

Garfield County

Garfield County, located in south-central Utah, had a 54.3% leisure and hospitality share of total private jobs in 2015, ranking 2nd statewide. Its vast rangelands and forest reserves have supported traditional ranching and lumber livelihoods since Mormon settlement in the late 19th century. After the creation of Bryce Canyon National Park in 1928, Garfield County experienced a growing tourism economy. In the early '90s, county officials paved a portion of the Burr Trail leading into Capitol Reef National Park from Boulder, granting better accessibility to the park.

Then in 1996, President Clinton designated the nation's largest, and perhaps most controversial national monument—Grand Staircase-Escalante National Monument—which drew even more attention to the area. Additionally, Garfield



County boasts Anasazi State Park Museum, Escalante Petrified Forest State Park, and is the gateway to Kodachrome Basin State Park. It is also home to beautiful Boulder Mountain, popular Scenic Byway 12—Utah's All-American Road—historic Hole in the Rock Road, and Panguitch Lake, a prime fishing lake in the Dixie National Forest. Highway 89, which runs north to south, provides supplemental visitation from travelers driving between Salt Lake City and Phoenix.

Travel and Tourism at a Glance

	2015	2014	change
Garfield County Pop.	5,009	5,016	-0.1%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$2,674,873	\$2,433,024	9.9%
L&H Taxable Sales	\$78,472,040	\$72,866,030	7.7%
L&H Jobs	946	898	5.2%
L&H % of Total Jobs	54.3%	53.6%	1.3%
L&H Wages	\$19,982,953	\$18,216,104	9.7%
Bryce Canyon N.P.	1,745,804	1,435,741	21.6%
Avg. Occupancy Rate	56.8%	54.5%	4.2%

T-R = "Travel-Related," L&H = "Leisure and Hospitality"

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$1,637,550	\$1,456,204	12.5%
Municipal Transient Room Tax	\$19,665	\$16,782	17.2%
Resort Communities Sales Tax	\$775,972	\$720,556	7.7%
Restaurant Tax	\$241,686	\$239,482	0.9%
Motor Vehicle Leasing Tax	-	-	-

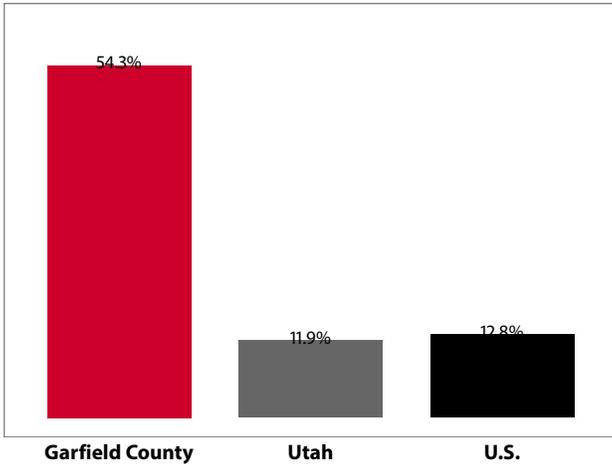
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$62,420,760	\$58,359,464	7.0%
Arts, Ent., & Rec.	\$6,143,291	\$5,378,511	14.2%
Food Service	\$9,907,989	\$9,128,055	8.5%

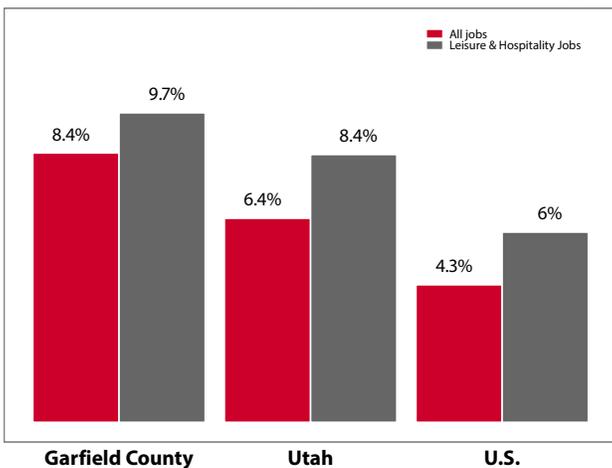
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

Private-Sector Leisure & Hospitality Share of Employment: 2015



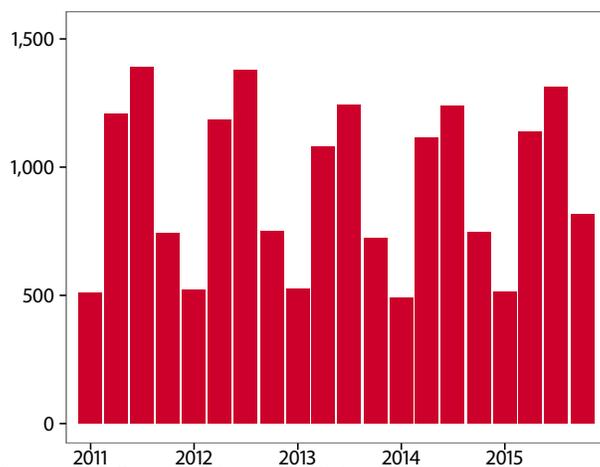
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



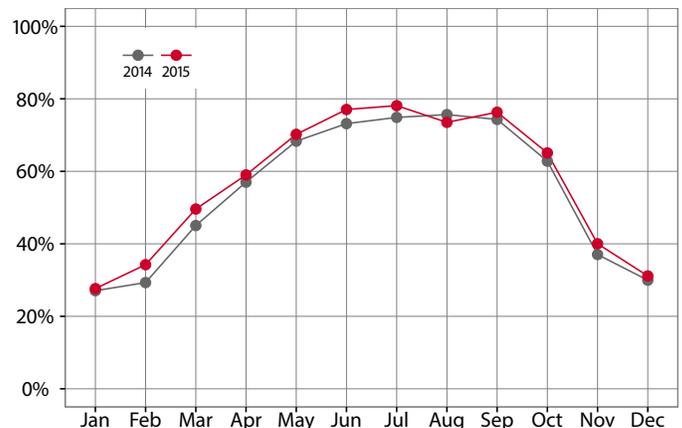
Source: U.S. Bureau of Labor Statistics

Year-over Change in Travel-Related Private-Sector Jobs

	2015	2014	change
Accommodation	735	695	40
Food Service	-	-	-
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	102	116	-14
Miscellaneous store retailers	-	-	-
Museums/Parks/Historical sites	-	-	-
Perf. Arts/Spectator Sports	-	-	-
Scenic and Sightseeing Transportation	-	-	-
Sporting Goods/Hobby/Books Stores	-	-	-
Transit and Ground Passenger Transport	-	-	-

Source: U.S. Bureau of Labor Statistics (BLS). The marker "-" indicates that the job count for this industry is not disclosed by BLS for this area.

Monthly Hotel Occupancy Rates



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

Accommodations Industry: County vs. State

	2015	2014	change
County			
Average Daily Room Rate	\$100.04	\$96.97	3.2%
Occupancy Rate	56.8%	54.5%	4.2%
Revenue Per Available Room	\$56.05	\$52.07	7.6%
State			
Average Daily Room Rate	\$114.49	\$110.60	3.5%
Occupancy Rate	60.6%	58.3%	4.1%
Revenue Per Available Room	\$68.34	\$63.48	7.7%

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