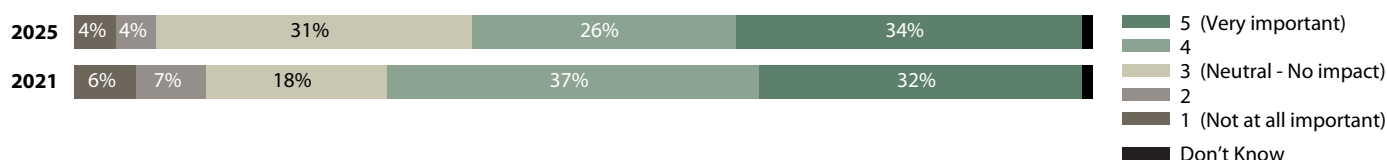
Use of Visitor-Related Tax

When presented with various spending options for visitor-related taxes, respondents prioritize investing in transportation infrastructure like roads and bridges (86%), funding recreation infrastructure like trails, campground, parks, and restrooms (82%), and investing in local search and rescue capabilities (78%). Respondents also prioritize environmental protection (73%) and historical preservation of community assets (71%) (Figures 11G and 11M).

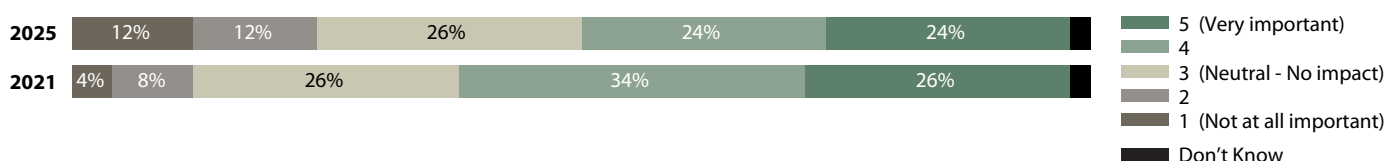
Spending alternatives with the lowest proportion of importance ratings include tourism promotion (deemed important by only 52% of respondents) and public transit at 48% (Figures 11D and 11B).

Figure 11 (A-N): The following list contains possible categories of spending for visitor-related taxes. Choices vary based on local decision-making. Please use a one-to-five scale to indicate how important you feel the following categories of spending are for future use of visitor taxes in your community, with one meaning "not at all important" and five meaning "very important."

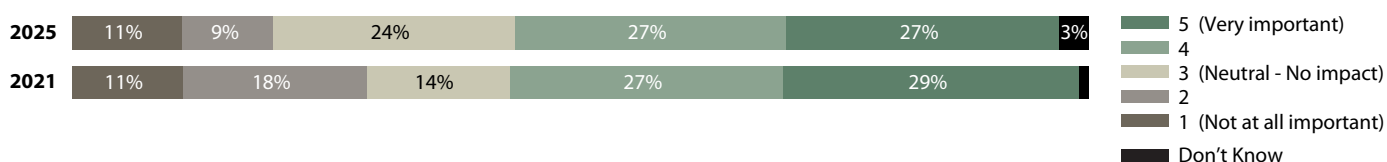
A: Parking accommodations (parking lots) in tourism areas?



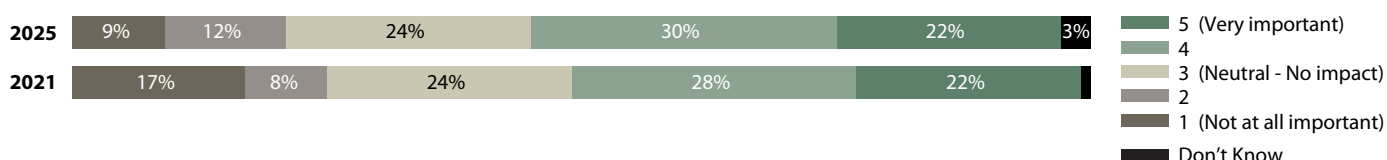
B: Public transit, like shuttles, buses, and trains?



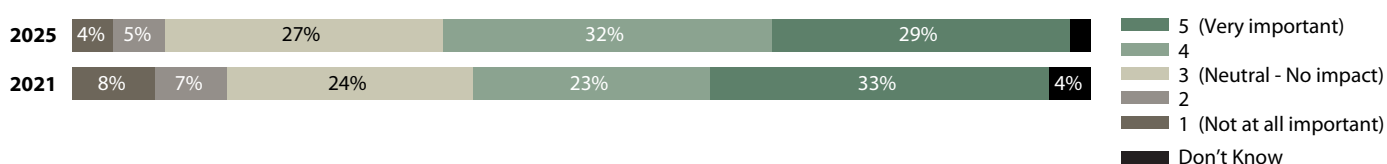
C: High-speed internet (broadband) in tourism areas?



D: Tourism promotion?



E: Local and regional airport facilities?



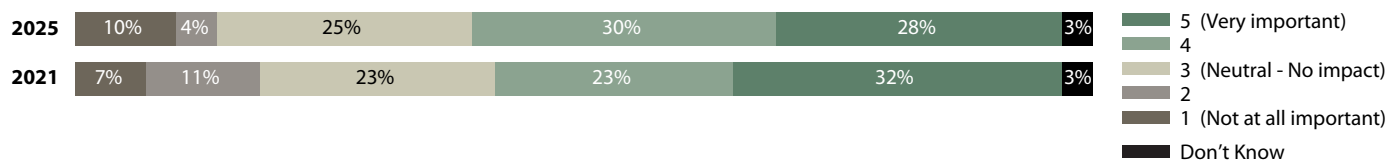
F: Local search and rescue capabilities?



G: Environment protection and repair of damaged areas (land, water, etc.)?



H: Cellular service?



I: Visitor education regarding how to best respect and support the local community?



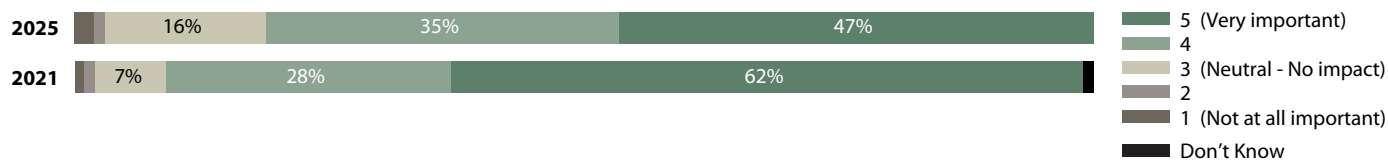
J: Transportation infrastructure like roads and bridges?



K: Garbage and recycling disposal and collection in tourism areas?



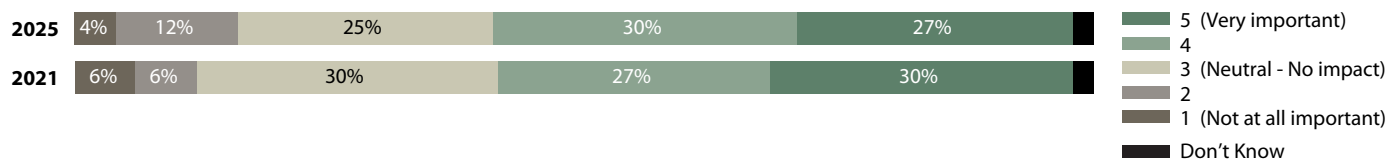
L: Recreation infrastructure like trails, campgrounds, parks, and restrooms?



M: Historical preservation of community assets?



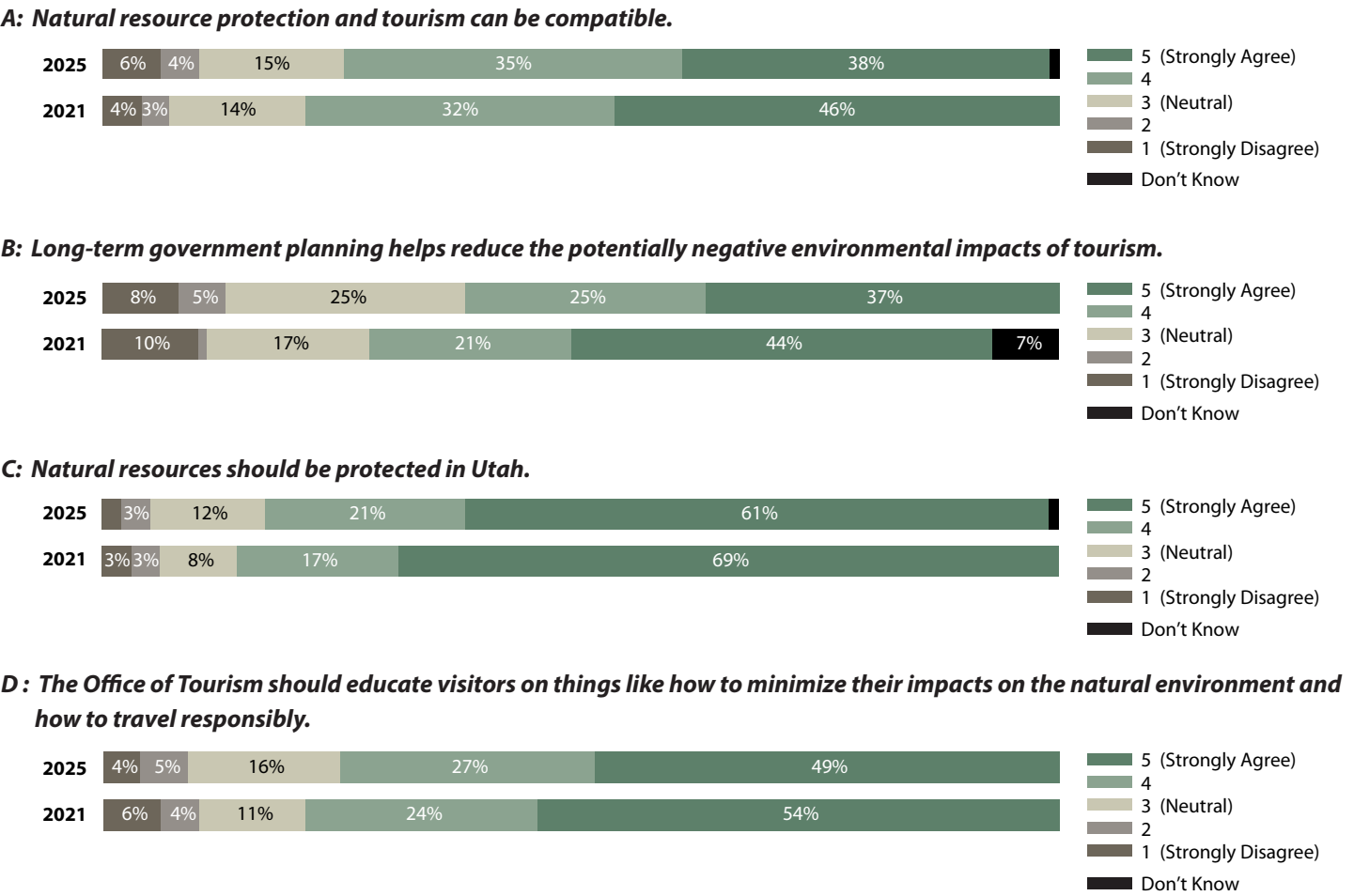
N: Arts and culture investment?



Environmental Sustainability

In the 2025 survey, 82% of respondents agree that Utah’s natural resources should be protected (Figure 12C). Similar shares agree that the Office of Tourism should educate visitors on minimizing environmental impact (76%) and that natural resource protection and tourism can be compatible (73%) (Figures 12D and 12A). Fewer respondents (62%) agree that tourism’s negative environmental impacts can be reduced by long-term government planning.

Figure 12 (A-D): Now, I am going to read a few statements focused on environmental sustainability. Using a one-to-five scale, with one being "strongly disagree" and five being "strongly agree," how much do you agree or disagree with the following statements?



Perception of Visitors/Tourism

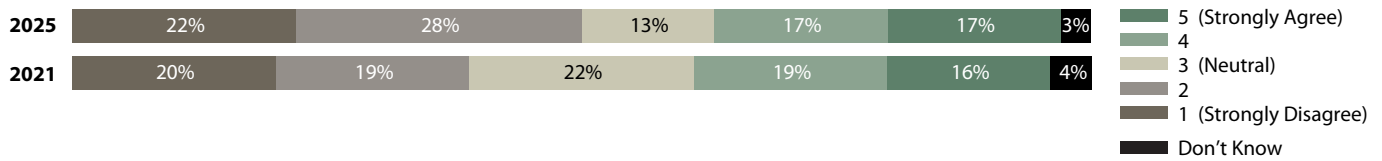
A series of agree/disagree statements was used to assess residents' perceptions of visitors and tourism. Three-quarters of respondents (77%) feel that visitors feel welcome to their area, and 65% agree that tourism supports businesses they value (Figures 13C, 13H). A majority also report they enjoy tourist interactions (58%), tourism has increased local pride in their area (57%), and that they benefit from a variety of cultural activities due to tourism (54%) (Figures 13I, 13D, and 13F).

One third of respondents (35%) agree that life in the area has changed to suit visitors, and 42% claim that tourism has made their community a less affordable place to live (Figures 13B, 13G). Only 17% say that they prefer little contact with visitors.

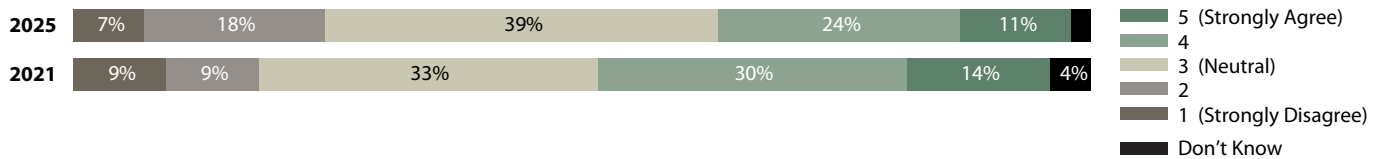
With regard to government and tourism, 34% of respondents feel that the government effectively balances the needs of residents and tourism visitors (Figure 13J). Just 27% feel local government values resident input on tourism issues, and even fewer, 19%, feel that state government does (Figures 13L and 13K). One in five residents (22%) say they have provided input on tourism-related topics, and 23% have written a letter to decision makers or attended meetings regarding tourism in their area (Figures 13M and 13N).

Figure 13 (A-N): Now, in regard to your perceptions of visitors... Please tell me whether you agree or disagree with the following statements, using the one-to-five scale, with one meaning you "strongly disagree" and five meaning you "strongly agree."

A: My area would be a dull place if visitors did not come.



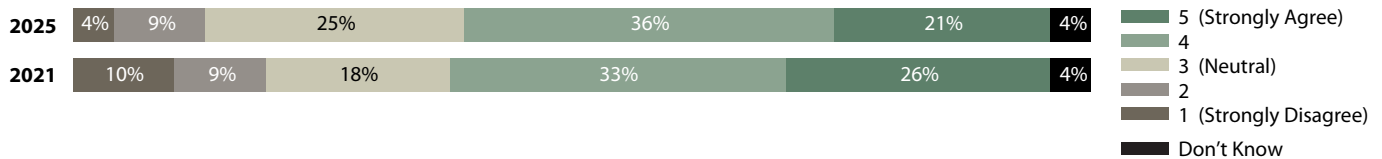
B: In our area, our way of life has changed to suit visitors.



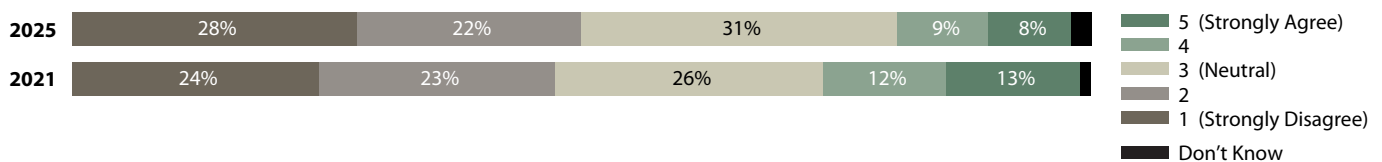
C: Overall, I think visitors to my area feel welcomed.



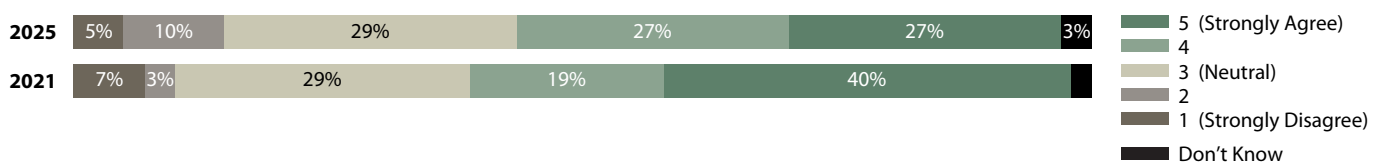
D: Tourism has made locals prouder of our area.



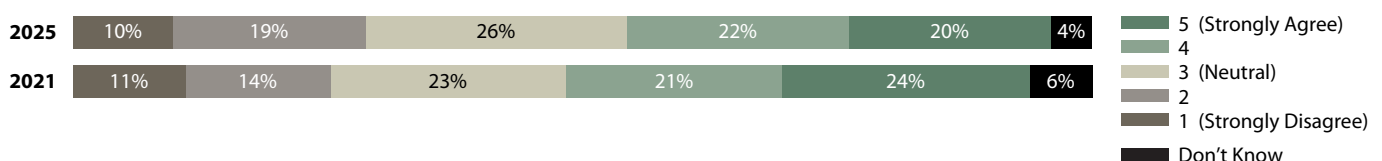
E: I prefer to have as little contact as possible with visitors.



F: Residents benefit from a wide variety of cultural activities in my area because of tourism.



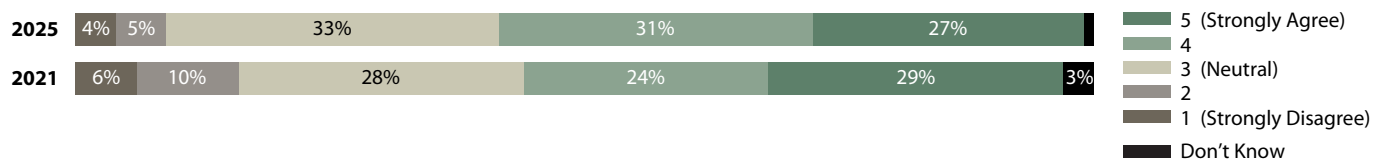
G: Tourism has made my community an unaffordable place for many to live.



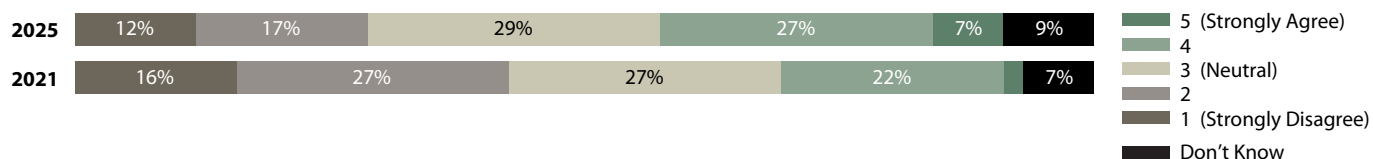
H: Tourism supports businesses in my community that are valuable to me.



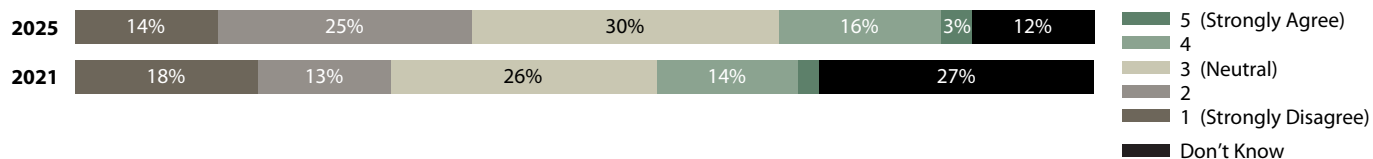
I: I enjoy interactions with visitors.



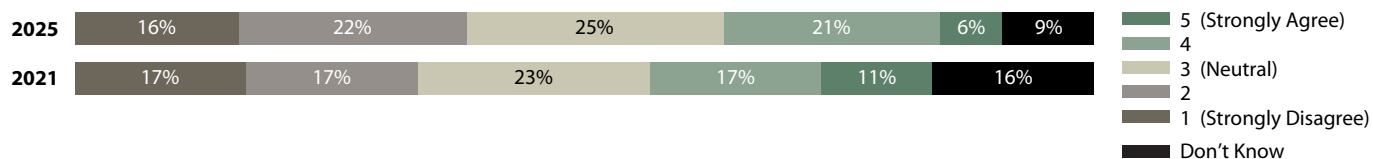
J: Government does a good job balancing residents' and visitors' needs.



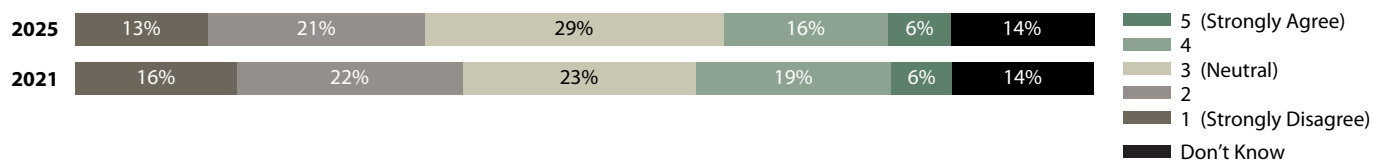
K: State government values input from residents about tourism in my area.



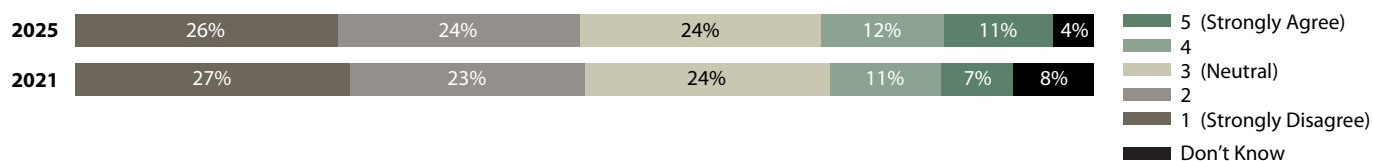
L: Local government values input from residents about tourism in my area.



M: Residents have the opportunity to provide input on tourism-related topics in my area.



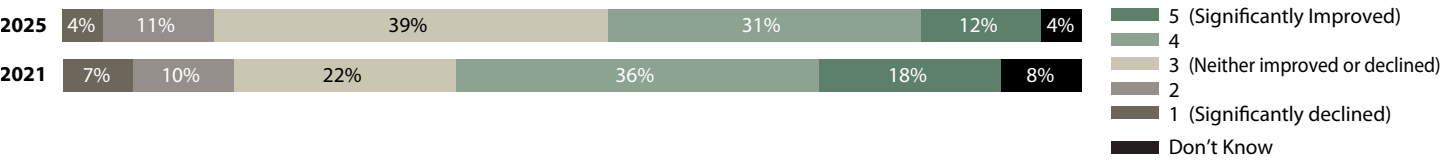
N: I have provided input on tourism decisions in my area by doing things like attending public meetings and/or writing letters to local government or decision-makers.



Impact of Tourism on Quality of Life

In 2025, fewer respondents (43%) believe tourism has improved the quality of life in their area, down slightly from 54% in 2021. Meanwhile, the share who now say tourism neither improves nor deteriorates their quality of life, increases from 22% to 39% (Figure 14).

Figure 14: Would you say the overall quality of life in your community has declined or improved because of tourism? Please use a one-to-five scale, with one meaning "significantly declined" and five meaning "significantly improved."

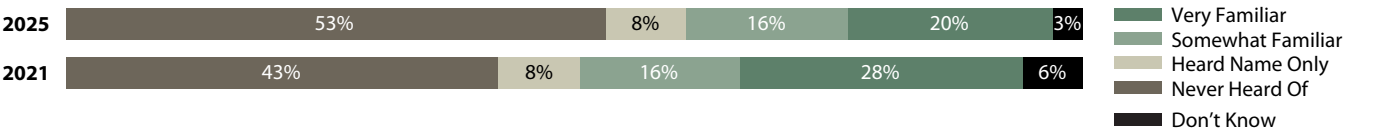


Marketing Campaigns

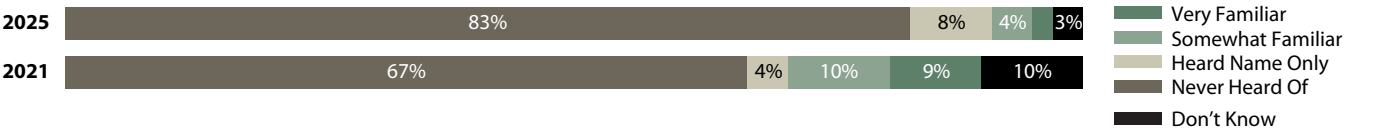
The "Greatest Snow on Earth®" campaign remains the most familiar tourism-related marketing campaign among respondents, with 79% of those interviewed being "very" or "somewhat" familiar with the campaign (see Figure 15C). The "Life Elevated®" campaign also garners recognition, with 69% of 2025 respondents reporting familiarity (Figure 15D). However, the majority of 2025 respondents indicated they have never heard of the "Forever Mighty®" initiative (83%) nor the "Mighty 5 " campaign (53%) (Figure 15A and 15B).

Figure 15 (A-D): How familiar are you with the following tourism campaigns?

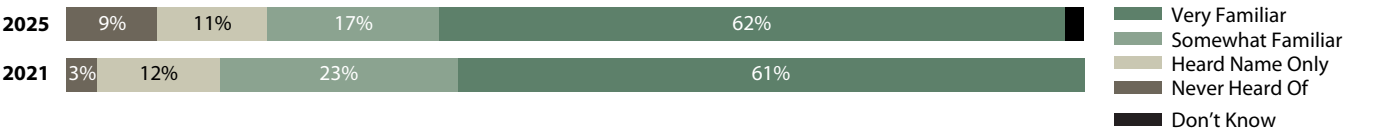
A: Mighty 5® campaign



B: Forever Mighty® initiative



C: The Greatest Snow on Earth®



D: Life Elevated®



Additional Comments

At the end of the survey, respondents were given the opportunity to provide additional comments, concerns, and suggestions regarding tourism in Utah or in their local area. All verbatim responses can be found in Appendix E.

Appendix A - Survey Methodology

In 2021, the Utah Office of Tourism (UOT) contracted with the Kem C. Gardner Policy Institute to conduct a survey of residents regarding tourism in the state. The research included a broad statewide survey, along with smaller surveys conducted in 14 areas across the state—some with more established tourism economies, others with emerging ones. Iron County was among those areas surveyed. Despite small sample sizes in the individual areas, the results reveal that resident opinions and attitudes toward tourism vary significantly by location.

Iron County was surveyed again in 2025, contributing to a multi-year effort to track resident sentiment over time. This brief highlights insights from the 2025 survey of Iron County residents and changes observed across the two years of results.

The 2025 questionnaire was developed by UOT and the Gardner Institute. By maintaining consistent questions across each survey year, the research enables a year-to-year comparison of results. Appendix C contains a copy of the 2025 questionnaire. Appendix D shows survey findings from both years in a concise side-by-side text format.

Lighthouse Research surveyed area residents in Iron County under the direction of Gardner Institute staff in January of 2024. Lighthouse Research used a mixed-mode methodology to contact potential respondents, aiming to obtain a more representative sample of residents. This sampling method begins with distributing online survey links to a random

selection of known Utah email addresses and proceeds to telephone interviews to attain the desired response level. The sample of 113 surveys in the area carries a margin of error of +/- 9.21% at the 95% confidence level. The error rate can differ on individual questions. A profile of the 2025 survey respondents is in Appendix B. The telephone survey averaged 12 minutes and contained three open-ended questions. Appendix E includes all verbatim responses to the open-ended questions in the survey.

Limitations

There are limitations to research conducted using phone and online methods for random resident samples. The sampling pool includes only residents with telephone or known email addresses, potentially leading to over or under-sampling of particular groups. Also, response rates on most random telephone/online surveys of residents are generally low, and refusal and non-response rates are high. Efforts to minimize these challenges included multiple contact methods, scheduling callbacks at differing hours and days, and weighting data results to represent the population better.

In surveys with small sample sizes, the margin of error tends to be larger, potentially resulting in less reliable data. While this introduces some uncertainty, longitudinal research can help compensate for it by enabling researchers to track changes and trends more accurately over time.

Appendix B - Demographic Profile - Iron County

		2021	2025
Gender	Male	52%	43%
	Female	48%	57%
	Other	0%	0%
Age	18-29	10%	5%
	30-39	19%	8%
	40-49	16%	22%
	50-59	18%	21%
	60-69	26%	20%
	70 and over	12%	23%
Household Income	<20,000	6%	1%
	\$20,000-\$39,999	12%	11%
	\$40,000-\$59,999	16%	12%
	\$60,000-\$79,999	22%	18%
	\$80,000-\$99,999	19%	28%
	\$100,000-\$150,000	19%	15%
	Over \$150,000	7%	16%

		2021	2025
Education	Some high school	1%	1%
	High school graduate	3%	12%
	Some college/assoc. degree /vocational certificate	29%	32%
	College graduate	35%	29%
	Graduate work or degree	31%	26%
Ethnicity	White	92%	97%
	Hispanic/non-white	7%	3%
Utah Residency	Less than 5 years	8%	1%
	5 to 10 years	8%	11%
	11 to 20 years	21%	17%
	More than 20 years	63%	72%

Appendix C - 2025 Local Area Survey Questionnaire

Hello. I'm calling from ____ and we are interviewing Utah residents regarding their opinions and attitudes about tourism in Utah. May I ask you some questions?

To help us better understand and analyze responses we have a few background questions before we get started.

- A. What is your county of residence? _____ (OR, Is your county of residence _____?)
- B. In which city or town do you reside? _____
- C. What is the zip code for your area? 84 _____

Ok, let's get started...

1. Thinking about your community or the general area around you, how would you describe the amount of tourism? Would you say there is...?

A great deal of tourism	Some	Little	No tourism	Other (specify):	Don't know
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2. Does any of your household income depend on tourism-related activities?

Yes	No	Other (specify):	Refuse
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GENERAL VIEW OF TOURISM

3. For the next few statements, we would like your opinion on the effect of tourism in your local area.

On a scale of 1-5, with 1 meaning "very negative" and 5 meaning "very positive," how would you describe the effect of tourism in your local area in the following areas with one meaning "very negative" and five meaning "very positive."

	Very Negative 1	2	Neutral 3	4	Very Positive 5	Depends	Don't Know
The quality of amenities such as gas stations and retail stores in tourist areas?							
The natural environment in your community?							
Your community's overall reputation?							
Human health and safety?							
Housing affordability?							
Job opportunities for local residents?							
The quality of infrastructure like public transportation, roads and bridges, and utilities?							
The opportunity to meet and better understand people from different backgrounds?							

AMENITIES

4. On a scale of 1-5, with 1 meaning "significant decrease" and 5 meaning "significant increase," what do you think is tourism's overall effect on the number of amenities in your area, such as gas stations and retail stores? Would you say...

Significant decrease 1	2	Neutral - no impact 3	4	Significant increase 5	Depends	Don't know
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EFFECT OF TOURISM ON QUALITY, QUANTITY AND ACCESS

5. The next few statements ask about the effect of tourism on the quality, quantity, and access to experiences in your community or local area. Using the same 1-5 scale, with 1 meaning "very negative" and 5 meaning "very positive," how would you describe tourism's effect on...

	Very Negative 1	2	Neutral 3	4	Very Positive 5	Depends	Don't Know
The number of arts & cultural experiences?							
And the quality of arts & cultural experiences?							
The number of dining options?							
And the quality of dining options?							
The number of spectator events?							
The quality of spectator events?							
The number of recreational opportunities?							
The quality of recreational opportunities?							
Your ability to access recreational opportunities?							

6. Still, thinking about the effects of tourism in your community, which of the following statements would you say most accurately reflects your opinion? (ROTATE)

The positive effects of tourism outweigh the negative	The negative effects of tourism outweigh the positive	The effects of tourism are equally positive and negative	Don't know (INTERVIEWER- DO NOT READ)
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IMPORTANCE TO ECONOMY

7. Overall, how important do you consider tourism to the local economy in your area? Please use a 1-5 scale, with 1 meaning "not at all important," 5 meaning "very important."

Not at all important 1	2	Neutral - no impact 3	4	Very important 5	Depends	Don't know
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ACCOMMODATING TOURISM

8. Are there places in your local community where the number of visitors is more than your area is able to accommodate? Would you say...

None	A few	Some	Many	All	Don't know
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- 8a. And why do you say that? (Open-ended)

POSITIVE EXPERIENCE

9. Do you feel your community is able to provide a positive visitor experience? Please use a 1-5 scale, with 1 meaning "definitely not" and 5 meaning "definitely."

Definitely not 1	2	Neutral 3	4	Definitely 5	Don't know
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- 9a. And why do you say that? (Open-ended)

ROLE OF GOVERNMENT

10. How much do you agree or disagree with the following statement? "The state tourism office should support local tourism efforts."

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Don't know
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USE OF VISITOR-RELATED TAX

The following list contains possible categories of spending for visitor-related taxes. Choices may vary based on local decision-making.

11. Please use a one-to-five scale to indicate how important you feel the following categories of spending are for future use of visitor taxes in your community, with one meaning "not at all important" and five meaning "very important."

	Not at all important 1	2	Neutral 3	4	Very Positive 5	Don't Know
Parking accommodations (parking lots) in tourism areas?						
Public transit, like shuttles, buses, and trains?						
High-speed internet (broadband) in tourism areas?						
Tourism promotion?						
Local and regional airport facilities?						
Local search and rescue capabilities?						
Environment protection and repair of damaged areas (land, water, etc.)?						
Cellular service?						
Visitor education regarding how to best respect and support the local community?						
Transportation infrastructure like roads and bridges?						
Garbage and recycling disposal and collection in tourism areas?						
Recreation infrastructure like trails, campgrounds, parks, and restrooms?						
Historical preservation of community assets?						
Arts and culture investment?						

ENVIRONMENTAL SUSTAINABILITY

12. Now I am going to read a few statements focused on environmental sustainability. Using a 1-5 scale, with 1 being "strongly disagree" and 5 being "strongly agree" how much do you agree or disagree with the following statements?

	Strongly Disagree 1	2	Neutral 3	4	Strongly Agree 5	Depends	Don't know
Natural resource protection and tourism can be compatible.							
Long-term government planning helps reduce potentially negative environmental impacts of tourism.							
Natural resources should be protected in Utah.							
The Office of Tourism should educate visitors on things like how to minimize their impacts on the natural environment, and how to travel responsibly.							

PERCEPTION OF VISITORS/TOURISM

13. Now, regarding your perceptions of visitors... Please tell me whether you agree or disagree with the following statements, with one meaning you "strongly disagree" and five meaning you "strongly agree."

	Strongly Disagree 1	2	Neutral 3	4	Strongly Agree 5	Don't Know
My area would be a dull place if visitors did not come.						
In our area, our way of life has changed to suit visitors.						
Overall, I think visitors to my area feel welcomed.						
Tourism has made locals prouder of our area.						
I prefer to have as little contact as possible with visitors.						
Residents benefit from a wide variety of cultural activities in my area because of tourism.						
Tourism has made my community an unaffordable place for many to live.						
Tourism supports businesses in my community that are valuable to me.						
I enjoy interactions with visitors.						
Government does a good job balancing residents' and visitors' needs.						
State government values input from residents about tourism in my area.						
Local government values input from residents about tourism in my area.						
Residents have the opportunity to provide input on tourism-related topics in my area.						
I have provided input on tourism decisions in my area by doing things like attending public meetings and/or writing letters to local government or decision-makers.						

TOURISM IMPACT ON QUALITY OF LIFE

14. Would you say the overall quality of life in your community has declined or improved because of tourism? Please use a one-to-five scale, with one meaning "significantly declined" and five meaning "significantly improved."

Significantly declined 1	2	Neutral 3	4	Significantly improved 5	Don't know
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MARKETING CAMPAIGN

15. How familiar are you with the following tourism-related marketing campaigns? (ROTATE)

	Never Heard Of	Heard Name Only	Somewhat Familiar	Very Familiar	Don't Know
Mighty 5® campaign					
Forever Mighty® initiative					
The Greatest Snow on Earth®					
Life Elevated®					

ADDITIONAL COMMENTS

16. Finally, what additional comments, concerns, or suggestions do you have regarding tourism in Utah or your local area that we haven't covered in the survey? (Open-ended)

DEMOGRAPHIC QUESTIONS

This last set of questions will help us analyze the results of the survey...

17. Do you describe yourself as a man, a woman, or in some other way? (ASKED AT THE BEGINNING OF THE SURVEY)
- ☐ Man
 - ☐ Woman
 - ☐ Some other way (SPECIFY IF OFFERED)
 - ☐ Prefer not to say
18. Into which age category do you fit? (ASKED AT THE BEGINNING OF THE SURVEY)
- ☐ 18 to 29 years
 - ☐ 30 to 39 years
 - ☐ 40 to 49 years
 - ☐ 50 to 59 years
 - ☐ 60 to 69 years
 - ☐ 70 and over
 - ☐ Prefer not to say
19. What is the highest level of education you have attained?
- ☐ Some high school
 - ☐ High school graduate
 - ☐ Some college/associate degree/vocational certificate
 - ☐ College graduate (4 years)
 - ☐ Graduate work or degree
 - ☐ Prefer not to say
20. How long have you been a resident of Utah?
- ☐ Less than 5 years
 - ☐ 5 to 10 years
 - ☐ 11 to 20 years
 - ☐ More than 20 years
 - ☐ Prefer not to say
21. With which racial/ethnic identity do you most identify?
- ☐ Hispanic/Latino
 - ☐ American Indian or Alaska Native
 - ☐ Asian or Asian-American
 - ☐ Black or African American
 - ☐ Pacific Islander/Native Hawaiian
 - ☐ White
 - ☐ Multiple races/ethnicities
 - ☐ Other (Please specify)
 - ☐ Don't know
 - ☐ Prefer not to say
22. Which of the following categories best describes your total household income?
- ☐ Less than \$20,000
 - ☐ \$20,000 to \$39,999
 - ☐ \$40,000 to \$59,999
 - ☐ \$60,000 to \$79,999
 - ☐ \$80,000 to \$99,999
 - ☐ \$100,000 to \$150,000
 - ☐ Over \$150,000
 - ☐ Prefer not to say

Appendix D - Iron County - Results for 2021 and 2025

Hello. I'm calling from _____ and we are interviewing Utah residents regarding their opinions and attitudes about tourism in Utah. May I ask you some questions?

To help us better understand and analyze response we have a few background questions before we get started. What is your county of residence?

	2021	2025
Iron n=	90	113

In which city or town do you reside? [open-end]
What is the ZIP Code for your area? [open-end]

AMOUNT OF TOURISM

1. Thinking about your community or the general area around you, how would you describe the amount of tourism? Would you say there is...

	2021	2025
n=	90	113
A great deal of tourism	84%	64%
Some tourism	13%	31%
Little tourism	1%	4%
No tourism	0%	0%
Other (specify)	0%	2%
Don't know	0%	0%

HOUSEHOLD INCOME – DEPENDENCE ON TOURISM

2. Does any of your household income depend on tourism-related activities?

	2021	2025
n=	90	113
Yes	16%	13%
No	82%	87%
Other (specify)	2%	0%

GENERAL VIEW OF TOURISM

3. (A-H) For the next few statements, we would like your opinion on the effect of tourism in your local area. On a scale of one-to-five, with one meaning "very negative," and five meaning "very positive," how would you describe tourism's effect on...
- 3A. The quality of amenities such as gas stations and retail stores in the tourist areas

	2021	2025
n=	90	113
1 - Very negative	0%	5%
2	12%	8%
3	28%	28%
4	36%	32%
5 - Very positive	21%	26%
Don't know	3%	1%
Mean (1-5)	3.68	3.65

- 3B. The natural environment in Utah

	2021	2025
n=	90	113
1 - Very negative	7%	4%
2	18%	12%
3	18%	28%
4	19%	26%
5 - Very positive	36%	27%
Don't know	3%	3%
Mean (1-5)	3.61	3.62

- 3C. Your community's overall reputation

	2021	2025
n=	90	113
1 - Very negative	0%	0%
2	3%	3%
3	8%	17%
4	46%	42%
5 - Very positive	41%	36%
Don't know	2%	2%
Mean (1-5)	4.27	4.14

- 3D. Human health and safety

	2021	2025
n=	90	113
1 - Very negative	2%	3%
2	11%	12%
3	39%	34%
4	26%	33%
5 - Very positive	17%	13%
Don't know	6%	6%
Mean (1-5)	3.46	3.45

3E. Housing affordability

	2021	2025
n=	90	113
1 - Very negative	28%	23%
2	32%	33%
3	24%	29%
4	7%	7%
5 - Very positive	3%	2%
Don't know	6%	6%
Mean (1-5)	2.21	2.27

3F. Job opportunities for residents

	2021	2025
n=	90	112
1 - Very negative	4%	6%
2	8%	12%
3	19%	21%
4	37%	38%
5 - Very positive	24%	18%
Don't know	8%	5%
Mean (1-5)	3.75	3.52

3G. The quality of infrastructure like public transportation, roads and bridges, and utilities

	2021	2025
n=	90	113
1 - Very negative	7%	13%
2	17%	25%
3	29%	32%
4	30%	20%
5 - Very positive	10%	8%
Don't know	8%	2%
Mean (1-5)	3.22	2.85

3H. The opportunity to meet and better understand people from different backgrounds

	2021	2025
n=	90	113
1 - Very negative	2%	4%
2	6%	12%
3	27%	29%
4	32%	32%
5 - Very positive	27%	20%
Don't know	7%	4%
Mean (1-5)	3.81	3.56

MEAN SCORES ON EFFECTS OF TOURISM

(one-to-five scale with one meaning very negative and five meaning very positive)

	2021	2025
(3A) The quality of amenities such as gas stations and retail stores in the tourist areas	3.68	3.65
(3B) The natural environment in Utah	3.61	3.62
(3C) Your community's overall reputation	4.27	4.14
(3D) Human health and safety	3.46	3.45
(3E) Housing affordability	2.21	2.27
(3F) Job opportunities for local residents	3.75	3.52
(3G) The quality of infrastructure like public transportation, roads and bridges, and utilities	3.22	2.85
(3H) The opportunity to meet and better understand people from different backgrounds	3.81	3.56

AMENITIES

4. On a scale of one-to-five, with one meaning "significant decrease" and five meaning "significant increase," what do you think is tourism's overall effect on the number of amenities in your area, such as gas stations and retail stores? Would you say...

	2021	2025
n=	90	112
1 - Significant decrease	0%	2%
2	3%	7%
3	20%	26%
4	42%	33%
5 - Significant increase	31%	27%
Don't know	3%	5%
Mean (1-5)	4.05	3.80

EFFECT OF TOURISM ON QUALITY, QUANTITY, AND ACCESS

5. (A-I) The next few statements ask about the effect of tourism on the quality, quantity, and access to experiences in your community or local area. Using the same one-to-five scale, with one meaning "very negative" and five meaning "very positive," how would you describe tourism's effect on...

5A: The NUMBER of arts and cultural experiences

	2021	2025
n=	90	112
1 - Very negative	1%	3%
2	6%	7%
3	13%	18%
4	34%	38%
5 - Very positive	41%	33%
Don't know	4%	2%
Mean (1-5)	4.14	3.93

5B: The QUALITY of arts and cultural experiences

	2021	2025
n=	90	112
1 – Very negative	1%	4%
2	6%	4%
3	18%	16%
4	26%	41%
5 – Very positive	46%	32%
Don't know	4%	2%
Mean (1-5)	4.14	3.94

5C: The NUMBER of dining options

	2021	2025
n=	90	113
1 – Very negative	1%	1%
2	11%	13%
3	22%	31%
4	43%	32%
5 – Very positive	22%	22%
Don't know	0%	1%
Mean (1-5)	3.74	3.62

5D: The QUALITY of dining options

	2021	2025
n=	90	113
1 – Very negative	4%	1%
2	11%	11%
3	29%	38%
4	36%	35%
5 – Very positive	18%	15%
Don't know	2%	1%
Mean (1-5)	3.52	3.53

5E: The NUMBER of spectator events

	2021	2025
n=	90	113
1 – Very negative	2%	4%
2	3%	11%
3	24%	29%
4	31%	29%
5 – Very positive	36%	23%
Don't know	3%	4%
Mean (1-5)	3.98	3.60

5F: The QUALITY of spectator events

	2021	2025
n=	90	113
1 – Very negative	2%	2%
2	6%	7%
3	27%	27%
4	29%	34%
5 – Very positive	32%	27%
Don't know	4%	4%
Mean (1-5)	3.87	3.80

5G: The NUMBER of recreational opportunities

	2021	2025
n=	90	113
1 – Very negative	2%	1%
2	11%	8%
3	17%	22%
4	32%	38%
5 – Very positive	37%	29%
Don't know	1%	2%
Mean (1-5)	3.91	3.88

5H: The QUALITY of recreational opportunities

	2021	2025
n=	90	113
1 – Very negative	4%	0%
2	8%	9%
3	19%	23%
4	38%	36%
5 – Very positive	30%	30%
Don't know	1%	2%
Mean (1-5)	3.82	3.89

5I: Your ABILITY TO ACCESS recreational opportunities

	2021	2025
n=	90	113
1 – Very negative	9%	4%
2	18%	14%
3	20%	21%
4	28%	27%
5 – Very positive	26%	32%
Don't know	0%	2%
Mean (1-5)	3.43	3.68

MEAN SCORES ON EFFECTS OF TOURISM ON QUALITY, QUANTITY AND ACCESS

(one-to-five scale with one meaning very negative and five meaning very positive)

	2021	2025
(5A) The number of arts and cultural experiences	4.14	3.93
(5B) The quality of arts and cultural experiences	4.14	3.94
(5C) The number of dining options	3.74	3.62
(5D) The quality of dining options	3.52	3.53
(5E) The number of spectator events	3.98	3.60
(5F) The quality of spectator events	3.87	3.80
(5G) The number of recreational opportunities	3.91	3.88
(5H) The quality of recreational opportunities	3.82	3.89
(5I) Your ability to access recreational opportunities	3.43	3.68

OPINION ON TOURISM

6. Still, thinking about the effects of tourism in your community, which of the following statements would you say most accurately reflects your opinion?

	2021	2025
n=	90	113
The POSITIVE effects of tourism outweigh the negative	61%	61%
The NEGATIVE effects of tourism outweigh the positive	12%	11%
The effects of tourism are equally positive and negative	27%	28%
Don't know	0%	0%

IMPORTANCE TO ECONOMY

7. Overall, how important do you consider tourism to the local economy in your local area? Please use a one-to-five scale, with one meaning "not at all important" and five meaning "very important."

	2021	2025
n=	90	113
1 - Not at all important	1%	1%
2	2%	4%
3	9%	12%
4	31%	35%
5 - Very important	53%	44%
Don't know	3%	4%
Mean (1-5)	4.38	4.22

ACCOMMODATING TOURISM

8. Are there places in your local community where the number of visitors is more than your area is able to accommodate? Would you say...

	2021	2025
n=	90	113
None	11%	15%
A few	19%	27%
Some	28%	34%
Many	21%	13%
All	4%	4%
Don't know	17%	7%

- 8a. And why do you say that? [Open Ended]
(All verbatim comments in Appendix E)

POSITIVE EXPERIENCE

9. Do you feel your community is able to provide a positive visitor experience? Please use a one-to-five scale, with one meaning "definitely not" and five meaning "definitely."

	2021	2025
n=	90	113
1 – Definitely not	1%	3%
2	4%	3%
3	11%	12%
4	41%	40%
5 – Definitely	41%	42%
Don't know	1%	0%
Mean (1-5)	4.18	4.17

STATE SUPPORT OF LOCAL TOURISM

10. How much do you agree or disagree with the following statement? "The state tourism office should support local tourism efforts."

	2021	2025
n=	90	113
1 – Strongly disagree	4%	4%
2	6%	5%
3 – (neutral)	12%	19%
4	22%	27%
5 – Strongly agree	47%	41%
Don't know	9%	4%
Mean (1-5)	4.11	3.98

USE OF VISITOR-RELATED TAX

11. (A-N) The following list contains possible categories of spending for visitor-related taxes. Choices vary based on local decision-making.

Please use a one-to-five scale to indicate how important you feel the following categories of spending are for future use of visitor taxes in your community, with one meaning "not at all important" and five meaning "very important."

- 11A. Parking accommodations (parking lots) in tourism areas?

	2021	2025
n=	90	113
1 – Not at all important	6%	4%
2	7%	4%
3 – (neutral)	18%	31%
4	37%	26%
5 – Very important	32%	34%
Don't know	1%	1%
Mean (1-5)	3.84	3.80

11B. Public transit, like shuttles, buses, trains?

	2021	2025
n=	90	113
1 – Not at all important	4%	12%
2	8%	12%
3 – (neutral)	26%	26%
4	34%	24%
5 – Very important	26%	24%
Don't know	2%	2%
Mean (1-5)	3.70	3.35

11C. High speed internet (broadband) in tourism areas?

	2021	2025
n=	90	112
1 – Not at all important	11%	11%
2	18%	9%
3 – (neutral)	14%	24%
4	27%	27%
5 – Very important	29%	27%
Don't know	1%	3%
Mean (1-5)	3.45	3.51

11D. Tourism promotion?

	2021	2025
n=	90	113
1 – Not at all important	17%	9%
2	8%	12%
3 – (neutral)	24%	24%
4	28%	30%
5 – Very important	22%	22%
Don't know	1%	3%
Mean (1-5)	3.31	3.45

11E. Local and regional airport facilities?

	2021	2025
n=	90	113
1 – Not at all important	8%	4%
2	7%	5%
3 – (neutral)	24%	27%
4	23%	32%
5 – Very important	33%	29%
Don't know	4%	2%
Mean (1-5)	3.71	3.77

11F. Local search and rescue capabilities?

	2021	2025
n=	90	113
1 – Not at all important	1%	2%
2	1%	2%
3 – (neutral)	16%	16%
4	34%	34%
5 – Very important	47%	44%
Don't know	1%	3%
Mean (1-5)	4.26	4.20

11G. Environment protection and repair of damaged areas (land, water, etc.)?

	2021	2025
n=	90	113
1 – Not at all important	2%	2%
2	4%	4%
3 – (neutral)	10%	19%
4	28%	29%
5 – Very important	53%	44%
Don't know	2%	2%
Mean (1-5)	4.28	4.12

11H. Cellular service?

	2021	2025
n=	90	113
1 – Not at all important	7%	10%
2	11%	4%
3 – (neutral)	23%	25%
4	23%	30%
5 – Very important	32%	28%
Don't know	3%	3%
Mean (1-5)	3.66	3.65

11I. Visitor education regarding how to best respect and support the local community?

	2021	2025
n=	90	113
1 – Not at all important	2%	4%
2	3%	11%
3 – (neutral)	23%	23%
4	21%	25%
5 – Very important	47%	35%
Don't know	3%	3%
Mean (1-5)	4.10	3.80

11J. Transportation infrastructure like roads and bridges?

	2021	2025
n=	90	113
1 – Not at all important	1%	0%
2	2%	3%
3 – (neutral)	13%	12%
4	28%	35%
5 – Very important	53%	51%
Don't know	2%	0%
Mean (1-5)	4.33	4.35

11K. Garbage and recycling disposal and collection in tourism areas?

	2021	2025
<i>n</i> =	90	113
1 – Not at all important	3%	2%
2	1%	6%
3 – (neutral)	21%	26%
4	28%	22%
5 – Very important	44%	42%
Don't know	2%	3%
Mean (1-5)	4.11	3.98

11L. Recreational infrastructure like trails, campgrounds, parks, restrooms?

	2021	2025
<i>n</i> =	90	113
1 – Not at all important	1%	2%
2	1%	1%
3 – (neutral)	7%	16%
4	28%	35%
5 – Very important	62%	47%
Don't know	1%	0%
Mean (1-5)	4.51	4.24

11M. Historical preservation of community assets?

	2021	2025
<i>n</i> =	90	113
1 – Not at all important	4%	2%
2	6%	4%
3 – (neutral)	10%	22%
4	24%	26%
5 – Very important	53%	45%
Don't know	2%	2%
Mean (1-5)	4.19	4.11

11N. Arts and culture investment?

	2021	2025
<i>n</i> =	90	113
1 – Not at all important	6%	4%
2	6%	12%
3 – (neutral)	30%	25%
4	27%	30%
5 – Very important	30%	27%
Don't know	2%	2%
Mean (1-5)	3.72	3.66

MEAN SCORES ON VISITOR-RELATED TAX

(one-to-five scale with one meaning not at all important and five meaning very important)

	2021	2025
(11A) Parking accommodations (parking lots) in tourism areas?	3.84	3.80
(11B) Public transit, like shuttles, buses, trains?	3.70	3.35
(11C) High speed internet (broadband) in tourism areas?	3.45	3.51
(11D) Tourism promotion?	3.31	3.45
(11E) Local and regional airport facilities?	3.71	3.77
(11F) Local search and rescue capabilities?	4.26	4.20
(11G) Environment protection and repair of damaged areas (land, water, etc.)?	4.28	4.12
(11H) Cellular service?	3.66	3.65
(11I) Visitor education regarding how to best respect and support the local community?	4.10	3.80
(11J) Transportation infrastructure like roads and bridges?	4.33	4.35
(11K) Garbage and recycling disposal and collection in tourism areas?	4.11	3.98
(11L) Recreation infrastructure like trails, campgrounds, parks, restrooms?	4.51	4.24
(11M) Historical preservation of community assets?	4.19	4.11
(11N) Arts and culture investment?	3.72	3.66

ENVIRONMENTAL SUSTAINABILITY

12. (A-D): Now, I am going to read a few statements focused on environmental sustainability. Using a one-to-five scale, with one being "strongly disagree" and five being "strongly agree," how much do you agree or disagree with the following statements?

12A. Natural resource protection and tourism can be compatible.

	2021	2025
<i>n</i> =	90	113
1 – Strongly disagree	4%	6%
2	3%	4%
3	14%	15%
4	32%	35%
5 – Strongly agree	46%	38%
Don't know	0%	1%
Mean (1-5)	4.11	3.96

12B. Long-term government planning helps reduce potentially negative environmental impacts of tourism.

	2021	2025
n=	90	113
1 – Strongly disagree	10%	8%
2	1%	5%
3	17%	25%
4	21%	25%
5 – Strongly agree	44%	37%
Don't know	7%	0%
Mean (1-5)	3.95	3.78

12C. Natural resources should be protected in Utah.

	2021	2025
n=	90	113
1 – Strongly disagree	3%	2%
2	3%	3%
3	8%	12%
4	17%	21%
5 – Strongly agree	69%	61%
Don't know	0%	1%
Mean (1-5)	4.44	4.38

12D. The Office of Tourism should educate visitors on things like how to minimize their impacts on the natural environment and how to travel responsibly.

	2021	2025
n=	90	113
1 – Strongly disagree	6%	4%
2	4%	5%
3	11%	16%
4	24%	27%
5 – Strongly agree	54%	49%
Don't know	0%	0%
Mean (1-5)	4.18	4.12

MEAN SCORES ON ENVIRONMENTAL SUSTAINABILITY

(one-to-five scale with one meaning strongly disagree and five meaning strongly agree)

	2021	2025
(12A) Natural resource protection and tourism can be compatible.	4.11	3.96
(12B) Long-term government planning helps reduce potentially negative environmental impacts of tourism.	3.95	3.78
(12C) Natural resources should be protected in Utah.	4.44	4.38
(12D) The Office of Tourism should educate visitors on things like how to minimize their impacts on the natural environment, and how to travel responsibly.	4.18	4.12

PERCEPTION OF VISITORS

13. (A-N) Now, regarding your perceptions of visitors ... Please tell me whether you agree or disagree with the following statements on a one-to-five scale, with one meaning you "strongly disagree" and five meaning you "strongly agree."

13A. My area would be a dull place if visitors did not come.

	2021	2025
n=	90	113
1 – Strongly disagree	20%	22%
2	19%	28%
3	22%	13%
4	19%	17%
5 – Strongly agree	16%	17%
Don't know	4%	3%
Mean (1-5)	2.91	2.77

13B. In our area, our way of life has changed to suit visitors.

	2021	2025
n=	90	113
1 – Strongly disagree	9%	7%
2	9%	18%
3	33%	39%
4	30%	24%
5 – Strongly agree	14%	11%
Don't know	4%	2%
Mean (1-5)	3.34	3.14

13C. Overall, I think visitors to my area feel welcomed.

	2021	2025
n=	90	113
1 – Strongly disagree	1%	0%
2	2%	2%
3	9%	17%
4	51%	42%
5 – Strongly agree	33%	35%
Don't know	3%	4%
Mean (1-5)	4.17	4.16

13D. Tourism has made locals prouder of our area.

	2021	2025
n=	90	113
1 – Strongly disagree	10%	4%
2	9%	9%
3	18%	25%
4	33%	36%
5 – Strongly agree	26%	21%
Don't know	4%	4%
Mean (1-5)	3.58	3.64

13E. I prefer to have as little contact as possible with visitors.

	2021	2025
<i>n</i> =	90	113
1 – Strongly disagree	24%	28%
2	23%	22%
3	26%	31%
4	12%	9%
5 – Strongly agree	13%	8%
Don't know	1%	2%
Mean (1-5)	2.66	2.45

13I. I enjoy interactions with visitors.

	2021	2025
<i>n</i> =	90	113
1 – Strongly disagree	6%	4%
2	10%	5%
3	28%	33%
4	24%	31%
5 – Strongly agree	29%	27%
Don't know	3%	1%
Mean (1-5)	3.63	3.72

13F. Residents benefit from a wide variety of cultural activities in my area because of tourism.

	2021	2025
<i>n</i> =	90	112
1 – Strongly disagree	7%	5%
2	3%	10%
3	29%	29%
4	19%	27%
5 – Strongly agree	40%	27%
Don't know	2%	3%
Mean (1-5)	3.84	3.61

13J. Government does a good job balancing residents' and visitors' needs.

	2021	2025
<i>n</i> =	90	112
1 – Strongly disagree	16%	12%
2	27%	17%
3	27%	29%
4	22%	27%
5 – Strongly agree	2%	7%
Don't know	7%	9%
Mean (1-5)	2.67	3.01

13G. Tourism has made my community an unaffordable place for many to live.

	2021	2025
<i>n</i> =	90	113
1 – Strongly disagree	11%	10%
2	14%	19%
3	23%	26%
4	21%	22%
5 – Strongly agree	24%	20%
Don't know	6%	4%
Mean (1-5)	3.35	3.26

13K. State government values input from residents about tourism in my area.

	2021	2025
<i>n</i> =	90	112
1 – Strongly disagree	18%	14%
2	13%	25%
3	26%	30%
4	14%	16%
5 – Strongly agree	2%	3%
Don't know	27%	12%
Mean (1-5)	2.59	2.64

13H. Tourism supports businesses in my community that are valuable to me.

	2021	2025
<i>n</i> =	90	113
1 – Strongly disagree	4%	5%
2	4%	6%
3	19%	22%
4	32%	35%
5 – Strongly agree	34%	30%
Don't know	6%	2%
Mean (1-5)	3.93	3.79

13L. Local government values input from residents about tourism in my area.

	2021	2025
<i>n</i> =	90	112
1 – Strongly disagree	17%	16%
2	17%	22%
3	23%	25%
4	17%	21%
5 – Strongly agree	11%	6%
Don't know	16%	9%
Mean (1-5)	2.87	2.77

13M. Residents have the opportunity to provide input on tourism-related topics in my area.

	2021	2025
<i>n</i> =	90	113
1 – Strongly disagree	16%	13%
2	22%	21%
3	23%	29%
4	19%	16%
5 – Strongly agree	6%	6%
Don't know	14%	14%
Mean (1-5)	2.73	2.77

13N. I have provided input on tourism decisions in my area by doing things like attending public meetings and/or writing letters to local government or decision-makers.

	2021	2025
<i>n</i> =	90	113
1 – Strongly disagree	27%	26%
2	23%	24%
3	24%	24%
4	11%	12%
5 – Strongly agree	7%	11%
Don't know	8%	4%
Mean (1-5)	2.43	2.56

MEAN SCORES ON PERCEPTION OF VISITORS

(one-to-five scale with one meaning strongly disagree and five meaning strongly agree)

	2021	2025
(13A) My area would be a dull place if visitors did not come.	2.91	2.77
(13B) In our area, our way of life has changed to suit visitors.	3.34	3.14
(13C) Overall, I think visitors to my area feel welcomed.	4.17	4.16
(13D) Tourism has made locals prouder of our area.	3.58	3.64
(13E) I prefer to have as little contact as possible with visitors.	2.66	2.45
(13F) Residents benefit from a wide variety of cultural activities in my area because of tourism.	3.84	3.61
(13G) Tourism has made my community an unaffordable place for many to live.	3.35	3.26
(13H) Tourism supports businesses in my community that are valuable to me.	3.93	3.79
(13I) I enjoy interactions with visitors.	3.63	3.72
(13J) Government does a good job balancing residents' and visitors' needs.	2.67	3.01

(13K) State government values input from residents about tourism in my area.	2.59	2.64
(13L) Local government values input from residents about tourism in my area.	2.87	2.77
(13M) Residents have the opportunity to provide input on tourism related topics in my area.	2.73	2.77
(13N) I have provided input on tourism decisions in my area, by doing things like attending public meetings and/or writing letters to local government or decision makers.	2.43	2.56

TOURISM IMPACT ON QUALITY OF LIFE

14. Would you say the overall quality of life in your community has declined or improved because of tourism, on a one-five scale where one is "significantly declined" and five is "significantly improved"?

	2021	2025
<i>n</i> =	90	113
1 – Significantly declined	7%	4%
2	10%	11%
3	22%	39%
4	36%	31%
5 – Significantly improved	18%	12%
Don't know	8%	4%
Mean (1-5)	3.52	3.39

MARKETING CAMPAIGN

15. (A-D). How familiar are you with the following tourism-related marketing campaigns?

15A. Mighty 5® Campaign

	2021	2025
<i>n</i> =	90	113
Never heard of	43%	53%
Heard name only	8%	8%
Somewhat familiar	16%	16%
Very familiar	28%	20%
Don't know	6%	3%

15B. Forever Mighty® Initiative

	2021	2025
<i>n</i> =	90	113
Never heard of	67%	83%
Heard name only	4%	8%
Somewhat familiar	10%	4%
Very familiar	9%	2%
Don't know	10%	3%

15C. Utah ski/snowboard campaign Greatest Snow on Earth®

	2021	2025
<i>n</i> =	90	113
Never heard of	3%	9%
Heard name only	12%	11%
Somewhat familiar	23%	17%
Very familiar	61%	62%
Don't know	0%	2%

15D. Life Elevated®

	2021	2025
<i>n</i> =	90	112
Never heard of	13%	16%
Heard name only	13%	14%
Somewhat familiar	26%	28%
Very familiar	44%	41%
Don't know	3%	1%

ADDITIONAL COMMENTS

16. Finally, what additional comments, concerns, or suggestions do you have regarding tourism in Utah or your local area that we haven't covered in the survey? [Open End]
(All verbatim comments in Appendix E)

DEMOGRAPHICS

17. Do you describe yourself as a man, a woman, or in some other way? (ASKED AT BEGINNING OF INTERVIEW)

	2021	2025
<i>n</i> =	90	113
Man	52%	43%
Woman	48%	57%
Some other way	0%	0%

18. Which of the following ranges includes your age? (ASKED AT BEGINNING OF INTERVIEW)

	2021	2025
<i>n</i> =	90	113
18 to 29	10%	5%
30 to 39	19%	8%
40 to 49	16%	22%
50 to 59	18%	21%
60 to 69	26%	20%
70 or Older	12%	23%

19. What is the highest level of education you have attained?

	2021	2025
<i>n</i> =	89	112
Some high school or less	1%	1%
High school graduate	3%	12%
Some college/assoc.degree/vocational certificate	29%	32%
College graduate (4 years)	35%	29%
Graduate work or degree	31%	26%

20. How long have you been a resident of Utah?

	2021	2025
<i>n</i> =	89	113
Less than 5 years	8%	1%
5 to 10 years	8%	11%
11 to 20 years	21%	17%
More than 20 years	63%	72%

21. With which racial/ethnic identity do you most identify?

	2021	2025
<i>n</i> =	86	108
Hispanic/Latino	1%	1%
American Indian or Alaska Native	1%	0%
Asian or Asian American	1%	1%
Black or African American	0%	0%
Pacific Islander/Native Hawaiian	0%	0%
White	92%	97%
Multiple races/ethnicities	3%	1%
Other (specify)	0%	0%
Don't know	1%	0%

22. Which of the following categories best describes your total household income?

	2021	2025
<i>n</i> =	86	101
Less than \$20,000	6%	1%
\$20,000 to \$39,999	12%	11%
\$40,000 to \$59,999	16%	12%
\$60,000 to \$79,999	22%	18%
\$80,000 to \$99,999	19%	28%
\$100,000 to \$150,000	19%	15%
Over \$150,000	7%	16%

Appendix E - Verbatim Comments - Iron County

Are there places in your local community where the number of visitors is more than your area is able to accommodate? And why do you say that? [Open-ended]

Response categories:

(1) None	(2) A few	(3) Some	(4) Many	(5) All
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(1) None – 18 comments

- We can accommodate all that come.
- We have good infrastructure and are able to accommodate people.
- Haven't heard of not being able to accommodate people.
- The hotels are never full.
- Don't feel like it's overcrowded, the only exception is Kanarrville hike because it got crowded and became a permitted area that locals had a harder time accessing.
- I haven't run into any issues.
- There's a lot of motels here in town.
- Cedar takes care of all visitors.
- They have adequate things for everybody. It's a small town, so you can go to parades 10 minutes before the parade and park. People love to come here, simple as that, and the Shakespeare Festival.
- There are no visitors in my area.
- It appears resources meet the recreation demands. Freeway traffic impacts many businesses in the area.
- I don't see overcrowding.
- I don't see anywhere that the number of visitors is more than the area can accommodate.
- The only large event is the Iron County Fair. Parking is now adequate for the event. Dining places can't handle crowds at that time, but it's only for a few days.
- It has not been too crowded.
- Restaurants, hotels, and motels seem to be adequate for summer visitors. Fewer are needed in the winter.
- Local government and unelected bureaucrats are destroying the once historic Cedar City, UT, through tourism.

(2) A few – 30 comments

- When thinking about Zion National Park, there is not enough there to accommodate the demand.
- I think for the most part the community handles tourism fine. But there are some places where too many people are trying to experience the same things at once.
- Not sure but some places probably get busy.
- There is plenty of room if you open the university but with sports events you have to plan ahead.
- It's a really rural area, and they come and trash the area.
- Newcomers coming in with lots of money and booking places out.
- Generally, places aren't overflowing, and there are enough

places to accommodate people.

- Main Street, when the Shakespeare Festival and Utah summer games are in town, it gets really wild.
- Because we can't go to our local areas that we used to go to because there are too many people there.
- It's hard to go golfing.
- We need more hotels and places to put the people.
- Cause sometimes we get a big group on a weekend, and it makes going places very hard - how much tourism you get in a short period of time.
- Most can accommodate.
- Too few decent restaurants or quality retail.
- Places just seem a bit more crowded than comfortable at times.
- We are a small rural town that tourists hit along the way to the mountains.
- Natural spots like Kanarrville Falls cannot accommodate the recent influx of interest.
- Too much traffic.
- Eating establishments, grocery shopping.
- We have a hiking trail that is now so overcrowded that you have to put in for a ticket to do. If you don't have a ticket, you can't hike the trail.
- The accommodation for parking but it is getting better.
- For a very few large events, available accommodation seems to be in short supply.
- Sometimes restaurants get overburdened during the tourist season.
- During the Summer Games.
- No hotels.
- We lack enough grocery stores for tourism. Most tourists will need grocery supplies for our area and will shop at the most familiar stores which sometimes causes low stock on supplies.
- Sometimes when festivals or other events are going on in our community, there isn't quite enough accommodation for everyone who comes to town.
- Zion National Park is impossible in summer.
- Some of the natural parks in the area often get overwhelming during peak tourist times.
- A lot of hotels and motels have been built in the nineteen years I've lived here, but some events draw bigger crowds if they are only available for a short period of time, like three days.

(3) Some - 38 comments

- When the park people start telling you that you have to register weeks in advance, they can't get enough people there (it's overcrowded) or are being too restricted. A place can only handle so many people at a time.
- We are the gateway to national parks, and there is not enough for people coming; they did build a new hotel.
- Since COVID, we have seen such an insurgence of people

- coming, and the town is not made for that many so quickly, and I-15 brings them right to us, but we aren't built for it yet.
- Because mostly we can accommodate, but sometimes we can't.
 - Because there is...we have a Shakespeare Festival, and can accommodate the influx, but other places can't handle it (parking, retail, shopping).
 - Well, I don't know.
 - Most of the time, things are open and there is enough availability and room, but Kanarraville is not so much.
 - There are some places where there are not enough room or seats. There is a big fireworks display in June, and it is hard to accommodate everyone.
 - It gets extra crowded sometimes, like roads.
 - Pretty good job handling stuff, when they close down the main roads, and it's hard to weave through back streets. Wish they would move events outside of town.
 - Small town, so many people moved in that it doesn't have room to accommodate.
 - It is a big hiking area, and a couple of the more popular hikes are crowded.
 - Can't get close enough to see things, so many people living here, the city is filling up with traffic, and the growth.
 - Summertime roads can get busy, and things can get crowded when events are in town and the infrastructure doesn't hold up.
 - Just because there are not enough hotel rooms to make it worth it for tourists to come here.
 - Our roads, traffic, and restaurants are affected.
 - Main Street is too crowded.
 - The number of restaurants and quality hotels is not enough.
 - I don't think one singular event hosted in our area overwhelms the amenities, but as multiple events start overlapping, it does affect the dining and availability of accommodations.
 - Parking.
 - Campgrounds, hunting pressure, fishing pressure, trails, wild places, hiking, and ATV trails.
 - During the summer months at Zion National Park (Kolob entrance) - crowds and parking at restaurants when tournaments are in town, and on trails when biking events are happening. It's really just during the periods when the events are taking place; otherwise, it's not a problem.
 - Good restaurants and hotels are lacking. Things that would help might be a Costco, an Olive Garden, and a few more hotels. I don't know how often the hotels sell out, but for the Summer Games, the place is a mess, and Main Street is a constant mess now. If 8Th North were finished through from 2nd North to Coal Creek Road and made larger, it could help a lot with Main Street traffic.
 - Traffic in the downtown area.
 - Most places are able to accommodate large crowds, but we are still a small town.
 - Hotel rooms. Restaurants.

- During Shakespeare, downtown is pretty packed.
- Zion and Providence in Cedar City.
- So many visitors come to the area and see the lack of retail and food establishments, and move on to Washington County to stay because there is more variety. They visit places in our county and then take their money to Washington County because there is more to do there.
- Infrastructure needs work. Many people are moving in, and there need to be more roads and access points. More stores, more restaurants to hold the number of people. But when tourism goes away for the winter, the stores and restaurants can't sustain.
- Short-term rentals impact housing.
- Not enough hotels or motels.
- Kanarraville Falls.
- Sometimes there are too many tourists to be accommodated.
- High-density housing is a problem. It looks bad and we need more single-family affordable housing--fewer townhomes, townhomes, and condos. Our downtown is deteriorating.
- Main Street and the south end of town.
- South freeway exit area.
- Motels and restaurants.

(4) Many – 15 comments

- Because tourism often causes local stores to be crowded.
- Until fairly recently, I spent 10 years working in the National Park Service and witnessed firsthand the overcrowding that takes place in the parks. Sometimes there can be too much of a good thing. I'm all in on visitors, but it needs to be better regulated.
- Infrastructure and there are not enough stores and businesses to meet the demand.
- The roads get so full, and you can hardly go downtime especially in the summer.
- to many visitors not enough groceries stores and dining.
- The main traffic flow infrastructure is not keeping up during high tourism and peak hours.
- The traffic at the south end has become horrific, housing is outrageous and those that grew up here can't afford to live here anymore, which is devastating. The motels and restaurant services have improved but things are overwhelming and not affordable to locals during the big events such as summer games, Shakespearean Festival, and roads and our hospital get overwhelmed quickly.
- Not enough infrastructure to handle additional people. Lack of grocery stores. Roads don't have enough lanes to handle additional people. Don't like all the traffic. Don't like the increase in crime, and I don't like the damage people are doing to our parks. I don't like all of the graffiti.
- Not enough parks.
- Cedar has outgrown its infrastructure.
- Sporting facilities can't handle the number of spectators or players. We need more facilities for sports and turf on our football fields for more places for teams to play.

- When the festivals, bike races, and things like that are going on, the LOCAL people are disrupted and inconvenienced. There are too many "events" that require congested traffic/unsafe travel on Highway 14 during the summer months when cattle ranchers need to get up there for their livestock. Cedar City is getting too big and its choking out the people who have lived here for generations and wish it would be a "small town" again without all the negative outside influence of people and "city" folks who come in and change our town to be more like the places they are travelling from (get away from the city and make this place more city....doesn't make sense)!
- Sporting events don't have enough parking, seating, and the number and quality of fields are low.
- There are not enough grocery stores, gas stations, convenience stores, or clothing stores. There will soon be a major traffic redo that will tie up roads for a couple of years, and although we don't really have "traffic", it is often very slow in Cedar Canyon.
- Trails are congested, have to put in for a drawing to get access to them, and there are long waits at popular eateries. Prices rise when the tourist season starts.

(5) All - 4 comment

- The problem is you end up with all these tourists trespassing and cutting fences, they're disrespectful, tear roads and infrastructure up, and then just leave.
- Lots of accommodations in my town.
- No local lodging.
- There are too many people that are moving here from outside the area, making housing very unfordable because of the recreational activities.

Iron County:

Question 9: Do you feel your community is able to provide a positive visitor experience? Please use a one-to-five scale, with one meaning "definitely not," and five meaning "definitely."

(1) Definitely Not - 3 comments

- We don't want tourism here. It's pricing out the locals.
- The city has not kept up on infrastructure in the town to accommodate the number of visitors and the number of towns being built, and we are running out of water in Cedar City.
- The taxpayers are more worried about themselves than the future. Doing the right thing for keeping future generations takes taxpayer dollars.

(2) - 3 comments

- We're a friendly community, but amenity-wise we don't offer much.
- Enoch is a bedroom community to Cedar City. We have few outside visitors, and limited recreational opportunities locally. I don't believe we leave a positive impression.
- There is no place in Parowan (outside of the church) to gather — for visitors or locals.

(3) Neutral - 14 comments

- There's so much worry that people different from us will cause problems. Instead, it's having an outlet that's important. Change from not enough to enough. Need better embracing.
- Good things and bad things.
- It's hit and miss on some stuff.
- Too few decent restaurants or quality retail.
- They want the money but not the opinions or transplants that come with it.
- The city doesn't care for locals anymore.
- Nothing to do.
- There are many recreational places to visit, but nothing to keep people in our area to spend money.
- Not enough retail.
- We need a brand identity, and it needs to be consistent all through downtown Cedar as well as visitor sites.
- There are many in this community who are not a fan of all the tourism and city life it brings to the place we call home. I don't know what the percentage is, but most people I know hate tourists, so it wouldn't be a positive interaction for them.
- Adequate.
- People like to see a clean community where people live as families. Low-income and high-density housing is terrible. We have high-end and lots of high-density, which makes our community less desirable to visitors.
- The cost to a resident's livelihood isn't worth increased tourism.

(4) – 45 comments

- The people are nice.
- The reason is that the community is capable of handling whatever tourism comes currently.
- We have a beautiful community that is very welcoming to people that visit here.
- There is a lot of community effort that goes into this city.
- There are a lot of negative people in our community toward tourists, but tourists deserve a positive experience.
- It's a good community, and very friendly. We all do our best.
- Cedar City is a little bit removed from three national parks, so we don't get immediate impact or pressure, and we have good infrastructure related to the university, so we have the infrastructure to support tourism to some extent.
- Our community understands that it relies on visitors, like restaurants.
- I think the activities are fun and helpful for people out of town.
- I know skiing is popular, and I know people come here to ski.
- Traffic is an issue for Iron County.
- We have a lot of interesting things, like the Frontier Museum that is interactive, a reservation up the road with lots of activities, and then climbing walls that kids enjoy.
- We don't have any public transportation besides Uber drivers, so there's not much ability to get around, especially for people who don't rent a car. And also, not a big enough airport.
- We have a lot of activities for tourists to participate in.

- It has good scenery, like mountains.
- Most of the people are pretty friendly, but could do better.
- We have a lot of things that are built around tourism. We can accommodate them better.
- It is a little bit of a smaller town with a friendly attitude and culture.
- The only point I would take off is that there are not a lot of options for hotels. If you are looking for a nicer hotel, you probably won't find it.
- I feel like people usually enjoy their experience here, but we do lack in some fun amenities.
- Nice town.
- We need more local dining options that aren't just Mexican food.
- Access to many national parks.
- Good place to visit.
- Overall, I feel like they try to cater to visitors.
- It's mostly a friendly town.
- My perception from talking to visitors is that they have loved our areas, and many people we know have relocated here because of traveling here.
- No comment.
- For the majority, yes. There are some ignorant people here who do not see the benefits of visitors (outsiders) spending time and money here. They complain about outsiders' ideas and change, and fear criticism of bad behavior. They are inconsiderate of people riding bicycles and will "coal roll" or blast black smoke from their truck exhaust in the rider's face. They disregard trail etiquette by leaving trash behind and driving motorcycles and ATVs on trails designated for hiking and biking only.
- I think more boutique-type shopping for visitors would be a positive.
- There are plenty of shops and restaurants that provide a good tourist experience.
- Marketing is diverse.
- Not a very big variety of restaurants.
- It's a beautiful little city. The Maverik in the middle of town is going to destroy that.
- Lots of people come for the festivals and Summer Games. It's crowded, but I just stay away during those times.
- I feel visitors can have a positive experience.
- No comment.
- No comment.
- Shopping, dining, and lodging need improvement.
- Community members are mostly kind and friendly to anyone in the community, regardless of their tourism status. Events and places to visit are open to everyone. Utah Shakespeare Festival does try to offer some pricing that community members could afford, but they are not advertised. Regular pricing is not affordable to the general population of residents in Iron County.
- Think so, but don't actually know. We do our part in talking to and helping visitors.

- Just do.
- Most residents want people to see the beauty here—they are just in our way sometimes.
- Pretty area.
- Lots to do.

(5) Definitely – 48 comments

- The visitors love coming here.
- It is a good town and community. People are nice, and it is small enough, but you can get most things you need.
- Pretty nice place.
- It's a big part of this community, and people here are open to it.
- I think the community does the best they can. Limitations are physical, not cultural.
- As a whole, we have really good people here—very accepting with the LDS population.
- I think that businesses rely on tourism, so they meet their needs.
- There are a lot of things to see, and parks and stuff.
- We have hotels, smaller towns, rental vehicles, and lots of tourism.
- This area is based on tourism. We have Brian Head and quad riding trails.
- Utah's amenities are better than anywhere else in the nation.
- This is a party town. We do all kinds of things here.
- When you go to a touristy area, you expect delays, so you are not turned off like the locals would be.
- All of the events we have, people keep coming back.
- Our community does pretty well at accommodating our tourist season.
- They are very friendly and very accommodating here.
- We have what people are looking for—national parks, hikes, festivals.
- Everything is great.
- Everyone here is so happy and helpful.
- You can go skiing, you can go kayaking, you can go to places. The town has tons of hiking. We're in the middle of the Mighty Five federal parks. Oh, my goodness—what else do you need?
- I feel like we do a good job.
- We are a small but very proud community of farmers that enjoy sharing our crops and knowledge with others.
- We have several national parks and a university here. We are used to it.
- People are friendly.
- People love the beauty and charm of Cedar City with our unique events.
- We have a variety of choices nearby.
- Lots of natural sites to visit. National parks are close by. Too many hotels.
- Our city is a great host with beautiful scenery.
- This community has relied on visitors for over 60 years to keep its economy flowing. I had the opportunity to be a benefactor of those visitors.
- We do now.
- Tourism is good for our community, and we live in a very friendly area overall.

- Our community offers a very friendly environment with many options for dining, recreation, and the arts.
- We have a lot to offer, and I think everyone is friendly and helpful. Shakespeare, Summer Games, lots of 5K runs and bike races, rock crawling, trails, and scenery. Something for everyone.
- Nice people.
- Cedar City is well known as a welcoming and accepting city with many various festivals of all types that welcome everyone in.
- USF, national parks, and other natural resources make Cedar City a great vacation base.
- Most people in tourist-utilized businesses are very accommodating.
- I think Cedar City is very accommodating and a great place to visit.
- Cedar City is a magnificent town. Beautiful scenery, mountains, and friendly people.
- Nice people.
- We have so many events and attractions here that most visitors end up having a wonderful experience, and they are excited to return.
- Our area is a gateway to many attractions, and we're able to provide a positive experience to all who venture this way.
- It is a good experience.
- People are nice. Crime is low. Lots of traffic and car wrecks on main streets. The big haul trucks on Main Street are negative.
- All the businesses want the revenue, so they roll out the red carpet for the tourists. Many well-planned events are put together to draw in the crowds.
- We welcome visitors anytime.
- Cedar City is known as Festival City, so there are plenty of year-round activities—from the Summer Games, Shakespeare Festival, and winter skiing. Also, there are many places to stay and eat.
- Things that are unique in the area.

Iron County:

Question 16: Finally, what additional comments, concerns, or suggestions do you have regarding tourism in Utah or your local area that we haven't covered in the survey?

- Ability to connect with nature for tourists with less government overreach to keep the area somewhat native and discoverable without large fees to enjoy what the area has to offer.
- As an area that hosts the Shakespeare Festival and has seen much of the money our community has invested in the growth of the festival, as a resident I do feel our local amenities have suffered. Our parks are worn and few in number. We do not have a splash pad for local residents. I would like to see more trails, parks, and other outdoor amenities available to residents and visitors rather than catering to the festival community.
- Benefit of more education on native things and tribes. Respect land and people more.
- Can't afford any more taxes. Too much already.
- Concerned about the impact of outside visitors on national and state parks.
- Concerned about water in general.
- Difficult subject. I really wish we could somehow make some visitors leave their attitudes at the state line. Entitlement from some is hard to deal with.
- I don't want my community to grow any larger.
- During the Summer Games, restaurants are overfilled.
- For my town, there is not enough infrastructure for tourism, and the local government isn't doing enough to change or fix anything.
- Governor Cox—want him to pay more attention to national parks. Our area really thrives off being able to come visit them. Without them, there will be minimal tourism, and we'll all suffer.
- I am rural, so it would be nice to have busing year-round available in my area.
- I don't think there are a lot of interactions, and we offer a lot to bring tourists in, and the locals don't interact a lot. We used to be tourists, and we have a lot to offer here, and it was always a pleasure to come.
- I just want to put in the comments that I don't agree with tourism, and it's ruining the state. It's pricing out the locals. Housing is too expensive, the shows we used to do/put on can't be afforded anymore. It's dividing communities due to priorities.
- I love the tourists, and it is awesome to meet lots of different people.
- I miss my small town with little crime and highly dislike the rapidly growing population. It has brought many problems, not only with housing prices but crime and drug issues to our youth that I'm highly concerned about. I want Cedar to stop growing until our infrastructure can handle what we have now, especially our roads and hospital.
- I support more protection of public lands and multi-use options for recreating on them.
- I think that it would be really good if locals could have access to the areas that they would like to have access to.
- I think that shopping sucks in Cedar City. Visitors make it worse. The local Walmart is a madhouse. Only two other grocery stores are in the middle of town. Parking is crazy. Cedar City is weird, but we can't get a decent grocery store in an open area. Everyone needs to drive.
- I think Utah should preserve the natural resources it has available to it that promote tourism and help the economy.
- I think we need less government interference in it. There still has to be some regulation and enforcement to make sure people don't come and ruin them, but the government doesn't need to come in so much.
- I would say making it safer to travel on the road for bikers. We don't have bike lanes.
- I would say that in southern Utah, the amount of tourism has become unsustainable. There is excessive tourism in Zion

National Park, and I like what Arches has done by making timed entries so that it decreases the amount of people.

- It brings revenue to small businesses.
- Keep the dogs at home.
- Keep tourists coming.
- Landscaping and upkeep need improvement. The state has done a good job of promoting Cedar City, Iron County.
- Leave it how you found it.
- Love Utah.
- Make visitors feel welcome!
- Money should be used to clean up after the mess people make. Need money to have more help at the parks to prevent damage to the parks. Monies to improve access to the parks. Monies to help save the natural landscapes and all living creatures.
- More infrastructure is very important. Our towns are not meant for all the people coming in. Bike lanes in the mountains aren't safe.
- More job opportunities.
- More retail selections.
- My taxes should not be used for tourism in Utah.
- Northern Utah gets the majority of the attention, and we don't have the funding to handle the tourism coming through.
- Our local area's way of life is being destroyed by local and state government officials putting their financial interests above those of their residents. Example: a jail that the people of Iron County voted against, but local government officials found a way to snub the residents to force the jail on them.
- Put less dollars into advertising tourism and more towards affordable housing (for those working in hospitality) and community infrastructure.
- Required answers skew results.
- State funding for roads seems to focus on the northern and extreme southern ends of the state, with much of the highways between St. George and Nephi left in disrepair. Highway 14 is an absolute mess with all the slides, potholes, and road erosion that is going on. The public access roads around Navajo Lake are a mess. The huge influx of people visiting in the summer causes so much destruction and congestion for people who actually live in the area and are taking care of cattle. Tourists ignore no trespassing signs, travel private roads, and cause issues for many of us on Cedar Mountain who are just trying to live here. The Shakespeare festivals at the college create a mess of traffic. The random bike races and such on Highway 14 cause so many close calls for accidents or road closures that are detrimental to cattle ranchers who need to get up the canyon on weekends. Basically, there are too many people from out of state and non-locals messing with the way of life for the local people, yet we are paying too high taxes to cover the very things that are making our lives more unpleasant.
- Terrible choices made by the city council to have better restaurants and retail to "provide energy" to our community.

Example: approving a Maverik on the most prime spot on Main Street. Also, filling a prime storefront with an insurance company. Take a trip to Grand Junction, CO, to see how it is done right.

- Thanks for asking.
- The Cedar City government has not kept up on infrastructure to support the number of townhouses being built and the tourism they bring each year. They're just worried about lining their own pockets with cash from their lands, assets, and businesses they own.
- The harmful effects of the anti-California talk on local social media make people feel unwelcome.
- The money should go to the counties to take care of it. Can't trust the government.
- The opportunity for visitors to buy Utah-related souvenir items is limited in Cedar City.
- There are certain trails that have limitations, so locals cannot access them. It would be good to have permits for locals and tourists so we can also have the benefits of those trails.
- There have got to be changes to zoning, restrictions, and planning for housing rentals so there is less non-local ownership in the area, so houses can be more affordable for the people who actually live and work in the area.
- Tourism brings in money, but the people who live in our communities matter. It is a shared desire for quality facilities.
- Tourism is important, but not at the expense of the residents. Residents should be the priority.
- Traffic is awful. The racism and bigotry of some citizens can have a negative effect on visitors and residents alike. The heavy Mormon influence can be oppressive. Infrastructure isn't keeping up.
- We need a few restaurants because we have so little to offer, and people have to go to St. George to get anything really good.
- We usually avoid holidays and weekend recreating in our beautiful areas because we don't like crowds and all their dust. So, we are willing to share the area; we just hope they don't tear up our trails and get in our way.
- We're behind on making our infrastructure better.
- When it comes to land management and hunting, I have problems with out-of-state hunters. The deer population is suffering because of the out-of-state visitors.
- While tourism is important for our economy, it should not motivate local and state governments to ruin locals' quality of life to make a buck. Locals live in our towns; tourists don't. Take care of our citizens first, and naturally, it will help tourism.
- None/Nothing/NA- 59 comments

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