

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

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The following brief compares findings from the 2025 Utah Office of Tourism's survey of Utah area residents to the results from 2021 and 2022. While there are differences between the three years' surveys, the overall sentiment remains consistent.

Overview

In 2025, respondents offered insights into their perceptions of tourism in their community. The majority describe the volume of tourism as either "a great deal" or "some" (59% and 34%, respectively), while only 4% report "little" tourism. Almost three-quarters (72%) view tourism as important to their local economy, and about 21% rely on tourism-related activities for income.

Respondents provided a range of responses regarding the impact of tourism on their community. Over 50% of respondents indicated tourism's positive effects on the community's reputation, quality of amenities, and job opportunities. That said, about 75% indicated tourism's negative effect on housing affordability, and while job opportunities improved for some, about 20% indicated the negative effect of tourism on job opportunities. More residents (42%) say the positive effects of tourism outweigh the negative, while 22% feel the opposite. One-third of residents (36%) believe tourism's effects are equally positive and negative.

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 three 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 Wasatch County Results for 2021, 2022, and 2025
- E Verbatim Comments

Experience with Tourism

Over the three years, responses have varied regarding the amount of tourism respondents perceive in their community. 2025 had the lowest share of respondents indicate a "great deal of tourism" in their area compared to 2021 and 2022.

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...?

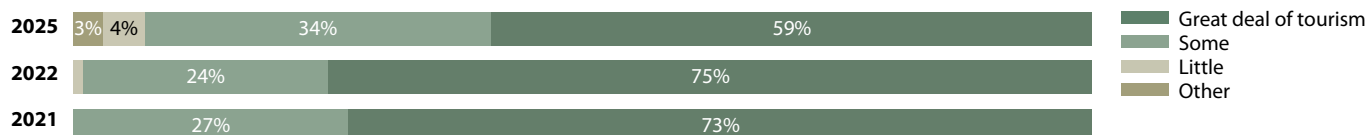


Figure 2: Does any of your household income depend on tourism-related activities?



Effect of Tourism on Community

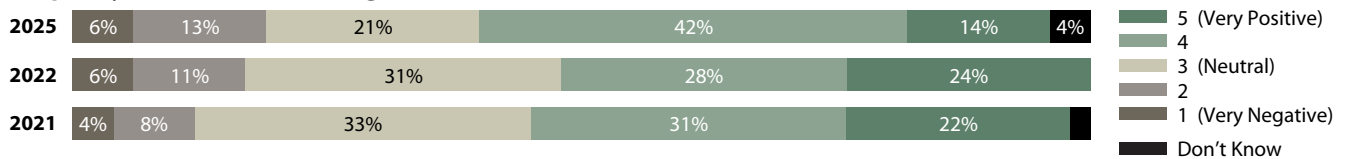
When evaluating a series of statements about the effect of tourism on their community, tourism's impact on their community's overall reputation received the highest share of positive responses, with at least 75% rating it four or five on a scale of one to five across all three years (see Figure 3-C). In 2025, most respondents indicated tourism's positive influence on the quality of amenities (56%), job opportunities (51%), and meeting people from different backgrounds (52%) (see Figures 3-A, 3-F, and 3-H, respectively).

Conversely, tourism's impact on housing affordability received the highest share of negative responses, with at least 78% rating it a one or two across all three years (see Figure 3-E). While just over 50% of 2025 respondents indicated tourism's positive impact on job opportunities, 20% indicated tourism's negative impact on job opportunities (up from 12% of respondents in 2021) (see Figure 3-F). Health and human safety also saw a decrease in positive impact, with the share of respondents indicating tourism's positive impact on health and safety decreasing from 45% in 2021 to 34% in 2025 (see Figure 3-D).

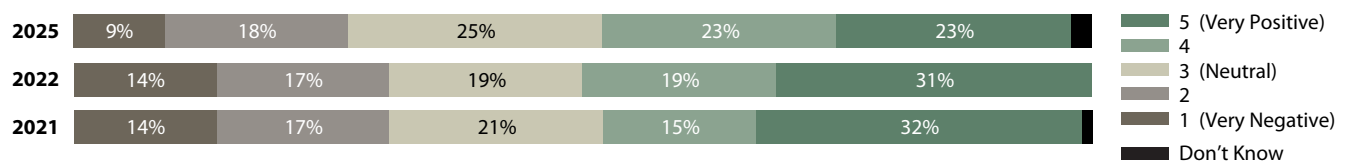
The percentage of residents reporting that tourism has had an overall positive effect on the number of amenities in their area has remained relatively consistent from 60% in 2021 to 62% in 2025 (see Figure 4).

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?



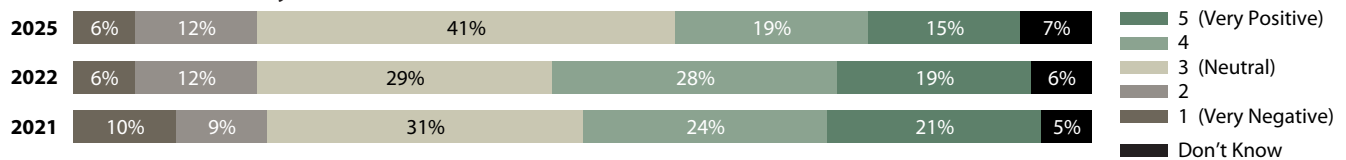
B: The natural environment in Utah?



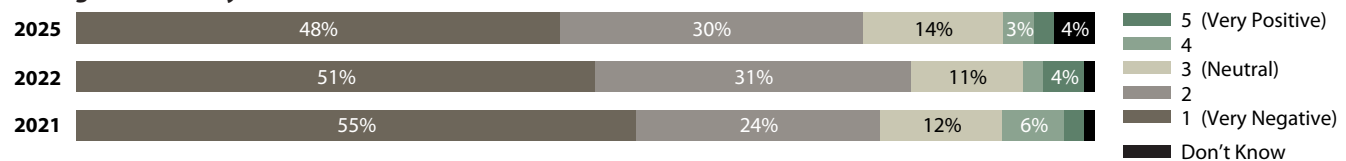
C: Your community's overall reputation?



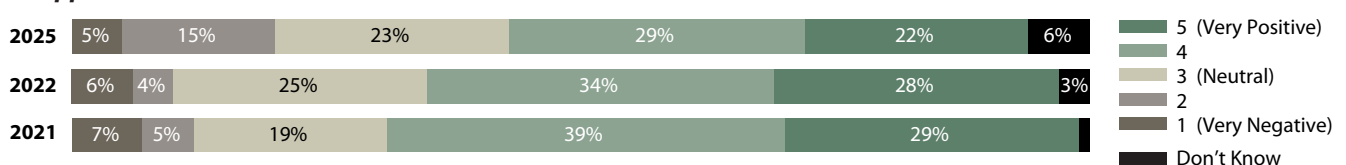
D: Human health and safety?



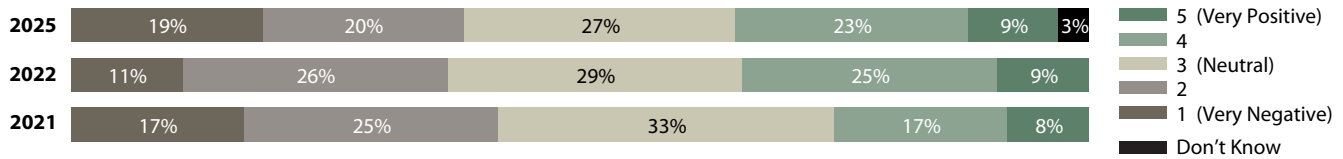
E: Housing affordability?



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?

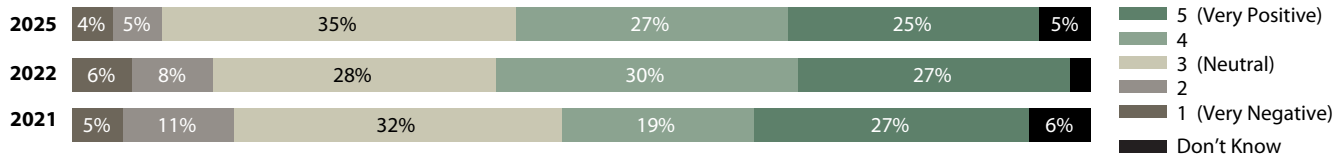
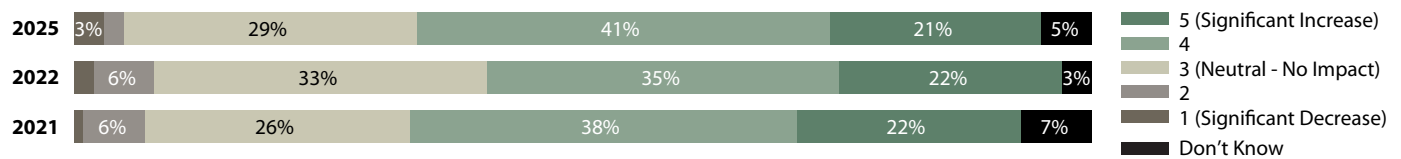


Figure 4: On a scale of one-to-five, with one meaning "significant decrease" and five meaning "significant increase," what do you think is tourism's overall effect on the number of amenities in your area, such as gas stations and retail stores?

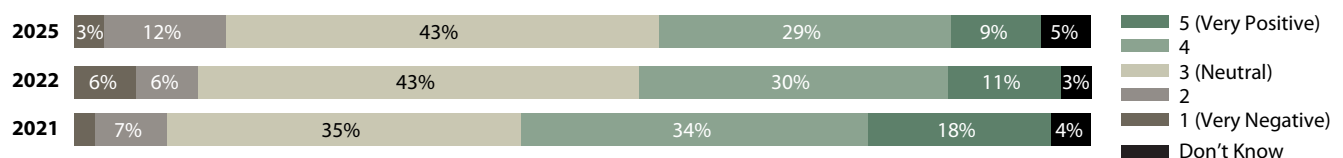


Effect of Tourism on Quality, Quantity, and Access to Experiences

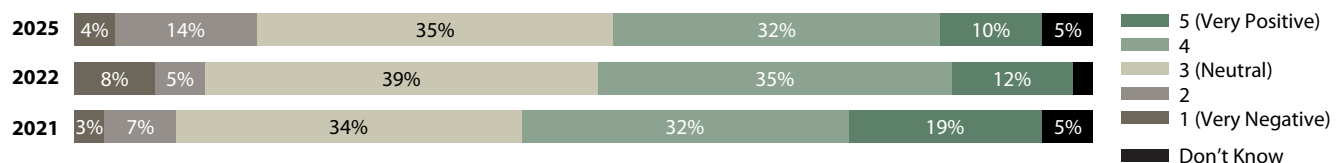
From 2021 to 2025, respondents' sentiment declined regarding tourism's effect on quality, quantity and access to arts and cultural experiences, dining options, and spectator events (see Figures 5-A through 5-F). For example, the share of respondents indicating a positive effect (rating four or five) on the number of arts and cultural experiences decreased from 52% in 2021 to 38% in 2025 (see Figure 5-A). The share of respondents indicating tourism's negative effect on the number of dining options increased from 7% in 2021 to 16% in 2025 (see Figure 5-C). That said, the share of respondents indicating tourism's positive effect on number, quality, and access to recreational opportunities remained relatively consistent (>50% positive) across all three survey years, with little change in the share of negative responses as well (see 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...

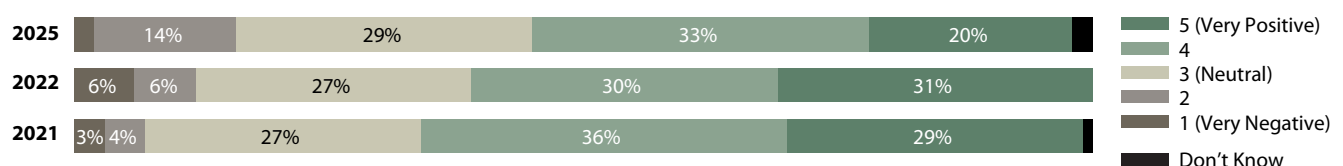
A: The number of arts and cultural experiences?



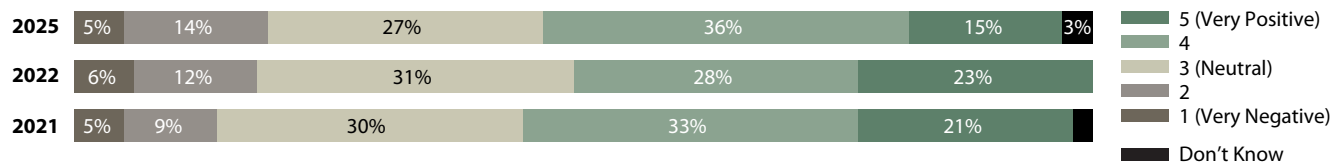
B: The quality of arts and cultural experiences?



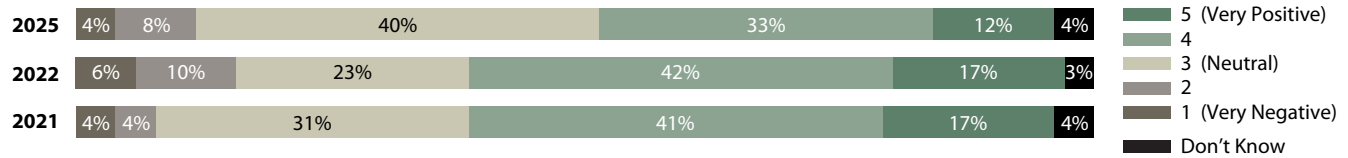
C: The number of dining options?



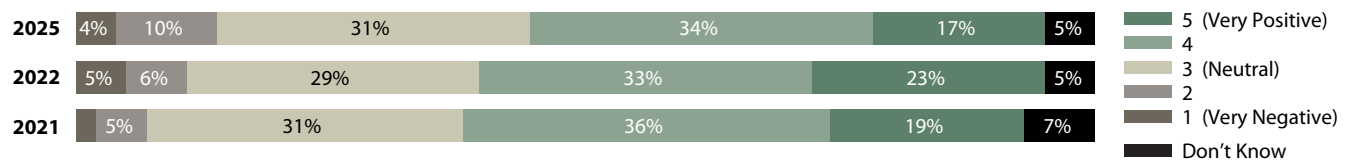
D: The quality of dining options?



E: The number of spectator events?



F: The quality of spectator events?



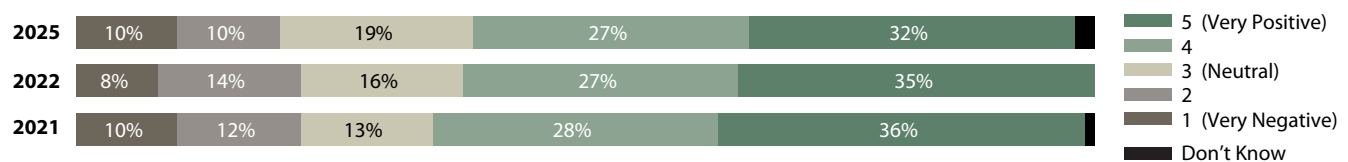
G: The number of recreational opportunities?



H: The quality of recreational opportunities?



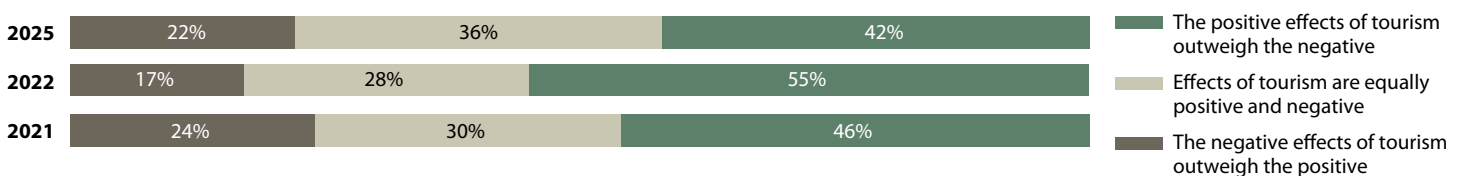
I: Your ability to access recreational opportunities?



Opinion on Tourism

The proportion of respondents who believe the positive effects of tourism outweigh the negative has declined, dropping from 55% in 2022 to 42% in 2025. Meanwhile, just over one-third of respondents (36%), view the effects of tourism as equally positive and negative, up slightly from 28% in 2022 (see Figure 6).

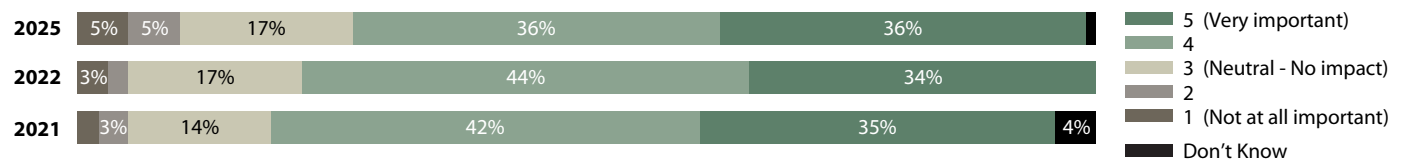
Figure 6: Still, thinking about the effects of tourism in your community, in your opinion, which of the following statements would you say most accurately reflects your opinion?



Importance to Economy

The share of survey respondents indicating that tourism is important to the local economy (rating four or five) decreased slightly, from 77% in 2021 to 72% in 2025 (Figure 7).

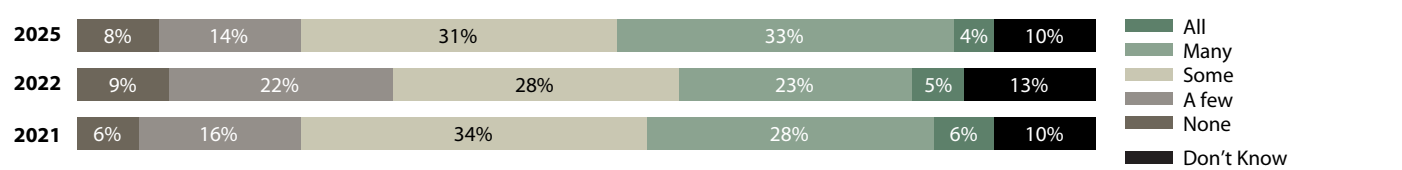
Figure 7: Overall, how important is tourism to the local economy in your area? Please use a one-to-five scale, with one meaning "not at all important" and five meaning "very important."



Accommodating Tourism

There was a slight increase in the share of respondents indicating that "many" or "all" places in their local community were unable to accommodate the visitors, from 34% in 2021 to 37% in 2025. That said, the share of respondents indicating "none" or "a few" places were unable to accommodate remained consistent from 2021 to 2025 (see 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 indicating that their community provides positive visitor experiences remained at or above 70% from 2021 to 2025. That said, the share of respondents with neutral attitudes increased slightly from 11% to 18% in that same time.

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



State Support of Local Tourism Efforts

Most 2025 respondents (66%) agree that the state tourism office should support local tourism efforts (rating four or five). This percentage increased slightly from 2021 (62%) and 2022 (63%) results (see Figure 10).

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



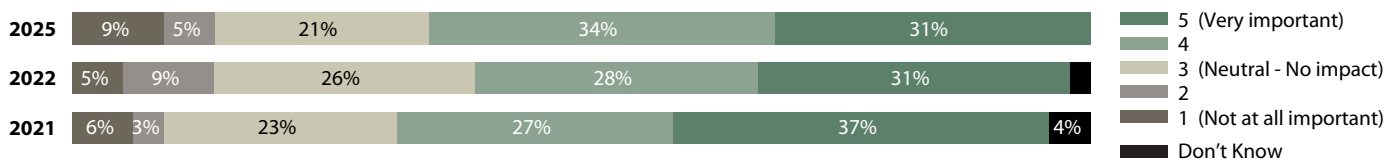
Use of Visitor-Related Tax

When presented with various spending options for visitor-related taxes, respondents prioritize investing in infrastructure, with 83% highlighting the importance in funding recreational infrastructure like trails, parks, and restrooms, and 81% emphasizing the significance of transportation infrastructure like roads and bridges (see Figures 11-L and 11-J). Respondents also prioritized environmental protection (83%) and local search and rescue capabilities (80%) (see Figures 11-G and 11-F).

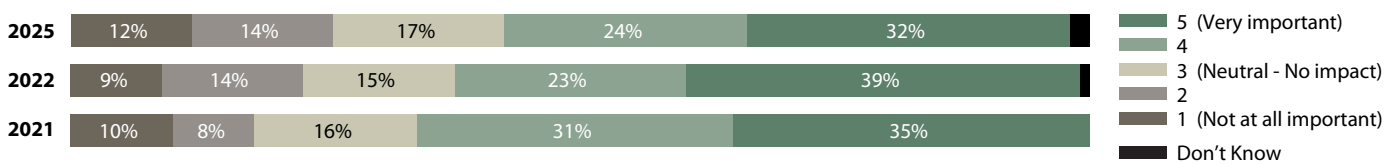
Spending alternatives with the lowest proportion of importance ratings include tourism promotion (deemed important by only 43% of respondents) and local and regional airport facilities at 23% (see Figures 11-D and 11-E).

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."

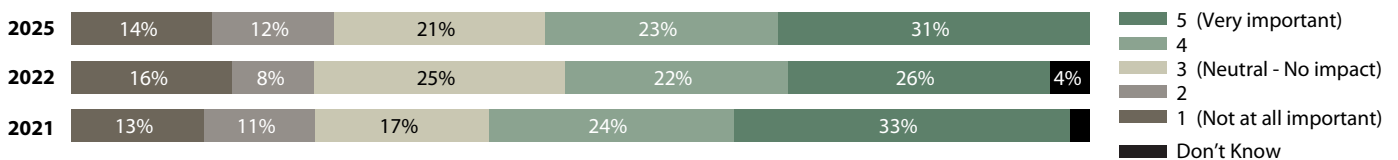
A: Parking accommodations (parking lots) in tourism areas?



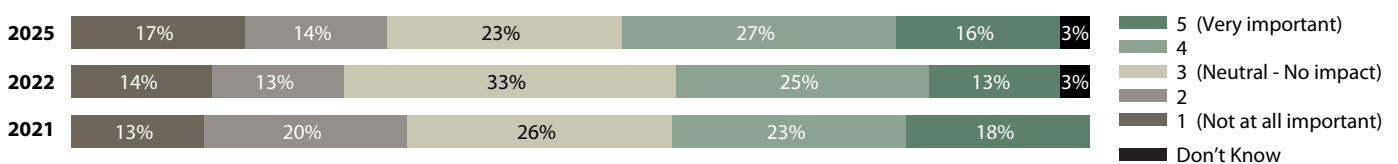
B: Public transit, like shuttles, buses, and trains?



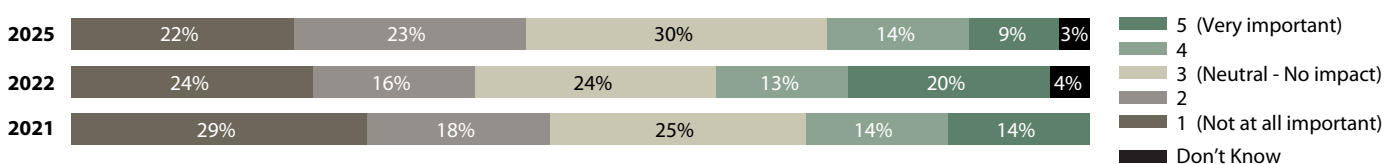
C: High-speed internet (broadband) in tourism areas?



D: Tourism promotion?



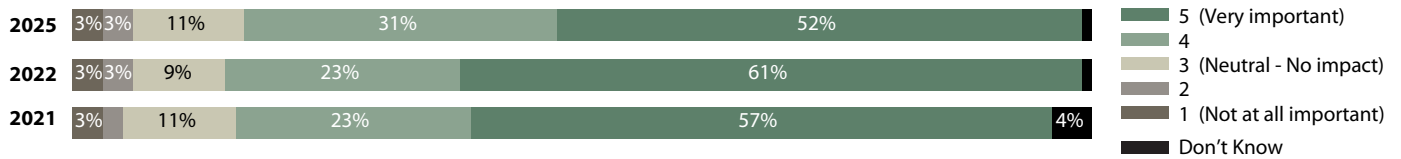
E: Local and regional airport facilities?



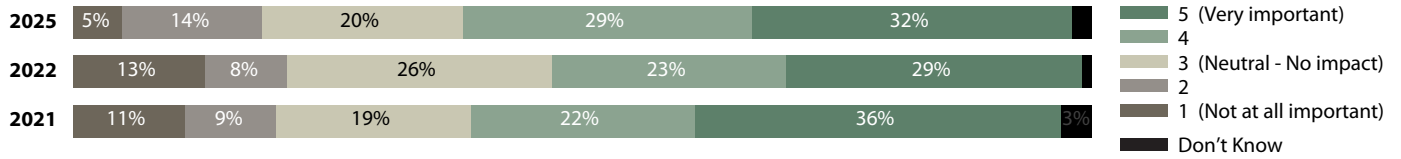
F: Local search and rescue capabilities?



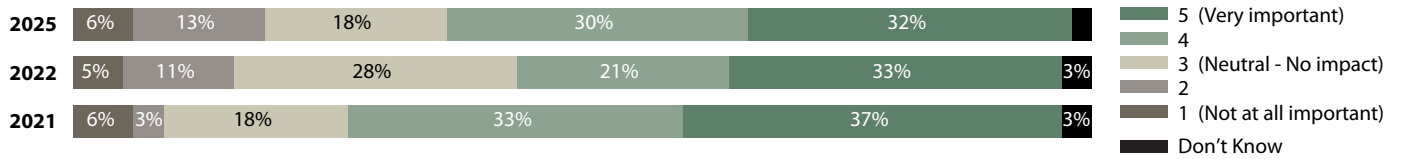
G: Environment protection and repair of damaged areas (land, water, etc.)?



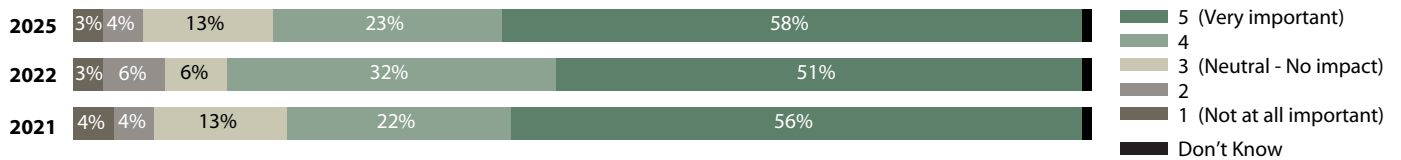
H: Cellular service?



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?



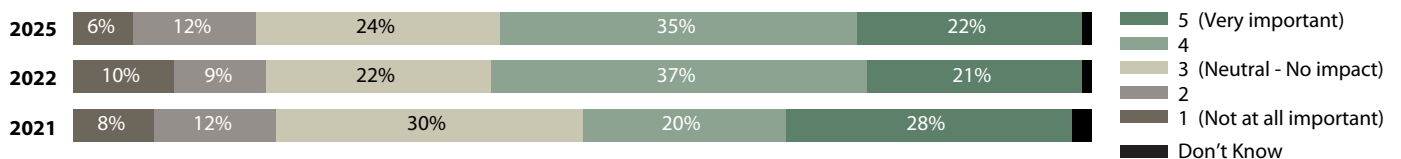
L: Recreation infrastructure like trails, campgrounds, parks, and restrooms?



M: Historical preservation of community assets?



N: Arts and culture investment?



Environmental Sustainability

In general, agreement regarding environmental sustainability remained high from 2021 to 2025, with over 65% of respondents in agreement on all items (rating four or five). Agreement regarding the compatibility of natural resource protection and tourism increased from 69% in 2021 to 75% in 2025. Agreement with the belief that long-term planning helps reduce negative environmental impacts of tourism remained consistent from 2022, with over 60% of respondents in agreement (Figure 12-B). While the share of respondents decreased slightly regarding protecting natural resources and educating visitors on minimizing their impact, agreement remained at 75% or higher (Figures 12-C and 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?

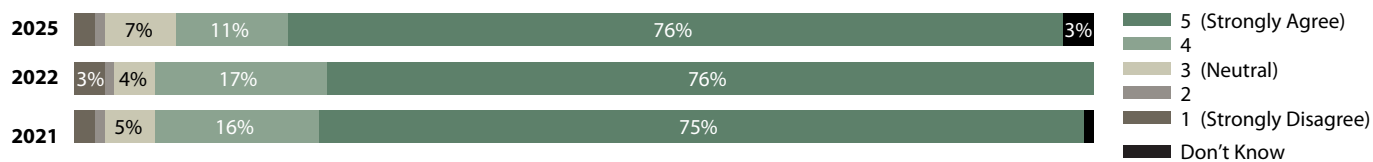
A: Natural resource protection and tourism can be compatible.



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.



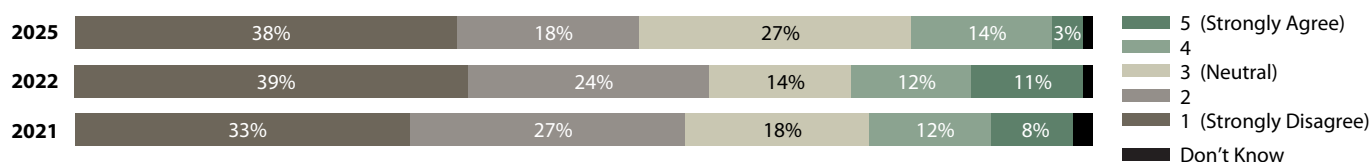
Perception of Visitors/Tourism

Fourteen statements were used to measure respondents' general perception of tourism in their area. The statements with the highest level of agreement include that visitors feel welcome (73%), that tourism has made the community an unaffordable place to live (69%), and that their way of life has changed to suit visitors (62%) (see Figures 13-C, 13-G, and 13-B).

The items with highest share of respondents in disagreement include disagreeing with the statement that their area would be a dull place if visitors did not come (56% disagreed), the state government valuing input from residents about tourism (52% disagreed), and preferring as little contact as possible with visitors (47% disagreed) (see Figures 13-K, 13-E, and 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.



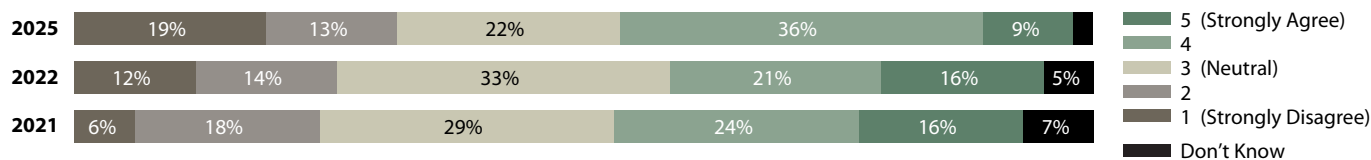
B: In our area, our way of life has changed to suit visitors.



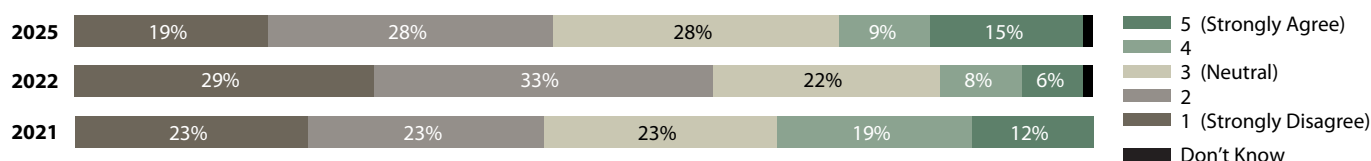
C: Overall, I think visitors to my area feel welcomed.



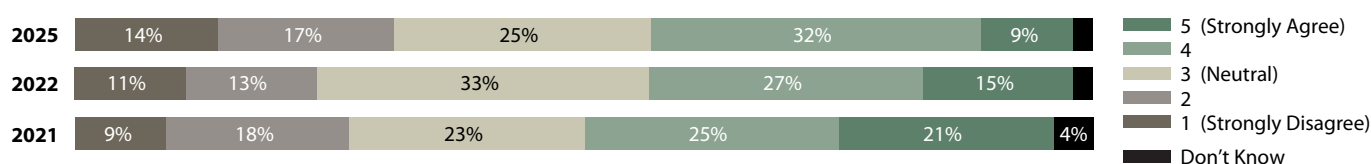
D: Tourism has made locals prouder of our area.



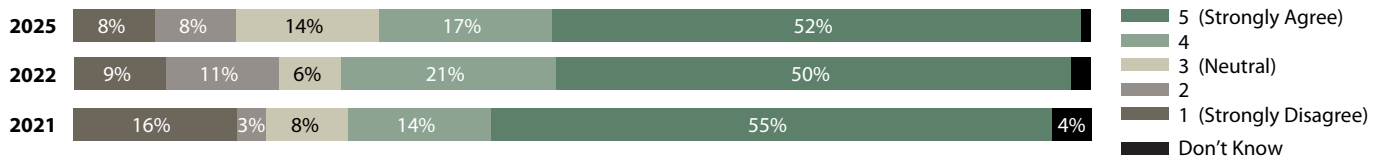
E: I prefer to have as little contact as possible with visitors.



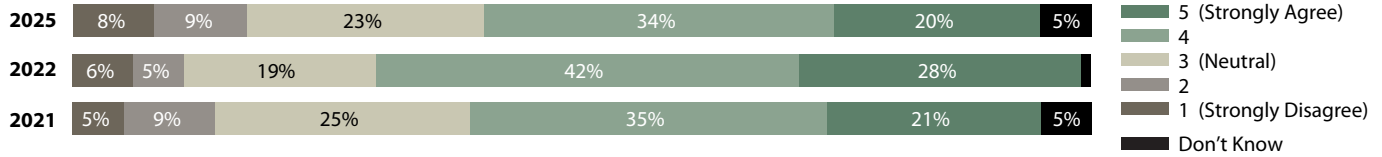
F: Residents benefit from a wide variety of cultural activities in my area because of tourism.



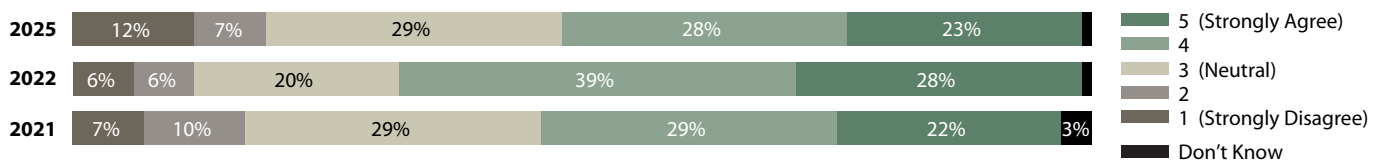
G: Tourism has made my community an unaffordable place for many to live.



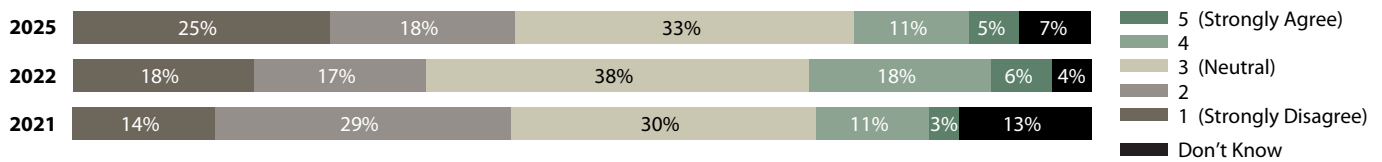
H: Tourism supports businesses in my community that are valuable to me.



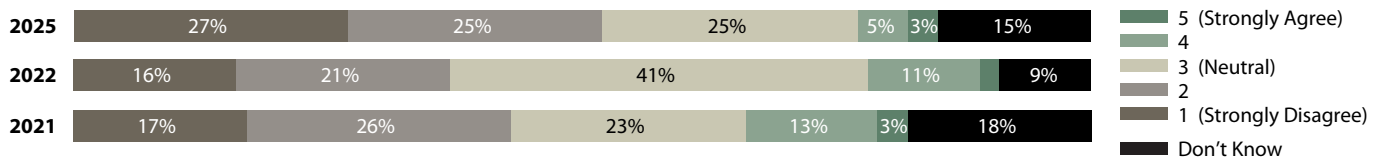
I: I enjoy interactions with visitors.



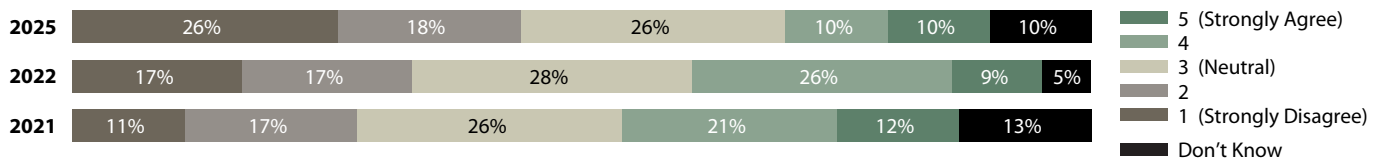
J: Government does a good job balancing residents' and visitors' needs.



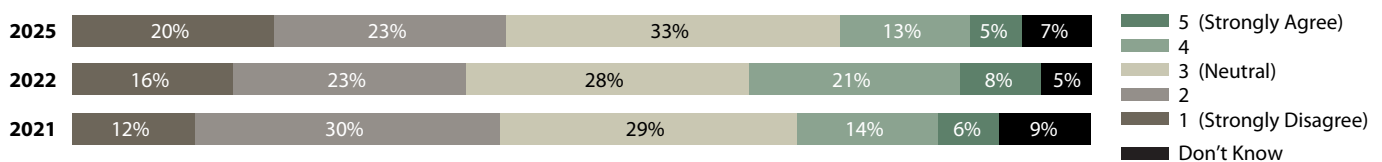
K: State government values input from residents about tourism in my area.



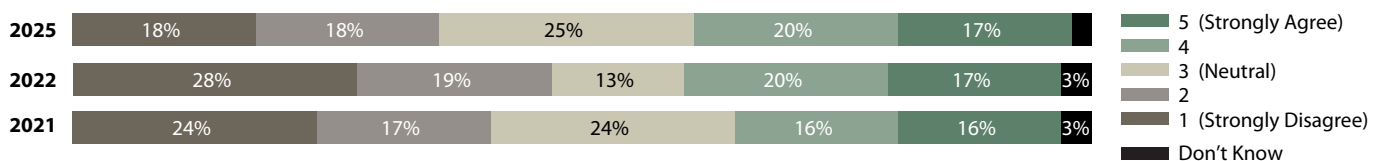
L: Local government values input from residents about tourism in my area.



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



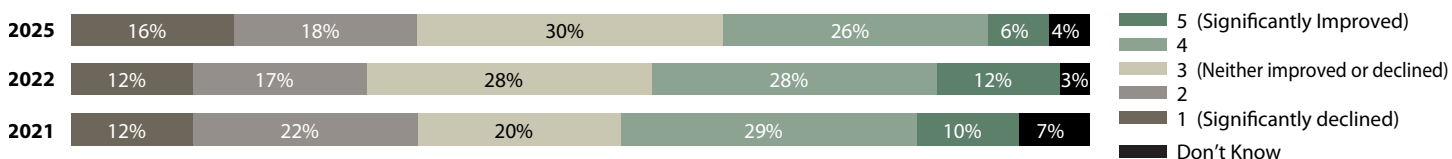
N: I have provided input on tourism decisions in my area by doing things like attending public meetings and/or writing letters to local government or decision-makers.



Impact of Tourism on Quality of Life

In 2025, about one-third of residents (32%) believed tourism has improved the quality of life in their area (rating four or five), compared to 39% in 2021. The share of respondents indicating decline (rating one or two) remained consistent from 2021 to 2025 (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."

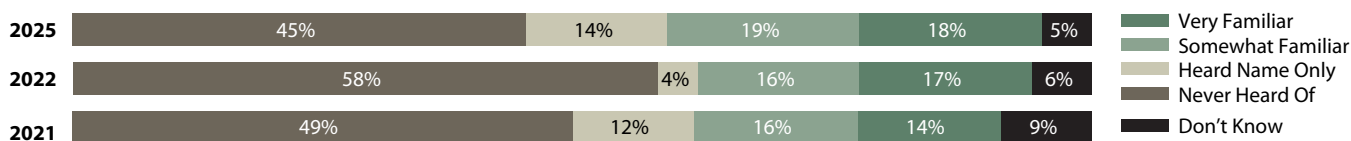


Marketing Campaigns

The "Greatest Snow on Earth®" campaign remains the most familiar tourism-related marketing campaign among respondents, with 84% of those interviewed being "very" or "somewhat" familiar with the campaign (see Figure 15C). The "Life Elevated®" campaign also garners recognition, with 75% of 2025 respondents reporting familiarity. However, the majority of 2025 respondents indicated they have "never heard of" the "Forever Mighty®" initiative (74%) (See Figure 15B).

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

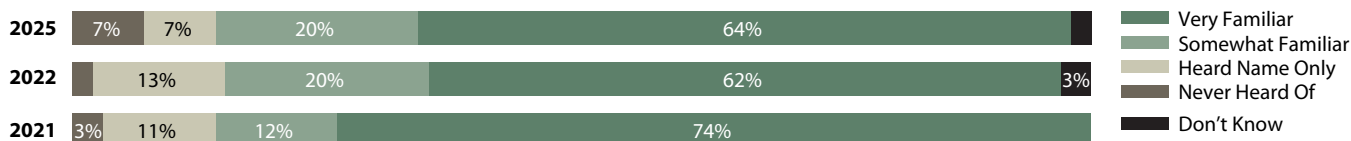
A: Mighty 5® campaign



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) commissioned the Kem C. Gardner Policy Institute to conduct a statewide survey of residents regarding tourism. The research included a broad statewide survey, along with smaller surveys in 14 areas across the state—some with well-established tourism economies, others with emerging ones. Wasatch County was among the areas surveyed. Despite sample sizes in the individual areas, the results revealed that resident opinions and attitudes toward tourism varied significantly by location.

Wasatch County was surveyed again in 2022 and most recently in 2025, contributing to a multi-year effort to track changes in resident sentiment over time. This brief highlights insights from the 2025 survey of Wasatch residents, as well as trends observed across multiple years of data.

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. Appendix D shows survey findings from both years in a concise side-by-side text format.

Lighthouse Research conducted the survey of Wasatch County 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. The telephone survey averaged 12 minutes. The 111-response survey has a margin of error of +/-9.28% at the 95% confidence level. The error rate can differ for subgroups or on individual questions.

A profile of the 2025 survey respondents is in Appendix B, while Appendix D shows 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 - Wasatch County

		2021	2022	2025
Gender	Male	43%	55%	46%
	Female	57%	45%	51%
	Other	0%	0%	3%
Age	18-29	1%	10%	3%
	30-39	11%	13%	5%
	40-49	20%	17%	12%
	50-59	15%	25%	29%
	60-69	32%	23%	34%
	70 and over	21%	13%	18%
Household Income	<20,000	0%	2%	2%
	\$20,000-\$39,999	3%	8%	3%
	\$40,000-\$59,999	5%	9%	5%
	\$60,000-\$79,999	20%	14%	15%
	\$80,000-\$99,999	16%	12%	16%
	\$100,000-\$150,000	20%	21%	18%
	Over \$150,000	35%	33%	41%

		2021	2022	2025
Education	Some high school	0%	2%	0%
	High school graduate	3%	10%	5%
	Some college/assoc. degree /vocational certificate	24%	21%	22%
	College graduate	36%	31%	41%
	Graduate work or degree	37%	36%	32%
Ethnicity	White	97%	96%	96%
	Hispanic/non-white	3%	4%	4%
Utah Residency	Less than 5 years	5%	6%	0%
	5 to 10 years	14%	20%	15%
	11 to 20 years	20%	9%	15%
	More than 20 years	60%	65%	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.

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

Ok, let's get started...

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

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

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

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

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

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

AMENITIES

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

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

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

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

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

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

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

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

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

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

POSITIVE EXPERIENCE

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

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

ROLE OF GOVERNMENT

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

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

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

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

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

ENVIRONMENTAL SUSTAINABILITY

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

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

PERCEPTION OF VISITORS/TOURISM

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

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

TOURISM IMPACT ON QUALITY OF LIFE

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

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

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

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

ADDITIONAL COMMENTS

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

DEMOGRAPHIC QUESTIONS

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

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

Appendix D - Wasatch County - 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
Wasatch Co. n=	100	109	111

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=	100	108	111
A great deal of tourism	73%	75%	59%
Some tourism	27%	24%	34%
Little tourism	0%	1%	4%
No tourism	0%	0%	0%
Other (specify)	0%	0%	3%
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=	100	109	111
Yes	24%	25%	21%
No	74%	74%	79%
Other (specify)	2%	1%	0%

GENERAL VIEW OF TOURISM

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

- 3A. The quality of amenities such as gas stations and retail stores in the tourist areas

	2021	2022	2025
n=	100	109	111
1 - Very negative	4%	6%	6%
2	8%	11%	13%
3	33%	31%	21%
4	31%	28%	42%
5 - Very positive	22%	24%	14%
Don't know	2%	0%	4%
Mean (1-5)	3.60	3.51	3.48

- 3B. The natural environment in Utah

	2021	2022	2025
n=	100	109	111
1 - Very negative	14%	14%	9%
2	17%	17%	18%
3	21%	19%	25%
4	15%	19%	23%
5 - Very positive	32%	31%	23%
Don't know	1%	0%	2%
Mean (1-5)	3.34	3.38	3.34

- 3C. Your community's overall reputation

	2021	2022	2025
n=	100	109	111
1 - Very negative	4%	4%	3%
2	5%	2%	6%
3	11%	14%	14%
4	23%	32%	34%
5 - Very positive	56%	46%	41%
Don't know	1%	3%	2%
Mean (1-5)	4.23	4.18	4.07

- 3D. Human health and safety

	2021	2022	2025
n=	100	109	111
1 - Very negative	10%	6%	6%
2	9%	12%	12%
3	31%	29%	41%
4	24%	28%	19%
5 - Very positive	21%	19%	15%
Don't know	5%	6%	7%
Mean (1-5)	3.39	3.47	3.27

3E. Housing affordability

	2021	2022	2025
<i>n</i> =	100	109	111
1 - Very negative	55%	51%	48%
2	24%	31%	30%
3	12%	11%	14%
4	6%	2%	3%
5 - Very positive	2%	4%	2%
Don't know	1%	1%	4%
Mean (1-5)	1.75	1.74	1.77

3F. Job opportunities for residents

	2021	2022	2025
<i>n</i> =	100	109	111
1 - Very negative	7%	6%	5%
2	5%	4%	15%
3	19%	25%	23%
4	39%	34%	29%
5 - Very positive	29%	28%	22%
Don't know	1%	3%	6%
Mean (1-5)	3.79	3.76	3.49

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

	2021	2022	2025
<i>n</i> =	100	109	111
1 - Very negative	17%	11%	19%
2	25%	26%	20%
3	33%	29%	27%
4	17%	25%	23%
5 - Very positive	8%	9%	9%
Don't know	0%	0%	3%
Mean (1-5)	2.74	2.95	2.82

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

	2021	2022	2025
<i>n</i> =	100	109	111
1 - Very negative	5%	6%	4%
2	11%	8%	5%
3	32%	28%	35%
4	19%	30%	27%
5 - Very positive	27%	27%	25%
Don't know	6%	2%	5%
Mean (1-5)	3.55	3.65	3.69

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	3.62	3.71	3.48
(3B) The natural environment in Utah	3.65	3.84	3.34
(3C) Your community's overall reputation	3.95	4.01	4.07
(3D) Human health and safety	3.42	3.59	3.27
(3E) Housing affordability	2.32	2.45	1.77
(3F) Job opportunities for local residents	3.67	3.66	3.49
(3G) The quality of infrastructure like public transportation, roads and bridges, and utilities	3.27	3.42	2.82
(3H) The opportunity to meet and better understand people from different backgrounds	3.37	3.63	3.69

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
<i>n</i> =	100	109	111
1 - Significant decrease	1%	2%	3%
2	6%	6%	2%
3	26%	33%	29%
4	38%	35%	41%
5 - Significant increase	22%	22%	21%
Don't know	7%	3%	5%
Mean (1-5)	3.8	3.72	3.79

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
<i>n</i> =	100	109	111
1 - Very negative	2%	6%	3%
2	7%	6%	12%
3	35%	43%	43%
4	34%	30%	29%
5 - Very positive	18%	11%	9%
Don't know	4%	3%	5%
Mean (1-5)	3.61	3.34	3.31

5B: The QUALITY of arts and cultural experiences

	2021	2022	2025
n=	100	109	111
1 – Very negative	3%	8%	4%
2	7%	5%	14%
3	34%	39%	35%
4	32%	35%	32%
5 – Very positive	19%	12%	10%
Don't know	5%	2%	5%
Mean (1-5)	3.60	3.38	3.31

5C: The NUMBER of dining options

	2021	2022	2025
n=	100	109	111
1 – Very negative	3%	6%	2%
2	4%	6%	14%
3	27%	27%	29%
4	36%	30%	33%
5 – Very positive	29%	31%	20%
Don't know	1%	0%	2%
Mean (1-5)	3.85	3.75	3.56

5D: The QUALITY of dining options

	2021	2022	2025
n=	100	109	111
1 – Very negative	5%	6%	5%
2	9%	12%	14%
3	30%	31%	27%
4	33%	28%	36%
5 – Very positive	21%	23%	15%
Don't know	2%	0%	3%
Mean (1-5)	3.57	3.49	3.44

5E: The NUMBER of spectator events

	2021	2022	2025
n=	100	109	111
1 – Very negative	4%	6%	4%
2	4%	10%	8%
3	31%	23%	40%
4	41%	42%	33%
5 – Very positive	17%	17%	12%
Don't know	4%	3%	4%
Mean (1-5)	3.68	3.56	3.43

5F: The QUALITY of spectator events

	2021	2022	2025
n=	100	109	111
1 – Very negative	2%	5%	4%
2	5%	6%	10%
3	31%	29%	31%
4	36%	33%	34%
5 – Very positive	19%	23%	17%
Don't know	7%	5%	5%
Mean (1-5)	3.70	3.67	3.54

5G: The NUMBER of recreational opportunities

	2021	2022	2025
n=	100	109	111
1 – Very negative	3%	5%	4%
2	4%	4%	5%
3	17%	11%	14%
4	28%	30%	30%
5 – Very positive	45%	50%	43%
Don't know	3%	0%	4%
Mean (1-5)	4.11	4.18	4.07

5H: The QUALITY of recreational opportunities

	2021	2022	2025
n=	100	109	111
1 – Very negative	4%	6%	3%
2	8%	3%	8%
3	11%	12%	16%
4	36%	32%	32%
5 – Very positive	37%	48%	37%
Don't know	4%	0%	4%
Mean (1-5)	3.98	4.14	3.96

5I: Your ABILITY TO ACCESS recreational opportunities

	2021	2022	2025
n=	100	108	111
1 – Very negative	10%	8%	10%
2	12%	14%	10%
3	13%	16%	19%
4	28%	27%	27%
5 – Very positive	36%	35%	32%
Don't know	1%	0%	2%
Mean (1-5)	3.69	3.67	3.63

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	3.61	3.34	3.31
(5B) The quality of arts and cultural experiences	3.60	3.38	3.31
(5C) The number of dining options	3.85	3.75	3.56
(5D) The quality of dining options	3.57	3.49	3.44
(5E) The number of spectator events	3.68	3.56	3.43
(5F) The quality of spectator events	3.70	3.67	3.54
(5G) The number of recreational opportunities	4.11	4.18	4.07
(5H) The quality of recreational opportunities	3.98	4.14	3.96
(5I) Your ability to access recreational opportunities	3.69	3.67	3.63

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=	100	109	111
The POSITIVE effects of tourism outweigh the negative	46%	55%	42%
The NEGATIVE effects of tourism outweigh the positive	24%	17%	22%
The effects of tourism are equally positive and negative	30%	28%	36%
Don't know	0%	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	2022	2025
n=	100	109	111
1 - Not at all important	2%	3%	5%
2	3%	2%	5%
3	14%	17%	17%
4	42%	44%	36%
5 - Very important	35%	34%	36%
Don't know	4%	0%	1%
Mean (1-5)	4.09	4.05	3.94

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=	100	108	111
None	6%	9%	8%
A few	16%	22%	14%
Some	34%	28%	31%
Many	28%	23%	33%
All	6%	5%	4%
Don't know	10%	13%	10%

- 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=	100	109	111
1 – Definitely not	2%	3%	2%
2	5%	1%	7%
3	11%	15%	18%
4	33%	39%	36%
5 – Definitely	45%	42%	34%
Don't know	4%	1%	3%
Mean (1-5)	4.19	4.18	3.96

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=	100	109	110
1 – Strongly disagree	5%	8%	5%
2	5%	5%	4%
3 – (neutral)	21%	18%	17%
4	20%	19%	23%
5 – Strongly agree	42%	44%	43%
Don't know	7%	6%	8%
Mean (1-5)	3.96	3.91	4.02

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=	100	109	111
1 – Not at all important	6%	5%	9%
2	3%	9%	5%
3 – (neutral)	23%	26%	21%
4	27%	28%	34%
5 – Very important	37%	31%	31%
Don't know	4%	2%	0%
Mean (1-5)	3.90	3.73	3.72

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

	2021	2022	2025
n=	100	109	111
1 – Not at all important	10%	9%	12%
2	8%	14%	14%
3 – (neutral)	16%	15%	17%
4	31%	23%	24%
5 – Very important	35%	39%	32%
Don't know	0%	1%	2%
Mean (1-5)	3.73	3.69	3.51

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

	2021	2022	2025
n=	100	109	111
1 – Not at all important	13%	16%	14%
2	11%	8%	12%
3 – (neutral)	17%	25%	21%
4	24%	22%	23%
5 – Very important	33%	26%	31%
Don't know	2%	4%	0%
Mean (1-5)	3.54	3.35	3.46

11D. Tourism promotion?

	2021	2022	2025
n=	100	109	111
1 – Not at all important	13%	14%	17%
2	20%	13%	14%
3 – (neutral)	26%	33%	23%
4	23%	25%	27%
5 – Very important	18%	13%	16%
Don't know	0%	3%	3%
Mean (1-5)	3.13	3.10	3.12

11E. Local and regional airport facilities?

	2021	2022	2025
n=	100	109	111
1 – Not at all important	29%	24%	22%
2	18%	16%	23%
3 – (neutral)	25%	24%	30%
4	14%	13%	14%
5 – Very important	14%	20%	9%
Don't know	0%	4%	3%
Mean (1-5)	2.66	2.90	2.64

11F. Local search and rescue capabilities?

	2021	2022	2025
n=	100	109	111
1 – Not at all important	4%	4%	3%
2	5%	4%	3%
3 – (neutral)	11%	12%	14%
4	31%	25%	39%
5 – Very important	48%	55%	41%
Don't know	1%	1%	0%
Mean (1-5)	4.15	4.25	4.14

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

	2021	2022	2025
n=	100	109	111
1 – Not at all important	3%	3%	3%
2	2%	3%	3%
3 – (neutral)	11%	9%	11%
4	23%	23%	31%
5 – Very important	57%	61%	52%
Don't know	4%	1%	1%
Mean (1-5)	4.34	4.39	4.28

11H. Cellular service?

	2021	2022	2025
n=	100	109	111
1 – Not at all important	11%	13%	5%
2	9%	8%	14%
3 – (neutral)	19%	26%	20%
4	22%	23%	29%
5 – Very important	36%	29%	32%
Don't know	3%	1%	2%
Mean (1-5)	3.65	3.48	3.71

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

	2021	2022	2025
n=	100	109	111
1 – Not at all important	6%	5%	6%
2	3%	11%	13%
3 – (neutral)	18%	28%	18%
4	33%	21%	30%
5 – Very important	37%	33%	32%
Don't know	3%	3%	2%
Mean (1-5)	3.95	3.69	3.69

11J. Transportation infrastructure like roads and bridges?

	2021	2022	2025
n=	100	109	111
1 – Not at all important	4%	3%	3%
2	4%	6%	4%
3 – (neutral)	13%	6%	13%
4	22%	32%	23%
5 – Very important	56%	51%	58%
Don't know	1%	1%	1%
Mean (1-5)	4.23	4.24	4.30

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

	2021	2022	2025
<i>n=</i>	100	109	111
1 – Not at all important	5%	8%	4%
2	3%	6%	7%
3 – (neutral)	17%	17%	21%
4	30%	32%	36%
5 – Very important	43%	35%	30%
Don't know	2%	2%	3%
Mean (1-5)	4.05	3.80	3.83

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

	2021	2022	2025
<i>n=</i>	100	109	111
1 – Not at all important	4%	5%	3%
2	2%	4%	3%
3 – (neutral)	9%	12%	11%
4	31%	28%	29%
5 – Very important	54%	50%	54%
Don't know	0%	2%	1%
Mean (1-5)	4.29	4.17	4.30

11M. Historical preservation of community assets?

	2021	2022	2025
<i>n=</i>	100	109	111
1 – Not at all important	2%	3%	4%
2	2%	7%	5%
3 – (neutral)	18%	17%	13%
4	23%	24%	26%
5 – Very important	54%	47%	51%
Don't know	1%	3%	2%
Mean (1-5)	4.26	4.08	4.19

11N. Arts and culture investment?

	2021	2022	2025
<i>n=</i>	100	109	111
1 – Not at all important	8%	10%	6%
2	12%	9%	12%
3 – (neutral)	30%	22%	24%
4	20%	37%	35%
5 – Very important	28%	21%	22%
Don't know	2%	1%	1%
Mean (1-5)	3.49	3.50	3.55

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	2022	2025
(11A) Parking accommodations (parking lots) in tourism areas?	3.90	3.73	3.72
(11B) Public transit, like shuttles, buses, trains?	3.73	3.69	3.51
(11C) High speed internet (broadband) in tourism areas?	3.54	3.35	3.46
(11D) Tourism promotion?	3.13	3.10	3.12
(11E) Local and regional airport facilities?	2.66	2.90	2.64
(11F) Local search and rescue capabilities?	4.15	4.25	4.14
(11G) Environment protection and repair of damaged areas (land, water, etc.)?	4.34	4.39	4.28
(11H) Cellular service?	3.65	3.48	3.71
(11I) Visitor education regarding how to best respect and support the local community?	3.95	3.69	3.69
(11J) Transportation infrastructure like roads and bridges?	4.23	4.24	4.30
(11K) Garbage and recycling disposal and collection in tourism areas?	4.05	3.80	3.83
(11L) Recreation infrastructure like trails, campgrounds, parks, restrooms?	4.29	4.17	4.30
(11M) Historical preservation of community assets?	4.26	4.08	4.19
(11N) Arts and culture investment?	3.49	3.50	3.55

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>	100	109	111
1 – Strongly disagree	6%	6%	2%
2	7%	6%	5%
3	15%	12%	17%
4	29%	28%	32%
5 – Strongly agree	40%	45%	43%
Don't know	3%	3%	2%
Mean (1-5)	3.93	4.03	4.12

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

	2021	2022	2025
n=	100	109	111
1 – Strongly disagree	6%	7%	10%
2	8%	6%	7%
3	18%	15%	11%
4	24%	27%	24%
5 – Strongly agree	39%	39%	42%
Don't know	5%	6%	5%
Mean (1-5)	3.86	3.88	3.87

12C. Natural resources should be protected in Utah.

	2021	2022	2025
n=	100	109	110
1 – Strongly disagree	2%	3%	2%
2	1%	1%	1%
3	5%	4%	7%
4	16%	17%	11%
5 – Strongly agree	75%	76%	76%
Don't know	1%	0%	3%
Mean (1-5)	4.63	4.62	4.64

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=	100	109	111
1 – Strongly disagree	3%	5%	3%
2	3%	6%	5%
3	8%	16%	14%
4	28%	22%	24%
5 – Strongly agree	58%	50%	51%
Don't know	0%	1%	3%
Mean (1-5)	4.35	4.08	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.	3.93	4.03	4.12
(12B) Long-term government planning helps reduce potentially negative environmental impacts of tourism.	3.86	3.88	3.87
(12C) Natural resources should be protected in Utah.	4.63	4.62	4.64
(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.	4.35	4.08	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=	100	109	111
1 – Strongly disagree	33%	39%	38%
2	27%	24%	18%
3	18%	14%	27%
4	12%	12%	14%
5 – Strongly agree	8%	11%	3%
Don't know	2%	1%	1%
Mean (1-5)	2.34	2.32	2.25

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

	2021	2022	2025
n=	100	109	111
1 – Strongly disagree	8%	5%	3%
2	10%	7%	9%
3	17%	18%	23%
4	32%	39%	28%
5 – Strongly agree	28%	27%	34%
Don't know	5%	4%	3%
Mean (1-5)	3.65	3.79	3.84

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

	2021	2022	2025
n=	100	109	111
1 – Strongly disagree	3%	3%	4%
2	4%	5%	1%
3	18%	12%	19%
4	37%	51%	45%
5 – Strongly agree	35%	27%	28%
Don't know	3%	3%	4%
Mean (1-5)	4.00	3.97	3.96

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

	2021	2022	2025
n=	100	109	111
1 – Strongly disagree	6%	12%	19%
2	18%	14%	13%
3	29%	33%	22%
4	24%	21%	36%
5 – Strongly agree	16%	16%	9%
Don't know	7%	5%	2%
Mean (1-5)	3.28	3.15	3.04

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

	2021	2022	2025
n=	100	109	111
1 – Strongly disagree	23%	29%	19%
2	23%	33%	28%
3	23%	22%	28%
4	19%	8%	9%
5 – Strongly agree	12%	6%	15%
Don't know	0%	1%	1%
Mean (1-5)	2.74	2.29	2.74

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

	2021	2022	2025
n=	100	109	111
1 – Strongly disagree	9%	11%	14%
2	18%	13%	17%
3	23%	33%	25%
4	25%	27%	32%
5 – Strongly agree	21%	15%	9%
Don't know	4%	2%	2%
Mean (1-5)	3.32	3.21	3.05

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

	2021	2022	2025
n=	100	109	111
1 – Strongly disagree	16%	9%	8%
2	3%	11%	8%
3	8%	6%	14%
4	14%	21%	17%
5 – Strongly agree	55%	50%	52%
Don't know	4%	2%	1%
Mean (1-5)	3.93	3.94	3.98

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

	2021	2022	2025
n=	100	109	111
1 – Strongly disagree	5%	6%	8%
2	9%	5%	9%
3	25%	19%	23%
4	35%	42%	34%
5 – Strongly agree	21%	28%	20%
Don't know	5%	1%	5%
Mean (1-5)	3.61	3.82	3.51

13I. I enjoy interactions with visitors.

	2021	2022	2025
n=	100	109	111
1 – Strongly disagree	7%	6%	12%
2	10%	6%	7%
3	29%	20%	29%
4	29%	39%	28%
5 – Strongly agree	22%	28%	23%
Don't know	3%	1%	1%
Mean (1-5)	3.51	3.78	3.45

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

	2021	2022	2025
n=	100	109	111
1 – Strongly disagree	14%	18%	25%
2	29%	17%	18%
3	30%	38%	33%
4	11%	18%	11%
5 – Strongly agree	3%	6%	5%
Don't know	13%	4%	7%
Mean (1-5)	2.54	2.75	2.50

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

	2021	2022	2025
n=	100	109	111
1 – Strongly disagree	17%	16%	27%
2	26%	21%	25%
3	23%	41%	25%
4	13%	11%	5%
5 – Strongly agree	3%	2%	3%
Don't know	18%	9%	15%
Mean (1-5)	2.50	2.59	2.18

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

	2021	2022	2025
n=	100	109	111
1 – Strongly disagree	11%	17%	26%
2	17%	17%	18%
3	26%	28%	26%
4	21%	26%	10%
5 – Strongly agree	12%	9%	10%
Don't know	13%	5%	10%
Mean (1-5)	3.07	2.94	2.55

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

	2021	2022	2025
<i>n=</i>	100	109	111
1 – Strongly disagree	12%	16%	20%
2	30%	23%	23%
3	29%	28%	33%
4	14%	21%	13%
5 – Strongly agree	6%	8%	5%
Don't know	9%	5%	7%
Mean (1-5)	2.69	2.83	2.56

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>	100	109	111
1 – Strongly disagree	24%	28%	18%
2	17%	19%	18%
3	24%	13%	25%
4	16%	20%	20%
5 – Strongly agree	16%	17%	17%
Don't know	3%	3%	2%
Mean (1-5)	2.82	2.80	3.00

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.	2.34	2.32	2.25
(13B) In our area, our way of life has changed to suit visitors.	3.65	3.79	3.84
(13C) Overall, I think visitors to my area feel welcomed.	4.00	3.97	3.96
(13D) Tourism has made locals prouder of our area.	3.28	3.15	3.04
(13E) I prefer to have as little contact as possible with visitors.	2.74	2.29	2.74
(13F) Residents benefit from a wide variety of cultural activities in my area because of tourism.	3.32	3.21	3.05
(13G) Tourism has made my community an unaffordable place for many to live.	3.93	3.94	3.98
(13H) Tourism supports businesses in my community that are valuable to me.	3.61	3.82	3.51
(13I) I enjoy interactions with visitors.	3.51	3.78	3.45
(13J) Government does a good job balancing residents' and visitors' needs.	2.54	2.75	2.50

(13K) State government values input from residents about tourism in my area.	2.50	2.59	2.18
(13L) Local government values input from residents about tourism in my area.	3.07	2.94	2.55
(13M) Residents have the opportunity to provide input on tourism related topics in my area.	2.69	2.83	2.56
(13N) I have provided input on tourism decisions in my area, by doing things like attending public meetings and/or writing letters to local government or decision makers.	2.82	2.80	3.00

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	2022	2025
<i>n=</i>	100	109	111
1 – Significantly declined	12%	12%	16%
2	22%	17%	18%
3	20%	28%	30%
4	29%	28%	26%
5 – Significantly improved	10%	12%	6%
Don't know	7%	3%	4%
Mean (1-5)	3.03	3.12	2.88

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>	100	109	111
Never heard of	49%	58%	45%
Heard name only	12%	4%	14%
Somewhat familiar	16%	16%	19%
Very familiar	14%	17%	18%
Don't know	9%	6%	5%

15B. Forever Mighty® Initiative

	2021	2022	2025
<i>n=</i>	100	109	111
Never heard of	69%	78%	74%
Heard name only	9%	6%	7%
Somewhat familiar	4%	6%	8%
Very familiar	4%	4%	2%
Don't know	14%	6%	9%

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

	2021	2022	2025
n=	100	108	111
Never heard of	3%	2%	7%
Heard name only	11%	13%	7%
Somewhat familiar	12%	20%	20%
Very familiar	74%	62%	64%
Don't know	0%	3%	2%

15D. Life Elevated®

	2021	2022	2025
n=	100	109	111
Never heard of	6%	5%	9%
Heard name only	17%	19%	14%
Somewhat familiar	21%	28%	22%
Very familiar	53%	46%	53%
Don't know	3%	3%	2%

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=	100	109	111
Man	43%	55%	46%
Woman	57%	45%	51%
Some other way	0%	0%	3%

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

	2021	2022	2025
n=	100	109	111
18 to 29	1%	10%	3%
30 to 39	11%	13%	5%
40 to 49	20%	17%	12%
50 to 59	15%	25%	29%
60 to 69	32%	23%	34%
70 or Older	21%	13%	18%

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

	2021	2022	2025
n=	100	107	107
Some high school or less	0%	2%	0%
High school graduate	3%	10%	5%
Some college/assoc.degree/vocational certificate	24%	21%	22%
College graduate (4 years)	36%	31%	41%
Graduate work or degree	37%	36%	32%

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

	2021	2022	2025
n=	100	108	111
Less than 5 years	5%	6%	0%
5 to 10 years	14%	20%	15%
11 to 20 years	20%	9%	15%
More than 20 years	60%	65%	69%

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

	2021	2022	2025
n=	100	107	109
Hispanic/Latino	0%	1%	2%
American Indian or Alaska Native	1%	1%	0%
Asian or Asian American	0%	0%	0%
Black or African American	0%	0%	0%
Pacific Islander/Native Hawaiian	0%	0%	0%
White	97%	96%	96%
Multiple races/ethnicities	2%	1%	2%
Other (specify)	0%	0%	0%
Don't know	0%	1%	0%

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

	2021	2022	2025
n=	100	98	88
Less than \$20,000	0%	2%	2%
\$20,000 to \$39,999	3%	8%	3%
\$40,000 to \$59,999	5%	9%	5%
\$60,000 to \$79,999	20%	14%	15%
\$80,000 to \$99,999	16%	12%	16%
\$100,000 to \$150,000	20%	21%	18%
Over \$150,000	35%	33%	41%

Appendix E - Verbatim Comments - Wasatch County

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

Response categories:

- (1) None**
- (2) A few**
- (3) Some**
- (4) Many**
- (5) All**

(1) None - 8 comments

- There is enough options so it spreads itself out, has yearly events so it gets crazy but that's it.
- Plenty of availability with resorts.
- Tourists seem to be the right amount.
- We have enough accommodations for tourists.
- Don't think so.
- Nothing to add since don't see this as a problem.
- The City of Midway has done a good job addressing public parking. Five years ago I would have said "some." Swiss Days will always be a parking nightmare but I think it is now handled as best as it can be.
- None of the tourist attractions are overcrowded.

(2) A few – 16 comments

- If you go up in the mountains it's crowded.
- Just cause we have a couple a year where the locals can't be here for, can't handle parking locals driveways are blocked etc.
- Concerts in the park are well attended but not too crowded.
- Swiss Days visitation can be overwhelming.
- We need more/better restaurants.
- The roads are very crowded and slow due to tourists. We also don't have enough big shops and restaurants.
- Traffic and accommodations.
- Jordanelle park is very crowded.
- Swiss Days Soldier Hollow events.
- Midway Swiss Days.
- For some events, the number of people can be overwhelming.
- Too many tourists too high to live.
- Swiss Days, and some events at Soldier's Hollow can get crowded.
- During the bazaar.
- Main Street traffic.
- I think when there are big events like rodeos and sporting tournaments, there aren't enough hotel rooms and people have to go to Park City, which has far more lodging options.

(3) Some – 34 comments

- Traffic and roads get backed up, lakes around here are at maximum capacity which I believe is really bad.
- I think in this area there is an abundance of lodges, hotels, within 10 miles, but some places like in nature I have to travel a 15 miles distance which can be a negative and positive.
- There is people here to ski than there are facilities.
- Trail head parking lots are full trailheads are full, ski resorts are busy.
- During the summer and on weekends there isn't enough it's crazy.
- There's not a lot of places to stay when people come to visit.
- Influx of people during busiest times of year, traffic can't handle it.
- I think during peak seasons of tourism it is pretty crowded with lots of traffic.
- My experience.
- Deer Creek State Park is overcrowded (main reason).
- Where I live it is not that big.
- Not enough park, restaurants.
- No comment.
- Restaurants and grocery stores are jam packed.
- Deer Creek Reservoir and Provo River both need more user capacity. Downtown needs a bypass road. The whole valley needs more bike and walking paths.
- Swiss Days.
- Influx of tourists in winter limits the locals' ability to ski, park, access restaurants, access special events. Long lines at gas stations and grocery stores are present in winter. Long traffic lines both on 242 and 248 and even highway 10 are much more in the winter. It can take 45 minutes to get out of Park City.
- Swiss Days completely overwhelms the entire village of Midway. Throughout the rest of the year, there is a slight problem with overcrowding on Midway's main streets.
- Traffic congestion, especially on the weekends makes getting around the valley difficult. Biking or walking isn't a great option as many services or stores are far apart.
- It's not all tourism. This town has grown so it has to do with the number of residents.
- Traffic.
- Not a lot of affordable hotels.
- Facilitate activities themselves can accommodate; however, community lacks in its ability to offer additional am.
- Main Street is often too busy.
- Increased traffic for one.... can't even get onto Main Street on the weekends...have to take back roads just to get around town. Too much traffic and too many people for the valley.
- Derby is always sold out. Park gets overcrowded at events.
- We are overwhelmed during Swiss Days due to the popularity of the event and the unavailability of local

services. Likewise the many trails attract UTV/ATV enthusiasts for 3 seasons and the impact is noticeable both in the peace and tranquility of our small town.

- Road infrastructure and parking is limited.
- Deer Creek fills to capacity and beyond as does Sundance and other ski resorts. Heber Main Street and Provo Canyon are so backed up on holidays and weekends.
- During Sundance film festival and big ski weekends it's difficult to get into some restaurants.
- There are camping areas but hotel/motels are limited.
- Generally, traffic.
- We have adequate parking at all venues. Our problem is road congestion.
- Actually, not really sure. Sometimes it feels traffic is really bad due to tourism, especially on Main Street.

(4) Many – 37 comments

- Just being a local resident for much of my life there is a lot of tourism.
- The lodging is a little bit limited.
- Because there aren't even places to park anymore, not enough for locals to do.
- Cause, many are visitors, the population swells quite a bit.
- It is too busy.
- Because the number of tourists outweigh the number of residents.
- We don't have lodging for people who come to our events.
- Heber is growing at a fast pace, cheaper to live in Heber than Park City not enough room and housing.
- There's not of availability in hotels and inns.
- Not enough affordable housing and not enough places to stay.
- No parking.
- Our local reservoirs are inaccessible now. Highway 40 traffic makes shopping local and getting around town unsafe and problematic. I feel like there is far too much spent on tourism rather than trying to lift and grow local commerce and jobs.
- Traffic is bad and will continue to get worse.
- Golf courses, restaurants, stores are overcrowded and way too expensive. Housing is unattainable due to old rich white people moving in and jacking up the prices. The only people who benefit are the inbred old Mormon families who settled this valley.
- Tourism has led to overcrowding, the County and City of Heber have done an absolutely horrible job of managing growth.
- Too much traffic on the roads.
- Limited hotel space.
- Swiss Days and some yearly events are hard to access, park and attend due to crowds.
- Jordanelle SP is often too full for parking on weekends. Additionally, no bike trail or quiet, SAFE road exists between Exit 4 and Heber proper.

- We are being overrun by developers and over building - causing air pollution, traffic congestion and lack of infrastructure. Not even mentioning lack of water. I live in a rural area, which we are trying to keep that way.
- Traffic is ridiculous. Park City is unwilling to expand infrastructure (roads) to accommodate the volume. Public transportation is encouraged, but not always convenient nor available. There are few services (e.g. gas stations, grocery stores) where I live, so forced to do battle with the traffic.
- There's one main road it's US 40.
- Road improvement much needed to help locals still feel like this is home and we are not just being run all over.
- Midway is too small to accommodate large crowds and the resulting traffic!
- It's become too busy and locals cannot enjoy.
- The area is a small one, and at peak seasons, the number of tourists can be very overwhelming for our town, especially since many people choose to move here because of their trips, which causes other issues.
- Too much traffic. Hard to drive around.
- Main Street in Heber, reservoirs, golf courses, ski resorts.
- Crowds get quite difficult to deal with regarding traffic on roads.
- Main Street, commuting, driving to and from anywhere in town.
- Out-of-area visitors and the resulting new move-ins overwhelm our natural resources to the point recreation now difficult to find solitude and privacy in outdoor recreation.
- We were built for a small town and are still a small town.
- We are a small town and it keeps trying to grow except there isn't anywhere to grow. They are building anywhere there is space and taking away from the natural beauty we once had.
- There are often too many people in the community especially on weekends.
- Ski resorts, some restaurants.
- Fair Days events - rodeos, demolition derby's - hard for locals to get tickets, find parking. During weekends almost year-round and summer months, it's difficult to drive around Heber city due to traffic on Main St. (Hwy 40) due to tourism.

(5) All - 4 comments

- Poor infrastructure.
- Traffic is horrible.
- Traffic is too high and it's too expensive to live.
- Lots of people moving in, lots of people traveling along with the existing locals are more than what is available for shopping needs, food choices (restaurant/grocery), activities for every age. There was already a lack of everything listed before growth started. Now there is lack of road options to get places without major congestion.

Wasatch County:

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

(1) Definitely Not - 2 comments

- Poor management.
- We have one small golf course that isn't in very good shape. Entrance to Jordanelle is pricey.

(2) - 8 comments

- Need a more inviting downtown, with a walkable area with more and better restaurants. Away from Highway 40 - street behind it. Need parking too. Why does Midway get all the cute stores and better dining options?
- Lots of white folks not interested in other cultures or nationalities.
- I don't think Wasatch should be a tourist community.
- Too much and not enough infrastructure bogs down life for people who actually live here.
- Too much traffic in too small an area.
- No comment.
- Need some help with decent restaurant experiences.
- It's too crowded now and getting worse. My wife and I are giving it a few more years, but it's clear we will be leaving.

(3) Neutral - 18 comments

- It's never perfect.
- I don't think the city here does a good enough job at providing services for tourists.
- Lack of good dining options and arts and culture resources.
- Heber Valley is fun to visit. Now stay away.
- People who visit from horrible places like it here and then end up wanting to move to the Heber Valley. That screws it up for everybody. Homes are unaffordable to many locals and property taxes are going through the roof because of the demand and comps from the McMansions and developments like Red Ledges.
- Yes, but at the expense of local population.
- Need easier access to information.
- It's not tourists, it's second and third homeowners.
- Traffic on Main Street is bad.
- Definitely could be a better experience for everyone.
- The growth in the valley is making the visitor experience worse because of traffic and sometimes air quality.
- Again, Midway is too small to properly accommodate large crowds and the resulting traffic (and huge tour buses!).
- Whether we can is not the right question. The right question is: Does ever-increasing tourism erode the quality of life of full-time residents?

- There isn't any reason for visitors to come to Heber unless they are here to visit friends or family.
- Again, too much traffic and too many people.
- No comment. (3)
- Accommodations and services are often stretched.
- New amenities and places to stay, but at what cost.

(4) - 40 comments

- They do a good job of taking in the tourists and provide as many opportunities as they can, but there is always room to improve.
- From Salt Lake, it can be a good experience. But for locals, it can be better. Locals get drowned out by visitors.
- It provides little opportunity. Where there are activities like rodeos, there is access to it.
- They come back. Positive feedback from others (manager hears positive feedback).
- I mean it's great access to the ski areas, hiking trails, snowshoeing, all that.
- I think the area does a good job, but I think it could be even better.
- Live in a gorgeous place with lots of activities.
- Of the increase in resources and restaurants.
- What I have seen.
- People here are welcoming to move-ins or new people. People have been here their entire life and lots has changed. Open fields have changed. Most people don't like it.
- Cater toward tourism fairly well.
- Pay is too low, so hires are less professional.
- We need more parks and restaurants.
- There's a lot of great dining places and outdoor activities.
- People are friendly here and nice to visitors.
- For the most part.
- I think there is structure in place to advertise and let people know of events.
- Midway area continues to grow and improve. Options for dining are limited.
- More restaurants would help, but people seem to love everything else.
- Outdoor sports and activities during the entire year.
- Lots of options for visitors.
- The valley seems well equipped for entertaining the masses with several options available for rental equipment, golf courses, plays, and other special events happening often.
- To the extent that a community relies too heavily on tourism, it does a fair job. If proper emphasis were placed on economic development, more money would be available for improvement.
- Feedback from visitors seems to be positive.
- Outdoor activities.
- Our community has homegrown amazing people! Those

visiting here need to know that.

- It's beautiful here, so that makes up for the lack of some amenities.
- Yes, mountains.
- Generally a welcoming community, but absence of Sunday engagements will perplex some visitors.
- Heber is a beautiful area. Quality dining is increasing.
- No comment.
- Good infrastructure.
- Heber is lovely. That's why so many people have and are coming here, driving prices sky high so our kids can't live here.
- We have a fair number of gas stations and food options, with more coming. The bottleneck seems to be hiring enough workers to staff service industries. The cost of living is too high for many minimum wage workers to live here.
- There are many outdoor activities.
- The traffic has gotten so bad that I've had people say they avoid Heber City proper because the roads are busy and it has become dangerous to drive here.
- There's a good variety of things to do in concentrated areas (we're at 5,500 feet—asking people to walk a lot isn't a great idea). With High Valley Transit, we now have an effective way for people to move around easily within the valley without needing a rental car for each person in the group.
- We are a popular recreation destination.
- We could use more high-quality restaurants, bars, and nightlife.
- We have good local attractions that are unique to our area.

(5) Definitely – 38 comments

- People are very positive here and go out of their way to help or talk to people.
- I think that they strive to provide a world-class experience and deliver most of the time.
- People always say they wish they could live here. They like the outdoor activities.
- I think it is a great place to do fun things.
- Good reputation spread through the community and world.
- It's pretty and has a European influence, and people love it here. There's good restaurants.
- I think we cater to our tourists and make it good for them.
- With all activities available.
- Feels like they are accepting of that.
- The people you talk to love it here and talk about coming back.
- It is growing there, and I think it is quiet right now.
- We keep growing our tourism, get high reviews and feedback.
- The beauty.
- We have a great place to be, and we are kind and open, but we are getting tired of it too.
- The community realizes that tourism is part of our heritage and future.

- Varied activities. Plenty of golf. Top Nordic competitions at Soldier Hollow Olympic site—international and national. Many volunteer opportunities.
- Visitors always seem positive about their experience here.
- The setting itself is stunning enough.
- I hear all the time from visitors. They love it here.
- Most people are accommodating to tourism. The traffic lines and lines at the ski resorts. Erratic driving of tourists is frustrating, but most people ignore it. Most locals stay away from the busy parts of towns and restaurants, which adds to the success of the tourist expectations.
- The beauty of our community and the opportunity to explore the environment would definitely be a positive experience, even for the most negative people.
- Every year, lots of people flock to Midway, either for a day trip, quick overnight, or longer stay. Whenever I'm in the Salt Lake area and someone needs my address, they comment how nice it is to visit Midway and the Heber Valley.
- Our community is ready for tourists!
- Welcome center, signs, maps, word of mouth—this area is a playground.
- I think so.
- No comment.
- We have a wonderful area—lots of golf, outdoor recreation, etc.
- My general impression.
- People love coming here. It's beautiful, lots of nature, relatively quiet still, and there are some nice retail and dining places.
- Our town is great at providing the small-town charm that tourists expect when they come to visit.
- It is a beautiful area with many activities.
- The village keeps things looking nice.
- Most people are welcoming as long as you're not moving here.
- We have everything you could ever want here. It's beautiful. But the locals can't enjoy it or afford to enjoy it anymore. You can't even go fishing without an entire group of people surrounding you. Heber Valley used to be a secret, and we liked it that way. Now we just get to watch other people enjoy it.
- There isn't much we have to do with the natural resources available for recreation for most visitors to Wasatch County. Just be nice.
- We live in a beautiful place with largely friendly people. I think finding employees is more and more difficult, which would impact visitor experience.
- I think we are a very friendly town, and I hope visitors see that. We are still a small town and not crowded like Park City. Wish we had more things like free community art installations or a place people can walk and enjoy Main Street more.
- We have a great location with great amenities.

Wasatch County:

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

- A balanced approach to economic development would be a significant improvement.
- Advocating tourism ultimately drives up real estate prices such that long-time residents and their children can no longer afford to live here and are pushed out. It happened in Park City and other towns and is happening in Heber City.
- Affordable housing.
- All my concerns were covered in the survey.
- Attractions are becoming more crowded. Innovative solutions are needed to prevent overuse and manage higher visitor volumes. Develop and promote other under-visited places.
- Build more parks and trails and stop building houses.
- Bypass.
- Certain areas of Utah are being over-visited and slowly destroyed as a result of overuse. The quality of life of state residents should be more important to government than constantly increasing tourism, which benefits a small percentage of the population.
- Concerned about the number of new homes vs. availability of water supply, yet keeping our reservoirs sufficiently full.
- County is focused on money through transient room taxes and property taxes and not on the overall long-term impact of tourism and population growth. To some extent, the two are incompatible. We are going to kill the golden goose of tourism with our population growth. Nobody will want to come here if you can't see the mountains because of an inversion with unhealthy air. That day is coming if we continue our current rate of growth. In fact, it may be too late already with all the developments already approved.
- Don't come.
- Don't invite any.
- Don't market and support what cannot be reasonably accommodated!
- Don't think that we planned well for people to move to Utah for enjoyment of tourism. Growth is not managed well.
- Educating people to respect the place that they are visiting. Stop vandalism.
- Government—state, county, and city—need to work together to improve life for locals and tourists, holistically looking at growth plans and ensuring infrastructure is appropriate. Too much development takes away from the natural beauty that is appreciated by residents and visitors. It feels like the state and local governments are approving every development project and will pave over every square inch of this state eventually.
- Growth, property values, and property taxes in Wasatch County are out of control.
- Have locals-only days for county residents only at lakes and campgrounds, maybe even ski resorts. Have ski rates for locals that aren't so crazy expensive.
- Heber City needs an area tourism map that includes restaurants, shopping/retail, historical sights, parks, dog parks, etc.
- I am concerned about the environmental impact of tourism. I have lived in Wasatch County for 32 years. In the last 10 years, pollution in the valley has gotten increasingly worse. I am concerned about affordable housing in Wasatch County. Many who live here serve tourism in Summit County, but it's not affordable for them to live here either.
- I can't think of anything.
- I really don't know how to feel sometimes. I grew up here and it was nice back then but having more things here is also nice and convenient. My biggest thing is the cost of living here. It has almost pushed us all out and our kids cannot stay here, which is sad. Progress is what happens, but the cost can be high sometimes.
- I think Utah does a pretty good job.
- I think your survey has done a good job :)
- I welcome it.
- I wish our local government would focus on bringing more amenities, stores, and roads to benefit the actual residents who live here and not focus on attracting tourists.
- I wish that the local Chamber of Commerce and Office of Tourism were not the same thing. I think that there is a lot of evidence that they are only doing tourism things and not at all focused on local small business and jobs.
- I would like to know more about the office and what it can do to help promote a Fly Fishing Expo.
- If you want more high-quality responses: 1. Shorten your survey, 2. Provide a status bar, and 3. Tell your invitees how long the survey takes most people. This survey was too long.
- Increased funding for the State Park.
- It would be helpful if the Utah Sports Commission were more active in bringing sport events and tourism to our community.
- Keep it out of Heber.
- Keep the wolves and developers away!!
- Local environment and way of life have been negatively affected by an overabundance of tourism. Costs have increased beyond the ability of the local population to access our local resources—all in pursuit of high-end tourism.
- Local hotels suffer from not having good management or workers. People who visit complain.
- Lodging issues, such as owners turning to Airbnb instead of renting to seasonal workers, have a huge impact since finding employees is one of the biggest challenges facing any business supported by tourism in our area, i.e., hotels, restaurants, etc.

- Make sure we have the necessary infrastructure to support it.
- Most who fly into the Heber Airport then drive to Park City. They don't spend their money in our valley.
- Need for greater input from locals and a willingness to listen.
- Negatively, tourism by nature makes people want to move here. Government has allowed too much growth without necessary infrastructure. Seems like some governmental officials have a personal vested interest in growth of our population and building. It is ...
- No comment. (3)
- None/nothing (43)
- Open space now.
- Our local government has failed to plan on us being the de facto bedroom community for Deer Valley/Park City. They don't want to support the people who work for all the visitors they want to attract.
- Overdevelopment with wellness communities, etc., is not helpful. It only takes away open natural space for second homes that stand mostly empty during the year.
- People who use the walking trail leave their dog crap everywhere. Sometimes in bags, sometimes not. When there are bike lanes on both sides of the street, I don't understand why people (except children) need to ride their bikes on the walking trails. They expect everyone to just jump out of their way.
- Please spend money fixing the sewer. That will be far more beneficial than supporting tourism directly.
- Residents don't always understand the correlation between tourism and the impact it has on the availability of amenities in their communities. Would like to see better education as to how many locals tourism supports and how many tax dollars it contributes. We also need to do a better job of tying our area to the ski resort.
- Tax tourists to help maintain the small farm valley feel. To help maintain and grow trails and outdoor beauty. Not all trails should allow motorized bikes, side-by-sides, etc.
- Taxes have gone up significantly because of tourism, which has a rough impact on the community.
- That airport security is slow and ridiculous, but makes sense with the number of visitors.
- The answers depend on the individual tourist, so it's difficult to respond to the questions. Our city has become "Park City the Second." Heber has become unaffordable for those whose families have lived here for many decades. I know that's not the tourists' fault. However, the tourists come and then they want to move here and then change the beautiful valley.
- The cost of living because of tourism. These people come from all over the world, stay here, say they live here but don't work here. That is a real problem for those of us who do.
- The state of Utah needs to listen to the people of Utah and not the business owners and politicians, like with the prison and the Olympics.
- There is a need to have more community awareness.
- There is too much tourism in our community already.
- Think in local area, traffic needs to be addressed at a state level.
- Too much, too fast. Lots of money going to developers.
- Tourism and the influx of overdevelopment will only continue to ruin what used to be a great place to live and afford.
- Tourism has pros and cons. Programs seem to focus on the financial benefits and not the cons. Better balance is needed.
- Tourism is and will always be popular in Utah. The state and local governments need to be proactive and cautious as they move forward to respect the local way of life while still providing a great experience for tourists. It's a delicate balance, I'm sure, and they have done a fair job, but traffic will always be a concern for locals.
- Tourism is important, but the growth of communities has really gotten out of control.
- Traffic is terrible on Main Street, going around the lake and around events.
- Traffic needs to be better controlled and more public transportation—bus, etc.—from Heber to Provo and in Heber.
- Traffic needs to be better managed. I don't go to certain places because of the large number of cars and trucks.
- We desperately need roads to bypass downtown Heber.
- We should balance tourism and local needs.
- While tourism is vital to our area, concern for local effect should play into decisions, which it often does not seem to. Tourists bring money temporarily, but residents put more into our area year-round.

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