

Moab Area Residents' Opinions on Tourism: Longitudinal Survey Results 2021-2025

By Dianne Meppen, Director of Community Research, and Kasia Watson, Graduate Assistant

The following brief compares findings from the 2025 Utah Office of Tourism's survey of Moab area residents (living in 84532 zip code area) to the results from 2021 and 2022. While there are differences between the surveys, the overall sentiment remains consistent.

Overview

In 2025, respondents offered insights into their perceptions of tourism in their community. Nearly all residents describe the volume of tourism as either "a great deal" (93%) or "some" (5%), while none report "little" or "no" tourism. About one-third of respondents (34%) rely on tourism-related activities for income in 2025, down from 47% in 2021.

Respondents provided a range of responses regarding the impact of tourism on their community. Over 50% of respondents indicate tourism's positive effects on the community's reputation, number of amenities, and job opportunities. At the same time, about 90% point to negative effects on housing affordability, and 50% report negative effects on quality of infrastructure.

Methodological Note

The report visually compares the results of the 2021, 2022, 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.

In addition to quantitative survey findings, there are three open-ended questions. All verbatim responses to these questions are included in Appendix E.

The Appendices include the following:

- A Survey Methodology
- B Demographic Profile
- C 2025 Local Area Survey Questionnaire
- D Moab Area Results for 2021, 2022, and 2025
- E Verbatim Comments

Experience with Tourism

Across the three survey years, over nine out of ten area residents say the area has a "great deal of tourism (ranging from 93%-99%) (Figure 1). In 2025, one-third (34%) indicated that at least some of their income is related to tourism in the area, down from previous years' results (45% in 2022 and 47% in 2021) (Figure 2).

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?



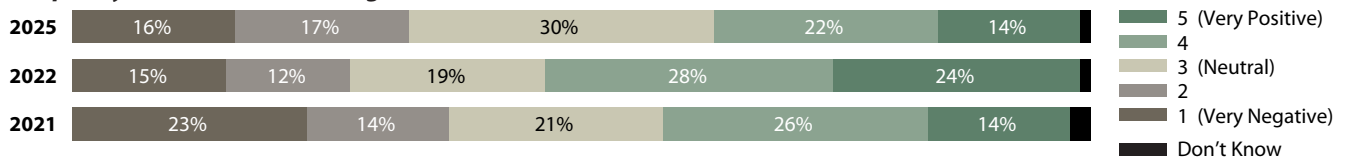
Effect of Tourism on Community

In 2025, the most widely recognized benefit of tourism within the community is the opportunity to meet people from diverse backgrounds, with 60% of respondents identifying this impact as positive. This marks a notable increase from 38% in 2021 and 54% in 2022 (Figure 3-H). Respondents in 2025 also highlight tourism's positive contributions to job opportunities (59%), the availability of amenities (58%), and the community's overall reputation (50%) (Figures 3-F, 4, and 3-C, respectively). While not the highest, sentiment towards tourism's positive impact on the natural environment has increased since 2021 from 16% to 39% in 2025.

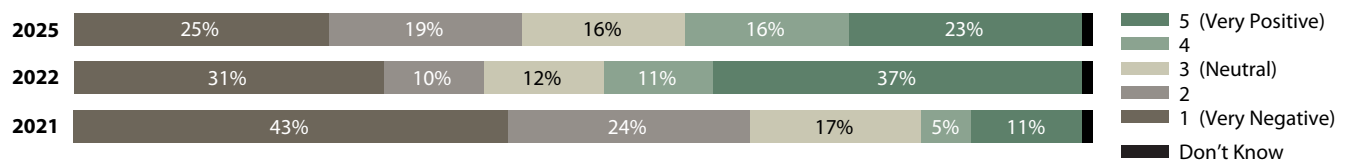
Conversely, tourism's impact on housing affordability receives the highest share of negative responses. In each of the three survey years, at least 90% of respondents rate this impact as very negative (a score of 1 or 2) (Figure 3-E). Respondents also express concern about tourism's effect on infrastructure, such as roads, bridges, and utilities, with 50% rating it a 1 or 2. Although half of the respondents view it as a negative impact, this represents an improvement from 2021, when 62% of respondents reported negative impacts (Figure 3-G).

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...

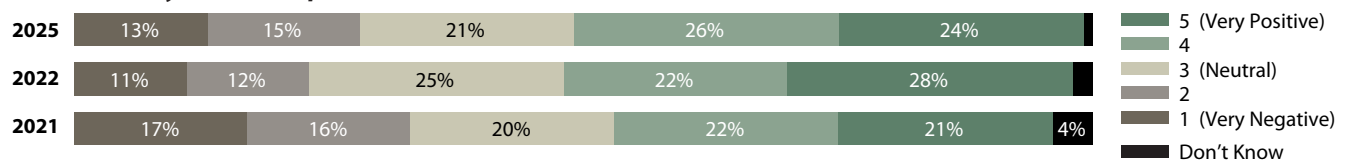
A: The quality of amenities such as gas stations and retail store in the tourist areas?



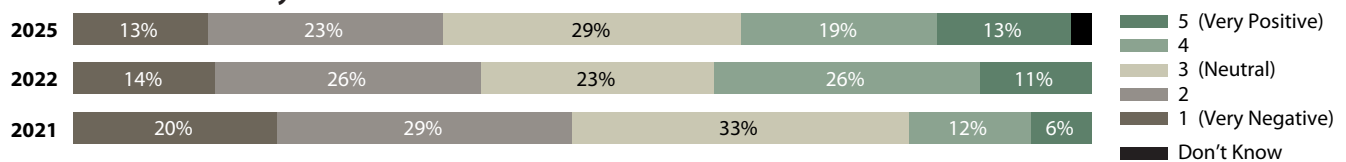
B: The natural environment in Utah?



C: Your community's overall reputation?



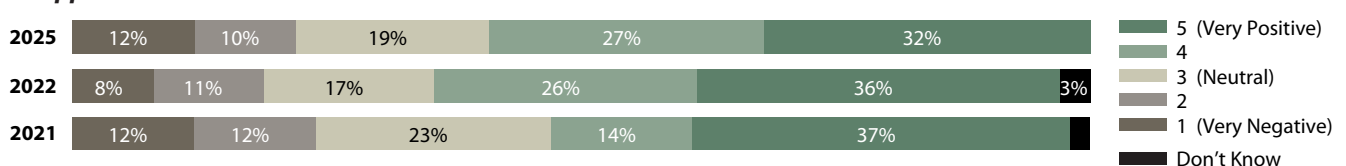
D: Human health and safety?



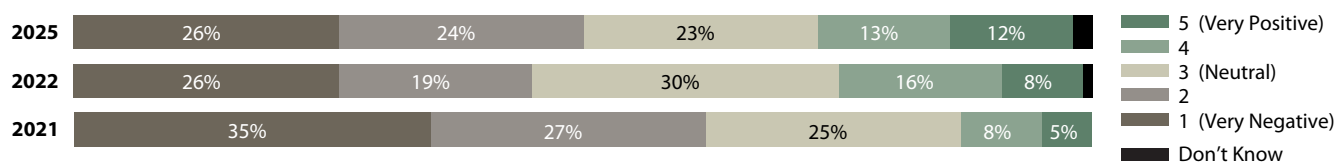
E: Housing affordability?



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?

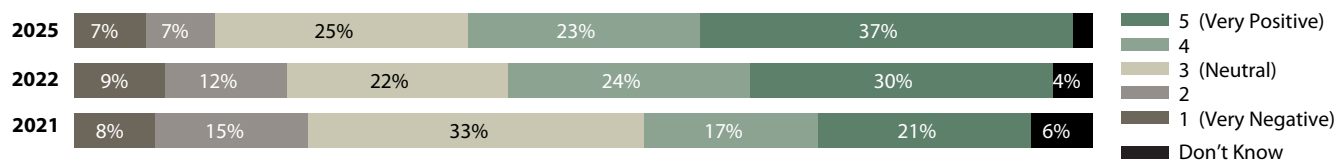
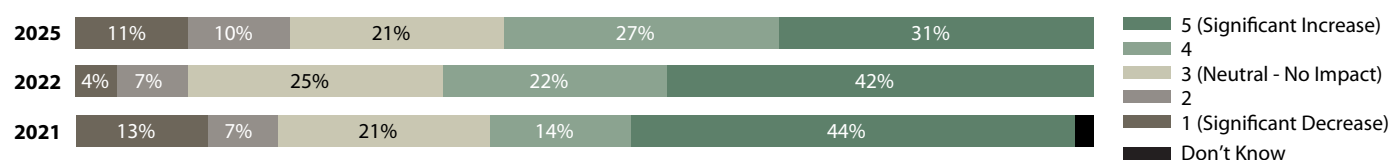


Figure 4: On a scale of one-to-five, with one meaning "significant decrease" and five meaning "significant increase," what do you think is tourism's overall effect on the number of amenities in your area, such as gas stations and retail stores?

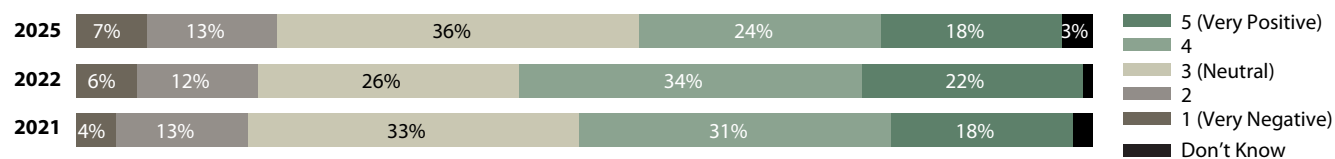


Effect of Tourism on Quality, Quantity, and Access to Experiences

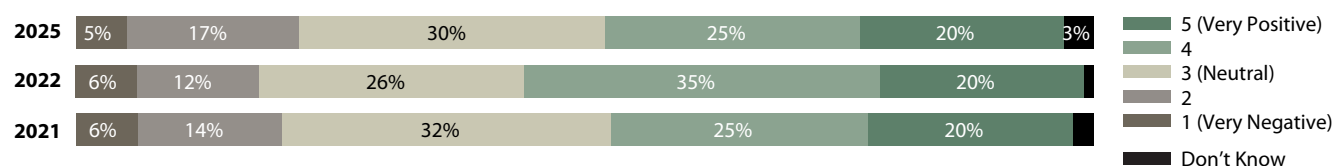
From 2021 to 2025, respondents' sentiment improves regarding the effect of tourism on the quality, quantity, and access to dining options and recreational opportunities (Figures 5-C, 5-D, 5-G, 5-H, and 5-J). For example, the share of respondents indicating a positive effect (selecting 4 or 5) on the quality of dining options increased from 30% in 2021 to 48% in 2025 (Figure 5-D). The share of respondents indicating tourism's positive effect on the quality of recreational opportunities also climbs from 40% in 2021 to 58% in 2025 (Figure 5-H). That said, the share of respondents who view tourism as having a positive effect on the number and quality of spectator events remains relatively consistent, with ratings staying above 50% across all three survey years (Figure 5-G).

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...

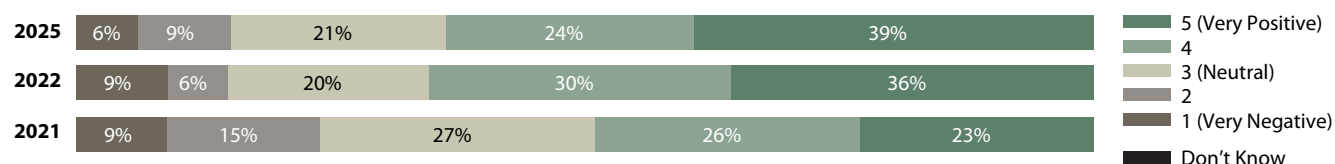
A: The number of arts and cultural experiences?



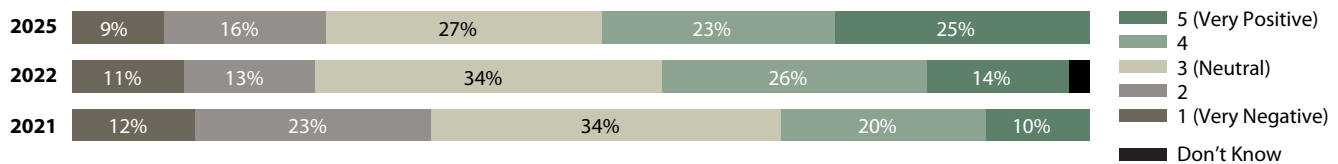
B: The quality of arts and cultural experiences?



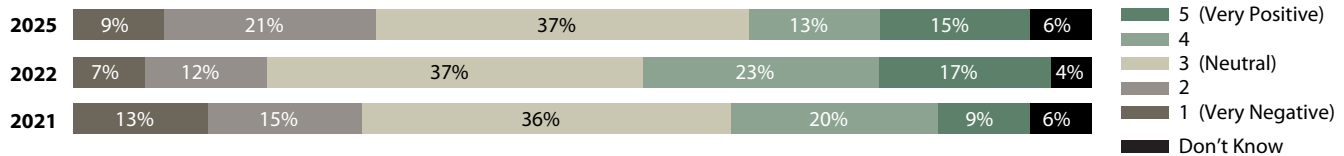
C: The number of dining options?



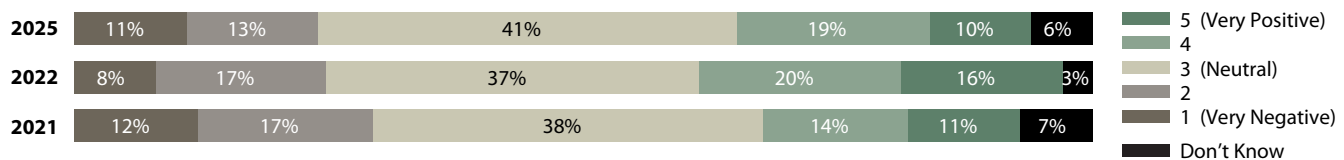
D: The quality of dining options?



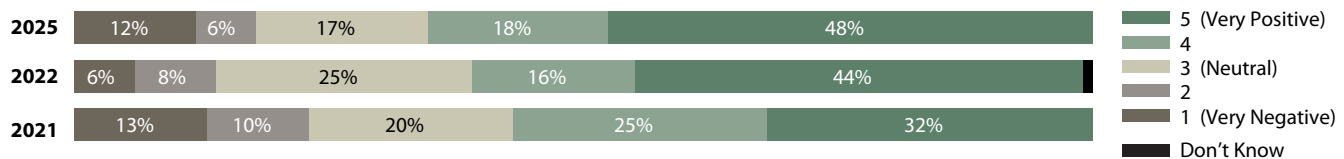
E: The number of spectator events?



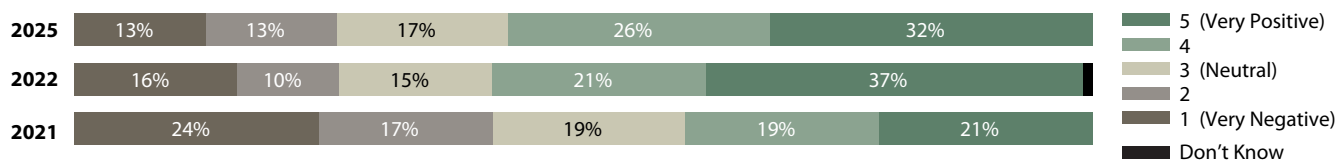
F: The quality of spectator events?



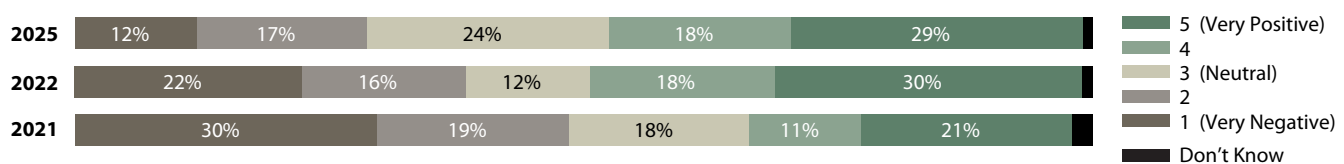
G: The number of recreational opportunities?



H: The quality of recreational opportunities?



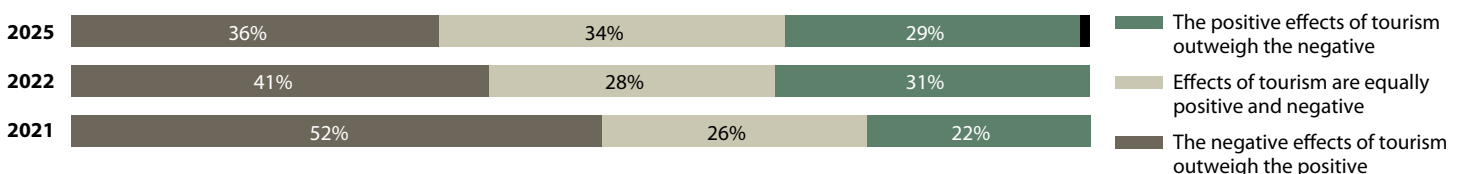
I: Your ability to access recreational opportunities?



Opinion on Tourism

The share of respondents who feel the negative effects of tourism outweigh the positive decreases from 52% in 2021 to 36% in 2025. Over the same period, the share who believe the positive effects outweigh the negative increases slightly from 22% to 29%. One third (34%) of 2025 respondents feel the effects of tourism are both positive and negative (Figure 6).

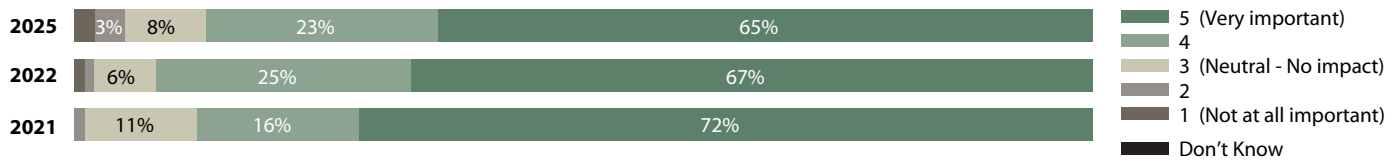
Figure 6: Still, thinking about the effects of tourism in your community, in your opinion, which of the following statements would you say most accurately reflects your opinion?



Importance to Economy

The share of survey respondents indicating that tourism is important to the local economy (a 4 or 5 rating) remains consistently high across all three years (88% in 2025, 92% in 2022, 88% in 2021) (Figure 7).

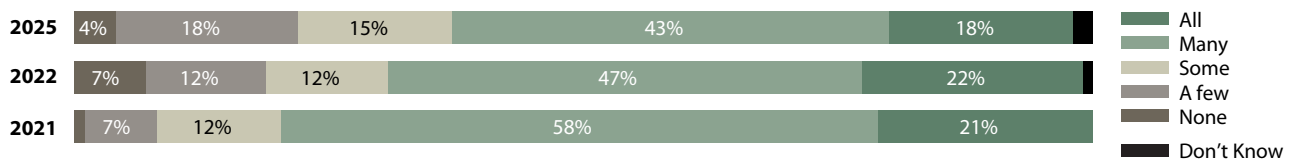
Figure 7: Overall, how important is tourism to the local economy in your area? Please use a one-to-five scale, with one meaning "not at all important" and five meaning "very important."



Accommodating Tourism

The percent of respondents who said that "many" or "all" places in their local community are unable to accommodate visitors declined from 79% in 2021 to 61% in 2025. At the same time, the share of respondents who said that "none" or only "a few" places were unable to accommodate visitors increased from 8% in 2021 to 22% in 2025 (Figure 8).

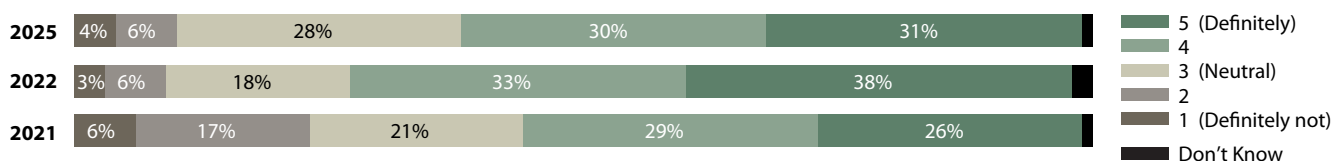
Figure 8: Are there places in your local community where the number of visitors is more than your area is able to accommodate? Would you say...



Community Provides a Positive Experience

The share of respondents who indicate their community provides a positive visitor experience stays above 55% from 2021 to 2025, peaking at 71% in 2022 before declining slightly to 61% in 2025 (Figure 9).

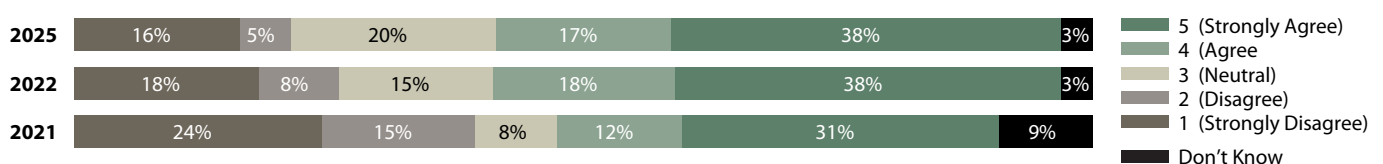
Figure 9: Do you feel your community is able to provide a positive visitor experience? Please use a one-to-five scale, with one meaning "definitely not" and five meaning "definitely."



State Support of Local Tourism Efforts

Most respondents in 2025 (55%) agree that the state tourism office should support local tourism efforts (rating of 4 or 5), up from 43% in 2021 (Figure 10).

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



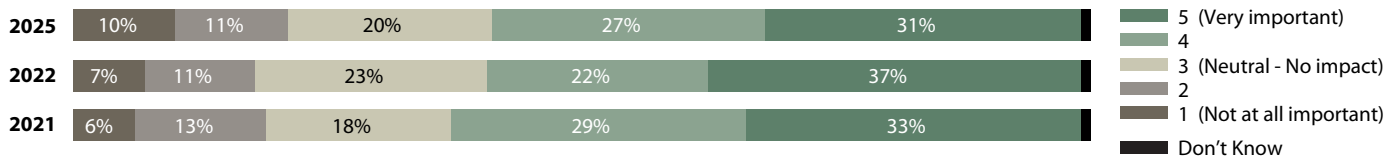
Use of Visitor-Related Tax

When presented with various spending options for visitor-related taxes, respondents consistently prioritize investing in local search and rescue operations, with over 85% reporting its importance across all three years (Figure 11-F). In 2025, respondents also prioritize environmental protection (77%) and transportation infrastructure, such as roads and bridges (76%) (Figures 11-G and 11-J).

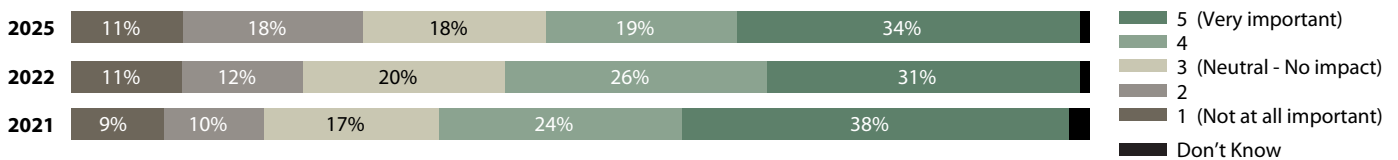
Tourism promotion receives the lowest proportion of importance ratings, with only 31% of respondents deeming it important. It is worth mentioning, however, that this number has increased from 12% since 2021 (see Figure 11-D).

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."

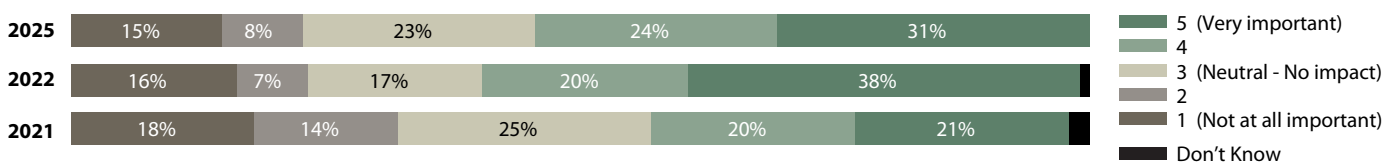
A: Parking accommodations (parking lots) in tourism areas?



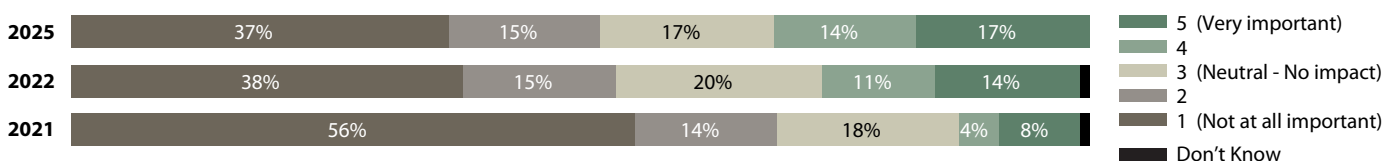
B: Public transit, like shuttles, buses, and trains?



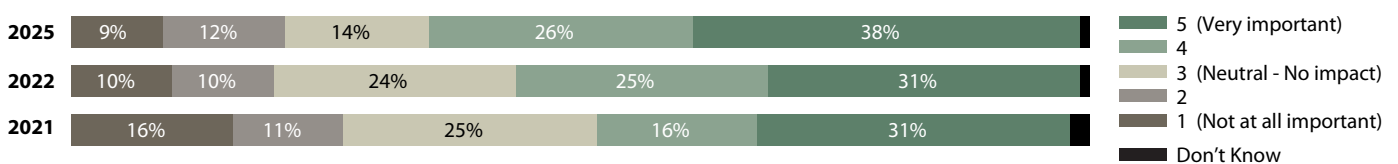
C: High-speed internet (broadband) in tourism areas?



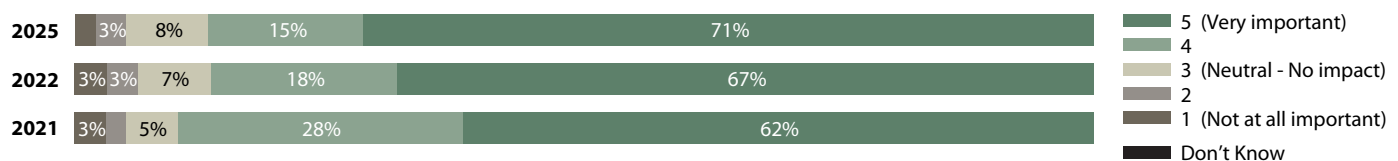
D: Tourism promotion?



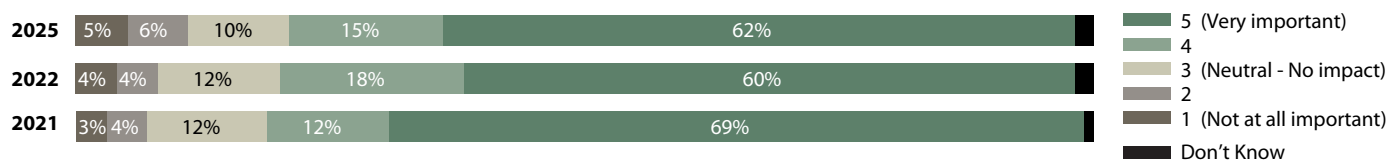
E: Local and regional airport facilities?



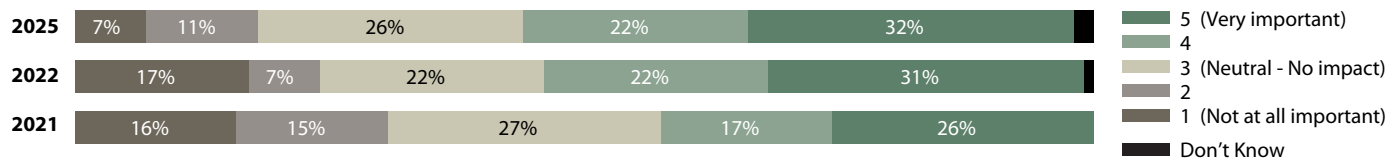
F: Local search and rescue capabilities?



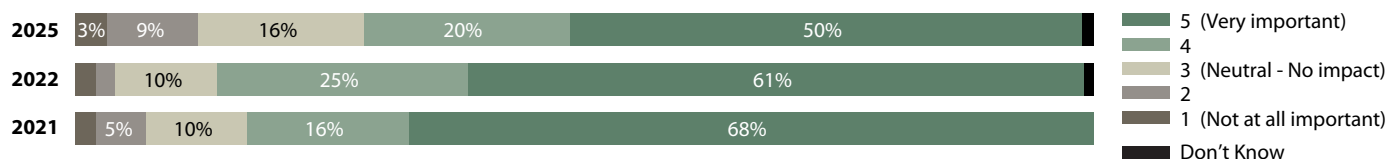
G: Environment protection and repair of damaged areas (land, water, etc.)?



H: Cellular service?



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



J: Transportation infrastructure like roads and bridges?



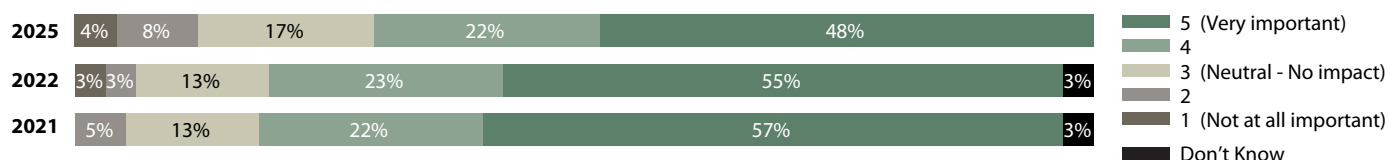
K: Garbage and recycling disposal and collection in tourism areas?



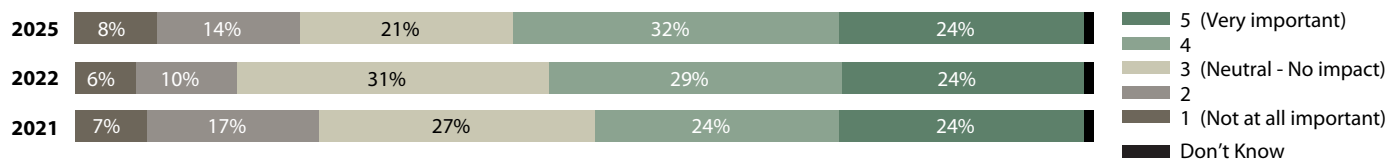
L: Recreation infrastructure like trails, campgrounds, parks, and restrooms?



M: Historical preservation of community assets?



N: Arts and culture investment?

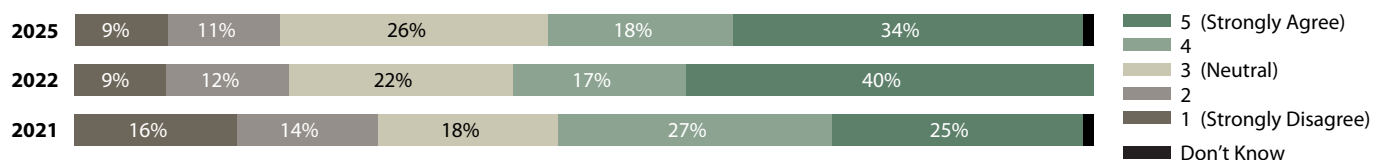


Environmental Sustainability

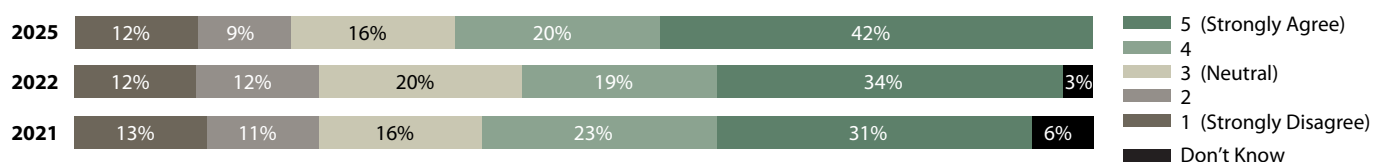
In general, agreement regarding environmental sustainability remains high from 2021 to 2025, with over 50% of respondents expressing agreement on all items. The share of respondents emphasizing the protection of natural resources and educating visitors on minimizing their impact, agreement still remains at 70% or higher (Figures 12-C and 12-D). Agreement with the belief that long-term planning helps reduce the negative environmental impacts of tourism increases slightly, from 54% in 2021 to 62% in 2025 (Figure 12-B).

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?

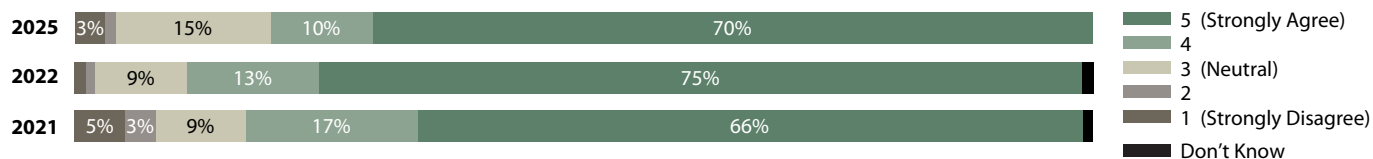
A: Natural resource protection and tourism can be compatible.



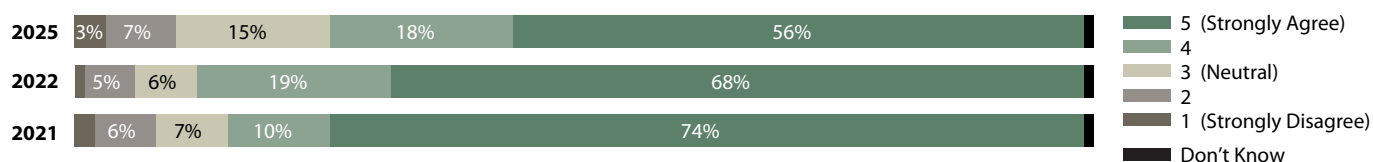
B: Long-term government planning helps reduce the potentially negative environmental impacts of tourism.



C: Natural resources should be protected in Utah.



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



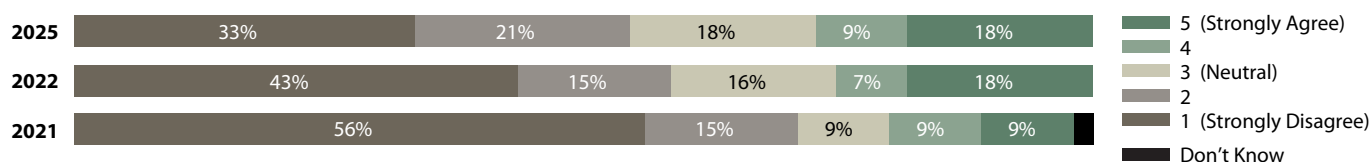
Perception of Visitors/Tourism

Fourteen statements measure respondents' general perception of tourism in their area. The statements with the highest level of agreement are: tourism has made the community an unaffordable place to live (84%), residents' way of life has changed to suit visitors (79%), and visitors feel welcome in the community overall (61%) (Figures 13-G, 13-B, and 13-C).

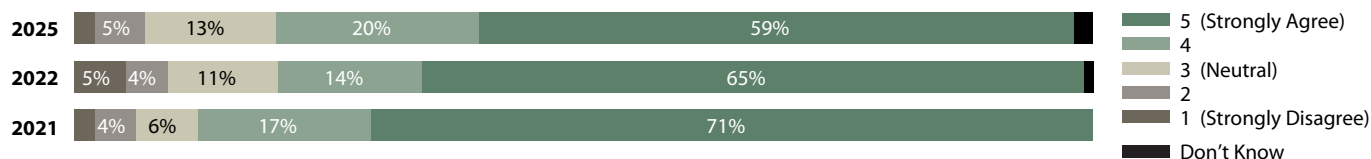
The statements with the highest levels of disagreement are: the state government values input from residents about tourism (63% disagree), the government does a good job balancing resident and visitor needs (58% disagree), and the local government values input from residents about tourism (55% disagree) (Figures 13-K, 13-J, and 13-L).

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."

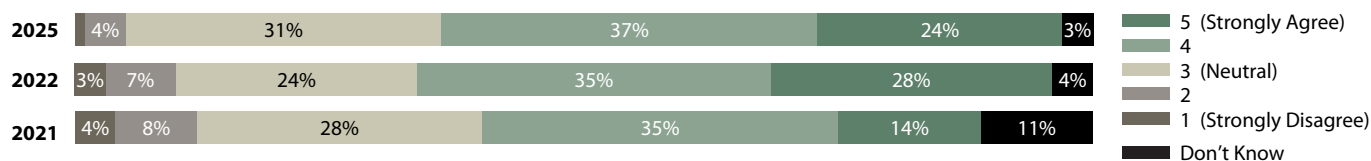
A: My area would be a dull place if visitors did not come.



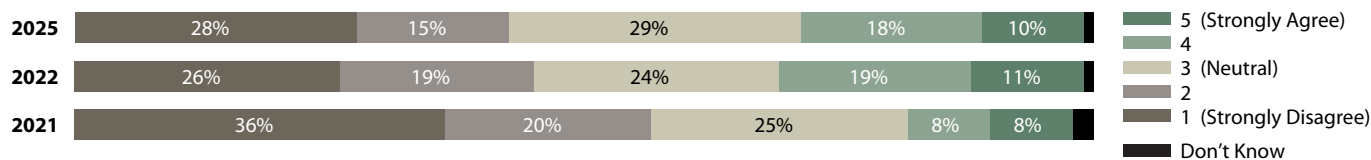
B: In our area, our way of life has changed to suit visitors.



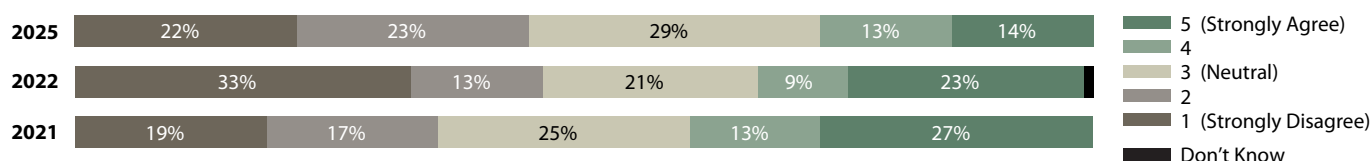
C: Overall, I think visitors to my area feel welcomed.



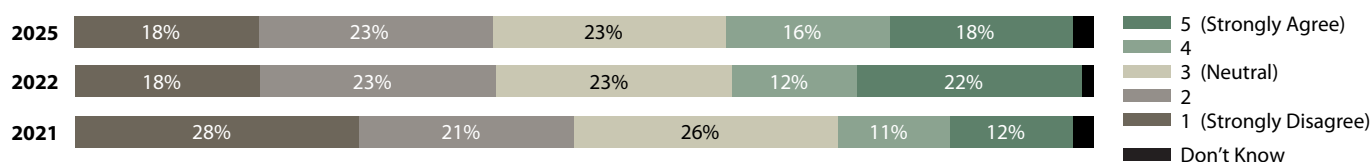
D: Tourism has made locals prouder of our area.



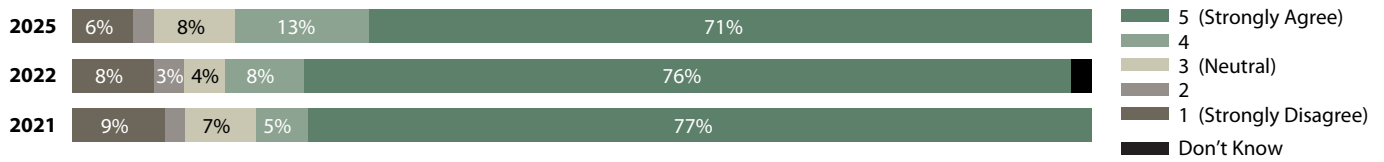
E: I prefer to have as little contact as possible with visitors.



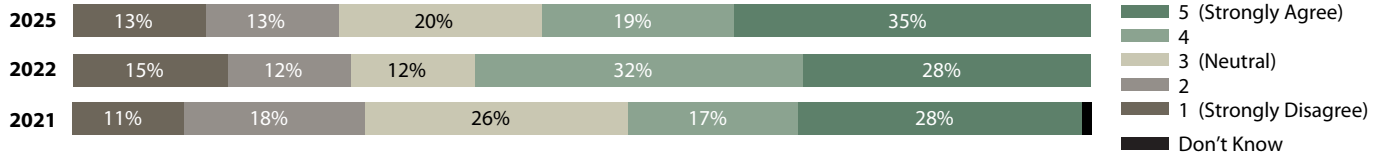
F: Residents benefit from a wide variety of cultural activities in my area because of tourism.



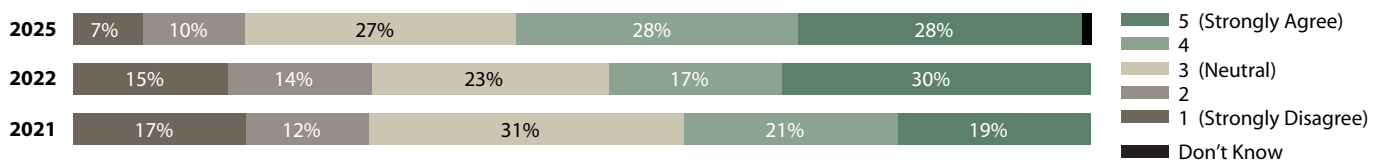
G: Tourism has made my community an unaffordable place for many to live.



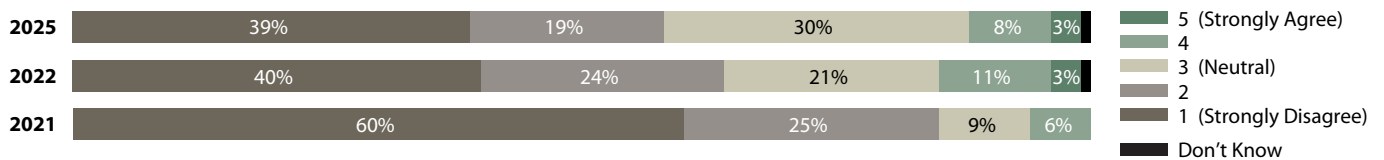
H: Tourism supports businesses in my community that are valuable to me.



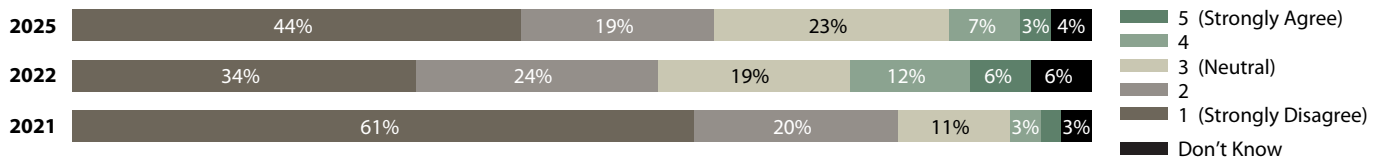
I: I enjoy interactions with visitors.



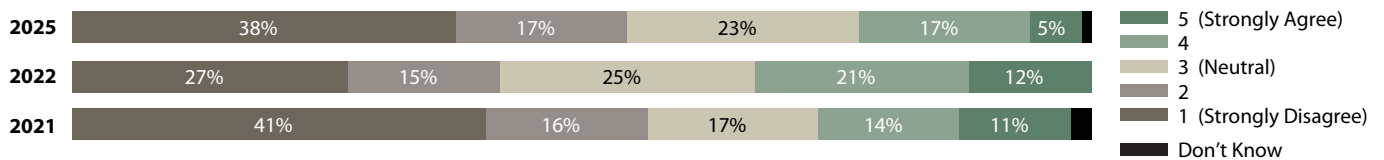
J: Government does a good job balancing residents' and visitors' needs.



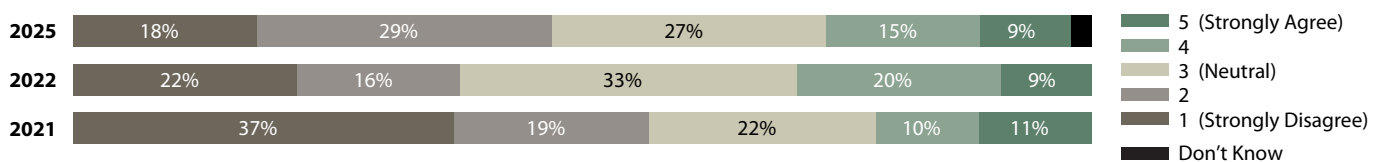
K: State government values input from residents about tourism in my area.



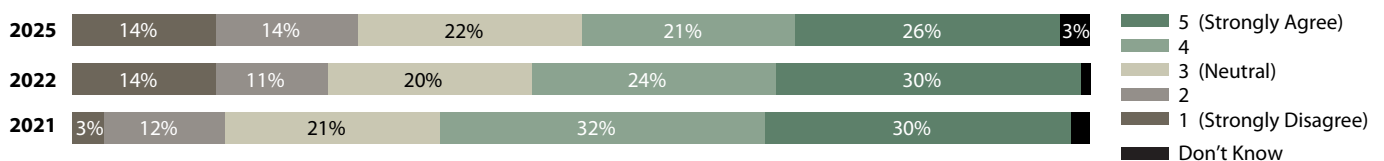
L: Local government values input from residents about tourism in my area.



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



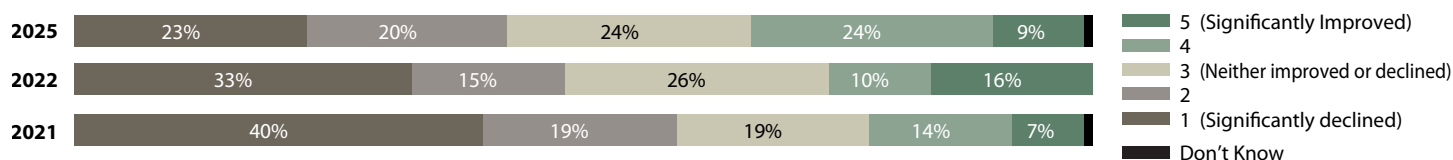
N: I have provided input on tourism decisions in my area by doing things like attending public meetings and/or writing letters to local government or decision-makers.



Impact of Tourism on Quality of Life

Approximately one-third of residents in 2025 (33%) report that tourism improves their quality of life (rating 4 or 5), up from 21% in 2021. Meanwhile, the share reporting a decline in quality of life due to tourism (rating 1 or 2) falls from 59% in 2021 to 43% in 2025 (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."

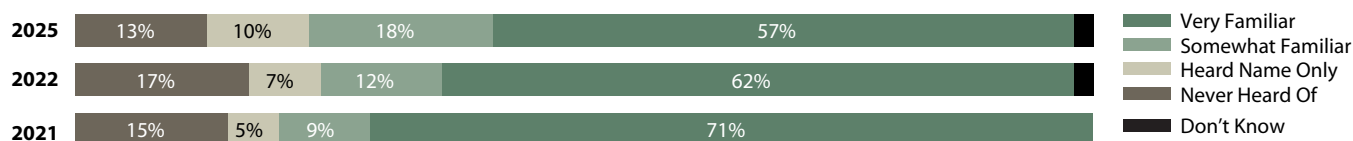


Marketing Campaigns

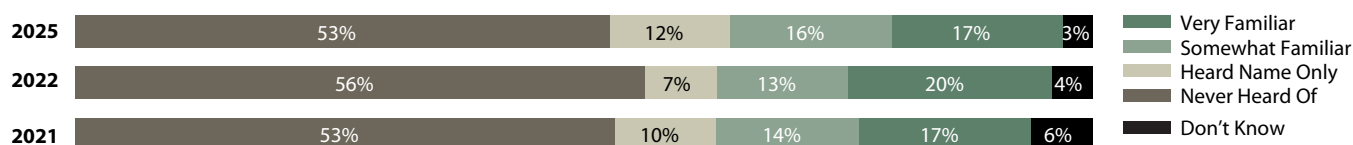
The "Greatest Snow on Earth®" campaign remains the most familiar tourism-related marketing effort among respondents, with 80% of those interviewed being "very" or "somewhat" familiar with it (Figure 15-C). Similarly, the "Life Elevated®" and "Mighty 5®" campaigns garner strong recognition, with over three quarters of respondents indicating familiarity (Figures 15-D and 15-A). Conversely, the majority of respondents in 2025 (53%) say they have "never heard of the "Forever Mighty®" campaign (Figure 15-B).

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. The Moab area* was among those surveyed. Despite small sample sizes in the areas, the results reveal that resident opinions and attitudes toward tourism vary significantly by location.

The Moab area was surveyed again in 2022 and most recently in 2025, contributing to a multi-year effort to track resident sentiment over time. This brief highlights insights from the 2025 survey of Moab area residents and changes observed across the multiple 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 includes a copy of the questionnaire.

Lighthouse Research conducted the survey of Moab area residents from April through June 2025 under the direction of the Gardner Institute. A mixed-mode methodology was employed to contact potential respondents, aiming to achieve 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. Most responses were collected by telephone. The survey averaged 12 minutes. The 119-response survey has a margin of error of +/-8.93% at the 95% confidence level. The error rate can differ for subgroups or on individual questions.

A profile of the 2025 survey respondents is included in Appendix B, while Appendix D presents survey findings from the three survey years in a concise, side-by-side text format. Appendix E includes all verbatim responses to the three open-ended questions in the survey.

Limitations

There are limitations to research conducted using phone and online methods for random resident samples. Only residents with telephone or known email addresses are in the sampling pool, potentially leading to over- or undersampling 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.

Appendix B - Demographic Profile - Moab Area

		2021	2022	2025
Gender	Male	47%	54%	45%
	Female	53%	45%	54%
	Other	0%	1%	3%
Age	18-29	6%	8%	1%
	30-39	13%	12%	8%
	40-49	16%	15%	25%
	50-59	17%	19%	18%
	60-69	32%	21%	21%
	70 and over	17%	25%	26%
Household Income	<20,000	6%	4%	5%
	\$20,000-\$39,999	14%	11%	9%
	\$40,000-\$59,999	14%	19%	12%
	\$60,000-\$79,999	24%	22%	19%
	\$80,000-\$99,999	12%	17%	22%
	\$100,000-\$150,000	16%	17%	18%
	Over \$150,000	13%	10%	15%

		2021	2022	2025
Education	Some high school	1%	0%	3%
	High school graduate	10%	14%	14%
	Some college/assoc. degree /vocational certificate	37%	34%	34%
	College graduate	26%	32%	31%
	Graduate work or degree	25%	20%	19%
Ethnicity	White	92%	95%	96%
	Hispanic/non-white	8%	5%	5%
Utah Residency	Less than 5 years	3%	2%	1%
	5 to 10 years	7%	7%	3%
	11 to 20 years	13%	11%	22%
	More than 20 years	77%	81%	75%

* The Moab area consists of those residing in the 84532 zip code area.

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.

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

Ok, let's get started...

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

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

- 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

- 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 - Moab Area - Results for 2021, 2022, 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	2022	2025
Moab n=	108	104	119

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	2022	2025
n=	108	104	119
A great deal of tourism	99%	97%	93%
Some tourism	1%	2%	5%
Little tourism	0%	0%	0%
No tourism	0%	0%	0%
Other (specify)	0%	1%	2%
Don't know	0%	0%	0%

HOUSEHOLD INCOME – DEPENDENCE ON TOURISM

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

	2021	2022	2025
n=	108	104	119
Yes	47%	45%	34%
No	51%	54%	61%
Other (specify)	2%	1%	5%

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	2022	2025
n=	108	104	119
1 - Very negative	23%	15%	16%
2	14%	12%	17%
3	21%	19%	30%
4	26%	28%	22%
5 - Very positive	14%	24%	14%
Don't know	2%	1%	1%
Mean (1-5)	2.93	3.33	3.02

- 3B. The natural environment in Utah

	2021	2022	2025
n=	108	104	119
1 - Very negative	43%	31%	25%
2	24%	10%	19%
3	17%	12%	16%
4	5%	11%	16%
5 - Very positive	11%	37%	23%
Don't know	1%	1%	1%
Mean (1-5)	2.17	3.13	2.92

- 3C. Your community's overall reputation

	2021	2022	2025
n=	108	104	119
1 - Very negative	17%	11%	13%
2	16%	12%	15%
3	20%	25%	21%
4	22%	22%	26%
5 - Very positive	21%	28%	24%
Don't know	4%	2%	1%
Mean (1-5)	3.16	3.45	3.31

- 3D. Human health and safety

	2021	2022	2025
n=	108	104	119
1 - Very negative	20%	14%	13%
2	29%	26%	23%
3	33%	23%	29%
4	12%	26%	19%
5 - Very positive	6%	11%	13%
Don't know	0%	0%	2%
Mean (1-5)	2.54	2.92	2.97

3E. Housing affordability

	2021	2022	2025
n=	108	104	119
1 - Very negative	86%	81%	71%
2	10%	11%	19%
3	2%	5%	4%
4	0%	2%	3%
5 - Very positive	2%	2%	3%
Don't know	0%	0%	0%
Mean (1-5)	1.21	1.34	1.45

3F. Job opportunities for residents

	2021	2022	2025
n=	108	104	119
1 - Very negative	12%	8%	12%
2	12%	11%	10%
3	23%	17%	19%
4	14%	26%	27%
5 - Very positive	37%	36%	32%
Don't know	2%	3%	0%
Mean (1-5)	3.53	3.73	3.57

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

	2021	2022	2025
n=	108	104	119
1 - Very negative	35%	26%	26%
2	27%	19%	24%
3	25%	30%	23%
4	8%	16%	13%
5 - Very positive	5%	8%	12%
Don't know	0%	1%	2%
Mean (1-5)	2.20	2.60	2.60

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

	2021	2022	2025
n=	108	104	119
1 - Very negative	8%	9%	7%
2	15%	12%	7%
3	33%	22%	25%
4	17%	24%	23%
5 - Very positive	21%	30%	37%
Don't know	6%	4%	2%
Mean (1-5)	3.29	3.57	3.78

MEAN SCORES ON EFFECTS OF TOURISM

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

	2021	2022	2025
(3A) The quality of amenities such as gas stations and retail stores in the tourist areas	2.93	3.33	3.02
(3B) The natural environment in Utah	2.17	3.13	2.92
(3C) Your community's overall reputation	3.16	3.45	3.31
(3D) Human health and safety	2.54	2.92	2.97
(3E) Housing affordability	1.21	1.34	1.45
(3F) Job opportunities for local residents	3.53	3.73	3.57
(3G) The quality of infrastructure like public transportation, roads and bridges, and utilities	2.20	2.60	2.60
(3H) The opportunity to meet and better understand people from different backgrounds	3.29	3.57	3.78

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	2022	2025
n=	107	104	119
1 - Significant decrease	13%	4%	11%
2	7%	7%	10%
3	21%	25%	21%
4	14%	22%	27%
5 - Significant increase	44%	42%	31%
Don't know	2%	0%	0%
Mean (1-5)	3.70	3.92	3.57

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	2022	2025
n=	108	104	119
1 - Very negative	4%	6%	7%
2	13%	12%	13%
3	33%	26%	36%
4	31%	34%	24%
5 - Very positive	18%	22%	18%
Don't know	2%	1%	3%
Mean (1-5)	3.46	3.55	3.34

5B: The QUALITY of arts and cultural experiences

	2021	2022	2025
n=	108	104	119
1 – Very negative	6%	6%	5%
2	14%	12%	17%
3	32%	26%	30%
4	25%	35%	25%
5 – Very positive	20%	20%	20%
Don't know	2%	1%	3%
Mean (1-5)	3.40	3.51	3.40

5C: The NUMBER of dining options

	2021	2022	2025
n=	108	104	119
1 – Very negative	9%	9%	6%
2	15%	6%	9%
3	27%	20%	21%
4	26%	30%	24%
5 – Very positive	23%	36%	39%
Don't know	0%	0%	0%
Mean (1-5)	3.39	3.78	3.82

5D: The QUALITY of dining options

	2021	2022	2025
n=	108	104	119
1 – Very negative	12%	11%	9%
2	23%	13%	16%
3	34%	34%	27%
4	20%	26%	23%
5 – Very positive	10%	14%	25%
Don't know	0%	2%	0%
Mean (1-5)	2.94	3.21	3.39

5E: The NUMBER of spectator events

	2021	2022	2025
n=	108	103	117
1 – Very negative	13%	7%	9%
2	15%	12%	21%
3	36%	37%	37%
4	20%	23%	13%
5 – Very positive	9%	17%	15%
Don't know	6%	4%	6%
Mean (1-5)	2.98	3.34	3.03

5F: The QUALITY of spectator events

	2021	2022	2025
n=	107	102	117
1 – Very negative	12%	8%	11%
2	17%	17%	13%
3	38%	37%	41%
4	14%	20%	19%
5 – Very positive	11%	16%	10%
Don't know	7%	3%	6%
Mean (1-5)	2.95	3.19	3.05

5G: The NUMBER of recreational opportunities

	2021	2022	2025
n=	107	104	119
1 – Very negative	13%	6%	12%
2	10%	8%	6%
3	20%	25%	17%
4	25%	16%	18%
5 – Very positive	32%	44%	48%
Don't know	0%	1%	0%
Mean (1-5)	3.52	3.86	3.84

5H: The QUALITY of recreational opportunities

	2021	2022	2025
n=	108	104	119
1 – Very negative	24%	16%	13%
2	17%	10%	13%
3	19%	15%	17%
4	19%	21%	26%
5 – Very positive	21%	37%	32%
Don't know	0%	1%	0%
Mean (1-5)	2.97	3.52	3.52

5I: Your ABILITY TO ACCESS recreational opportunities

	2021	2022	2025
n=	108	104	119
1 – Very negative	30%	22%	12%
2	19%	16%	17%
3	18%	12%	24%
4	11%	18%	18%
5 – Very positive	21%	30%	29%
Don't know	2%	1%	1%
Mean (1-5)	2.75	3.17	3.36

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	2022	2025
(5A) The number of arts and cultural experiences	3.46	3.55	3.34
(5B) The quality of arts and cultural experiences	3.40	3.51	3.40
(5C) The number of dining options	3.39	3.78	3.82
(5D) The quality of dining options	2.94	3.21	3.39
(5E) The number of spectator events	2.98	3.34	3.03
(5F) The quality of spectator events	2.95	3.19	3.05
(5G) The number of recreational opportunities	3.52	3.86	3.84
(5H) The quality of recreational opportunities	2.97	3.52	3.52
(5I) Your ability to access recreational opportunities	2.75	3.17	3.36

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	2022	2025
n=	108	104	119
The POSITIVE effects of tourism outweigh the negative	22%	31%	29%
The NEGATIVE effects of tourism outweigh the positive	52%	41%	36%
The effects of tourism are equally positive and negative	26%	28%	34%
Don't know	0%	0%	1%

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	2022	2025
n=	108	104	118
1 - Not at all important	0%	1%	2%
2	1%	1%	3%
3	11%	6%	8%
4	16%	25%	23%
5 - Very important	72%	67%	65%
Don't know	0%	0%	0%
Mean (1-5)	4.59	4.57	4.47

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	2022	2025
n=	108	104	118
None	1%	7%	4%
A few	7%	12%	18%
Some	12%	12%	15%
Many	58%	47%	43%
All	21%	22%	18%
Don't know	0%	1%	2%

- 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	2022	2025
n=	108	104	119
1 – Definitely not	6%	3%	4%
2	17%	6%	6%
3	21%	18%	28%
4	29%	33%	30%
5 – Definitely	26%	38%	31%
Don't know	1%	2%	1%
Mean (1-5)	3.51	4.00	3.79

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	2022	2025
n=	108	104	116
1 – Strongly disagree	24%	18%	16%
2	15%	8%	5%
3 – (neutral)	8%	15%	20%
4	12%	18%	17%
5 – Strongly agree	31%	38%	38%
Don't know	9%	3%	3%
Mean (1-5)	3.13	3.50	3.57

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	2022	2025
n=	108	104	119
1 – Not at all important	6%	7%	10%
2	13%	11%	11%
3 – (neutral)	18%	23%	20%
4	29%	22%	27%
5 – Very important	33%	37%	31%
Don't know	1%	1%	1%
Mean (1-5)	3.70	3.72	3.58

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

	2021	2022	2025
n=	108	104	119
1 – Not at all important	9%	11%	11%
2	10%	12%	18%
3 – (neutral)	17%	20%	18%
4	24%	26%	19%
5 – Very important	38%	31%	34%
Don't know	2%	1%	1%
Mean (1-5)	3.73	3.55	3.47

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

	2021	2022	2025
n=	108	104	118
1 – Not at all important	18%	16%	15%
2	14%	7%	8%
3 – (neutral)	25%	17%	23%
4	20%	20%	24%
5 – Very important	21%	38%	31%
Don't know	2%	1%	0%
Mean (1-5)	3.14	3.58	3.47

11D. Tourism promotion?

	2021	2022	2025
n=	108	104	117
1 – Not at all important	56%	38%	37%
2	14%	15%	15%
3 – (neutral)	18%	20%	17%
4	4%	11%	14%
5 – Very important	8%	14%	17%
Don't know	1%	1%	0%
Mean (1-5)	1.94	2.47	2.59

11E. Local and regional airport facilities?

	2021	2022	2025
n=	108	104	119
1 – Not at all important	16%	10%	9%
2	11%	10%	12%
3 – (neutral)	25%	24%	14%
4	16%	25%	26%
5 – Very important	31%	31%	38%
Don't know	2%	1%	1%
Mean (1-5)	3.35	3.58	3.72

11F. Local search and rescue capabilities?

	2021	2022	2025
n=	108	104	119
1 – Not at all important	3%	3%	2%
2	2%	3%	3%
3 – (neutral)	5%	7%	8%
4	28%	18%	15%
5 – Very important	62%	67%	71%
Don't know	1%	2%	1%
Mean (1-5)	4.46	4.47	4.53

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

	2021	2022	2025
n=	108	104	118
1 – Not at all important	3%	4%	5%
2	4%	4%	6%
3 – (neutral)	12%	12%	10%
4	12%	18%	15%
5 – Very important	69%	60%	62%
Don't know	1%	2%	2%
Mean (1-5)	4.41	4.28	4.25

11H. Cellular service?

	2021	2022	2025
n=	108	104	118
1 – Not at all important	16%	17%	7%
2	15%	7%	11%
3 – (neutral)	27%	22%	26%
4	17%	22%	22%
5 – Very important	26%	31%	32%
Don't know	0%	1%	2%
Mean (1-5)	3.22	3.43	3.63

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

	2021	2022	2025
n=	108	104	119
1 – Not at all important	2%	2%	3%
2	5%	2%	9%
3 – (neutral)	10%	10%	16%
4	16%	25%	20%
5 – Very important	68%	61%	50%
Don't know	0%	1%	1%
Mean (1-5)	4.43	4.42	4.06

11J. Transportation infrastructure like roads and bridges?

	2021	2022	2025
n=	108	104	118
1 – Not at all important	2%	4%	7%
2	5%	1%	5%
3 – (neutral)	15%	15%	12%
4	20%	23%	19%
5 – Very important	58%	56%	57%
Don't know	0%	1%	1%
Mean (1-5)	4.29	4.27	4.15

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

	2021	2022	2025
<i>n</i> =	108	104	119
1 – Not at all important	3%	3%	3%
2	2%	3%	4%
3 – (neutral)	14%	11%	19%
4	27%	27%	19%
5 – Very important	55%	55%	54%
Don't know	0%	2%	0%
Mean (1-5)	4.29	4.30	4.16

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

	2021	2022	2025
<i>n</i> =	108	104	119
1 – Not at all important	6%	4%	6%
2	8%	5%	6%
3 – (neutral)	21%	17%	14%
4	25%	24%	24%
5 – Very important	38%	49%	49%
Don't know	2%	1%	1%
Mean (1-5)	3.83	4.11	4.05

11M. Historical preservation of community assets?

	2021	2022	2025
<i>n</i> =	108	104	118
1 – Not at all important	0%	3%	4%
2	5%	3%	8%
3 – (neutral)	13%	13%	17%
4	22%	23%	22%
5 – Very important	57%	55%	48%
Don't know	3%	3%	0%
Mean (1-5)	4.36	4.28	4.02

11N. Arts and culture investment?

	2021	2022	2025
<i>n</i> =	108	104	119
1 – Not at all important	7%	6%	8%
2	17%	10%	14%
3 – (neutral)	27%	31%	21%
4	24%	29%	32%
5 – Very important	24%	24%	24%
Don't know	1%	1%	1%
Mean (1-5)	3.41	3.56	3.48

MEAN SCORES ON USE OF VISITOR—RELATED TAX

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

	2021	2022	2025
(11A) Parking accommodations (parking lots) in tourism areas?	3.70	3.72	3.58
(11B) Public transit, like shuttles, buses, trains?	3.73	3.55	3.47
(11C) High speed internet (broadband) in tourism areas?	3.14	3.58	3.47
(11D) Tourism promotion?	1.94	2.47	2.59
(11E) Local and regional airport facilities?	3.35	3.58	3.72
(11F) Local search and rescue capabilities?	4.46	4.47	4.53
(11G) Environment protection and repair of damaged areas (land, water, etc.)?	4.41	4.28	4.25
(11H) Cellular service?	3.22	3.43	3.63
(11I) Visitor education regarding how to best respect and support the local community?	4.43	4.42	4.06
(11J) Transportation infrastructure like roads and bridges?	4.29	4.27	4.15
(11K) Garbage and recycling disposal and collection in tourism areas?	4.29	4.30	4.16
(11L) Recreation infrastructure like trails, campgrounds, parks, restrooms?	3.83	4.11	4.05
(11M) Historical preservation of community assets?	4.36	4.28	4.02
(11N) Arts and culture investment?	3.41	3.56	3.48

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	2022	2025
<i>n</i> =	108	104	119
1 – Strongly disagree	16%	9%	9%
2	14%	12%	11%
3	18%	22%	26%
4	27%	17%	18%
5 – Strongly agree	25%	40%	34%
Don't know	1%	0%	1%
Mean (1-5)	3.32	3.69	3.58

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

	2021	2022	2025
n=	108	104	118
1 – Strongly disagree	13%	12%	12%
2	11%	12%	9%
3	16%	20%	16%
4	23%	19%	20%
5 – Strongly agree	31%	34%	42%
Don't know	6%	3%	0%
Mean (1-5)	3.52	3.51	3.72

12C. Natural resources should be protected in Utah.

	2021	2022	2025
n=	108	104	117
1 – Strongly disagree	5%	1%	3%
2	3%	1%	1%
3	9%	9%	15%
4	17%	13%	10%
5 – Strongly agree	66%	75%	70%
Don't know	1%	1%	0%
Mean (1-5)	4.37	4.62	4.43

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	2022	2025
n=	108	104	119
1 – Strongly disagree	2%	1%	3%
2	6%	5%	7%
3	7%	6%	15%
4	10%	19%	18%
5 – Strongly agree	74%	68%	56%
Don't know	1%	1%	1%
Mean (1-5)	4.50	4.50	4.20

MEAN SCORES ON ENVIRONMENTAL SUSTAINABILITY

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

	2021	2022	2025
(12A) Natural resource protection and tourism can be compatible.	3.32	3.69	3.58
(12B) Long-term government planning helps reduce potentially negative environmental impacts of tourism.	3.52	3.51	3.72
(12C) Natural resources should be protected in Utah.	4.37	4.62	4.43
(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.	4.50	4.50	4.20

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	2022	2025
n=	108	104	119
1 – Strongly disagree	56%	43%	33%
2	15%	15%	21%
3	9%	16%	18%
4	9%	7%	9%
5 – Strongly agree	9%	18%	18%
Don't know	2%	0%	0%
Mean (1-5)	2.00	2.41	2.60

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

	2021	2022	2025
n=	108	104	119
1 – Strongly disagree	2%	5%	2%
2	4%	4%	5%
3	6%	11%	13%
4	17%	14%	20%
5 – Strongly agree	71%	65%	59%
Don't know	0%	1%	2%
Mean (1-5)	4.52	4.33	4.32

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

	2021	2022	2025
n=	108	104	119
1 – Strongly disagree	4%	3%	1%
2	8%	7%	4%
3	28%	24%	31%
4	35%	35%	37%
5 – Strongly agree	14%	28%	24%
Don't know	11%	4%	3%
Mean (1-5)	3.53	3.81	3.81

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

	2021	2022	2025
n=	108	104	119
1 – Strongly disagree	36%	26%	28%
2	20%	19%	15%
3	25%	24%	29%
4	8%	19%	18%
5 – Strongly agree	8%	11%	10%
Don't know	2%	1%	1%
Mean (1-5)	2.31	2.69	2.67

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

	2021	2022	2025
<i>n</i> =	108	104	119
1 – Strongly disagree	19%	33%	22%
2	17%	13%	23%
3	25%	21%	29%
4	13%	9%	13%
5 – Strongly agree	27%	23%	14%
Don't know	0%	1%	0%
Mean (1-5)	3.13	2.76	2.75

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

	2021	2022	2025
<i>n</i> =	108	104	119
1 – Strongly disagree	28%	18%	18%
2	21%	23%	23%
3	26%	23%	23%
4	11%	12%	16%
5 – Strongly agree	12%	22%	18%
Don't know	2%	1%	2%
Mean (1-5)	2.58	2.97	2.93

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

	2021	2022	2025
<i>n</i> =	108	104	119
1 – Strongly disagree	9%	8%	6%
2	2%	3%	2%
3	7%	4%	8%
4	5%	8%	13%
5 – Strongly agree	77%	76%	71%
Don't know	0%	2%	0%
Mean (1-5)	4.38	4.44	4.41

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

	2021	2022	2025
<i>n</i> =	108	104	119
1 – Strongly disagree	11%	15%	13%
2	18%	12%	13%
3	26%	12%	20%
4	17%	32%	19%
5 – Strongly agree	28%	28%	35%
Don't know	1%	0%	0%
Mean (1-5)	3.33	3.44	3.52

13I. I enjoy interactions with visitors.

	2021	2022	2025
<i>n</i> =	108	104	119
1 – Strongly disagree	17%	15%	7%
2	12%	14%	10%
3	31%	23%	27%
4	21%	17%	28%
5 – Strongly agree	19%	30%	28%
Don't know	0%	0%	1%
Mean (1-5)	3.13	3.32	3.60

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

	2021	2022	2025
<i>n</i> =	108	104	119
1 – Strongly disagree	60%	40%	39%
2	25%	24%	19%
3	9%	21%	30%
4	6%	11%	8%
5 – Strongly agree	0%	3%	3%
Don't know	0%	1%	1%
Mean (1-5)	1.60	2.11	2.14

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

	2021	2022	2025
<i>n</i> =	108	104	119
1 – Strongly disagree	61%	34%	44%
2	20%	24%	19%
3	11%	19%	23%
4	3%	12%	7%
5 – Strongly agree	2%	6%	3%
Don't know	3%	6%	4%
Mean (1-5)	1.60	2.28	2.04

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

	2021	2022	2025
<i>n</i> =	108	104	119
1 – Strongly disagree	41%	27%	38%
2	16%	15%	17%
3	17%	25%	23%
4	14%	21%	17%
5 – Strongly agree	11%	12%	5%
Don't know	2%	0%	1%
Mean (1-5)	2.38	2.75	2.34

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

	2021	2022	2025
<i>n</i> =	108	104	117
1 – Strongly disagree	37%	22%	18%
2	19%	16%	29%
3	22%	33%	27%
4	10%	20%	15%
5 – Strongly agree	11%	9%	9%
Don't know	0%	0%	2%
Mean (1-5)	2.39	2.77	2.68

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	2022	2025
<i>n</i> =	108	104	118
1 – Strongly disagree	3%	14%	14%
2	12%	11%	14%
3	21%	20%	22%
4	32%	24%	21%
5 – Strongly agree	30%	30%	26%
Don't know	2%	1%	3%
Mean (1-5)	3.75	3.45	3.33

MEAN SCORES ON PERCEPTION OF VISITORS

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

	2021	2022	2025
(13A) My area would be a dull place if visitors did not come.	2.00	2.41	2.60
(13B) In our area, our way of life has changed to suit visitors.	4.52	4.33	4.32
(13C) Overall, I think visitors to my area feel welcomed.	3.53	3.81	3.81
(13D) Tourism has made locals prouder of our area.	2.31	2.69	2.67
(13E) I prefer to have as little contact as possible with visitors.	3.13	2.76	2.75
(13F) Residents benefit from a wide variety of cultural activities in my area because of tourism.	2.58	2.97	2.93
(13G) Tourism has made my community an unaffordable place for many to live.	4.38	4.44	4.41
(13H) Tourism supports businesses in my community that are valuable to me.	3.33	3.44	3.52
(13I) I enjoy interactions with visitors.	3.13	3.32	3.60
(13J) Government does a good job balancing residents' and visitors' needs.	1.60	2.11	2.14

(13K) State government values input from residents about tourism in my area.	1.60	2.28	2.04
(13L) Local government values input from residents about tourism in my area.	2.38	2.75	2.34
(13M) Residents have the opportunity to provide input on tourism related topics in my area.	2.39	2.77	2.68
(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.	3.75	3.45	3.33

TOURISM'S 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	2022	2025
<i>n</i> =	108	104	119
1 – Significantly declined	40%	33%	23%
2	19%	15%	20%
3	19%	26%	24%
4	14%	10%	24%
5 – Significantly improved	7%	16%	9%
Don't know	1%	0%	1%
Mean (1-5)	2.29	2.62	2.76

MARKETING CAMPAIGN

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

15A. Mighty 5® Campaign

	2021	2022	2025
<i>n</i> =	108	104	119
Never heard of	15%	17%	13%
Heard name only	5%	7%	10%
Somewhat familiar	9%	12%	18%
Very familiar	71%	62%	57%
Don't know	0%	2%	2%

15B. Forever Mighty® Initiative

	2021	2022	2025
<i>n</i> =	108	104	119
Never heard of	53%	56%	53%
Heard name only	10%	7%	12%
Somewhat familiar	14%	13%	16%
Very familiar	17%	20%	17%
Don't know	6%	4%	3%

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

	2021	2022	2025
n=	108	104	119
Never heard of	7%	7%	8%
Heard name only	18%	15%	13%
Somewhat familiar	24%	36%	25%
Very familiar	51%	41%	55%
Don't know	0%	1%	0%

15D. Life Elevated®

	2021	2022	2025
n=	108	104	119
Never heard of	7%	12%	8%
Heard name only	19%	14%	15%
Somewhat familiar	25%	27%	27%
Very familiar	49%	46%	50%
Don't know	0%	1%	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	2022	2025
n=	108	104	119
Man	47%	54%	45%
Woman	53%	45%	54%
Some other way	0%	1%	1%

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

	2021	2022	2025
n=	108	104	119
18 to 29	6%	8%	3%
30 to 39	13%	12%	8%
40 to 49	16%	15%	25%
50 to 59	17%	19%	18%
60 to 69	32%	21%	21%
70 or Older	17%	25%	26%

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

	2021	2022	2025
n=	107	100	118
Some high school or less	1%	0%	3%
High school graduate	10%	14%	14%
Some college/assoc.degree/vocational certificate	37%	34%	34%
College graduate (4 years)	26%	32%	31%
Graduate work or degree	25%	20%	19%

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

	2021	2022	2025
n=	106	103	118
Less than 5 years	3%	2%	1%
5 to 10 years	7%	7%	3%
11 to 20 years	13%	11%	22%
More than 20 years	77%	81%	75%

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

	2021	2022	2025
n=	104	102	113
Hispanic/Latino	4%	1%	2%
American Indian or Alaska Native	0%	0%	0%
Asian or Asian American	0%	0%	0%
Black or African American	0%	1%	1%
Pacific Islander/Native Hawaiian	0%	0%	0%
White	92%	95%	96%
Multiple races/ethnicities	4%	1%	2%
Other (specify)	0%	1%	0%
Don't know	0%	1%	0%

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

	2021	2022	2025
n=	104	90	108
Less than \$20,000	6%	4%	5%
\$20,000 to \$39,999	14%	11%	9%
\$40,000 to \$59,999	14%	19%	12%
\$60,000 to \$79,999	24%	22%	19%
\$80,000 to \$99,999	12%	17%	22%
\$100,000 to \$150,000	16%	17%	18%
Over \$150,000	13%	10%	15%

Appendix E - Verbatim Comments - Moab Area

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 - 6 comments

- I think they are well managed and handle the amount of people that come.
- I own rental accommodations, Rb and Bs. They aren't always full, so we can accommodate more.
- There's a lot of different outdoor events and places to go, and it is very to the point where it can handle what is being brought in.
- We may see increases in people, but we are still able to accommodate.
- None.
- I don't deal with tourism.

(2) A few – 20 comments

- They have a marathon and other events, and when these things come to town, it is very busy, and the hotels get very full, and people have to camp on the roads.
- If we are talking about motel accommodation and stuff, we have plenty of those. We are lacking in restaurants.
- We have so much area. This week is Jeep safari weekend, so there are so many more people, but we have so much area, so spread the people. Mainstreet and the restaurants are packed, though.
- Our town of 5000 is a town of 70000 because of tourists, time-gated entry, and not enough parking at the national park.
- Too many cars, and it's hard to get around.
- Arches, the park gets very busy.
- I don't know, negative feeling about everything that has happened in Moab, can't see anything really positive coming out of the local community.
- We have lots of new hotels, rentals, bed and breakfasts.
- We've grown so many hotels.
- Sometimes when we have large events, we don't have the number of available housing or camping spots.
- We just get higher capacity than we're able to handle in a small town.
- I think the parks are especially almost unvisitable because you need a reservation, otherwise there is just a traffic jam there. Visitors are disrespectful, for example, at the grocery store, visitors block the aisles and don't understand that some don't.
- I think there is a big line to get to Arches, for instance.
- I think people don't understand they need to make arrangements before coming.

- At certain times, tourism is a little overwhelming. Other times, we're very able to accommodate. It depends on the time of year.
- Some parking is hard to find.
- We need trails & parks, without tourism, we can't afford them.
- City Market, sometimes gas stations, and many restaurants.
- Not enough people to work.
- There have been many motels to accommodate, but not as many eating places or shopping, and hardly any nighttime activities for the tourists.

(3) Some – 18 comments

- The fact that the national park had timed entry shows that the number is outweighing the capacity. During tourist season, it is hard to go out to eat, and grocery stores get maxed out. The infrastructure and traffic are hard.
- We're small, we've only got about 10,000, but on any given weekend, we could have about 35,000
- They overwhelm the parks; they (the parks) have timed entry now instead of going anytime (i.e., reservations). Too many people.
- Just because we obviously need more gas stations and grocery stores to be able to accommodate all of the tourists we get.
- When we have big events, like a jeep safari, it is very crowded. It gets too chaotic sometimes, like during big weekends and during big events, and sometimes we can't handle the tourism it brings. But it also pays the majority of our residents' bills.
- Sometimes there is nowhere to stay here; we have a ton of hotels, but sometimes they are so full they have to go to other towns in order to do things here.
- I live very close to Arches National Park, and it fills up so much that it has to have a timed entry system.
- There are too many tourists at the same time, but not always.
- Sometimes the parks are full, and more people come to Moab and have to do other things.
- The popular destinations will always have more tourists than locals, like national parks, campgrounds, and other tourist sites. The tourists come to Utah because of these opportunities.
- I hear it from others that there are a few places, but not many.
- I think that sometimes there are so many tourists who want to get into a venue that there is a long wait.
- It depends on the event; some events bring in lots of people, and most of the time it can accommodate them. The way they have been building it has affected it.
- There are a lot of hotels - very expensive, so there is a lot of camping. They shut a lot of camping off - not a lot of space.
- A relationship, but worries all the time.
- Parking issues.
- Popular places are overcrowded, but being local, we can always find somewhere to go that is less busy.
- Too many people for such a small community.

(4) Many – 497 comments

- We have a carpool for Arches National Park, and I can't get down the river road, and bikes are on the side, so I can't turn left anywhere. There are too many people, and Moab has lost its aesthetics. I like to leave once I retire.
- There are too many tourists for the environment and park service to handle them. Time entries.
- We have more hotels that are often booked out in the busy season, so locals can't get into restaurants because of tourists.
- Because it's a very small town in a valley. They had to introduce timed entry at Arches because it was so overrun, and the experience of a natural park was being lost, long lines at restaurants during tourist season (March to November now).
- There is not enough parking, there is crowding, and limited access. There is also a quality negative on the environment, sanitation-wise.
- Crowding and noise pollution; environmental segregation.
- Number of people there is WAY too much. The off-road vehicle thing here is a nightmare.
- Hotels are pretty much full the entire summer.
- It's a growing industry, and the entire town focuses on tourism; hotel prices are a lot more expensive, and everything is getting very expensive.
- There is a negative impact on the places.
- I think that they way over-advertise coming to Moab, we need to stop advertising. We have a bunch of newbies who want to go downtown and mess up the roads and the ability for locals to drive. Then they want the locals to pay taxes to fix the messes.
- There are a lot of places they can go.
- On the streets, it's hard to drive around. You can't take left-hand turns, and it's busy.
- There's a ton of tourism.
- Ruins experience when there's 50 jeeps.
- Timed entries, lots of things are overrun.
- There are just too many people coming, and it is too crowded. I understand why they're coming, but it is getting out of hand, and the area is being impacted too hard.
- Lots of tourists in a small environment.
- There's not enough room.
- We have an influx of tourism during parts of the year for different reasons. Groceries like half and half.
- Because you can't get into Arches and there's no places to park.
- Because tourists outweigh locals 20 to 1, grocery stores and restaurants get crowded.
- There are lines to get into places.
- I think it is a small town and it accommodates thousands of people, so it's hard to keep up.
- Land has a carrying capacity, and the land has to be protected in a crucial way. That is important because they are underfunded and destroyed by the Trump Administration, so the fact is critical to Moab.
- Our town's just not that big. We get so many tourists that they overrun the supermarket. Sometimes they clear out the food.
- We have more visitors than we have workforce and more beds for tourists than we have for residents.
- I live in a small town, and we have an enormous (millions) amount of tourists per year.
- Once pristine and secluded locations are now ruined by overuse and those 4x4 vehicles.
- During the season (March- Nov), shopping in the grocery store, getting onto the highway, and making left-hand turns is a miserable experience, let alone eating out.
- Our streets are not equipped for all the traffic, noise pollution, crowds, and damage to our public lands.
- Too many people everywhere.
- Reservations to get to the National Park, and a lack of some foods in the grocery store. Lots of people are everywhere. Lots of SAR incidents to respond to.
- It becomes so crowded, it becomes uncomfortable.
- Mostly the national parks.
- Sometimes traffic is crazy, especially at dinner time. Sometimes there are so many people that they don't camp/ stay in appropriate areas. Arches can't accommodate all who want to enter. The environment can only take so much traffic without irreparable damage.
- Traffic.
- Long lines at grocery stores, gas stations, and not enough handicapped parking. Hiking trails are crowded. Streets are crowded. Tourists are taking local housing, and a lack of housing for locals.
- The trails are degrading, the access is degrading, and we are being overrun.
- The town neglected to build for a larger population and visitors, so the parking is very limited, and it is unpleasant to have a highway going through town. The high volume of traffic makes downtown unsafe and unpleasant to hang out.
- Moab/Grand County seems to have had a tough time keeping up with the infrastructure needed for the influx of tourism. Especially with roads and parking.
- The number and types of events that take place in Moab have reduced the quality of life in Moab; the noise factor alone due to the UTVs on the streets is almost unbearable. Hotels have a standard practice of issuing earplugs so people can sleep. Can you imagine living in that all the time? The prices are sky-high, and the backcountry is very congested. New motels are still being constructed. No other industry is even considered for economic diversity.

- The infrastructure of the town is limited by cliff walls and the nature of the desert.
- There are too many people for our roads and stores.
- National parks like Arches are overwhelmed. Trails are busy, but we live in a beautiful place. People are enjoying what we have. That's good.
- Traffic, local grocery stores, and any restaurant if my family wants anything beyond a drive-thru.
- It's been poorly planned to deal with. The state treats us like step kids, they take all the tax money and don't fund s***. Then, when we try to keep all their developer buddies from trying to completely destroy this place, the legislature passes laws specifically aimed at Moab to allow it. We have zero representation, state or federal.
- Arches: timed entry required due to overload of visitors. Lines at "amenities" like restaurants and stores. Harder and harder to find places to hike without others, either hikers or motorheads (ugh!).
- Public lands can be overrun and damaged.

(5) All - 21 comments

- At certain times, there are just so many people here, and there are finite places to visit, and finite places to eat, and we don't have a surplus of restaurants. There are a lot of hotels, but that's about it.
- There are more tourists in the area than they can accommodate properly.
- We don't have the right staffing to accommodate all of the experiences and tourists, not enough physicians to cater to all people, and not enough hotel rooms. Need more services. Not enough infrastructure to support all the hotels. Very expensive to live in Moab.
- We had the most dangerous stretch of road in all of Utah because there are just too many people traveling through here. They had to lower the speed limit for safety.
- Too many use groups overlapping like the climbing community. Putting routes in bad places and wants to require a permitting system. the number of large trailers with no parking for it.
- Because our town is overrun with tourists and they don't respect the land or considerate of the locals it feels like we are overrun.
- There is a lot of accommodation for tourism, not a lot of affordable housing,
- We don't have the infrastructure for the amount of people that come here for even a day. In the summer we see close to 30,000 a day in the summer and we don't have the room for that. We built a new sewer plant 3 years ago and it is already filled to capacity.
- Theres waiting lines over a mile long to get into a park and they are waiting an hour to get in. That is pretty poor.
- I used to work at Arches National Park for 5 years, and people would ask where to camp, but they were always full. People

- have expectations of Moab that are not being met because it is so busy, and 2 million people try to come here a year.
- Everything is full all of the time; hotels and stuff are full, especially this time of year.
- Because this town of 5,000 people can't handle the amount of people who come through here
- The excessive crowding and congestion, wait time at restaurants, traffic, affordability of living here, availability of other necessities, and overfilled landfill.
- There are too many people.
- As a resident of Moab, it has become a difficult place to live, and winter is now busy. It's hard to go grocery shopping, and it took away places where it made Moab great. Tourists don't treat Moab as home, and don't care about being disrespectful.
- Our county didn't take into account having all these tourists. They didn't preplan well. It's going to take a while.
- The town gets over visitation, and we don't have the resources for the tourists.
- There seems to be no limit on the desired number of visitors to the area, yet the area reached its reasonable density in use many years ago. Affordable housing for the majority of residents is nearly unattainable.
- Tourism f***** up our town and ruined the quality of life. The trails are ruined. The roads are ruined. The store is empty. There are lines at every restaurant. The food quality went to s***. The service is s***. The wages are s***. There is constant noise from UTVs at all hours. All the trailheads are crowded. There is garbage everywhere. Wildlife has disappeared. Tourism is the most wasteful and damaging of all human activities.
- The desert doesn't handle human interaction well at all. Over the years, I've watched every area I visit degrade and turn into plant-less, hot, blowing sand dunes.
- Grocery stores, gas stations, post office, etc. They are all in one location, and the number of visitors makes it crowded, and you can't get to anything. Grocery stores run out of products.

Moab Area:

Question 9: Do you feel your community is able to provide a positive visitor experience? And why do you say that?

(1) Definitely Not - 5 comments

- It costs you \$500 a night for a hotel room and food is \$100. Moab is outpricing themselves.
- One of the biggest issues is that overcrowding leads to overpricing, overcrowding of tourist destinations, and overcrowded nature areas in Grand County. Anywhere you can drive that is not super obscure, you can hear dirt bikes, helicopters, or other vehicles.
- Tourism had pretty much wrecked everything in town for residents.
- Many books explain the negative experience of trying to come to Moab.

- I think many people that live here are frustrated with the expense of living in Moab, the lack of affordable housing, the wages not being enough, and the crowds, that they don't treat visitors in a positive way.

(2) - 7 comments

- There is only one public bathroom, and it's in the center of town, which seems ridiculous. There are thousands of people here.
- The sheer crowds and number of people. People can't go in restaurants because they are too crowded.
- They don't have much to offer.
- It's over-advertising, too many visitors, we don't have enough restaurants, and the noise pollution is bad.
- Prices are too high, and so many people make it hard to enjoy.
- Too many people. Can't go uptown to eat or anything else. Too many people.
- I kind of did already; lines, expense, crowding.

(3) Neutral - 30 comments

- I think many people have to rely on tourism, and I am lucky to rely on tourism.
- There are more tourists than the area can properly accommodate.
- It depends on how much money you have. Before, you could easily travel to national parks on a low budget, but now it is very expensive to stay in Moab. Hotels and campsites are expensive. Outlying towns are starting to grow because it is more affordable.
- Our government (local) hasn't equipped Moab enough to deal with the tourism.
- I think they're trying to mitigate some of the problems, but having too many people, they're not doing it fast enough.
- People come here for the national parks, and Moab is kind of a base camp. The town will be very crowded, and it will be very expensive. Personal friends don't love Moab because of this reason.
- Most visitors enjoy their visits.
- All of our council members make sure everyone has a good experience.
- I would say they try to give a good tourist experience, but with the amount of people that can live and work, every place is way understaffed, and it is difficult to give an excellent experience.
- Sounded good.
- When there are too many tourists, it's hard to give them a good experience, and we have infrastructure problems.
- I feel that it used to be a lot better with not as many people, but now we have more people, and the town is not doing the proper things to spread the visitation, and we are not getting the funding from the state to properly use money to help spread tourists.
- If you come here and you can't even drive down the street, you would be disappointed. But some people aren't.

- It was better in years past, and increased crowding has affected visitor experience.
- Visitors keep coming, so they must love it. The scenery outweighs the negative.
- Some people are being chased away, while some are being taken care of.
- I think if tourism has not been overwhelming and is not overcrowded for tourists, it is bad. I think tourism has a bad effect on Moab and is driving people away from the local economy. Local businesses are understaffed; it's not sustainable.
- Some people aren't happy about them being here. Others are grateful because we make our money that way.
- The state of Utah has ruined it with endless "Mighty 5" park ads.
- The sheer volume of visitors during the nine months of the year precludes most of them from having what I would consider a positive experience if I were to put myself in their position.
- Too crowded.
- Too many people.
- I think somewhat.
- Not sure what they think.
- People visit places like Moab for the nature and freedom that it provides. We used to provide a wonderful visitor experience, but the past couple of years our city is destroying that. I've worked four separate seasons on various Main Street souvenir shops, and the past two years, I've met many people who regularly visit and are very upset about the new changes and seeming attitude those changes bring toward the visitors.
- The land is what people come to experience, though many tourists I speak to find the townspeople to be friendly.
- The politics of greed seem to taint it all.
- The major influx of tourists sometimes outweighs the ability to accommodate.
- Kind of.
- We try.

(4) - 35 comments

- I think people just love it here, and it's so beautiful, and they overlook any shortcomings that Moab might have.
- There's a lot of people who don't want any tourism or any impact on the natural environment. People enjoy it a lot.
- People can do a lot of recreation on their own, except in those overcrowded areas—it is limited.
- It is fun to meet tourists for the most part. Some are very rude, but most are very nice, and I like to talk to them.
- I think because there is plenty to do, and it's an incredibly beautiful place. Two national parks. Lots of outdoor opportunities.
- Our natural surroundings and location are great.
- So beautiful you can't have a bad time.
- Being able to afford to live here, and the people that are required to work there are defined.

- The town is used to tourism and is accommodating to most everybody.
- There is a lot for tourists.
- There's lots of things to do if you are a tourist.
- Lots of opportunities.
- It's what we do. Overall, it's pretty good.
- Lots of opportunities.
- There are times that we cannot provide everything that the tourists think they deserve or find here, and expensive things.
- It is pretty nice, and we roll out the red carpet for tourists here.
- There's a lot of conflict between tourist activities and locals, and it negatively impacts the relationship.
- People come back.
- So many experiences that sometimes things are crowded, and people find something else to do. Always something else to do.
- I think the whole community is geared toward tourists instead of the locals.
- I think the visitors continue to increase and keep coming back, so I think we are doing something right.
- The quality of our natural environment draws people in and outweighs the negatives.
- I don't think we're a 5, but we accommodate people and take care of them. We're not a resort community with a bunch of 5-star places, but we still have a broad range of places.
- A lot of locals rely on the work and income to survive in the area, so they try to make it a good experience for livelihood.
- It depends on what time of year you come. At certain times of year, it's very crowded, so it may not be as good an experience.
- We have a lot of great things to offer, and yet it's not always taken care of.
- The beautiful landscape and number of accessible parks.
- Great place. It is outgrowing the infrastructure, and it is expensive. Can't get any employees, and workers can't live here because it is expensive.
- It's the locals that suffer with the high prices of living here.
- The natural landscape will always provide a positive.
- The area allows tourists to spread out, and most in town stay in the Main Street shops. There is a nice visitor center. Parking is sometimes a challenge.
- There are tons of services available that cater to tourists. In many ways, tourists have more amenities available to them than locals. Ever tried to go out to lunch in Moab on a Wednesday? Not easy to do.
- Hard to say since I'm not a tourist. However, I generally hear good feedback from people I speak with.
- Able to but does not provide more event experiences at the in-town park.
- We have open spaces, parks, and a generally friendly atmosphere.

(5) Definitely – 34 comments

- We have the skills and the people to do it.
- Our town is centered around tourism, so we can make it, so they still come.
- We're set up for tourism—the Arches, etc.
- People keep returning.
- That is the entirety of our town. Everyone here is here for customer service. Everybody here is creating the best environment that they can because it is the lifeblood of our economy.
- It's an amazing community, and most of the people in the town are pro-tourism and have tourism-related jobs.
- The community is based on tourism.
- I believe there are enough people here pro-tourism, opposed to the portion of our town that doesn't want tourism to increase.
- We are pretty friendly.
- For one, people keep coming. But we have a lot of people and locals that are tour guides and take people to the best spots. Moab is a pretty welcoming community when you come, and if you are respectful, our community likes talking to locals when they are visiting.
- Everything here is geared toward tourism.
- People don't want to wait in line for restaurants and trails.
- It has its own natural beauty, and it is an awesome place to be. We basically have a very diverse but friendly community.
- That is what makes the economy in Moab be good—what we put first. Make sure the people are taken care of.
- We provide a lot of recreational activities.
- Friendly—hotels, restaurants, jeep rentals.
- You can come here and see five national parks, Jeep safaris and off-road adventures, hiking opportunities you can't get anywhere else, lots of ancient ruins, rafting, skydiving—very pretty all around.
- Lots to do, fun things for everyone, rivers, national parks, hiking.
- Tourism is our heartbeat, and it's what makes the town go.
- It has to do with the attitude of the people you come in contact with.
- I think everybody works well to do their jobs to the best of their ability. There are not enough employees that stick around for a length of time.
- Overall, I think this place can accommodate lots of tourism.
- Everyone looks pretty happy when I drive through town.
- Well, considering tourism is the number one economic base, we want tourists to come back.
- We have mostly federal land and strong legal support. Elected officials don't care about Moab and make a quick penny for developer friends. Moab needs federal management, and the Trump administration is trying to destroy it. Moab is Moab because of its federal land.
- Moab is awesome.

- 30 years of construction of hotels, restaurants, rentals, guiding, etc.
- We're set up to show tourists the best experience of their lives.
- Nature speaks for itself. Moab has plenty of restaurants and hotels.
- There are many options for visitors.
- The most beautiful place in the world. Everyone wants to see it and should! We have a lot of room for improvement in roads, infrastructure, and better NPS timed entry is needed.
- Moab is all about the visitors and not about the residents.
- Good.
- Very few people leave here with a negative response.
- Everything in Moab is specifically designed for the tourist experience.
- Many amenities.

Moab Area:

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?

118 comments

- My main concern is with the city and approving all these hotels here without the infrastructure to support the people who stay in the hotels.
- I think Moab is full, so please go somewhere else. I cannot even turn left, and youth and people have died on the roads. I love the search and rescue, and they do a good job. I think mining and tourism are destroying land, and people are scary and dangerous.
- Nothing.
- Our tourism tax, which is made in our city, needs to have more money retained in our town. Only 22% is retained. We should get more than that. Poor infrastructure, and we could benefit more from the tax.
- There is a lot of outcry by locals—not long-term locals—that are dissatisfied and want to get rid of tourism. Transition away from being so heavily dependent on tourism. There needs to be industry.
- The taxes and fees that we gather from tourists and hotel taxes and fees need to be used by the city and town to support infrastructure services.
- The state does not consider the most important thing—the infrastructure and maintenance for Moab. They don't give enough for maintaining, and do a lot of advertising.
- Moab has very high gas prices and food, especially when they have big events going on. You can go over to other cities like Green River and Monticello, and their gas prices are much lower. They are making us spend a lot more money than other places. Our prices are being raised double in grocery stores and gas stations. They don't give us a break when we are the ones supporting them.

- Got it.
- Tourism keeps us in this small-town niche, so it's hard for us to get bigger stores like Walmart and Home Depot. Everyone wants to keep that small-town feel, but that only drives up the cost of living.
- I feel like everything was pretty well covered in the survey. Interesting survey.
- You need to be a little more responsible about how many people you bring here. There are too many.
- The ability to use the TRT tax for local services and emergencies.
- Since Arches National Park has gone to a reservation system, tourism has significantly dropped in our area.
- Mostly concerned about affordable housing.
- Reasonable limits on motorized things for the quality of the environment.
- Basically, we have people moving into Moab, and they want to move here and change everything. Quality of life has significantly improved because of tourism, and the newcomers are trying to cause a decline in tourism. I wish the state government would step in and help.
- Support tourism in a responsible fashion. I don't think that the community is good when tourists come through because of costs, the abuse of Airbnb and VRBO. I would like to see a balance of more tech jobs come to Moab, and agriculture... limited resources.
- I don't think local government should cater to tourist business. Cost of quality of life for residents. Put residents before tourists.
- The problem is housing affordability and space for houses for local residents. Vacation houses should be removed for tourists.
- Assuming talking about state government, it's important that they be more concerned about residents' opinions.
- There's an attitude of free-for-all here that's unnerving, especially with ATVs and Jeeps. They have an attitude that it's Disneyland, but we live here.
- They need to do a little more advertising.
- The state regulates too much of the money going toward tourism. It should go to other avenues. Let local communities spend it how they want. There is corruption with government. My community has been overrun by tourists for over 30–40 years.
- I'd like to see fewer tourists, but at the same time, people benefit from jobs. But quality of life has declined.
- Reiterate the fact that the money collected from tourism should stay within the community for infrastructure.
- Moab is a little overrun.
- Surprised they promote tourism.
- TRT (transient room tax)—no more advertising - more infrastructure.
- Need for more state benefits, funding, and local infrastructure.

- Locally, we are struggling with tourism because county commissions try to balance it in such a way that we get decent tourism and provide the tourist income towards diversifying our economy. We don't have a very diverse economy, and they have tried to work.
- Local to southeastern Utah.
- If you're in the tourism industry, you love the growth and increasing visitors. If you're not, I feel bad because all tourists can affect your way of life. Depends on who you are.
- Everybody just needs to give a little.
- I think Moab is in a psychological crisis. There are loud noises all day long that make it painful and fearful to live in my house. It is embarrassing to see what greed has turned Moab into, and the state doesn't care about us at all. It would be better if they did.
- I think overall, in general, my taxes that are coming from tourism should go to education and to local students who grow up here and live here.
- What portion of my taxes goes to the local community instead of the state? Where do the transient taxes go?
- Tourism has wrecked the town of Moab for residents. You can't go anywhere without tourism being there, and it is never quiet because of the vehicles. It ruins the quiet of the town.
- I think it was all covered.
- I think the state government is criminal in their restricting how a community uses money from tourism that benefits the state. Moab should be able to use the money how they see fit, and we should be able to use it to build housing. The government is assisting Salt Lake County to build houses, but not Grand County. We would appreciate it if the state government were not able to change laws to benefit outside developers like luxury homes, because they benefit the tourists, not residents.
- Tourism makes it extremely difficult to live.
- There should be a stronger focus on the quality of visitors vs. the quantity of visitors. For sustainable tourism, we need sustainable communities. Living in a mono-economy, we should focus on economic diversification and addressing housing needs.
- Tourism dollars need to help cover local tourism impacts more than they do now. Locals need to help decide.
- Do I think the ATV rentals have disturbed the peace of the locals? Yes.
- I would say we need to focus on less impactful visitors.
- I guess my biggest concern would be state government and local preservation of ways of life, making the interests of locals rise to attract tourists and have it be equal.
- Mighty 5 is bad. I think it has been detrimental to national parks and quality experiences. It is not about respecting the land and the park. I am against the promotion of tourism in Moab. We need to be at a sustainable level. Due to a lack of education, there needs to be more resources for visitors. I

can go visit the park during the summer and find parking. We need timed entry. I think it used to be a normal place, and now it is full of rich people, and economic well-being, and federal personnel are protected.

- Tourism is not sustainable in Moab at present.
- I think that they need to allow more TRT taxes to go towards cleaning up after tourism - more things that help with parking lots and getting rid of the trash and such things. Impacts should be taken into account, not just marketing.
- In my area, the ATVs that drive through the residential areas are really degrading the quality of life. They're always out at all hours, making a lot of noise.
- Decades ago, I lived in a Colorado mountain town and watched the developers and community boosters ruin that town. Colorado was trying to preserve the town's culture and infrastructure. Moab is just mowing it all down.
- Please stop expanding tourism in the state. Current levels are already untenable. Don't you see it?
- We are being taxed out of property ownership to support visitors to our area. Our law enforcement and emergency services are stretched thin. Locals come last.
- The influx of people has had a huge impact on my neighborhood. Government doesn't have the staff or funds to monitor everyone. Dog waste and speeding vehicles all day and night.
- Bike-friendly paths!
- Too many visitors.
- Carrying capacity of an area. Or is it just about maximizing tax revenue and mining money from visitors?
- There is little to no impact - sustainability planning. Marketing campaigns are great until people and resources are excluded from their communities because of tourism. Just because it's a beautiful place doesn't mean that it should be sold out. Tourists take resources from entities like Search and Rescue, EMS, and law enforcement, but the cost of maintaining those services is then pushed back on locals to carry the burden with more taxes. Same with infrastructure—property taxes are increased to accommodate the upgrade of infrastructure like sewer plants and parking, while the message is pretty clear to locals: "Get out. We are catering to tourists." People are being forced or priced out of their communities because tourism is more important, and most lawmakers agree to just continue with the status quo.
- Tourism is the primary source of income for most people in the community.
- Change focus from bringing more to protecting what we have.
- Stop advertising Moab. And can we please get that highway bypass now?
- Traffic is terrible.
- There is no benefit to tourism. It is a purely destructive pursuit. Organic growth of industry is much more reliable

and profitable. Our “community” no longer exists. Our community is now a random assortment of transients looking to escape the s***** they crawled away from.

- The artificially high property values are killing locals with high property taxes. Even longtime residents are at risk of losing their homes because of property taxes. Way too many government employees and council people are not representing residents. Many are focused on making things better for their business and don't care about the suffering of the residents or how tourism has destroyed our community. There hardly is a community—just tourists and younger employees working tourism jobs that don't know the old locals, don't know the history, and don't even know their neighbors (nor care to).
- Our local government has screwed up. No small manufacturing, changing zoning to commercial/residential, causing a surge of second home buyers and Airbnb vs local housing.
- I was here when tourism wasn't. Opportunities for locals are better than the 1980s.
- My community only survives on tourism. The past couple of years, being a local and a tourist have gotten worse.
- Moab hosts many types of tourism. I prefer the non-motorized forms.
- Not all tourism or tourist activities impact the environment and residents' quality of life equally, and I don't think all tourism should be treated the same. Personally, unmuffled ATVs and mountain bikes have wreaked the most havoc on my quality of life, mostly by air and noise pollution, and desert soil destruction. The flux of people in town bothers me far less than the noise, smog, and off-trail issues.
- Housing affordability is the most important and concerning issue related to tourism in Moab. That, and infrastructure.
- I have lived in Moab since 1988. I believe we are better off now than we were then. Jobs were scarce, and people could not live here. While things have become more expensive, jobs do pay better, and we offer higher-paying jobs than before. We have growing pains, but if managed properly, it will be fine. We need to promote tourism as there is no other way to make a living here.
- Getting UTVs off the driving road and keeping them in the backcountry where they are designed to be would greatly improve Moab's quality of life. When we fought to get them on the main roads, we had no idea of the detrimental impact the noise would have. We no longer feel like we can use our own UTV because we do not want to add to the noise pollution on our neighbors.
- Respect has declined in our area.
- The mayor sucks.
- Our road conditions are dangerous for a “bike-friendly” community.
- Not enough housing that people who work can afford.
- Government “leaders” need to listen to and respond to

locals' input.

- Once again, the nightlife for the tourists in Moab has not been addressed.
- When uranium mining died in the '80s, this community died also. Empty houses everywhere. Tourism brought life back to this community.
- Our residents need to feel like a solid community. We need affordable housing. Not necessarily new, just fewer nightly accommodations taking our housing. My 28- and 25-year-old children still live at home because there is nowhere for them to go. We are all so overworked and underpaid, given the cost of living. We are priced out of the market to even move if we wanted to. There are seven of us in a 4-bedroom house.
- I think Moab deserves more respect than it gets from the state. Like I said, we're treated like bastard kids. All they want to do is build their high-end resorts and collect money. Locals can't afford to live, driving us out. Pretty sad.
- Mostly, visitors need to realize that they are visitors, that some people live and work here, and don't necessarily agree with the fact that they are here or that they should bow down and do anything they are asked to do. Some are just plain rude!
- We need another type of industry to support the Moab area, but our elected officials won't allow it. All we have is tourism, but you can't work at a retail store, gas station, or grocery store and afford to live in Moab.
- Negative impacts on quality of life.
- Encourage the state legislature to pay attention to the local governments' needs and desires.
- If my community didn't have tourism, would it continue to survive, and would businesses remain open? I don't think so. So, we must show appreciation to the businesses that cater to our #1 industry. And we should stop the negativity from certain agencies that try to discourage visitors.
- Our entire town exists because of tourism. I do wish that the housing market were more affordable for locals. 60-70% are nightly rentals or bed and breakfast facilities. Hard for locals to buy houses (put a cap) and allow people to actually live here.
- There is inequality in how the state funds tourism per county. A lot of support goes to places like Park City, which also has a tax base, whereas we have less support and a lower tax base. So, I feel like more support should go to the areas with a lower tax base.
- Tourism is an opportunity for everyone to grow and become better human beings, learn empathy, and how to interact with others. It has been a huge blessing and privilege in my life to be able to interact with all the visitors.

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