

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

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The following brief presents findings from the 2024 Utah Office of Tourism's survey of Springdale area residents, comparing them to the results from 2021. While there are differences between the two years' surveys, the overall sentiment remains consistent.

Overview

In 2025, respondents offer insights into their perceptions of tourism in their community. The vast majority describe their area as having "a great deal of tourism" (98%), with the remaining 2% reporting "some" tourism. Interestingly, just over half of the participants (52%) view tourism as crucial to their local economy, and 30% say they rely on tourism-related activities for personal income.

The survey also reveals that approximately four out of five respondents (74%) believe their community generally provides a positive experience for visitors, with a similar proportion (81%) agreeing that visitors are made to feel welcome. The highest number of respondents expressed that the effects of tourism are "equally positive and negative (40%), with 32% agreeing that the positive effects of tourism outweigh the negative.

Methodological Note

This report visually compares the results of the 2021 and 2025 surveys for each survey question, presenting them side-by-side in graphs. In the written summary, similar responses on the five-point scale are often grouped together, such as combining 1 and 2, and 4 and 5. Any differences between the results of the two years are noted, though it's important to note that differences may not be statistically significant due to small sample sizes. However, since these surveys represent only two years of data in a series of longitudinal studies, it is premature to identify definitive trends. 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 Springdale Area Results for 2021 and 2025
- E Verbatim Comments

Experience with Tourism

An overwhelming majority of respondents (98%) describe their area as being significantly impacted by tourism (98%). Additionally, 30% indicate that a portion of their household income is dependent on tourism-related activities.

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



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



Effect of Tourism on Community

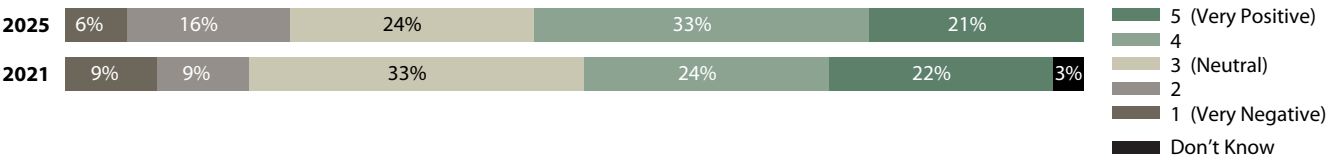
When evaluating a series of statements about the effects of tourism on their community, respondents rate tourism's impact on their community's overall reputation as the most positive effect, with 64% rating it four or five on a five-point scale (see Figure 3-C). This marks a slight increase from 2021 results. However, only about half of respondents perceive positive influences from tourism on the natural environment (41%) and the quality of amenities like gas stations and retail stores (54%) when positive responses are combined (see Figures 3-B and 3-A, respectively).

Conversely, regarding housing affordability, most respondents (86%) believe that tourism has a negative impact compared to those who perceive it positively (5%). These findings show minimal change between the results of the two surveys.

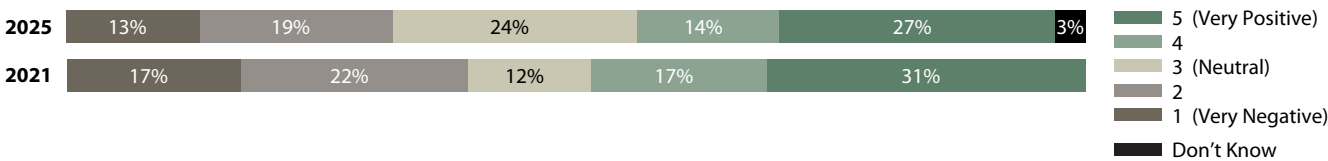
When questioned about the impact of tourism on the number of amenities in their area, 72% of respondents in 2025 report an increase, up from the 2021 result of 69%. Only 5% say the number of amenities has decreased. (see Figure 4).

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?



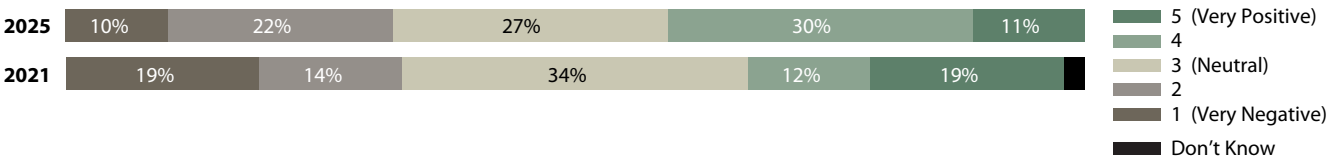
B: The natural environment in Utah?



C: Your community's overall reputation?



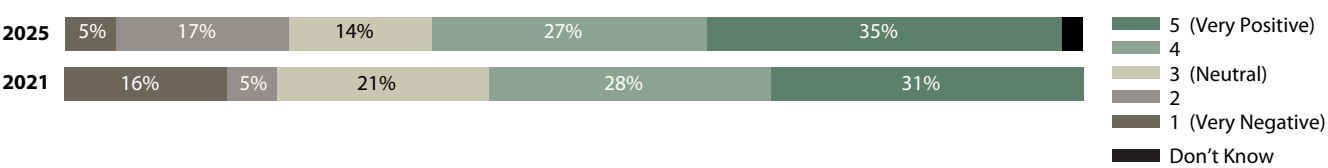
D: Human health and safety?



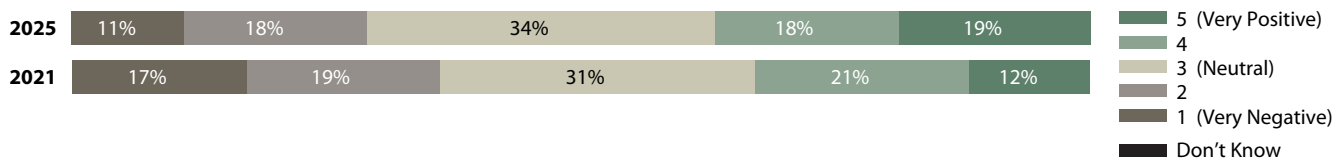
E: Housing affordability?



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?



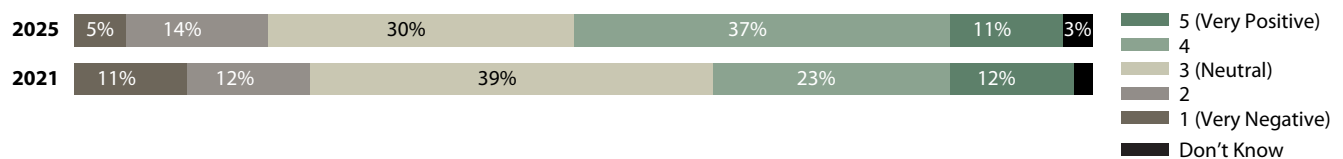
Effect of Tourism on Quality, Quantity, and Access to Experiences

In 2025, two-thirds of respondents note positive effects of tourism on both the "number" and "quality" of recreation opportunities in their community (66% and 67%, respectively) (see Figures 5-G and 5-H). Additionally, 54% state that tourism has a positive effect on their ability to "access" recreational opportunities in their area (see Figure 5-I). These figures reflect a slight increase from the 2021 results.

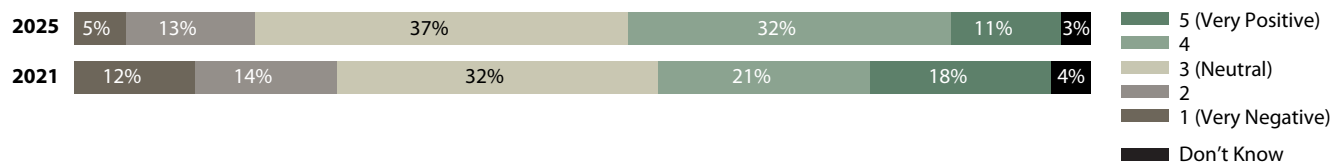
Furthermore, there is a small increase in the percentage of respondents who rate tourism's effect on the quality of spectator events positively (scored 4 or 5) compared to 2021 (38% in 2024, 32% in 2021) (see Figure 5-F).

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...

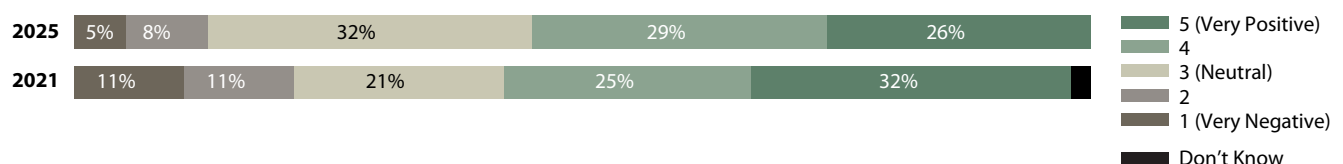
A: The number of arts and cultural experiences?



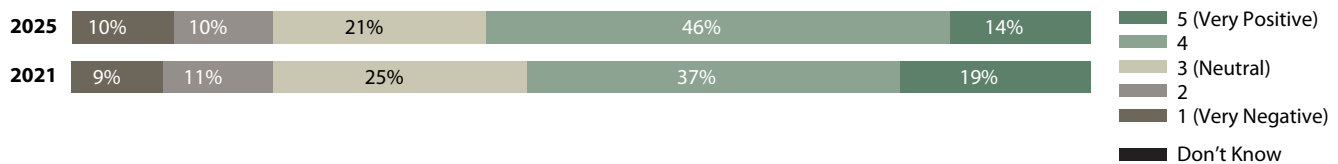
B: The quality of arts and cultural experiences?



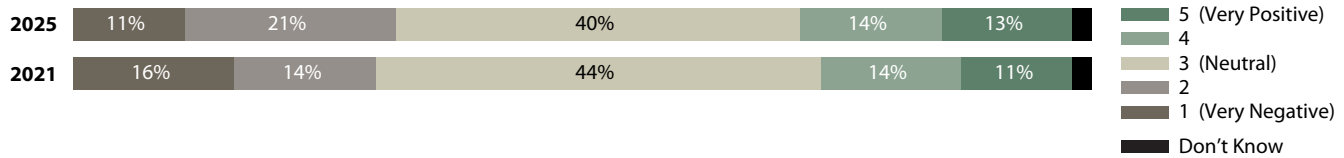
C: The number of dining options?



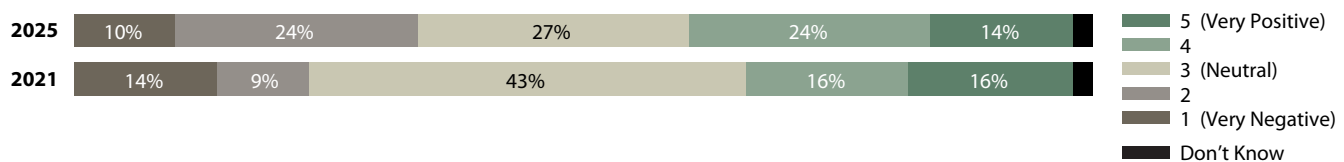
D: The quality of dining options?



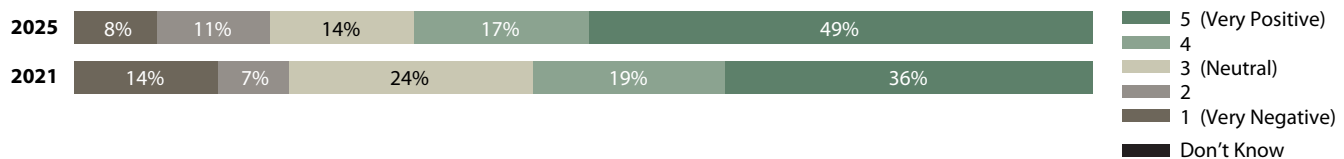
E: The number of spectator events?



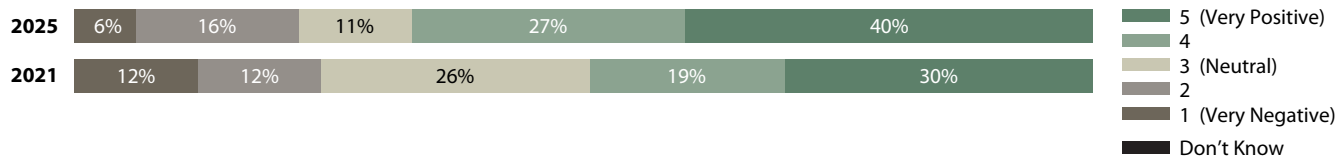
F: The quality of spectator events?



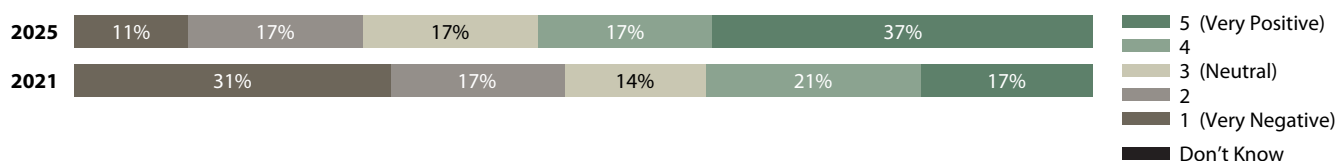
G: The number of recreational opportunities?



H: The quality of recreational opportunities?



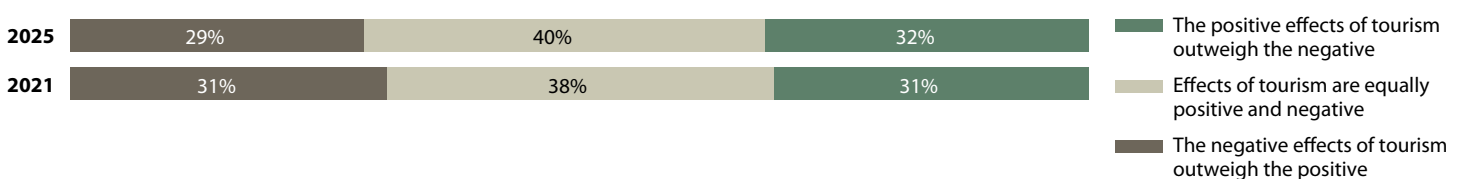
I: Your ability to access recreational opportunities?



Opinion on Tourism

As in 2021, the largest group of respondents in 2025 (40%) believe the effects of tourism are equally positive and negative. Almost a third of respondents (32%) believe the positive effects outweigh the negative and nearly the same percent feel the negative effects outweigh the positive (29%) (Figure 6).

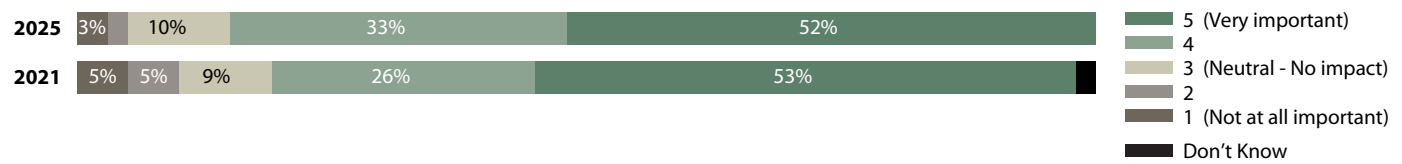
Figure 6: Still, thinking about the effects of tourism in your community, in your opinion, which of the following statements would you say most accurately reflects your opinion?



Importance to Economy

A majority of 2025 survey respondents (85%) consider tourism to be important to their local economy. This is an increase from 2021 (79%) and significantly higher than the portion that indicates it is not important (5%) (see Figure 7).

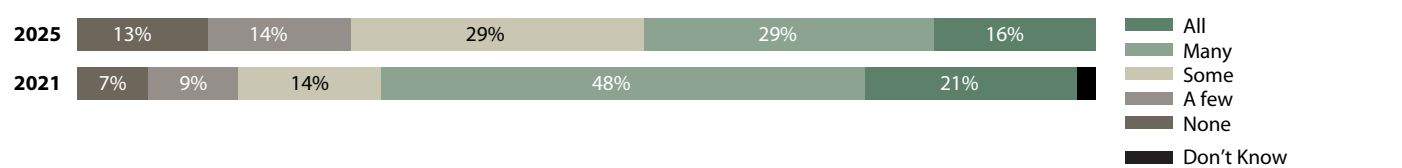
Figure 7: Overall, how important is tourism to the local economy in your area? Please use a one-to-five scale, with one meaning "not at all important" and five meaning "very important."



Accommodating Tourism

Results from both the 2021 and 2025 surveys indicate a decrease in respondents who perceive a significant issue with accommodating the number of visitors coming to their community. Results show that only 45% of respondents in 2025 feel that "all" or "many" locations could not accommodate visitors, compared with 69% in 2021 (see Figure 8). Furthermore, almost a third of 2025 respondents (27%) report that there are either "no" areas or "a few" with this problem. When asked about the reasoning for their chosen response, respondents provide a variety of comments, which are included in Appendix E.

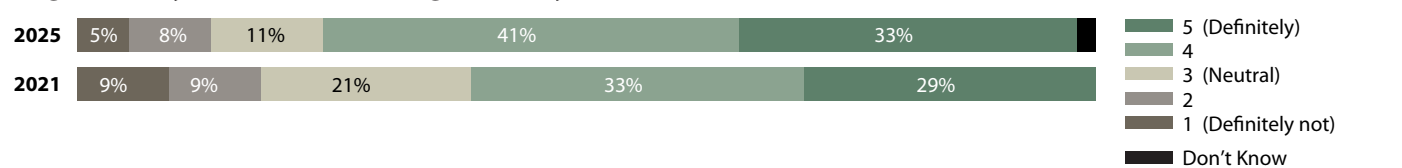
Figure 8: Are there places in your local community where the number of visitors is more than your area is able to accommodate? Would you say...



Community Provides a Positive Experience

While the majority of respondents in both the 2021 and 2025 surveys believe their community provides a positive experience for visitors, the 2025 results reveal an increase in this sentiment. In 2025, 74% of respondents expressed a positive perception (rate 4 or 5), compared to 62% in the earlier survey (see Figure 9). Residents' varied comments in response to an open-ended question about their reasoning for their response are found in Appendix E.

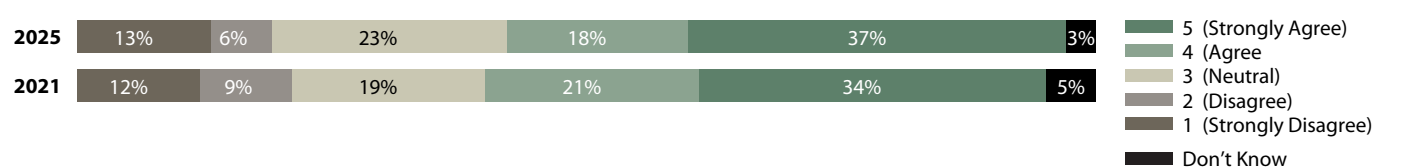
Figure 9: Do you feel your community is able to provide a positive visitor experience? Please use a one-to-five scale, with one meaning "definitely not" and five meaning "definitely."



State Support of Local Tourism Efforts

About half of residents (55%) agree that the state tourism office should support local tourism efforts (rate 4 or 5). This percentage has stayed the same from 2021 (55%).

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



Use of Visitor-Related Tax

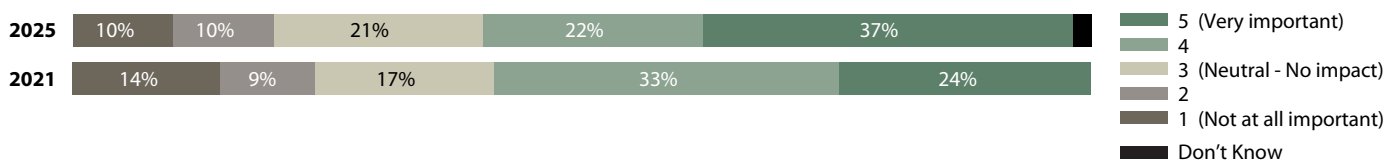
When presented with various spending options for visitor-related taxes, respondents prioritize investing in local search and rescue capabilities (84%), funding environment protection and repair of damaged areas (land, water, etc.) (76%), investing in transportation infrastructure like roads and bridges (71%), and enhancing recreation infrastructure like trails, campgrounds, parks, and restrooms (70%) (see Figure 11-F, 11-G, 11-J, and 11-L).

While several other spending categories receive high importance ratings (4 or 5), ranging between 50% and 70%, two options exhibit a noticeable decline in importance compared to 2021. Visitor education regarding how to best respect and support the local community drops from 78% to 61%, and historical preservation of community assets decreases from 84% to 69% (see Figures 11-I and 11-M).

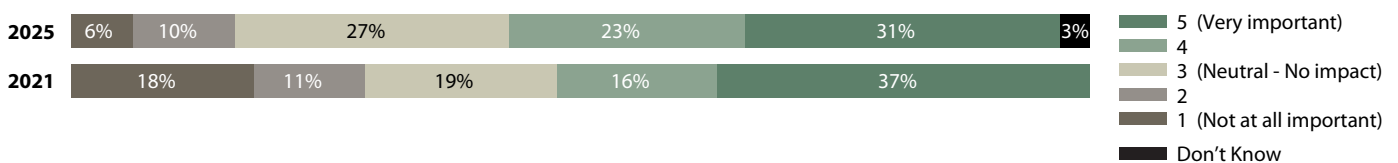
Among the spending alternatives, those receiving the lowest importance ratings are tourism promotion (rated important by just 27% of respondents), investment in arts and culture (40%), and improvements to local and regional airport facilities (50%) (see Figures 11-D, 11-E, and 11-N).

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."

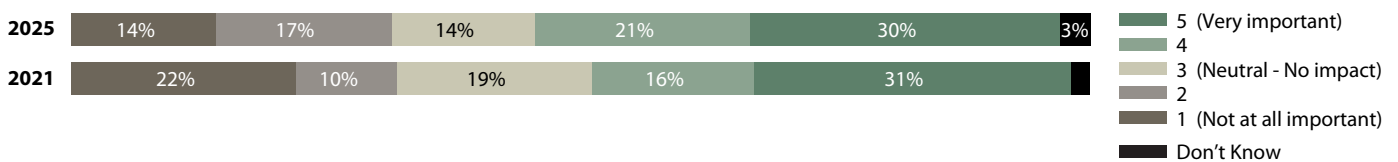
A: Parking accommodations (parking lots) in tourism areas?



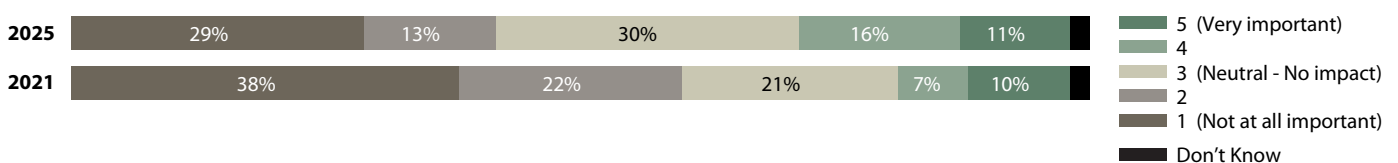
B: Public transit, like shuttles, buses, and trains?



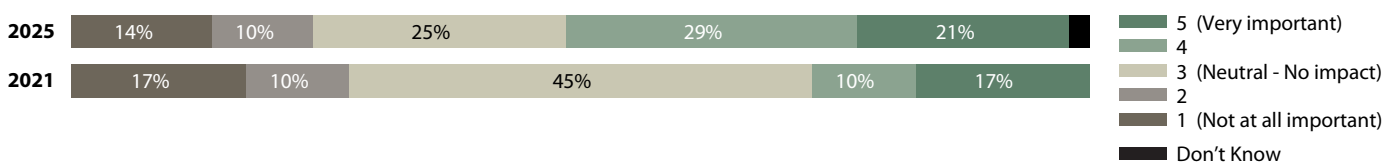
C: High-speed internet (broadband) in tourism areas?



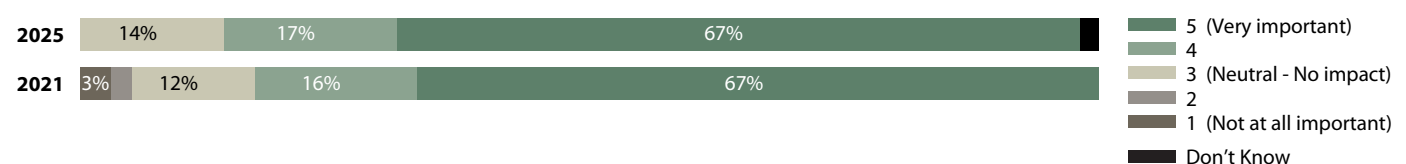
D: Tourism promotion?



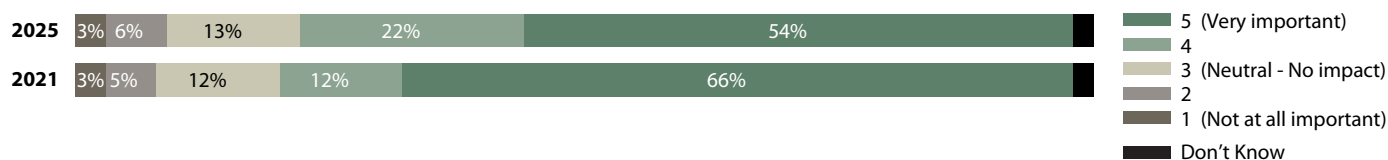
E: Local and regional airport facilities?



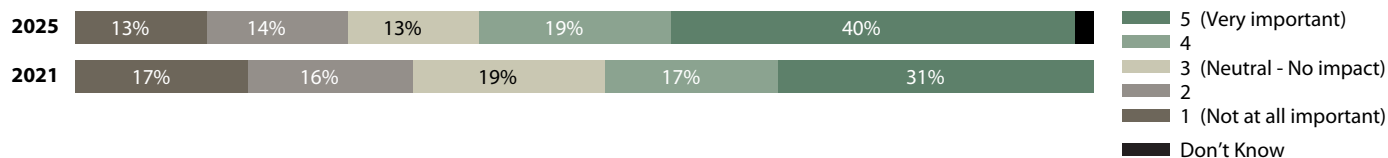
F: Local search and rescue capabilities?



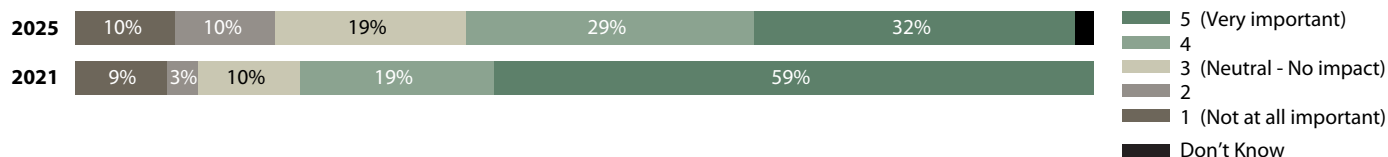
G: Environment protection and repair of damaged areas (land, water, etc.)?



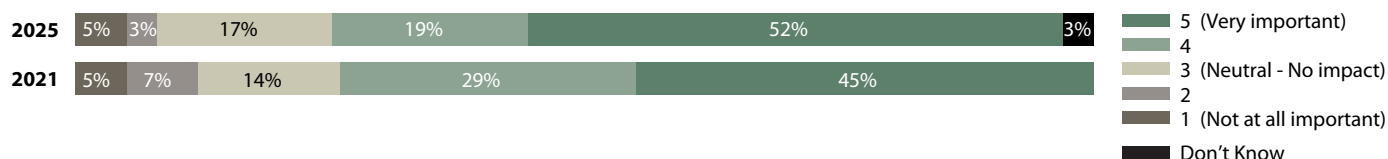
H: Cellular service?



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



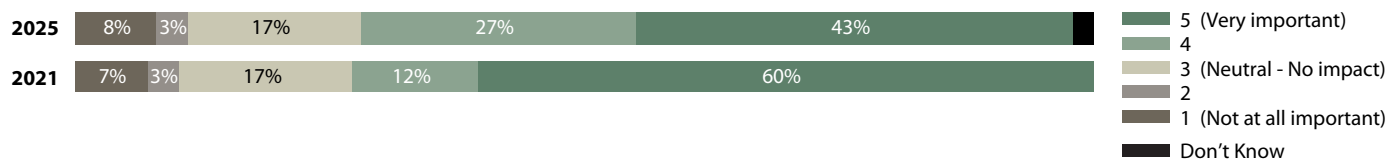
J: Transportation infrastructure like roads and bridges?



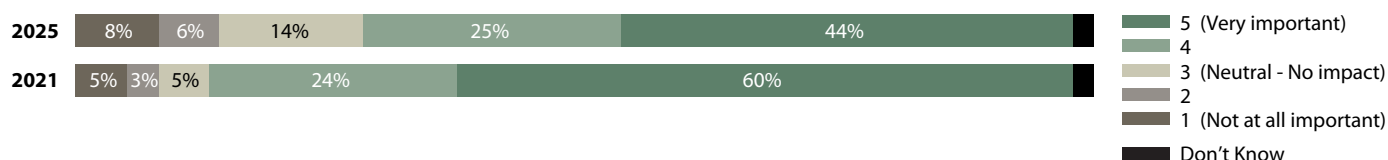
K: Garbage and recycling disposal and collection in tourism areas?



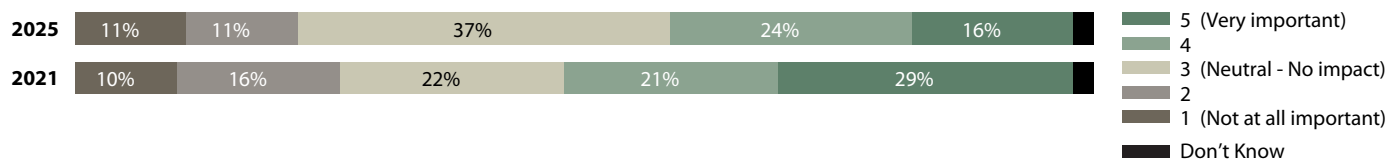
L: Recreation infrastructure like trails, campgrounds, parks, and restrooms?



M: Historical preservation of community assets?



N: Arts and culture investment?

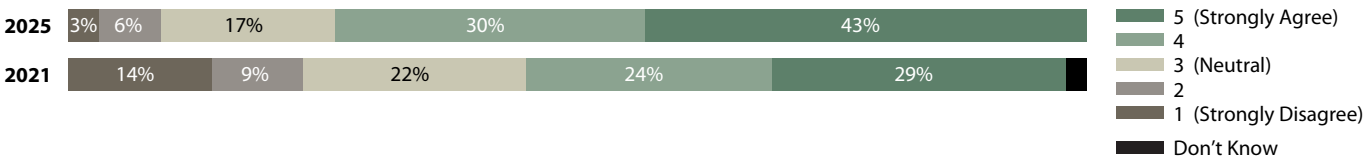


Environmental Sustainability

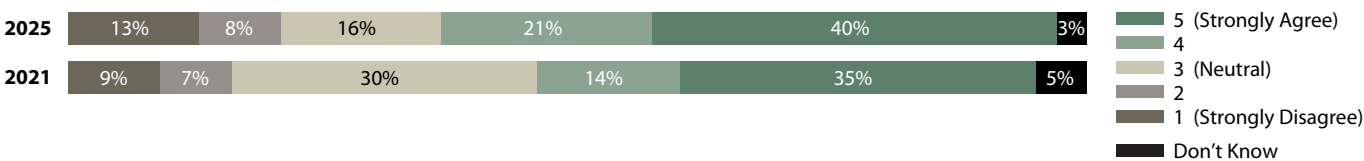
Similar to the 2021 results, a large percentage of respondents agree or strongly agree that natural resources in the state should be protected - 81% down from 88% in 2021 (see Figure 12-C). A similar proportion, 73%, agree or strongly agree that the protection of natural resources and tourism can be compatible (see Figure 12-A). There has been a decrease in the number of respondents who agree that the state tourism office should educate visitors on minimizing their environmental impacts, with 72% of respondents agreeing or strongly agreeing in 2024, compared to 82% in 2021 (see Figure 12-D).

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?

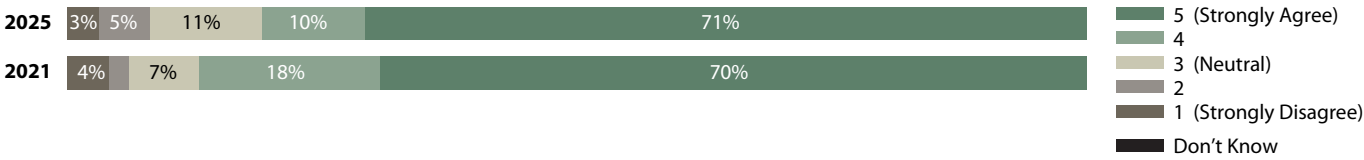
A: Natural resource protection and tourism can be compatible.



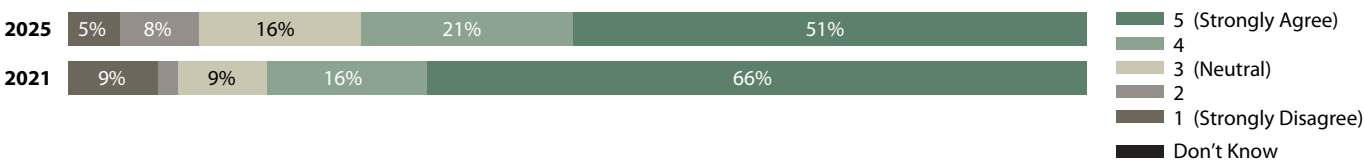
B: Long-term government planning helps reduce the potentially negative environmental impacts of tourism.



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 were used to measure respondents’ general perception of tourism in their area. The following results are reported in order of agreement with the statements.

In 2025, the majority of respondents (81%) feel visitors are welcomed in their area, up from 74% in 2021 (see Figure 13C). Meanwhile, 75% feel that tourism has made their community an unaffordable place to live (See Figure 13-G), and 71% say that visitors have altered the way of life in the area (see Figure 13-B). However, 64% of residents report that they enjoy interactions with visitors (see Figure 13-I). Furthermore, over half (59%) agree that tourism supports local businesses, while 56% have provided input on tourism decisions in their area by doing things like attending public meetings and/or writing letters to local governments or decision makers. (see Figures 13-H and 13-N).

About half (44%) of residents expressed that tourism has made locals prouder of their area (See Figure 13-D) while opinions are split on whether residents benefit from a wide range of cultural activities due to tourism, with 33% expressing they do not and 33% stating they do. (see Figure 13-F).

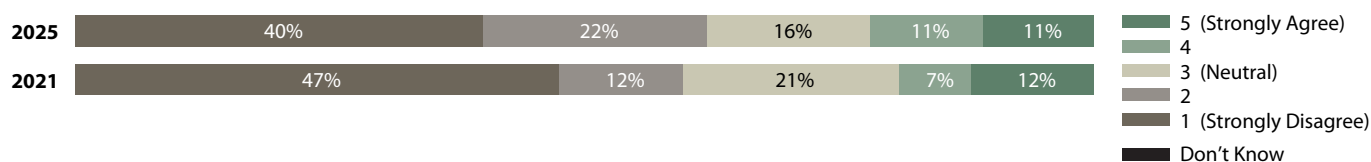
Only one-third of 2025 respondents (35%) agree they have an opportunity to provide input on tourism-related topics, compared to 26% in 2021 (see Figure 13-M). Furthermore, only 28% of residents felt that local government values their input about tourism in the area (see Figure 13-L). Only 23% of residents felt that the government does a good job balancing residents' and visitors' needs, little change from 21% in 2021 (see Figure 13-J).

About one in five (20%) prefer minimal interaction with visitors (see Figure 13-E). Only 14% of residents feel that the state government values input from visitors (see Figure 13-K).

Overall, 22% of residents feel that their area would be a dull place if visitors did not come, a slight increase from 2021 (see Figure 13-A).

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

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



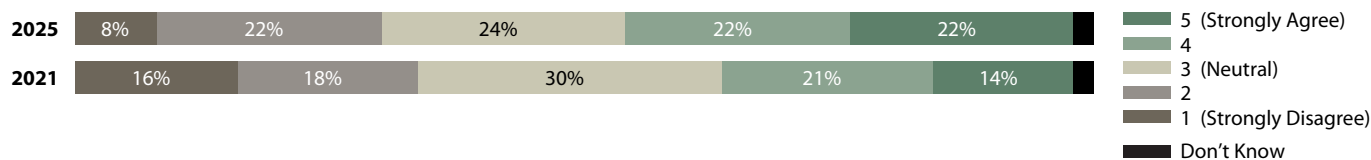
B: In our area, our way of life has changed to suit visitors.



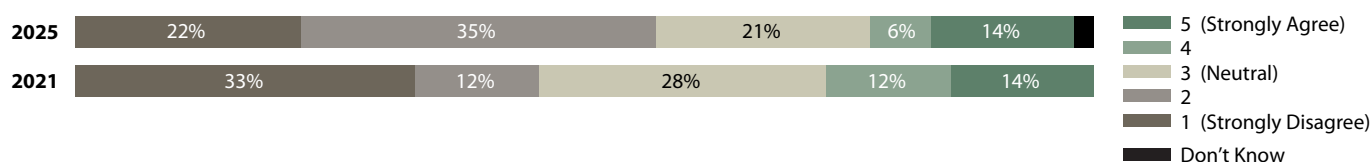
C: Overall, I think visitors to my area feel welcomed.



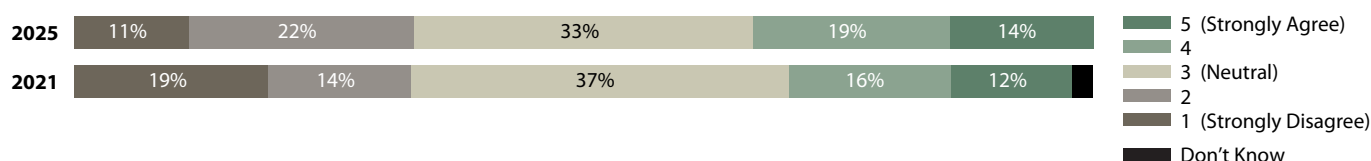
D: Tourism has made locals prouder of our area.



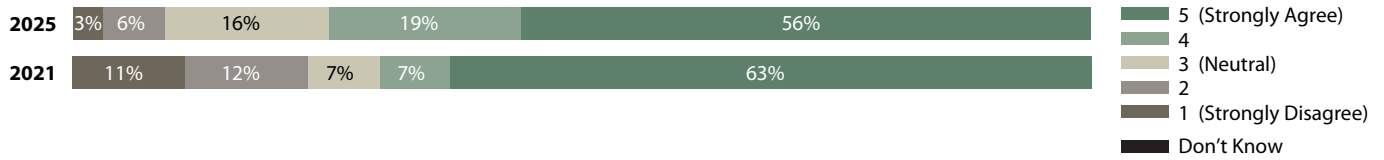
E: I prefer to have as little contact as possible with visitors.



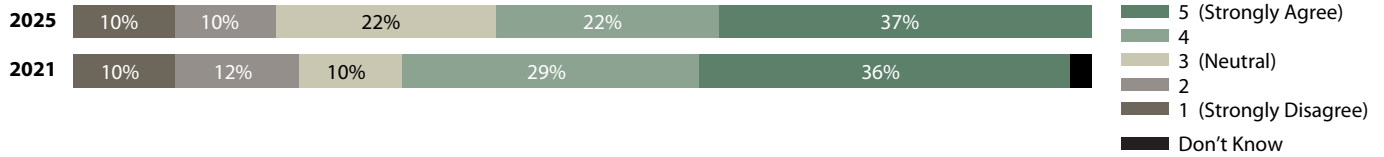
F: Residents benefit from a wide variety of cultural activities in my area because of tourism.



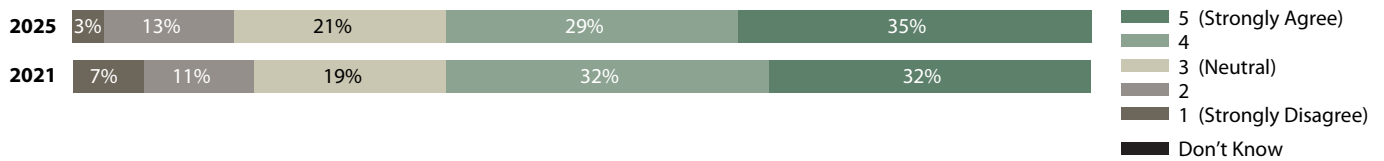
G: Tourism has made my community an unaffordable place for many to live.



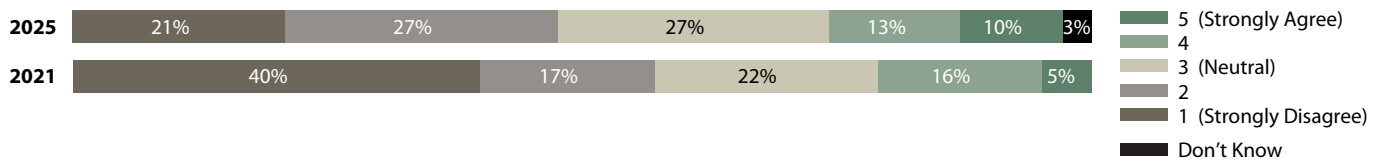
H: Tourism supports businesses in my community that are valuable to me.



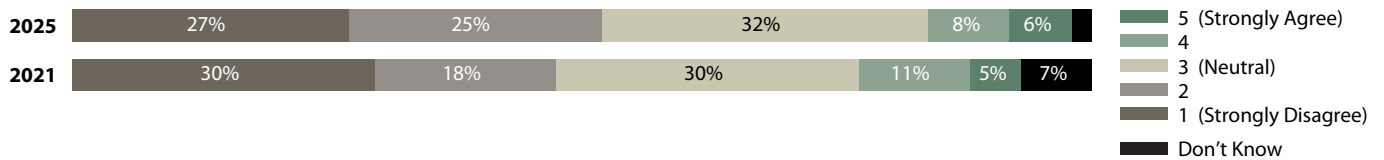
I: I enjoy interactions with visitors.



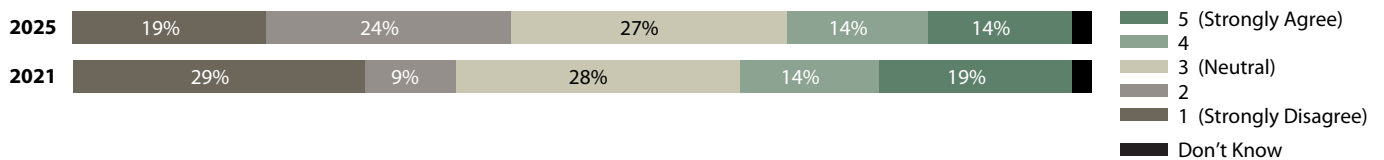
J: Government does a good job balancing residents' and visitors' needs.



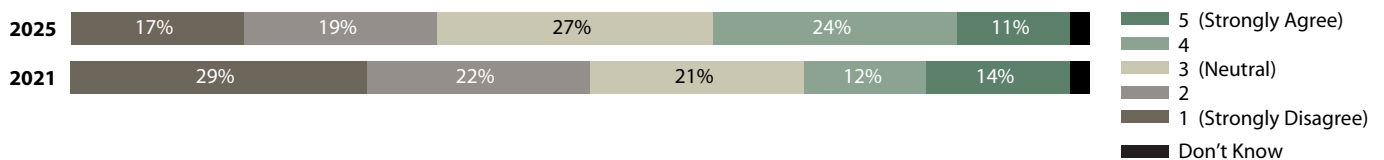
K: State government values input from residents about tourism in my area.



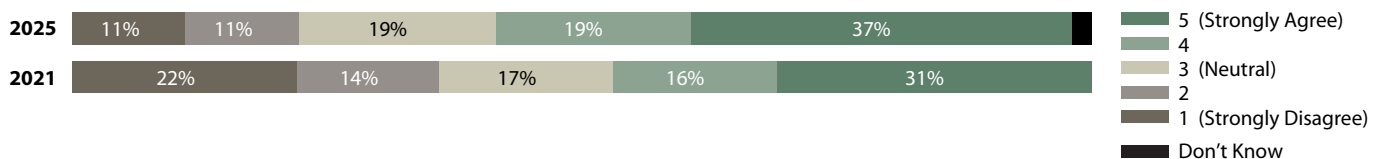
L: Local government values input from residents about tourism in my area.



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



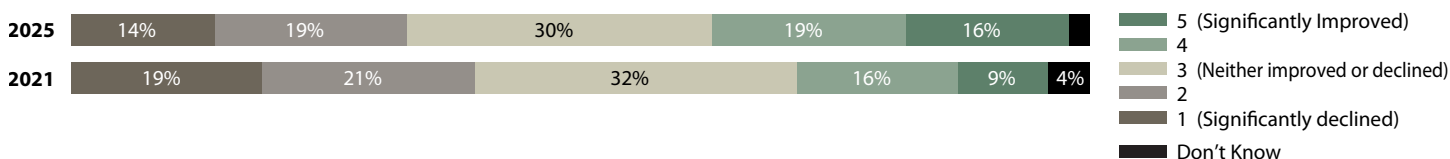
N: I have provided input on tourism decisions in my area by doing things like attending public meetings and/or writing letters to local government or decision-makers.



Impact of Tourism on Quality of Life

In 2025, about one-third of residents (35%) believe tourism has improved the quality of life in their area (rating 4 or 5), compared to 25% in 2021. Interestingly, about one-third of the respondents on both surveys (32% and 30%, respectively) hold the belief that tourism has neither improved nor diminished the quality of life in their community (see 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."

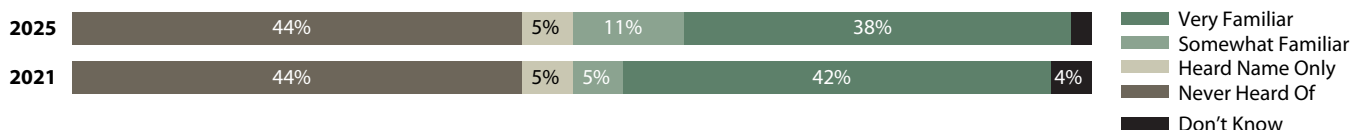


Marketing Campaigns

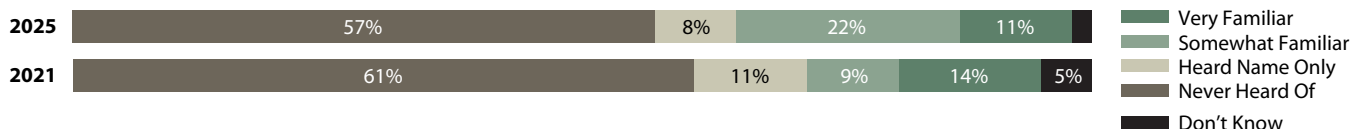
The "Life Elevated®" campaign is the most recognized tourism-related marketing campaign among respondents, with 76% of those interviewed being "very" or "somewhat" familiar with the campaign (see Figure 15-D), marking a 22-percentage point increase from 2021. "The "Greatest Snow on Earth®" campaign was also familiar to residents with 74% of those interviewed being "very" or "somewhat" familiar with the campaign (see Figure 15C). However, a large number of respondents on both surveys indicate they have "never heard of the "Mighty 5®" and "Forever Mighty®" campaigns (44% and 57%, respectively) (See Figures 15A and 15B).

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

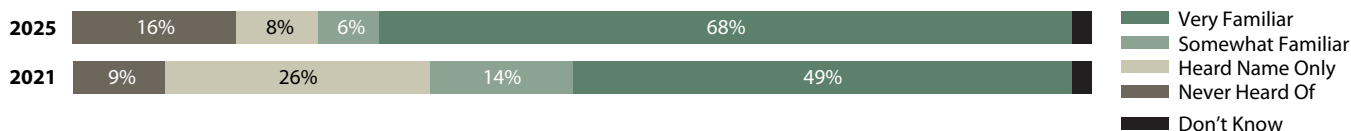
A: Mighty 5® campaign



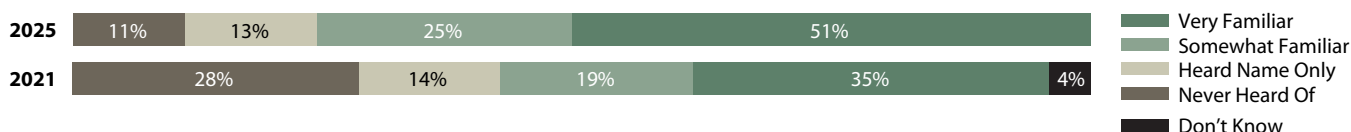
B: Forever Mighty® initiative



C: The Greatest Snow on Earth®



D: Life Elevated®



Additional Comments

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

Appendix A - Survey Methodology

In 2021, the Utah Office of Tourism (UOT) contracted with the Kem C. Gardner Policy Institute to conduct a survey of residents regarding tourism in the state. The research included a broad statewide survey, as well as smaller surveys conducted in 14 areas across the states – some with more established tourism economies, others with emerging ones. The Springdale area was among those surveyed (the surrounding towns of Rockville, Toquerville, La Verkin, and Virgin City were included in this sample).

Despite small sample sizes in the individual areas, the results reveal that resident opinions and attitudes toward tourism vary significantly by location.

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

The 2025 questionnaire was developed by UOT and the Gardner Institute. By maintaining consistent questions across each survey year, the research enables a year-to-year comparison of results. Appendix C includes a copy of the questionnaire.

Lighthouse Research conducted the survey of residents from April through June 2025 under the direction of the Gardner Institute. A mixed-mode methodology was used to contact potential respondents 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 obtained by phone. The survey averaged 12 minutes. This 63-response survey has a margin of error of $\pm 12.2\%$ at the 95% confidence level. The margin may vary for subgroups or specific questions. Results should be interpreted as directional.

Limitations

There are limitations to research conducted using phone and online methods for random resident samples. The sampling pool includes only residents with telephone or known email addresses, potentially leading to over- or under- sampling of particular groups. Also, response rates on most random telephone/online surveys of residents are generally low, and refusal and non-response rates are high. Efforts to minimize these challenges included multiple contact methods and scheduling callbacks at differing hours and days. No data weighting was used on this survey due to the small sample size. In surveys with small sample sizes, the margin of error tends to be larger, potentially resulting in less reliable data. While this introduces some uncertainty, longitudinal research can help compensate for it by enabling researchers to track changes and trends more accurately over time.

Appendix B - Demographic Profile - Springdale Area

		2021	2025
Gender	Male	47%	55%
	Female	53%	45%
	Other	0%	0%
Age	18-29	9%	3%
	30-39	9%	11%
	40-49	16%	32%
	50-59	10%	6%
	60-69	29%	29%
	70 and over	28%	19%
Household Income	<20,000	6%	0%
	\$20,000-\$39,999	17%	13%
	\$40,000-\$59,999	28%	13%
	\$60,000-\$79,999	15%	15%
	\$80,000-\$99,999	13%	16%
	\$100,000-\$150,000	15%	23%
	Over \$150,000	7%	20%

		2021	2025
Education	Some high school	2%	0%
	High school graduate	12%	11%
	Some college/assoc. degree /vocational certificate	32%	29%
	College graduate	27%	37%
	Graduate work or degree	27%	23%
Ethnicity	White	91%	98%
	Hispanic/non-white	10%	2%
Utah Residency	Less than 5 years	0%	2%
	5 to 10 years	11%	11%
	11 to 20 years	18%	18%
	More than 20 years	71%	69%

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 - Springdale Area - Results for 2021 and 2025

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

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

	2021	2025
Springdale n=	58	63

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

AMOUNT OF TOURISM

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

	2021	2025
n=	58	63
A great deal of tourism	97%	98%
Some tourism	2%	2%
Little tourism	0%	0%
No tourism	0%	0%
Other (specify)	2%	0%
Don't know	0%	0%

HOUSEHOLD INCOME – DEPENDENCE ON TOURISM

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

	2021	2025
n=	58	63
Yes	34%	30%
No	64%	68%
Other (specify)	2%	2%

GENERAL VIEW OF TOURISM

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

	2021	2025
n=	58	63
1 - Very negative	9%	6%
2	9%	16%
3	33%	24%
4	24%	33%
5 - Very positive	22%	21%
Don't know	3%	0%
Mean (1-5)	3.45	3.46

- 3B. The natural environment in Utah

	2021	2025
n=	58	63
1 - Very negative	17%	13%
2	22%	19%
3	12%	24%
4	17%	14%
5 - Very positive	31%	27%
Don't know	0%	3%
Mean (1-5)	3.22	3.25

- 3C. Your community's overall reputation

	2021	2025
n=	58	63
1 - Very negative	3%	5%
2	5%	8%
3	22%	21%
4	19%	27%
5 - Very positive	43%	37%
Don't know	7%	3%
Mean (1-5)	4.00	3.85

- 3D. Human health and safety

	2021	2025
n=	58	63
1 - Very negative	19%	10%
2	14%	22%
3	34%	27%
4	12%	30%
5 - Very positive	19%	11%
Don't know	2%	0%
Mean (1-5)	2.98	3.11

3E. Housing affordability

	2021	2025
n=	58	63
1 - Very negative	62%	56%
2	16%	30%
3	10%	8%
4	3%	0%
5 - Very positive	5%	5%
Don't know	3%	2%
Mean (1-5)	1.70	1.66

3F. Job opportunities for residents

	2021	2025
n=	58	63
1 - Very negative	16%	5%
2	5%	17%
3	21%	14%
4	28%	27%
5 - Very positive	31%	35%
Don't know	0%	2%
Mean (1-5)	3.53	3.71

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

	2021	2025
n=	58	62
1 - Very negative	17%	11%
2	19%	18%
3	31%	34%
4	21%	18%
5 - Very positive	12%	19%
Don't know	0%	0%
Mean (1-5)	2.91	3.16

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

	2021	2025
n=	58	63
1 - Very negative	7%	8%
2	5%	8%
3	22%	24%
4	24%	19%
5 - Very positive	36%	41%
Don't know	5%	0%
Mean (1-5)	3.82	3.78

MEAN SCORES ON EFFECTS OF TOURISM

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

	2021	2025
(3A) The quality of amenities such as gas stations and retail stores in the tourist areas	3.45	3.46
(3B) The natural environment in Utah	3.22	3.25
(3C) Your community's overall reputation	4.00	3.85
(3D) Human health and safety	2.98	3.11
(3E) Housing affordability	1.70	1.66
(3F) Job opportunities for local residents	3.53	3.71
(3G) The quality of infrastructure like public transportation, roads and bridges, and utilities	2.91	3.16
(3H) The opportunity to meet and better understand people from different backgrounds	3.82	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	2025
n=	58	63
1 - Significant decrease	9%	5%
2	5%	0%
3	14%	22%
4	33%	24%
5 - Significant increase	36%	48%
Don't know	3.86	2%
Mean (1-5)	3%	4.11

EFFECT OF TOURISM ON QUALITY, QUANTITY, AND ACCESS

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

5A: The NUMBER of arts and cultural experiences

	2021	2025
n=	56	63
1 - Very negative	11%	5%
2	12%	14%
3	39%	30%
4	23%	37%
5 - Very positive	12%	11%
Don't know	3.15	3%
Mean (1-5)	2%	3.36

5B: The QUALITY of arts and cultural experiences

	2021	2025
n=	57	63
1 – Very negative	12%	5%
2	14%	13%
3	32%	37%
4	21%	32%
5 – Very positive	18%	11%
Don't know	3.18	3%
Mean (1-5)	4%	3.33

5C: The NUMBER of dining options

	2021	2025
n=	57	62
1 – Very negative	11%	5%
2	11%	8%
3	21%	32%
4	25%	29%
5 – Very positive	32%	26%
Don't know	3.57	0%
Mean (1-5)	2%	3.63

5D: The QUALITY of dining options

	2021	2025
n=	57	63
1 – Very negative	9%	10%
2	11%	10%
3	25%	21%
4	37%	46%
5 – Very positive	19%	14%
Don't know	3.47	0%
Mean (1-5)	0%	3.46

5E: The NUMBER of spectator events

	2021	2025
n=	57	63
1 – Very negative	16%	11%
2	14%	21%
3	44%	40%
4	14%	14%
5 – Very positive	11%	13%
Don't know	2.89	2%
Mean (1-5)	2%	2.97

5F: The QUALITY of spectator events

	2021	2025
n=	56	63
1 – Very negative	14%	10%
2	9%	24%
3	43%	27%
4	16%	24%
5 – Very positive	16%	14%
Don't know	3.11	2%
Mean (1-5)	2%	3.10

5G: The NUMBER of recreational opportunities

	2021	2025
n=	58	63
1 – Very negative	14%	8%
2	7%	11%
3	24%	14%
4	19%	17%
5 – Very positive	36%	49%
Don't know	3.57	0%
Mean (1-5)	0%	3.89

5H: The QUALITY of recreational opportunities

	2021	2025
n=	57	63
1 – Very negative	12%	6%
2	12%	16%
3	26%	11%
4	19%	27%
5 – Very positive	30%	40%
Don't know	3.42	0%
Mean (1-5)	0%	3.78

5I: Your ABILITY TO ACCESS recreational opportunities

	2021	2025
n=	58	63
1 – Very negative	31%	11%
2	17%	17%
3	14%	17%
4	21%	17%
5 – Very positive	17%	37%
Don't know	2.76	0%
Mean (1-5)	0%	3.51

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

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

	2021	2025
(5A) The number of arts and cultural experiences	3.15	3.36
(5B) The quality of arts and cultural experiences	3.18	3.33
(5C) The number of dining options	3.57	3.63
(5D) The quality of dining options	3.47	3.46
(5E) The number of spectator events	2.89	2.97
(5F) The quality of spectator events	3.11	3.10
(5G) The number of recreational opportunities	3.57	3.89
(5H) The quality of recreational opportunities	3.42	3.78
(5I) Your ability to access recreational opportunities	2.76	3.51

OPINION ON TOURISM

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

	2021	2025
n=	58	63
The POSITIVE effects of tourism outweigh the negative	31%	32%
The NEGATIVE effects of tourism outweigh the positive	31%	29%
The effects of tourism are equally positive and negative	38%	40%
Don't know	0%	0%

IMPORTANCE TO ECONOMY

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

	2021	2025
n=	58	63
1 - Not at all important	5%	3%
2	5%	2%
3	9%	10%
4	26%	33%
5 - Very important	53%	52%
Don't know	2%	0%
Mean (1-5)	4.19	4.30

ACCOMMODATING TOURISM

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

	2021	2025
n=	58	63
None	7%	13%
A few	9%	14%
Some	14%	29%
Many	48%	29%
All	21%	16%
Don't know	2%	0%

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

POSITIVE EXPERIENCE

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

	2021	2025
n=	58	63
1 – Definitely not	9%	5%
2	9%	8%
3	21%	11%
4	33%	41%
5 – Definitely	29%	33%
Don't know	0%	2%
Mean (1-5)	3.66	3.92

STATE SUPPORT OF LOCAL TOURISM

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

	2021	2025
n=	58	62
1 – Strongly disagree	12%	13%
2	9%	6%
3 – (neutral)	19%	23%
4	21%	18%
5 – Strongly agree	34%	37%
Don't know	5%	3%
Mean (1-5)	3.60	3.62

USE OF VISITOR-RELATED TAX

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

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

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

	2021	2025
n=	58	63
1 – Not at all important	14%	10%
2	9%	10%
3 – (neutral)	17%	21%
4	33%	22%
5 – Very important	24%	37%
Don't know	3%	2%
Mean (1-5)	3.46	3.68

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

	2021	2025
n=	57	62
1 – Not at all important	18%	6%
2	11%	10%
3 – (neutral)	19%	27%
4	16%	23%
5 – Very important	37%	31%
Don't know	0%	3%
Mean (1-5)	3.44	3.63

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

	2021	2025
n=	58	63
1 – Not at all important	22%	14%
2	10%	17%
3 – (neutral)	19%	14%
4	16%	21%
5 – Very important	31%	30%
Don't know	2%	3%
Mean (1-5)	3.23	3.36

11D. Tourism promotion?

	2021	2025
n=	58	63
1 – Not at all important	38%	29%
2	22%	13%
3 – (neutral)	21%	30%
4	7%	16%
5 – Very important	10%	11%
Don't know	2%	2%
Mean (1-5)	2.28	2.68

11E. Local and regional airport facilities?

	2021	2025
n=	58	63
1 – Not at all important	17%	14%
2	10%	10%
3 – (neutral)	45%	25%
4	10%	29%
5 – Very important	17%	21%
Don't know	0%	2%
Mean (1-5)	3.00	3.32

11F. Local search and rescue capabilities?

	2021	2025
n=	58	63
1 – Not at all important	3%	0%
2	2%	0%
3 – (neutral)	12%	14%
4	16%	17%
5 – Very important	67%	67%
Don't know	0%	2%
Mean (1-5)	4.41	4.53

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

	2021	2025
n=	58	63
1 – Not at all important	3%	3%
2	5%	6%
3 – (neutral)	12%	13%
4	12%	22%
5 – Very important	66%	54%
Don't know	4%	2%
Mean (1-5)	4.33	4.19

11H. Cellular service?

	2021	2025
n=	58	63
1 – Not at all important	17%	13%
2	16%	14%
3 – (neutral)	19%	13%
4	17%	19%
5 – Very important	31%	40%
Don't know	0%	2%
Mean (1-5)	3.29	3.60

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

	2021	2025
n=	58	63
1 – Not at all important	9%	10%
2	3%	10%
3 – (neutral)	10%	19%
4	19%	29%
5 – Very important	59%	32%
Don't know	0%	2%
Mean (1-5)	4.16	3.65

11J. Transportation infrastructure like roads and bridges?

	2021	2025
n=	58	63
1 – Not at all important	5%	5%
2	7%	3%
3 – (neutral)	14%	17%
4	29%	19%
5 – Very important	45%	52%
Don't know	0%	3%
Mean (1-5)	4.02	4.15

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

	2021	2025
<i>n</i> =	58	63
1 – Not at all important	5%	10%
2	5%	8%
3 – (neutral)	14%	8%
4	19%	27%
5 – Very important	53%	46%
Don't know	3%	2%
Mean (1-5)	4.14	3.94

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

	2021	2025
<i>n</i> =	58	63
1 – Not at all important	7%	8%
2	3%	3%
3 – (neutral)	17%	17%
4	12%	27%
5 – Very important	60%	43%
Don't know	0%	2%
Mean (1-5)	4.16	3.95

11M. Historical preservation of community assets?

	2021	2025
<i>n</i> =	58	63
1 – Not at all important	5%	8%
2	3%	6%
3 – (neutral)	5%	14%
4	24%	25%
5 – Very important	60%	44%
Don't know	2%	2%
Mean (1-5)	4.33	3.94

11N. Arts and culture investment?

	2021	2025
<i>n</i> =	58	63
1 – Not at all important	10%	11%
2	16%	11%
3 – (neutral)	22%	37%
4	21%	24%
5 – Very important	29%	16%
Don't know	2%	2%
Mean (1-5)	3.44	3.23

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

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

	2021	2025
(11A) Parking accommodations (parking lots) in tourism areas?	3.46	3.68
(11B) Public transit, like shuttles, buses, trains?	3.44	3.63
(11C) High speed internet (broadband) in tourism areas?	3.23	3.36
(11D) Tourism promotion?	2.28	2.68
(11E) Local and regional airport facilities?	3.00	3.32
(11F) Local search and rescue capabilities?	4.41	4.53
(11G) Environment protection and repair of damaged areas (land, water, etc.)?	4.33	4.19
(11H) Cellular service?	3.29	3.60
(11I) Visitor education regarding how to best respect and support the local community?	4.16	3.65
(11J) Transportation infrastructure like roads and bridges?	4.02	4.15
(11K) Garbage and recycling disposal and collection in tourism areas?	4.14	3.94
(11L) Recreation infrastructure like trails, campgrounds, parks, restrooms?	4.16	3.95
(11M) Historical preservation of community assets?	4.33	3.94
(11N) Arts and culture investment?	3.44	3.23

ENVIRONMENTAL SUSTAINABILITY

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

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

	2021	2025
<i>n</i> =	58	63
1 – Strongly disagree	14%	3%
2	9%	6%
3	22%	17%
4	24%	30%
5 – Strongly agree	29%	43%
Don't know	3.47	0%
Mean (1-5)	2%	4.03

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

	2021	2025
n=	57	63
1 – Strongly disagree	9%	13%
2	7%	8%
3	30%	16%
4	14%	21%
5 – Strongly agree	35%	40%
Don't know	3.63	3%
Mean (1-5)	5%	3.69

12C. Natural resources should be protected in Utah.

	2021	2025
n=	56	63
1 – Strongly disagree	4%	3%
2	2%	5%
3	7%	11%
4	18%	10%
5 – Strongly agree	70%	71%
Don't know	0%	0%
Mean (1-5)	4.48	4.41

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

	2021	2025
n=	58	63
1 – Strongly disagree	9%	5%
2	2%	8%
3	9%	16%
4	16%	21%
5 – Strongly agree	66%	51%
Don't know	0%	0%
Mean (1-5)	4.28	4.05

MEAN SCORES ON ENVIRONMENTAL SUSTAINABILITY

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

	2021	2025
(12A) Natural resource protection and tourism can be compatible.	3.47	4.03
(12B) Long-term government planning helps reduce potentially negative environmental impacts of tourism.	3.63	3.69
(12C) Natural resources should be protected in Utah.	4.48	4.41
(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.	4.28	4.05

PERCEPTION OF VISITORS

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

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

	2021	2025
n=	57	63
1 – Strongly disagree	47%	40%
2	12%	22%
3	21%	16%
4	7%	11%
5 – Strongly agree	12%	11%
Don't know	0%	0%
Mean (1-5)	2.25	2.32

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

	2021	2025
n=	58	63
1 – Strongly disagree	7%	5%
2	3%	6%
3	10%	16%
4	26%	25%
5 – Strongly agree	53%	46%
Don't know	0%	2%
Mean (1-5)	4.16	4.03

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

	2021	2025
n=	58	63
1 – Strongly disagree	3%	0%
2	2%	2%
3	19%	16%
4	38%	38%
5 – Strongly agree	36%	43%
Don't know	2%	2%
Mean (1-5)	4.04	4.24

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

	2021	2025
n=	57	63
1 – Strongly disagree	16%	8%
2	18%	22%
3	30%	24%
4	21%	22%
5 – Strongly agree	14%	22%
Don't know	2%	2%
Mean (1-5)	3.00	3.29

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

	2021	2025
n=	57	63
1 – Strongly disagree	33%	22%
2	12%	35%
3	28%	21%
4	12%	6%
5 – Strongly agree	14%	14%
Don't know	0%	2%
Mean (1-5)	2.61	2.55

13I. I enjoy interactions with visitors.

	2021	2025
n=	57	63
1 – Strongly disagree	7%	3%
2	11%	13%
3	19%	21%
4	32%	29%
5 – Strongly agree	32%	35%
Don't know	0%	0%
Mean (1-5)	3.70	3.79

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

	2021	2025
n=	57	63
1 – Strongly disagree	19%	11%
2	14%	22%
3	37%	33%
4	16%	19%
5 – Strongly agree	12%	14%
Don't know	2%	0%
Mean (1-5)	2.88	3.03

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

	2021	2025
n=	57	63
1 – Strongly disagree	40%	21%
2	17%	27%
3	22%	27%
4	16%	13%
5 – Strongly agree	5%	10%
Don't know	0%	3%
Mean (1-5)	2.29	2.62

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

	2021	2025
n=	57	63
1 – Strongly disagree	11%	3%
2	12%	6%
3	7%	16%
4	7%	19%
5 – Strongly agree	63%	56%
Don't know	0%	0%
Mean (1-5)	4.00	4.17

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

	2021	2025
n=	57	63
1 – Strongly disagree	30%	27%
2	18%	25%
3	30%	32%
4	11%	8%
5 – Strongly agree	5%	6%
Don't know	7%	2%
Mean (1-5)	2.40	2.40

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

	2021	2025
n=	58	63
1 – Strongly disagree	10%	10%
2	12%	10%
3	10%	22%
4	29%	22%
5 – Strongly agree	36%	37%
Don't know	2%	0%
Mean (1-5)	3.70	3.67

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

	2021	2025
n=	58	63
1 – Strongly disagree	29%	19%
2	9%	24%
3	28%	27%
4	14%	14%
5 – Strongly agree	19%	14%
Don't know	2%	2%
Mean (1-5)	2.84	2.81

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

	2021	2025
<i>n</i> =	58	63
1 – Strongly disagree	29%	17%
2	22%	19%
3	21%	27%
4	12%	24%
5 – Strongly agree	14%	11%
Don't know	2%	2%
Mean (1-5)	2.58	2.92

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

	2021	2025
<i>n</i> =	58	62
1 – Strongly disagree	22%	11%
2	14%	11%
3	17%	19%
4	16%	19%
5 – Strongly agree	31%	37%
Don't know	0%	2%
Mean (1-5)	3.19	3.61

MEAN SCORES ON PERCEPTION OF VISITORS

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

	2021	2025
(13A) My area would be a dull place if visitors did not come.	2.25	2.32
(13B) In our area, our way of life has changed to suit visitors.	4.16	4.03
(13C) Overall, I think visitors to my area feel welcomed.	4.04	4.24
(13D) Tourism has made locals prouder of our area.	3.00	3.29
(13E) I prefer to have as little contact as possible with visitors.	2.61	2.55
(13F) Residents benefit from a wide variety of cultural activities in my area because of tourism.	2.88	3.03
(13G) Tourism has made my community an unaffordable place for many to live.	4.00	4.17
(13H) Tourism supports businesses in my community that are valuable to me.	3.70	3.67
(13I) I enjoy interactions with visitors.	3.70	3.79
(13J) Government does a good job balancing residents' and visitors' needs.	2.29	2.62

(13K) State government values input from residents about tourism in my area.	2.40	2.40
(13L) Local government values input from residents about tourism in my area.	2.84	2.81
(13M) Residents have the opportunity to provide input on tourism related topics in my area.	2.58	2.92
(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.	3.19	3.61

TOURISM IMPACT ON QUALITY OF LIFE

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

	2021	2025
<i>n</i> =	57	63
1 – Significantly declined	19%	14%
2	21%	19%
3	32%	30%
4	16%	19%
5 – Significantly improved	9%	16%
Don't know	4%	2%
Mean (1-5)	2.73	3.03

MARKETING CAMPAIGN

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

15A. Mighty 5® Campaign

	2021	2025
<i>n</i> =	57	63
Never heard of	44%	44%
Heard name only	5%	5%
Somewhat familiar	5%	11%
Very familiar	42%	38%
Don't know	4%	2%

15B. Forever Mighty® Initiative

	2021	2025
<i>n</i> =	57	63
Never heard of	61%	57%
Heard name only	11%	8%
Somewhat familiar	9%	22%
Very familiar	14%	11%
Don't know	5%	2%

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

	2021	2025
n=	57	63
Never heard of	9%	16%
Heard name only	26%	8%
Somewhat familiar	14%	6%
Very familiar	49%	68%
Don't know	2%	2%

15D. Life Elevated®

	2021	2025
n=	57	63
Never heard of	28%	11%
Heard name only	14%	13%
Somewhat familiar	19%	25%
Very familiar	35%	51%
Don't know	4%	0%

ADDITIONAL COMMENTS

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

(All verbatim comments in Appendix E)

DEMOGRAPHICS

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

	2021	2025
n=	58	62
Man	47%	55%
Woman	53%	45%
Some other way	0%	0%

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

	2021	2025
n=	58	63
18 to 29	9%	3%
30 to 39	9%	11%
40 to 49	16%	32%
50 to 59	10%	6%
60 to 69	29%	29%
70 or Older	28%	19%

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

	2021	2025
n=	56	62
Some high school or less	2%	0%
High school graduate	12%	11%
Some college/assoc.degree/vocational certificate	32%	29%
College graduate (4 years)	27%	37%
Graduate work or degree	27%	23%

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

	2021	2025
n=	56	62
Less than 5 years	0%	2%
5 to 10 years	11%	11%
11 to 20 years	18%	18%
More than 20 years	71%	69%

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

	2021	2025
n=	53	57
Hispanic/Latino	6%	2%
American Indian or Alaska Native	0%	0%
Asian or Asian American	2%	0%
Black or African American	0%	0%
Pacific Islander/Native Hawaiian	0%	0%
White	91%	98%
Multiple races/ethnicities	2%	0%
Other (specify)	0%	0%
Don't know	0%	0%

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

	2021	2025
n=	54	61
Less than \$20,000	6%	0%
\$20,000 to \$39,999	17%	13%
\$40,000 to \$59,999	28%	13%
\$60,000 to \$79,999	15%	15%
\$80,000 to \$99,999	13%	16%
\$100,000 to \$150,000	15%	23%
Over \$150,000	7%	20%

Appendix E - Verbatim Comments - Springdale 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**

(1) None – 8 comments

- Lots of Airbnb's are well equipped.
- I've seen advances in infrastructure to accommodate.
- We're accommodating them. People's experience is still largely positive when visiting Zion and the other national parks.
- Because we built up the tourist accommodations in our community.
- We're able to accommodate everything.
- Too many RV Parks. Lots of availability.
- We have room to expand, and no tourism is too overrun.
- We have an excess of hotels in our city.

(2) A few – 9 comments

- I think there is limited accommodation and space.
- 30 min away from St. George activities.
- I think because there are restaurants and people need amenities late at night, and they need to drive far away for amenities. I can meet my business demands.
- Zion National Park has too many visitors in tourist season, too many for the town.
- Dinky town that doesn't have much.
- There are some things that overwhelm our community in small amounts.
- The amount of hotels aren't built for the amount of people.
- The highway in and out, intersections, and dining locally.
- Traffic.

(3) Some - 17 comments

- Long lines, crowds.
- In the middle of the summer, it's hard to get into Zion because there are so many people.
- It appears there are a lot of Airbnbs as well as hotels. Lots of places to stay.
- Zion National Park is packed all the time.
- Hard to access local and state parks, etc., due to tourism ... it's not always that way, but quite a bit it is.
- Just because of access infrastructure, roads, parking, and some of the venues.
- Don't know, Airbnb's.
- We don't have any restaurants and have two gas stations. We lack entertainment and infrastructure.
- There are a lot of people who come through here. There are

probably enough hotels and stuff, but there are too many B&Bs, which drives up house prices.

- It's just super crowded when there are tourists. Makes it hard to get around and enjoy.
- There are some places where infrastructure has not kept up with tourism.
- Our community is right outside of Zion National Park, and when tourists are here, it is hard to access restaurants and recreational activities because there are so many people.
- Sometimes throughout the year, when tourism is higher, the crowds get too much in some places.
- Congestion and traffic.
- The really nice RV park is full and it's all booked up, but there are new ones going in that are starting to pick up the slack.
- I believe we don't have a lot of hotels, and there are not enough big roads, so roads get congested a lot.
- It depends on the season.

(4) Many – 18 comments

- There are restaurants that can accommodate many people (I wouldn't say most), long lines for some of the arts things, congestion at the parks, which is miserable - most people take bicycles where I am because you wouldn't be able to get there with a car.
- Well, it was seasonal where you expected people, but now it seems to be crowded year-round. Sometimes out-of-staters are not a positive experience. Foreign visitors are cooler.
- The amount of people that come in and out, have parking issues, and (increase) wait times for dining.
- Sometimes getting to Zion is a really long wait and crowded parking lots.
- In my neighborhood, there are more places to stay than live, and it's very annoying, allowing more visitors than residents.
- We have so many tourists here. It stresses our infrastructure, like our water and sewer
- Lack of maps and lack of maintenance on roads.
- There are too many tourists for the infrastructure and capability to manage tourism.
- There are just so many people that locals can't do anything, and it's no fun when there are too many people.
- Because this is a small town and we get 5 million people a year, it gets overwhelming and backs up traffic, and we also can't get into the park.
- There are a lot of Airbnbs and hotels that kicked out a whole community. The natural parts of it are starting to decrease.
- As a local, it's getting hard to find places that haven't been found and posted on social media.
- The infrastructure and the roads are inadequate for as much tourism as we see.
- I live outside of Zion, and I think they are filtering as many people as they can. I think they have more people than they

can facilitate. I think it will be like that for a long time.

- We have a significant amount of tourism that comes into the area, and we don't have short-term housing for all of them.
- I've lived here for 39 years, and in 2015, we weren't nuts. We had good cooperation in the 90s, and then it got over-publicized, and we saw huge growth - it doubled. It was really hard to deal with in a short period of time. We can only expand so far.
- We are a town of five thousand people who have a million tourists come through every year. There are more tourists than there are opportunities for them to be here.
- A small town with 4 million visitors driving through has many negative impacts.

(5) All - 10 comment

- I do not think there is enough infrastructure for the amount of people who visit.
- We're a small town. We're out of date with tourism, and it's overwhelming.
- They need a reservation system in this park. There are 5 million people who come here a year, and there are so many tourists that you just can't handle it.
- Because the parks can only hold so many people, and so many people have started showing up that they are limiting the number of people and using a reservation system.
- Because the infrastructure is failing, the water is failing, and the highways are dangerous.
- There are way too many tourists, and it ruins it for the locals because now we can't go to dinner, enjoy national parks, and the taxes and housing are too expensive because there are so many tourists.
- There are a lot of hotels, handle visitors well.
- I'm right near Zion, and there are so many people all year round, and it's overwhelming.
- I wish they would just GO AWAY.
- The area is over-saturated with visitors, which has driven up the cost of living, created dangerous driving conditions, and, most importantly, is destroying the natural beauty of the area.

Springdale Area:

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

(1) Definitely Not - 3 comments

- Rockville doesn't allow any commercial activities whatsoever. So, all we get is the negative impact of people driving through the community. There are no benefits other than traffic on the roads.
- Don't put much care into a vibrant community... a rundown, ugly area.
- Too many visitors and not enough workers to cover all of the positions needed.

(2) - 5 comments

- We don't have any entertainment or places to go. We only have hotels.
- My particular community is a drive-through community on the way to better communities.
- Yes, if you like RV parks as neighbors.
- We are not here to provide a positive visitor experience. We live here.
- Our community was full of very kind people, but unfortunately, a lot of the locals sold their homes to corporations. Now we are a community full of registered and unregistered Airbnb's. Soon, we won't have a community to provide any experience!

(3) Neutral - 7 comments

- All we have are people passing through to get to Zion, and they shop at our grocery stores.
- I don't go out. I'm a homebody and not into crowds.
- There is stuff to entertain tourists, but a limited amount.
- We are working very hard, but it is very hard with the traffic and parking. There are more places to park and a shuttle system, but it is hard as a visitor to have a totally positive experience in a lot of traffic all the time, and the prices are really high.
- We only have two restaurants, and one is not quite finished, so really only one, and a couple of gas stations and markets. So, there aren't a lot of amenities. We can't give the tourists everything they want.
- Like I said, it's a seasonal thing.
- Many outdoor adventures.

(4) - 27 comments

- We have good local attractions that are unique to our area.
- I think most visitors have a positive experience.
- There are national parks, which I believe is what people come for. There is a friendly environment for tourists.
- In the summer, we are overcrowded and people can't find lodging and have to wait two hours for restrooms in the busy seasons, which becomes more negative.
- I think it is beautiful.
- People are friendly. A lot of people make their living off the visitors, so they try hard.
- There are more people than we can accommodate and educate in the correct manner.
- Overall, the local attitude is positive towards tourism, and the community sees the overall benefit.
- Care more for tourists than locals.
- Heard from people that there are good dining options, places, and recreation.
- People enjoy the area and love coming here.
- I don't know.
- We work hard at providing a quality experience, but there are times when people diminish the joy of being here.
- We give a good experience even though we may not like it. Sometimes you want it more quiet.

- I think we provide a lot of good amenities and places for people to go and enjoy, but we're a bunch of small towns trying to accommodate all these people coming in, which makes it hard.
- People enjoy coming here and say they enjoy it. Some people stopped coming because it gets too crowded.
- Restaurants around here charge absurd amounts, and so do the hotels. The grocery store is a monopoly, so it charges a lot. The quality of food at restaurants is a 1 or 2. B for a \$20 burger, and now they are implementing parking fees.
- So many people have never been, and it's beautiful. It's a low bar for people to like it, but it's not a quality experience.
- There are quite a few amenities around to help with tourism, but not to the level of other places I've been.
- I think my community strives to provide and cares about good experiences.
- We have built up a foundation for tourism here.
- I think there is still a lot of work to accommodate the increasing number of tourists.
- We're lacking a little bit, but we've added a lot of stuff and accommodations.
- When we do have events and things like that, they are open to whoever wants to show up. And it's warm and welcoming. The city is very welcoming.
- There are not enough places to keep or house people that come, and so many people that it's hard to see everything you want to see.
- Good people
- We do our best to keep our town clean and beautiful.

(5) Definitely – 21 comments

- The town council and the town itself work hard on transportation availability—buses, shuttles. We're very organized. There are picnics, art, celebrations, parades, and a bunch of events. At any given event, it is 20% residents and the rest are visitors.
- They can. I don't know if they do, but they can. It might be just the wording of the question.
- It's a fairly welcoming environment and accommodating.
- We are really set up well to do that—outdoors, etc.
- Most people are very friendly to tourists.
- I think it is one of the top three national parks in the country, and I think Springdale is partially responsible for that.
- I've seen it.
- Tourists keep coming, so obviously we do.
- Great people here, many opportunities.
- Everybody's nice, laid back, and welcoming.
- The town is actively working with the park and other vendors and businesses to make changes to help ensure that the visitors have a positive experience.
- There's nothing negative about the area. I don't see any downsides to coming here. This is not a large metropolitan area, and we have sheriffs that take care of the place pretty well.
- There is a lot of recreation, and everyone keeps coming back.
- We're able to. Some choose to have a negative outlook, but it doesn't have to be.
- There are a lot of outdoor things to do, and as long as people are coming to do that, we can give them a good experience.
- People are very friendly here, and it's a very safe town. I'm sure the visitors enjoy themselves and have no fear because crime is very low.
- They have the Summer Games and Ironman. Southern Utah is very popular.
- I have friends who have short-term housing, and the people who stay there have really positive experiences. The people who hike the trails are very fascinated by the views.
- Of the activity in the area.
- I think we do pretty good.
- La Verkin is the gateway to Zion and an excellent town to capture more tourism with careful retail, dining, park recreation, and curb appeal planning.

Springdale 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?

- Prioritize protecting natural lands.
- You talked about it a little, but pre-education of tourists—when they come to the area, they feel like they are on vacation. They don't treat it like it's somebody's home. They are visitors, and this is someone's home.
- I think there should be more restroom access on trails.
- I think there are positives and negatives. Due to being overcrowded, it can be negative.
- Tourism is great. People make a lot of money, but they do make it a mess. Overall, I am not thrilled with tourists, but they have the right to visit. I have had good and bad experiences. They need public toilets.
- Education and information is out there on signage before people visit uneducated.
- All the Airbnb purchases have made housing prices go up because of tourism.
- Locals got a discount, and visitors paid full price on things.
- I would say I am against permit systems, and people should be able to come into national parks and deal with who is coming. I am okay with permits on individual hikes, just not people entering the parks.
- Don't let the federal government ever close the national parks in Utah.
- Put a cap on the percentage of people who are coming in so infrastructure can keep up with the growth. Prevent Vegas.
- I think they overrate it and invite way too many people. We don't have the things for it. It makes the roads busy, and it's very excessive. We're overrun by tourism, and it's making it so we can't afford to live here.
- Use of water.

- The traffic needs to be worked on and planned with better infrastructure.
- Bike trails that people can bike to the place. Encourage mass transit. Put in a reservation system to balance out visitation during the year. Put a limit on how many cars can go into the park. Charge for parking in all of the communities and in the park.
- I think tourism is a double-edged sword and provides amenities that we wouldn't have otherwise. I think it brings a diminished way of life for the locals here.
- I think we covered quite a bit.
- I can't think of anything else.
- The biggest problem I see is that tourists think they own the place and act like the residents don't matter and trash the parks.
- It is a can of worms here.
- There is a lot of room for additional partnerships between the state and communities. More communication between the two. Local communities should control/manage most of it. There needs to be more outreach between the two.
- Most of the people come here and do a good job of minding their own business and taking care of the land. We don't get too many idiots around here.
- The town of Springdale has a huge budget, but the amenities are bad for residents.
- Tourism is ruining our community for locals, making it unaffordable. Locals can't enjoy their surroundings because there are so many tourists. Prices on taxes have gone up for fire department services because most of the calls are for non-residents.
- There are local municipalities in the area that have a negative approach to tourism, and the state shouldn't allow them to deny visitors. Just because a municipality is in a major tourism corridor, they shouldn't be able to deny residents.
- My concern is water and the lack of it, and protecting the land from development.
- I think the BLM should allow more public access to BLM land. Utah makes a lot of money off of tourism, and it would be in our best interest to take care of them. I don't like someone living outside of Utah telling us how to use the land here.
- It's had a negative impact on affordable housing.
- If it weren't for tourism, the town of Virgin wouldn't be able to improve the roads and infrastructure.
- I feel like the institutions that want tourism should be paying, not taxpayers.
- Educating the public. A lot of people don't behave well as tourists, but it is because they aren't educated about taking care of the environment, how to care for the environment, and emergencies.
- I think that tourism should not be as advertised and pushed as it has been. It affects the residents. By bringing tourism, it impacts the grocery stores and the way we shop. The traffic is unbearable. I would recommend that they slow it down.
- It's not the tourism that is negative. It's the amount and number of people that is unsustainable for locals and quality for visitors.
- I think it needs more infrastructure like better roads and things like that. I think we get lots of traffic in Zion Park.
- I think you covered it.
- More support for infrastructure because the amount of tourism we get does affect all the roads here.
- City-wide curb appeal is of paramount importance to me. Unkempt frontage property, vacant lots, poorly kept yards, car dumps, and trailer parks are an eyesore and need more attention in La Verkin.
- I think they care very little about residents.
- What is hard is that locals don't get the chance very often to enjoy the recreational areas because it is so crowded with tourists.
- While tourism has helped business owners make a good living, it has come at a cost to the community. Housing isn't just unaffordable, it is unavailable. Workers for these businesses have to drive 30 to 45 minutes each way to go to work. This isn't just a time burden but a negative impact on how many vehicles are on the road and the consequent impact from CO2 emissions. With this growth, there must be an initiative for business owners to contribute to provide housing to workers that is not tied to the status of their job. At this point, tourism is at peak capacity, and more promotion is not needed. Put your efforts toward providing infrastructure to these small towns so we can deal with the great number of people visiting.
- The state has found a cash cow and is exploiting it to the point that greed is driving the decisions for more tourism without caring for those who live in Utah.
- We have enough tourism. Our lakes and campgrounds are absolutely clogged by visitors. Our roads are used for racing and are blocked. People are squatting in the desert. Enough already.
- Traffic.
- I wish the penalties would be greater for Airbnb's that aren't registered. I would also love it if they made it harder to own an Airbnb. The code stating they have to be spaced a certain amount is a joke. My development has 13 Airbnb rentals, and only a couple are actually registered. The penalty is a \$60 fine, BUT I have to go to the city office to file every complaint...and nothing else happens. A \$60 fine to a corporation is laughable. We chose to live in this area to raise our family because it was safe. I no longer feel that way when we don't even know who our neighbors are anymore.

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