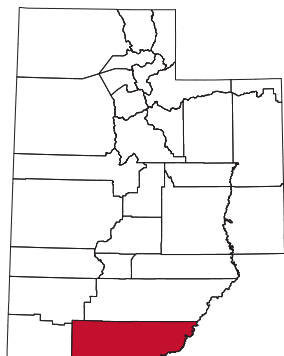


Kane County

Kane County, located along the Utah/Arizona border in south-central Utah, had a 43.5% share of leisure and hospitality jobs in 2015, ranking 4th statewide. Kane County is home to Colorado Plateau landscape and is known as the gateway to three national parks—Bryce Canyon, Zion, and Grand Canyon—three national monuments—Pipe Springs, Cedar Breaks, and Grand Staircase-Escalante—as well as Glen Canyon National Recreation Area.

In addition, Kane County is home to Kodachrome Basin State Park and Coral Pink Sand Dunes State Park. Kanab, the county seat, is Kane County's most populated city and became known as "Little Hollywood" in the 1930s after serving as the set for several



Hollywood films and westerns. Kanab is centrally located on Highway 89 and offers a variety of lodging options, restaurants, museums, and galleries for tourists. It is also home to Best Friends Animal Sanctuary, which attracts animal lovers from around the world. Other places of interest within the county's borders are Grosvenor Arch, Hole in the Rock Road, and the historic home of western artist Maynard Dixon.

Travel and Tourism at a Glance

	2015	2014	change
Kane County Pop.	7,131	7,235	-1.4%
State of Utah Pop.	2,995,919	2,944,498	1.7%
T-R Sales Tax Revenues	\$2,996,231	\$2,697,085	11.1%
L&H Taxable Sales	\$93,547,887	\$84,485,313	10.7%
L&H Jobs	1,115	1,054	5.8%
L&H % of Total Jobs	43.5%	42.9%	1.4%
L&H Wages	\$25,090,698	\$23,532,324	6.6%
Avg. Occupancy Rate	59.5%	56.4%	5.4%

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

Travel-Related Tax Revenues

	2015	2014	change
County Transient Room Tax	\$1,896,438	\$1,717,638	10.4%
Municipal Transient Room Tax	\$159,102	\$135,729	17.2%
Resort Communities Sales Tax	\$744,706	\$666,632	11.7%
Restaurant Tax	\$195,986	\$177,087	10.7%
Motor Vehicle Leasing Tax	–	–	–

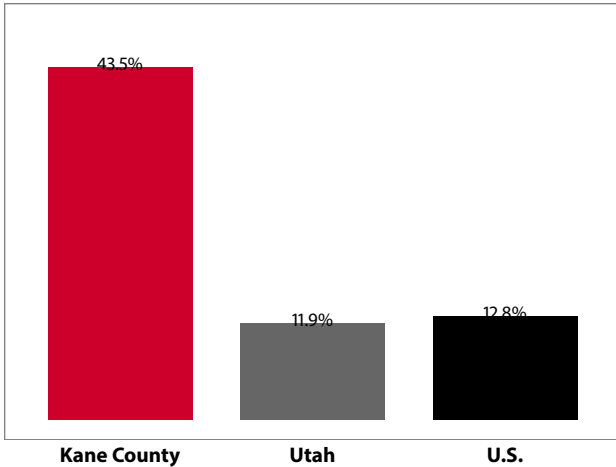
Source: Utah State Tax Commission

Gross Leisure & Hospitality Taxable Sales

	2015	2014	change
Accommodation	\$49,805,086	\$43,031,370	15.7%
Arts, Ent., & Rec.	\$28,598,208	\$27,635,559	3.5%
Food Service	\$15,144,593	\$13,818,384	9.6%

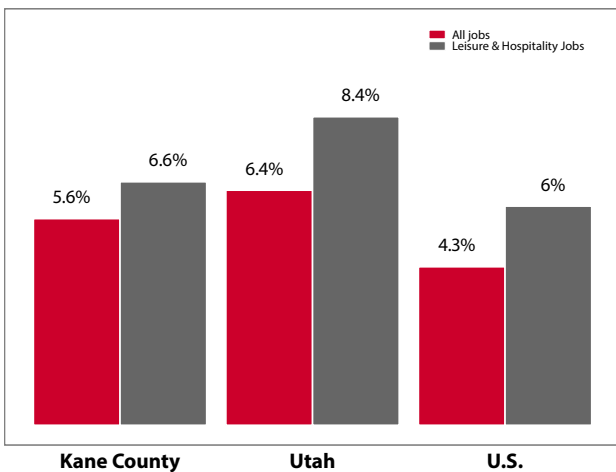
Source: Utah State Tax Commission. T-R sales tax revenue is only a small portion of total direct travel-related tax revenues.

**Private-Sector Leisure & Hospitality
Share of Employment: 2015**



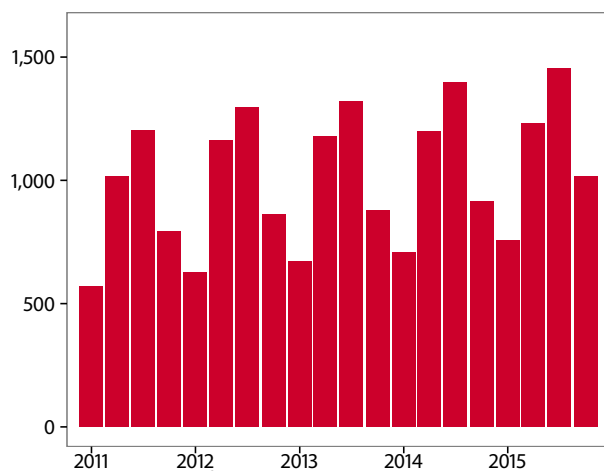
Source: U.S. Bureau of Labor Statistics

Year-over Percent Change in Private-Sector Wages



Source: U.S. Bureau of Labor Statistics

Private-Sector Leisure & Hospitality Jobs



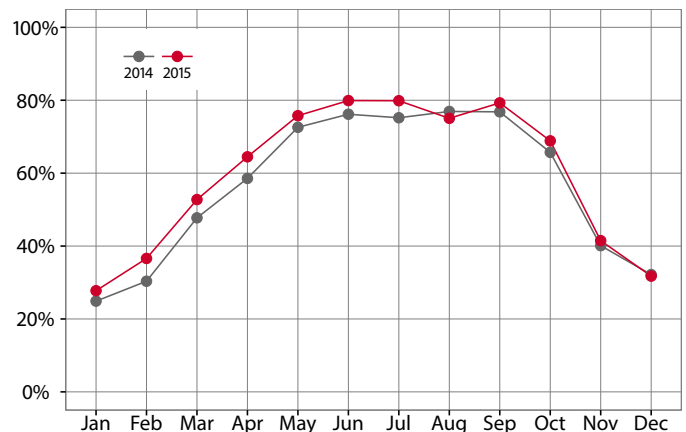
Source: U.S. Bureau of Labor Statistics

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

	2015	2014	change
Accommodation	541	530	11
Food Service	511	467	44
Air Transportation	-	-	-
Amusement and Recreation	-	-	-
Gasoline Stations	92	87	5
Miscellaneous store retailers	22	36	-14
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	\$92.55	\$87.40	5.9%
Occupancy Rate	59.5%	56.4%	5.4%
Revenue Per Available Room	\$56.52	\$50.07	12.9%
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.