

A scenic view of snow-covered mountains and pine trees under a blue sky. The foreground shows dark evergreen trees, while the background features majestic, rugged mountains with patches of snow and rocky terrain. The sky is a clear, vibrant blue with some wispy clouds.

February 2026

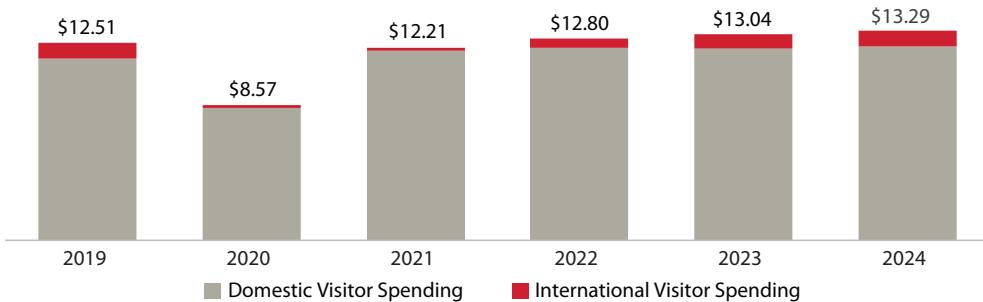
# The State of Utah's Travel and Tourism Industry

# Visitors and Spending

Visitors spent a record \$13.29 billion in Utah's economy in 2024, generating 164,600 total jobs and a record \$2.49 billion in state and local tax revenue. Year-over Salt Lake City International Airport passenger counts were down (-0.7%) in 2025 (January-November), although there was a notable 2.9% increase in July 2025. Utah ski resort visitation was the third highest on record during the 2024-2025 season (6.5 million skier days). Year-over national park visitation remained flat in 2025 (-0.3%), while state park visitation declined (-5.8%).

## Direct Visitor Spending, 2019–2024

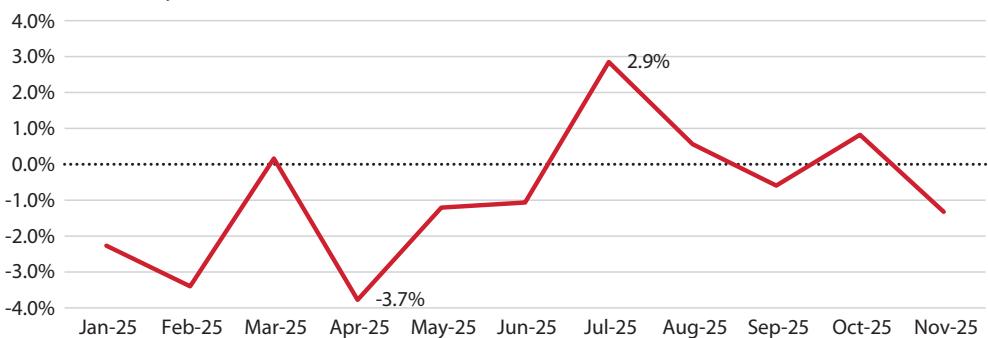
(Billions of 2024 dollars)



Note: Includes resident, domestic nonresident, and international visitor spending.

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics data

## Year-Over Percent Change in Salt Lake City International Airport Passengers, 2025 (January–November)

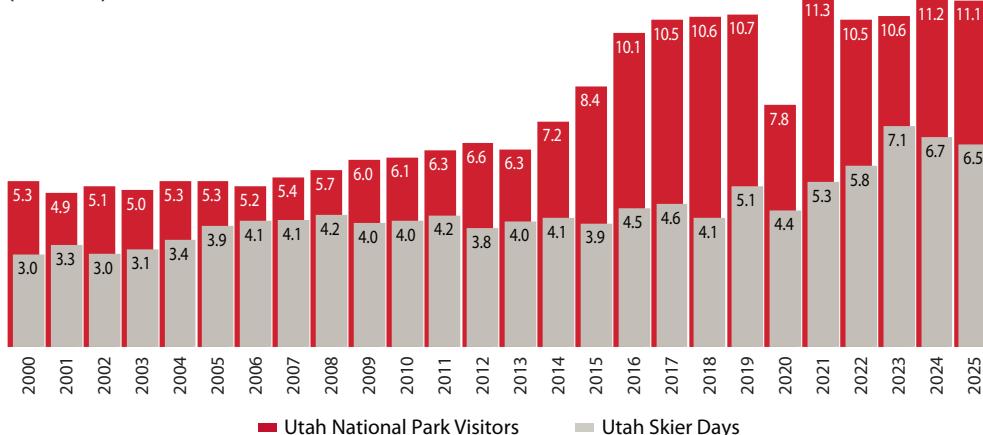


Note: Salt Lake City International Airport Passengers include total enplaned and deplaned passengers arriving from domestic and international airports.

Source: Kem C. Gardner Policy Institute analysis of SLC International Airport data

## Utah Skier Days and National Park Visitation, 2000–2025

(Millions)



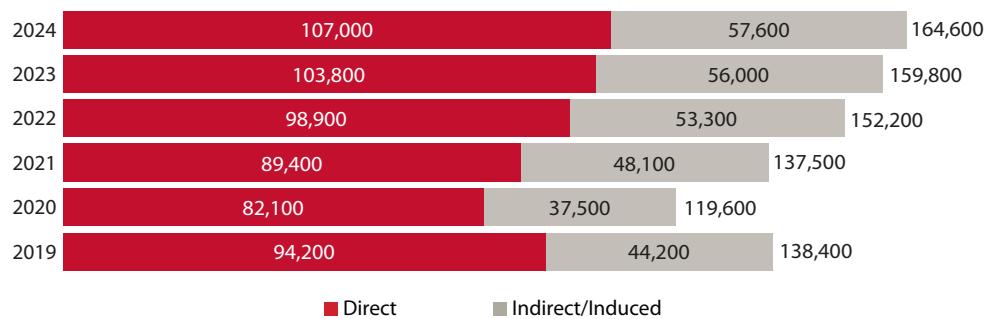
Note: Skier days include the season that ends with the year shown (e.g., 2020 = 2019-2020 ski season).

Source: National Park Service and Ski Utah

# Employment

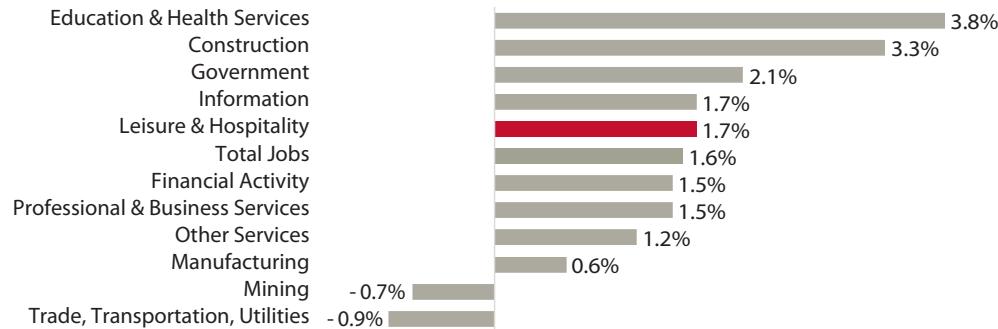
Utah visitor spending generated an estimated 107,000 direct travel and tourism jobs in 2024 and supported an additional 57,600 indirect and induced jobs, equaling 164,600 total jobs statewide (up 3.0% from 2023). Year-over private leisure and hospitality employment grew 1.7% in 2025, on par with estimated year-over growth for all Utah jobs (1.6%). Private leisure and hospitality employment continued to grow in both urban and rural areas in Utah from 2020 to 2025, but gradually decelerated. Rural Utah employment, however, slightly accelerated during the first half of 2025.

## Travel and Tourism-Supported Jobs, 2019–2024



Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Economic Analysis data and U.S. Bureau of Labor Statistics data

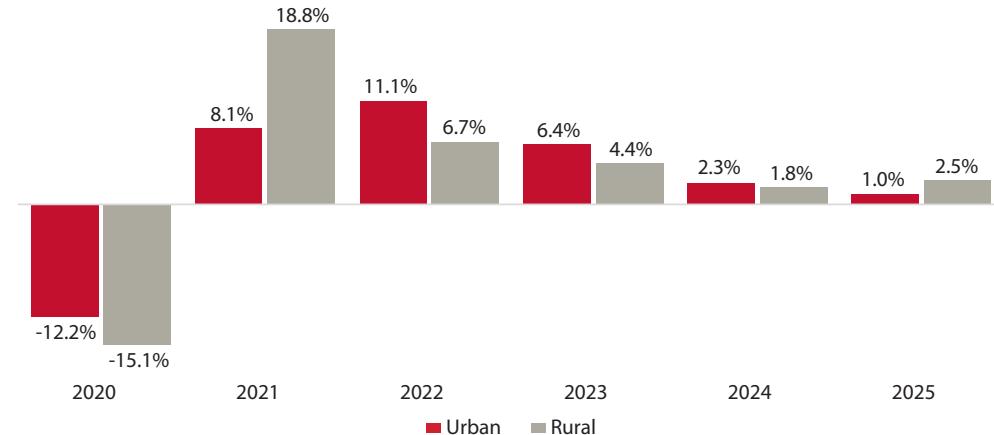
## Year-Over Change in Utah Jobs by Major Sector, 2025 (Estimated)



Note: Includes January-June of each year.

Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labor Statistics data

## Year-Over Change in Leisure and Hospitality Employment, 2020–2025



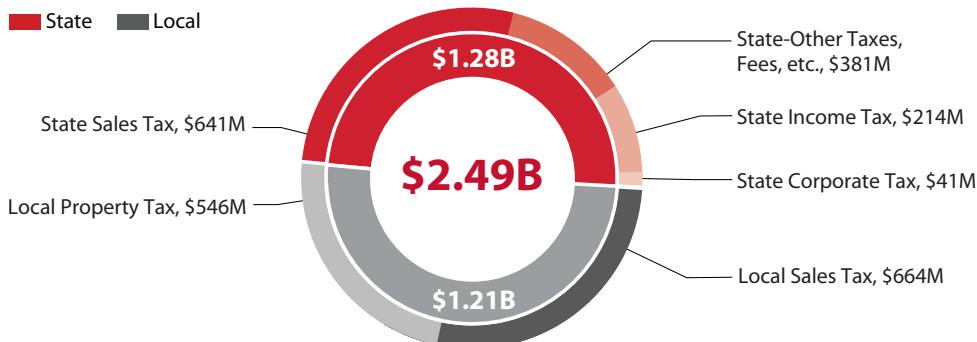
Note: Leisure and hospitality employment includes full- and part-time private employment; does not include proprietors; 2025 data includes January-June.

Source: Kem C. Gardner Policy Institute analysis of U.S. Bureau of Labor Statistics data

# Tax Revenue

Visitor spending generated an estimated \$2.49 billion in total state and local tax revenue in 2024. When comparing 2025 county transient room tax (TRT) revenue to 2024, 19 of Utah's 29 counties experienced positive year-over growth. Salt Lake County collected the most county TRT revenue in 2025 (\$27.8 million), followed by Washington County (\$16.4 million), and Summit County (\$15.7 million). These three counties combined collected over half of total county TRT statewide.

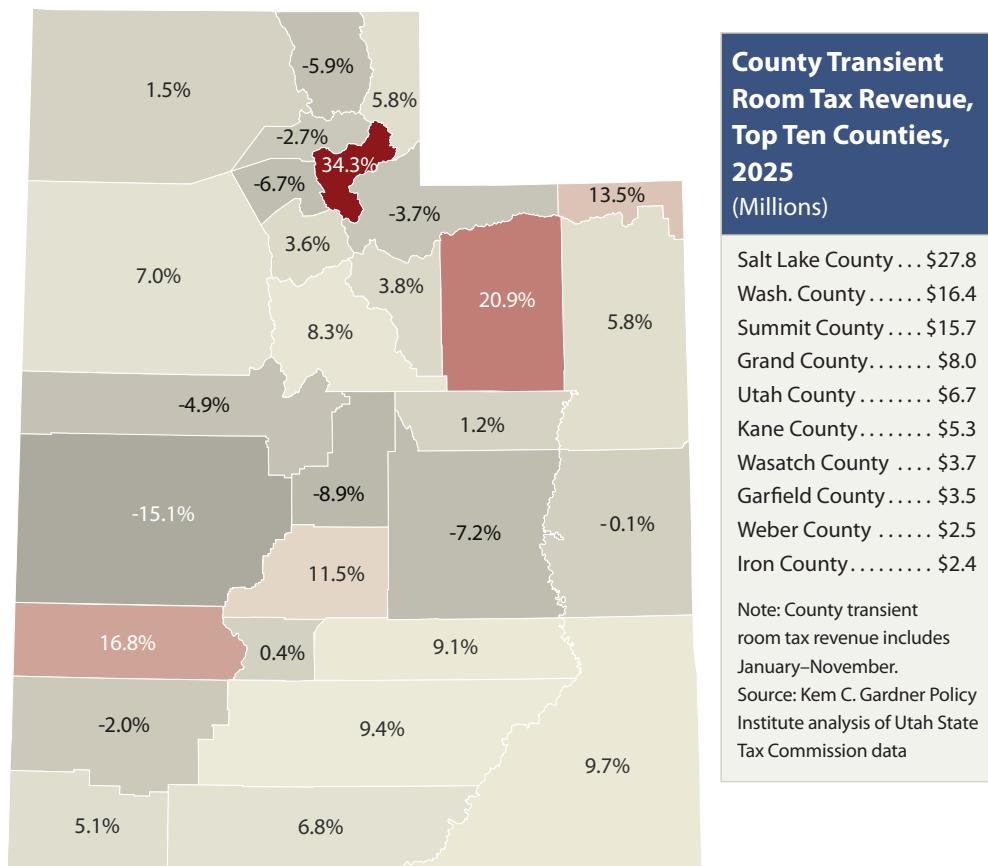
## Travel and Tourism-Generated Tax Revenue by Tax Type, 2024



Note: Includes economic multiplier effects.

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

## Year-Over Change in County Transient Room Tax Revenue by County, 2025



Note: Compares county TRT collections from January to November 2025 (latest available data) with the same for 2024.

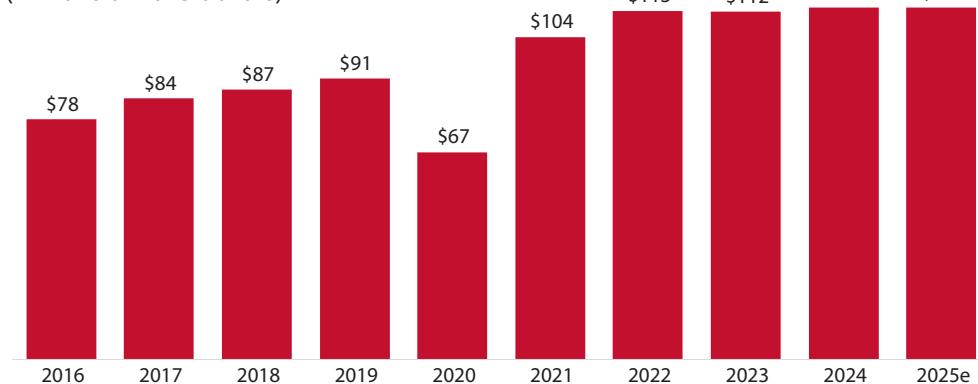
Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

# Accommodations

County transient room tax (TRT) revenue collections reached an estimated \$114 million in 2025, the same as 2024 after adjusting for inflation. The year-over percent change in hotel average daily room rates (ADRs) varied across Utah in 2025 with nightly rate declines in Utah's southern counties and increases in the north. Short term rental ADRs, on the other hand, were down in all selected counties in 2025. Monthly hotel and short term rental occupancy rates differed as well. Hotel occupancy rates were down (-1.8%) statewide in 2025, while short term rental occupancy grew 9.3%. Hotel occupancy peaked in June and September, with short term rental occupancy highest in March and October.

## County Transient Room Tax Revenue, 2014-2025

(Millions of 2025 dollars)



Note: e = estimate

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

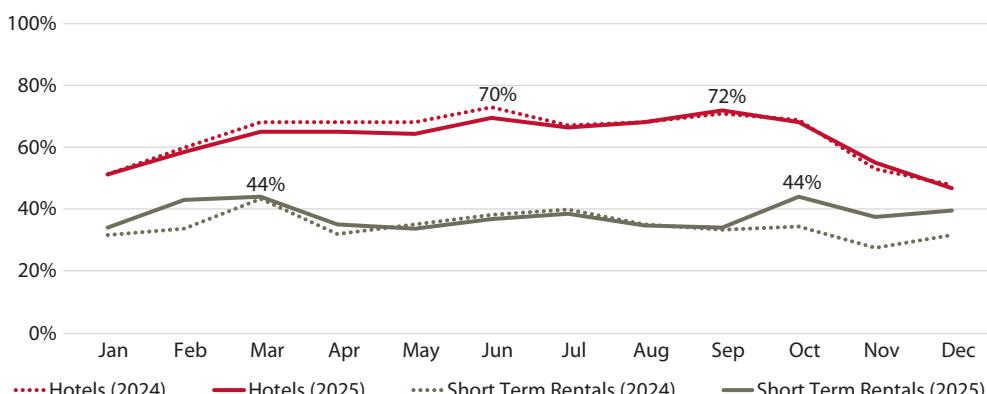
## Average Daily Room Rates by Select Counties, 2024-2025

County	Hotels			Short Term Rentals		
	2024	2025	2024-2025	2024	2025	2024-2025
Garfield, San Juan, Wayne	\$123	\$120	-2.4%	\$349	\$313	-10.2%
Grand	\$167	\$163	-2.3%	\$548	\$407	-25.6%
Kane	\$255	\$250	-2.0%	\$368	\$346	-5.9%
Salt Lake	\$144	\$148	2.7%	\$288	\$284	-1.5%
Summit	\$402	\$417	3.9%	\$1,069	\$922	-13.8%
Wasatch	\$419	\$483	15.2%	\$678	\$604	-10.8%
Washington	\$142	\$143	0.3%	\$439	\$424	-3.5%

Note: Garfield, San Juan, and Wayne counties' hotel data are combined due to the low number of hotels in these counties.

Source: STR, Inc., and Lighthouse. Reproduction or other re-use of STR data without the express written permission of STR is strictly prohibited.

## Utah Hotel and Short Term Rental Occupancy Rates, 2025



Source: Kem C. Gardner Policy Institute analysis of STR, Inc., and Lighthouse data. Reproduction or other re-use of STR data without the express written permission of STR is strictly prohibited.

Statewide Indicators	2023	2024	Change 2023–2024
Utah Population	3,456,482	3,506,838	1.5%
Employment, All Industries <sup>1</sup>	1,465,036	1,478,729	0.9%
Wages, All Industries <sup>2</sup>	\$92,571	\$97,701	5.5%

### Employment, Spending & Wages (Dollar Amounts in Millions)

Estimated Traveler Spending	\$12,710	\$13,294	4.6%
Tourism-Related Employment <sup>3</sup>	159,800	164,600	3.0%
Tourism-Related Wages <sup>4</sup>	\$6,660	\$6,860	3.0%
Leisure & Hospitality Employment <sup>5</sup>	172,207	175,854	2.1%
Leisure & Hospitality Wages <sup>6</sup>	\$4,564	\$4,861	6.5%
Leisure & Hospitality Share of Total Employment <sup>7</sup>	11.6%	11.9%	2.5%
Leisure & Hospitality Taxable Sales	\$12,649	\$13,277	5.0%

Utah Accommodations Industry (Dollar Amounts in Millions)	2024	2025	Change 2024–2025
Accommodations Industry Employment <sup>8</sup>	23,014	23,704	3.0%
Accommodations Industry Wages <sup>9</sup>	\$856	\$921	7.6%
Accommodations Taxable Sales <sup>10</sup>	\$3,513	\$3,601	2.5%
Hotel Occupancy Rates <sup>11</sup>	63.7%	62.6%	-1.8%
Hotel Average Daily Rate <sup>12</sup>	\$161	\$164	1.9%
Hotel Revenue Per Available Room <sup>13</sup>	\$103	\$103	0.0%
Hotel Rooms	59,584	60,881	2.2%
Short Term Rental Occupancy Rates <sup>14</sup>	34.7%	37.9%	9.3%
Short Term Rental Listings	25,235	26,246	4.0%

### Tourism-Related Tax Revenues (Dollar Amounts in Millions)

TRCCA Tax Revenue <sup>15</sup>	\$116.3	\$119.2	2.5%
TRT Revenue (County & Municipality) <sup>16</sup>	\$132.4	\$139.0	5.0%
Resort Communities Sales Tax Revenue <sup>17</sup>	\$45.4	\$47.7	5.0%

### Statewide Visitation Counts

Utah Skier Visits	6,746,008	6,503,635	-3.6%
Total National Park Recreation Visits	11,152,177	11,120,355	-0.3%
Arches National Park	1,466,139	1,511,740	3.1%
Bryce Canyon National Park	2,498,075	2,437,461	-2.4%
Canyonlands National Park	818,492	798,153	-2.5%
Capitol Reef National Park	1,422,490	1,388,476	-2.4%
Zion National Park	4,946,592	4,984,525	0.8%
National Place Recreation Visits <sup>18</sup>	6,712,376	6,200,000	-11.2%
Utah State Park Recreation Visits	12,968,493	12,221,303	-5.8%
Salt Lake International Airport – Passengers <sup>19</sup>	28,364,610	28,166,058	-0.7%

1. Employment includes annual average employee full- and part-time private jobs (does not include proprietors).

2. Wages include annual average full- and part-time private employee wages (does not include proprietors).

3.4. Consists of direct, indirect, and induced jobs and wages; includes full- and part-time private and public jobs and proprietors.

5,6,7. Employment and wages reflect private employment; 2025 employment, wages, and sales are estimates.

8,9,10. Private sector employment and wages; 2025 employment, wages, and sales estimated.

11,12,13. Kem C. Gardner Policy Institute analysis of STR, Inc., data; REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

14. Short term rental type "shared room" is omitted.

15. Tourism, Recreation, Cultural, and Convention Facilities tax revenue; 2025 estimated.

16,17. 2025 estimated.

18. Visitation data for Flaming Gorge NRA, Bears Ears NM, Jurassic NM, and Ashley Karst NRGA are not included; 2025 estimated.

19. Includes total enplaned and deplaned passengers arriving from domestic and international airports; 2025 estimated.

Sources: Kem C. Gardner Policy Institute, U.S. Travel Association, Utah Department of Workforce Services, STR, Inc., Bureau of Land Management, Utah State Tax Commission, Utah State Parks, Ski Utah, National Park Service, Utah Office of Tourism, S.L.C., International Airport, Tourism Economics, and Lighthouse.

**Kem C. Gardner Policy Institute**

411 East South Temple | Salt Lake City, UT 84111 | [gardner.utah.edu](http://gardner.utah.edu)

DAVID ECCLES SCHOOL OF BUSINESS