

UTAH TRAVEL & TOURISM PROFILE

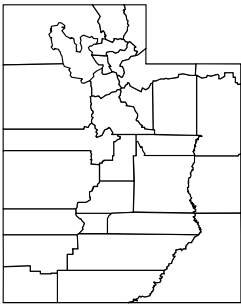
State and Counties

2013-2014



THE UNIVERSITY OF UTAH

The Policy Institute



State of Utah

The State of Utah had an 11.9% leisure and hospitality¹ share of total private jobs in 2014, ranking **33rd** out of 50 states in the U.S. (same national ranking as 2013). Utah has a diverse tourism industry, which generates jobs and income for Utah residents and produces tax revenue for the state. Domestic and international visitors are drawn to Utah's natural, cultural, and historical assets. Utah has 14 ski resorts, 11 of which are within one hour of Salt Lake City International Airport, as well as five national parks, seven national monuments, two national recreation areas, one national historic site and 43 state parks. Throughout the year, Utah hosts several arts events, such as the Sundance Film Festival, Utah Shakespeare Festival, Moab Music Festival and Utah Arts Festival, in addition to well-attended athletic events, meetings, conventions, conferences and tradeshows.

Total tourism-related tax revenue grew 11.0% in fiscal year 2014, which included healthy increases in statewide resort community and motor vehicle leasing tax revenues. In 2014, total taxable sales in the leisure and hospitality sector increased 8.2% from the previous year. This included a 15.9% increase in arts/entertainment/recreation sales, a 6.3% increase in accommodations sales, and a 7.8% increase in foodservice-related sales statewide. The State of Utah's leisure and hospitality sector experienced a 3.7% increase in jobs and a 6.5% increase in wages – both higher than national averages. Since 2010, the average number of statewide leisure and hospitality sector jobs has remained fairly consistent year-round, adding an average of 5,300 jobs each summer season (compared to winter). In 2014, every tourism-related job sector experienced growth. Utah experienced the greatest increase in private accommodations jobs (653), followed by public amusement and recreation jobs (420), private miscellaneous retail sales jobs (401), and private gas station jobs (284).

According to Smith Travel Research, Utah hotel occupancy rates are highest from June through September and lowest between November and

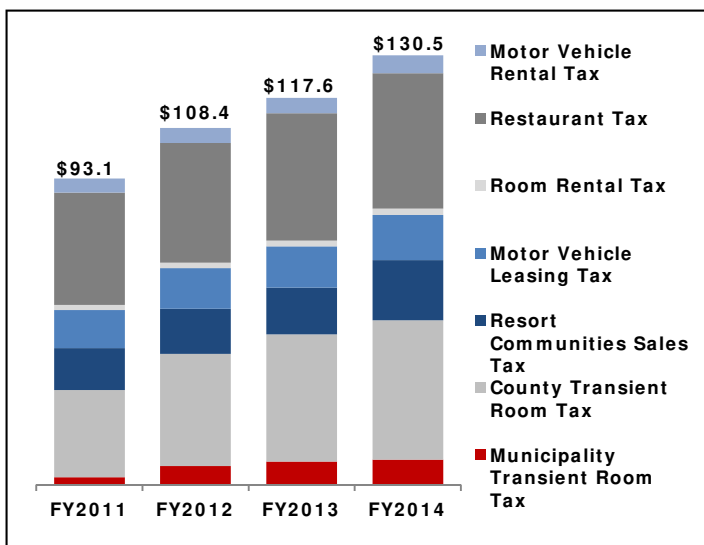
Tourism At-A-Glance			
U.S. Tourism Ranking: 33rd*			
	2013	2014	% Change
Utah Population	2,900,872	2,942,902	1.4%
U.S. Population	316,128,839	318,857,056	0.9%
Tourism-Related Tax Revenues (Fiscal Year; In Millions)	\$117.6	\$130.5	11.0%
Leisure & Hospitality Taxable Sales (Calendar Year; In Millions)	\$5,575.4	\$6,034.8	8.2%
Leisure & Hospitality Jobs	123,521	128,067	3.7%
Leisure & Hospitality Wages (Millions)	\$2,059.6	\$2,193.4	6.5%
Average Annual Hotel Occupancy Rate	58.5%	60.1%	1.6%
Total Skier Visits (14 Utah Ski Resorts)	4,161,585	3,946,762	-5.2%
Total State Park Visitation (July-May)	3,019,093	3,661,226	21.3%
Total National Park Visitation	6,328,040	7,239,149	14.4%

*Compared to all 50 U.S. states; based on share of private leisure and hospitality jobs to total private jobs.
 †The "Leisure and Hospitality" sector includes NAICS 71 and 72.

February. Utah's hotel performance measures fared better in 2014, with year-over increases in average annual occupancy rate (1.6%), average annual daily room rate (4.3%) and revenue per available room (6.9%). Total SLC International Airport passengers increased 4.7% from 20.18 million to 21.14 million.

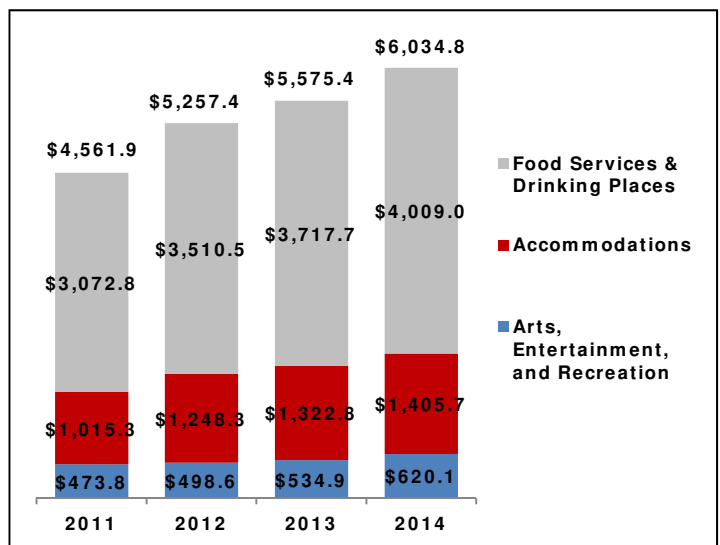
Utah experienced a less than favorable snow year in 2014/2015, which was reflected in a 5.2% year-over decrease in total skier visits. On the other hand, Utah national parks set an all-time record of 7.2 million total recreation visits (up 14.4%), while FY2015 visitor counts to Utah's State Parks were trending 21.3% above FY2014 counts at the time of this publication. Overall, 2014 was a relatively strong tourism year for the State of Utah.

Tourism-Related Tax Revenue
(In Millions of Dollars)



Source: Utah State Tax Commission

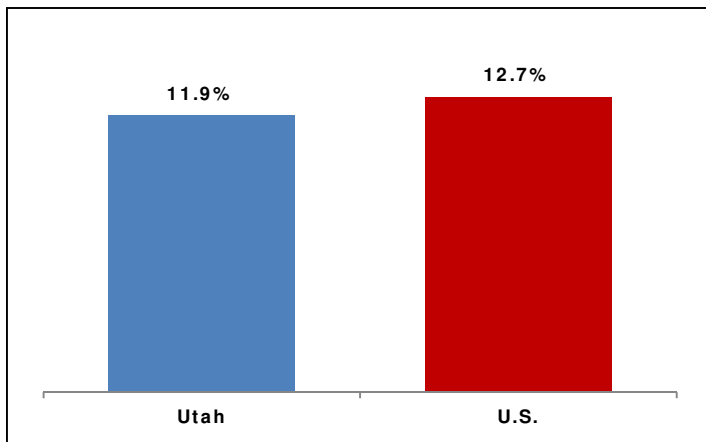
Gross Leisure & Hospitality Taxable Sales
(In Millions of Dollars)



Source: Utah State Tax Commission

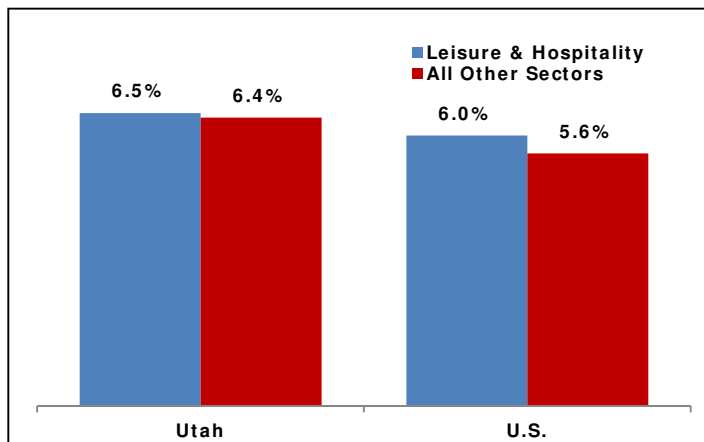
Utah Travel & Tourism Profile: State of Utah

Private Leisure & Hospitality Employment: Share of Total 2014



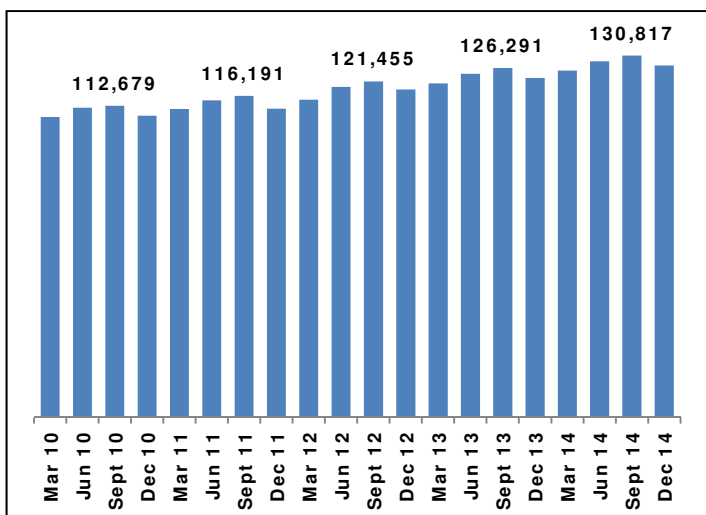
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



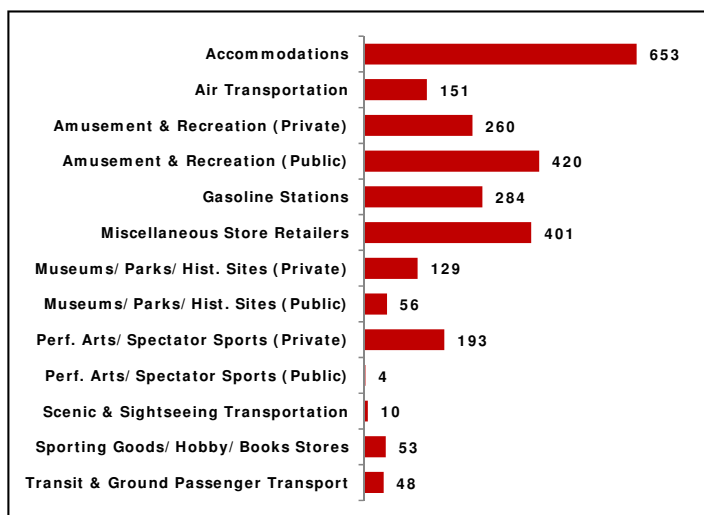
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



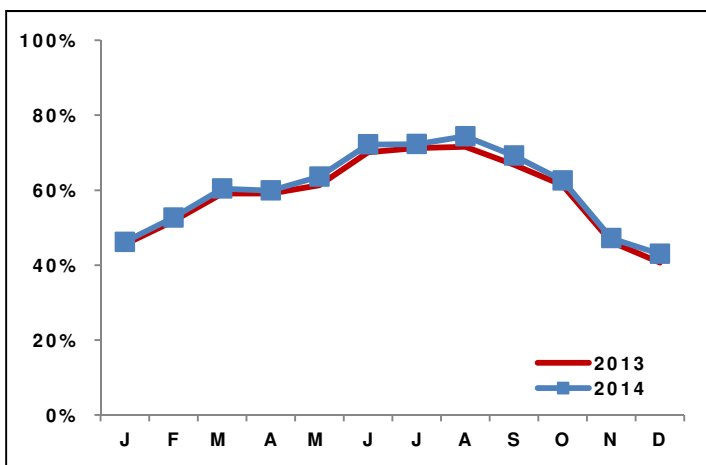
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: State of Utah

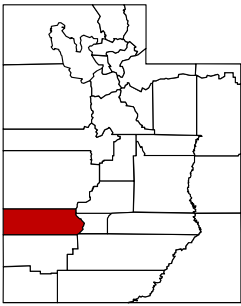


Source: Smith Travel Research

Accommodations Industry

State of Utah			
	2013	2014	% Change
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%
Salt Lake City International Airport Passengers			
Total Passengers	20,186,474	21,141,610	4.7%
Total Enplaned	10,102,643	10,571,935	4.6%
Total Deplaned	10,083,831	10,569,675	4.8%

Sources: Smith Travel Research and Salt Lake City International Airport



Beaver County

Beaver County, located in southwestern Utah, had a 19.4% share of leisure and hospitality¹ jobs in 2014, ranking **11th** statewide. Beaver County has a diverse history that includes Native American inhabitants, famous explorers, western outlaws, Mormon settlers, military personnel and mineral prospectors. Rockhounds are drawn to Beaver County’s deposits of smoky quartz and feldspar in and around Rock Corral Recreation Area. In the environs of Millsite State Park, visitors can camp, ATV, mountain bike, fish and golf. Beaver is also home to Eagle Point Ski Resort, Frisco Ghost Town, and the more recent “Crusher in the Tushar” bike race. In addition, Beaver receives supplemental visitation from motorists traveling the I-15 corridor between Salt Lake City and Las Vegas/Los Angeles.

Total tourism-related sales tax revenues grew 4.0% in 2014, which includes a 7.3% increases in restaurant sales tax revenue. In 2014, gross taxable sales in the leisure and hospitality sector remained flat, with a noted year-over 14% decrease in arts, entertainment and recreation sales. Likewise, Beaver County experienced a 5.7% decrease in leisure and hospitality jobs with wages remaining flat. However, Beaver County still has a larger share of leisure and hospitality jobs to total jobs than both Utah and the U.S. Every spring/summer season since 2011, Beaver County’s leisure and hospitality jobs

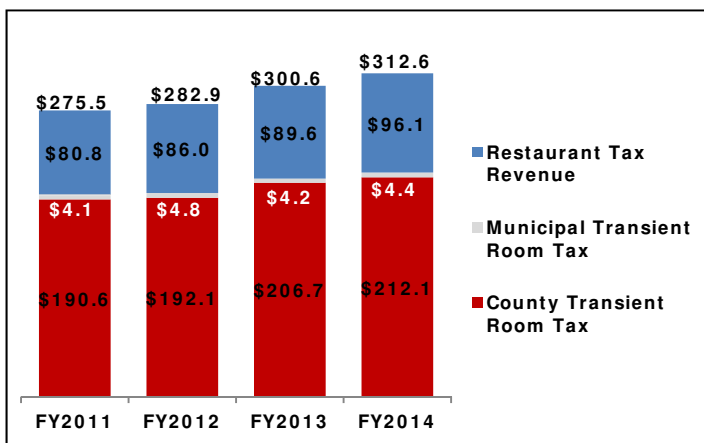
Tourism At-A-Glance			
Statewide Tourism Ranking: 11th*			
	2013	2014	% Change
Beaver County Population	6,462	6,461	0.0%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Sales Tax Revenues (Fiscal Year; In Thousands)	\$300.6	\$312.6	4.0%
Leisure & Hospitality Taxable Sales (Calendar Year; In Thousands)	\$14,602.0	\$14,676.1	0.5%
Leisure & Hospitality Jobs	314	296	-5.7%
Leisure & Hospitality Wages (In Millions)	\$3.7	\$3.8	0.8%
Average Annual Hotel Occupancy Rate (Beaver-Millard-Sevier Counties)	51.7%	52.1%	0.4%

*The "Leisure and Hospitality" sector includes NAICS 71 and 72.

have grown by an annual average of 13% — or by approximately 40 jobs — in the accommodations and foodservice industries. In 2014, Beaver County reported 21 additional gas station jobs, and 19 fewer combined accommodations and foodservice jobs.

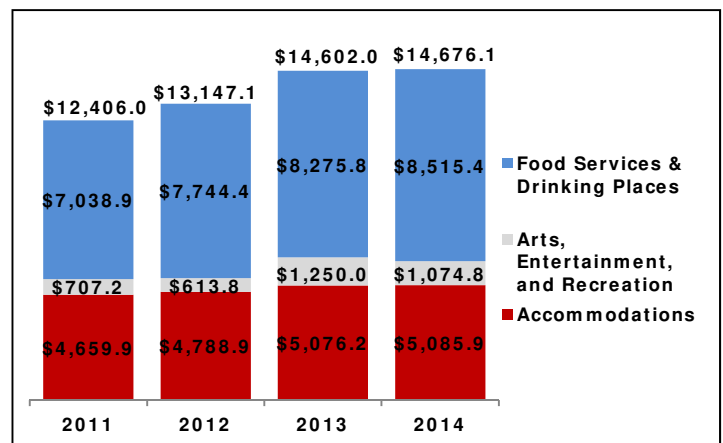
In both 2013 and 2014, Beaver-Millard-Sevier Counties’ hotel occupancy rates peaked during the summer months, with lows in the winter months. In 2014, the average annual hotel occupancy rate remained flat, with the average daily room rate up 3.5% and revenue per available room up 4.3%. Millsite State Park reported 8,048 visitors during the first nine months of FY2015, up 18% from the same period in FY2014.

Tourism-Related Tax Revenues
(In Thousands of Dollars)



Source: Utah State Tax Commission

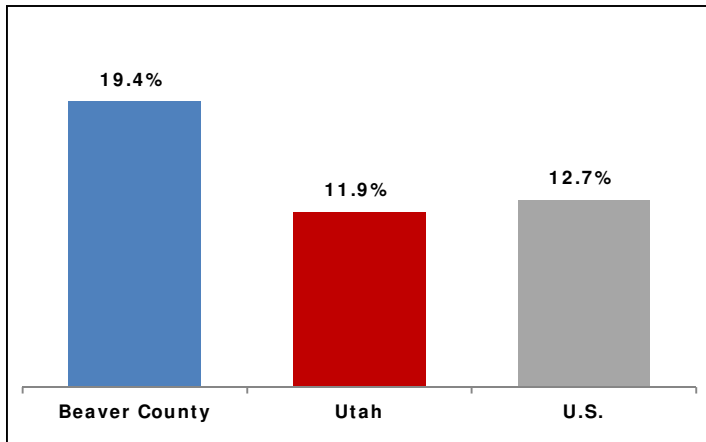
Gross Leisure & Hospitality Taxable Sales
(In Thousands of Dollars)



Source: Utah State Tax Commission

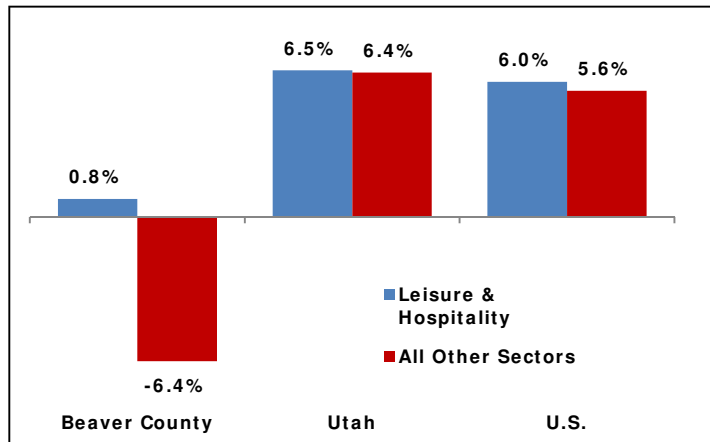
Utah Travel & Tourism Profile: Beaver County

Private Leisure & Hospitality Employment: Share of Total 2014



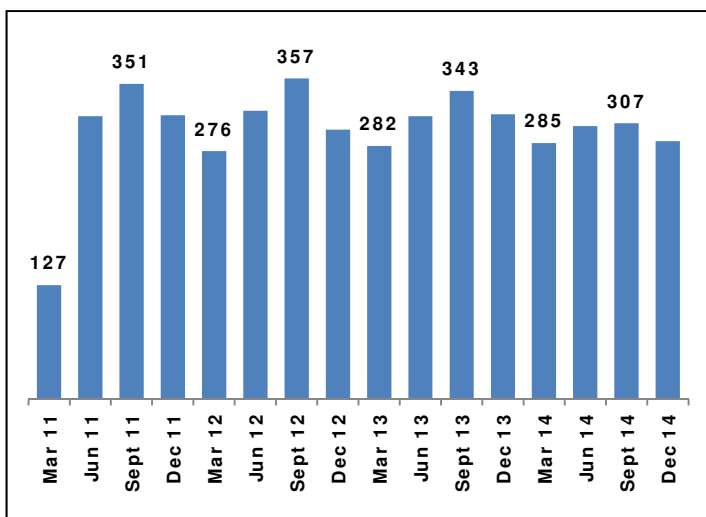
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



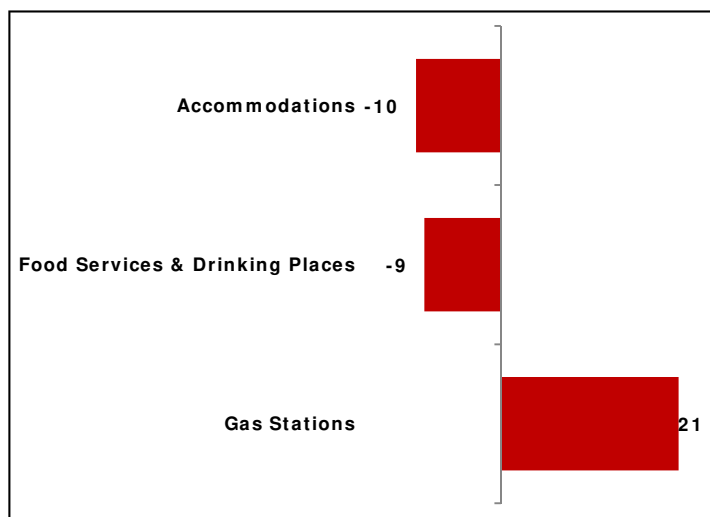
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



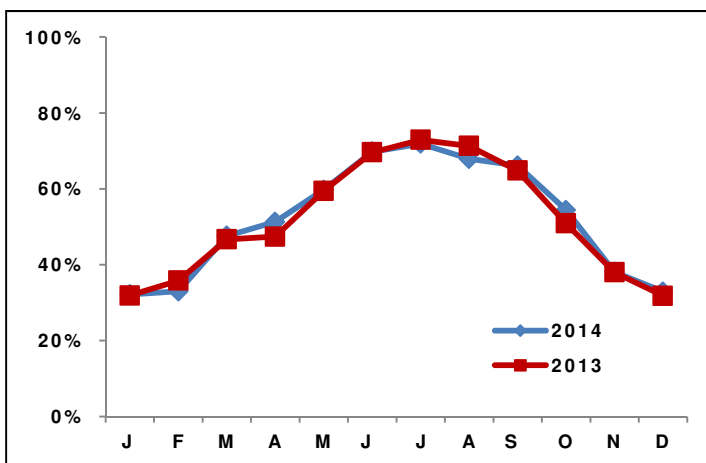
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Beaver-Millard-Sevier

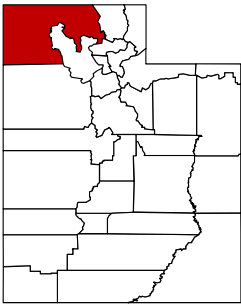


Source: Smith Travel Research

Accommodations Industry: County vs. State

Beaver-Millard-Sevier Counties			
	2013	2014	% Change
Occupancy Rate	51.7%	52.1%	0.4%
Average Daily Room Rate	\$71.09	\$73.58	3.5%
Revenue Per Available Room	\$37.08	\$38.68	4.3%
Statewide			
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Box Elder County

Box Elder County, located in the northwestern corner of Utah, had a 10.0% leisure and hospitality¹ share of total private jobs in 2014, ranking **26th** statewide. Box Elder County celebrates a diverse history and geography, offering a mix of farmlands and marshlands where the Great Basin Mountains meet the Rockies. Popular activities in Box Elder County include watersports at Willard Bay State Park, bird watching at the Bear River Migratory Bird Refuge, and visiting Golden Spike National Historic Site – the point where 1,776 miles of transcontinental railroad were joined in 1869. Other notable attractions in Box Elder County are famous land art installations (*Spiral Jetty* and *Sun Tunnels*), Willard City’s Welsh-styled architecture, Morton-Thiokol’s outdoor rocket museum, and Crystal Hot Springs. In addition, Box Elder towns located along the I-15 and I-84 corridors receive supplemental visitation from interstate travelers.

In FY2014, transient room tax revenue grew 12.3% with the largest gains noted in county and municipality (Tremonton) transient room tax revenue. In 2014, tourism-related taxable sales grew a healthy 22% with the greatest sales reported during spring and summer quarters. In fact, annual arts, entertainment, and recreation sales were up 55% from 2013, while there was a 7% year-over increase in summer foodservice sales.

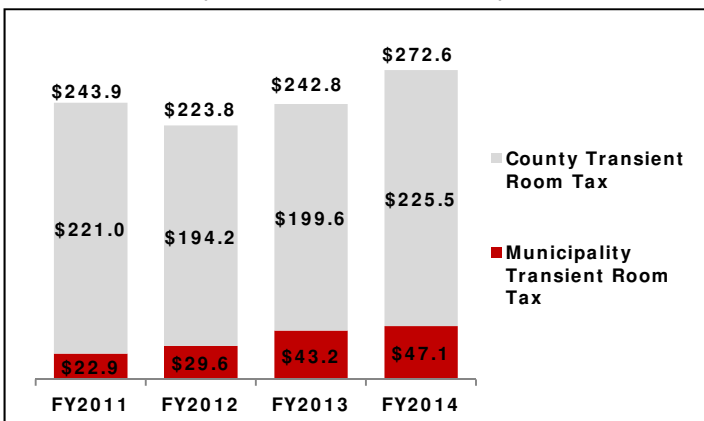
In 2014, Box Elder’s leisure and hospitality jobs and wages increased 3.8% and 5.0%, respectively, with the amusement, recreation, performing arts and spectator sports subsectors adding the most new combined jobs (20). Since 2010, the number of Box Elder’s fall/winter leisure and hospitality jobs has increased by an average of 10% every spring/summer, or by approximately 140 jobs.

Tourism At-A-Glance			
Statewide Tourism Ranking: 26th*			
	2013	2014	% Change
Box Elder County Population	50,794	51,518	1.4%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year; In Thousands)	\$242.8	\$272.6	12.3%
Tourism-Related Taxable Sales (Calendar Year; In Millions)	\$8.7	\$10.5	22.0%
Leisure & Hospitality Jobs	1,422	1,476	3.8%
Leisure & Hospitality Wages (In Millions)	\$16.5	\$17.3	5.0%
Average Annual Hotel Occupancy Rate (Box Elder-Cache-Rich Counties)	52.6%	53.1%	1.0%
Golden Spike National Historic Site (Recreation Visitation)	40,704	44,125	8.4%

*Based on share of private leisure and hospitality jobs to total private jobs
¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

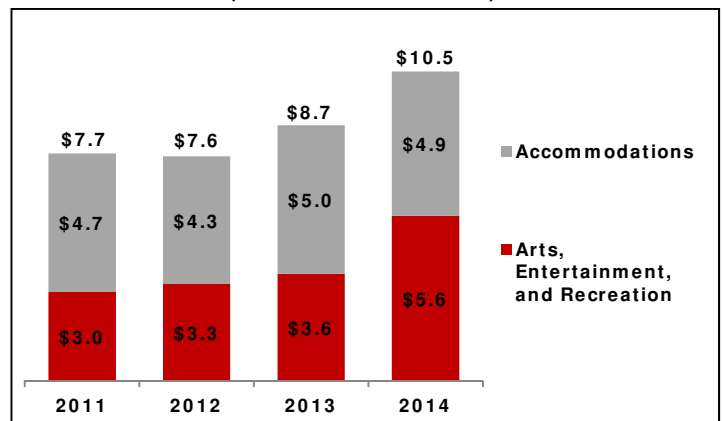
According to Smith Travel Research, average annual hotel occupancy rates in Box Elder-Cache-Rich Counties are generally highest from June through September with a peak in August. In 2014, Box Elder-Cache-Rich Counties’ combined average annual hotel occupancy rate remained flat, while the average daily room rate and revenue per available room increased 3.5% and 4.7%, respectively. Willard Bay State Park reported 156,935 visitors during the first nine months of FY2015, up 93% from the same period in FY2014 (*includes Christmas event visitation that was not recorded in FY2014). Golden Spike National Historic Site reported 44,125 visitors in 2014, up 8.4% from 2013.

Tourism-Related Tax Revenues
(In Thousands of Dollars)



Source: Utah State Tax Commission
 Note: Restaurant tax revenue figures have been omitted in counties where restaurant sales are not significantly tourism- or travel-generated.

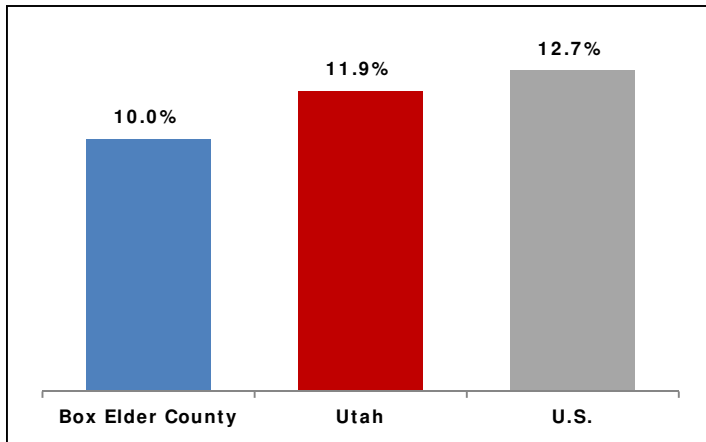
Gross Tourism-Related Taxable Sales
(In Millions of Dollars)



Source: Utah State Tax Commission
 Note: Taxable sales figures for food services and drinking places have been omitted in counties where restaurant and bar sales are not significantly tourism- or travel-generated.

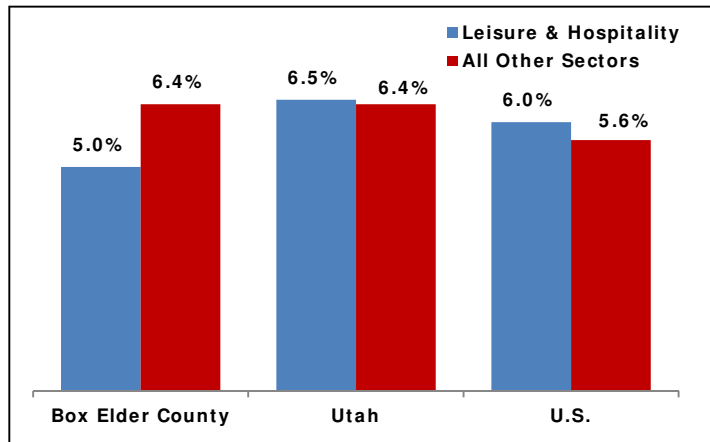
Utah Travel & Tourism Profile: Box Elder County

Private Leisure & Hospitality Employment: Share of Total 2014



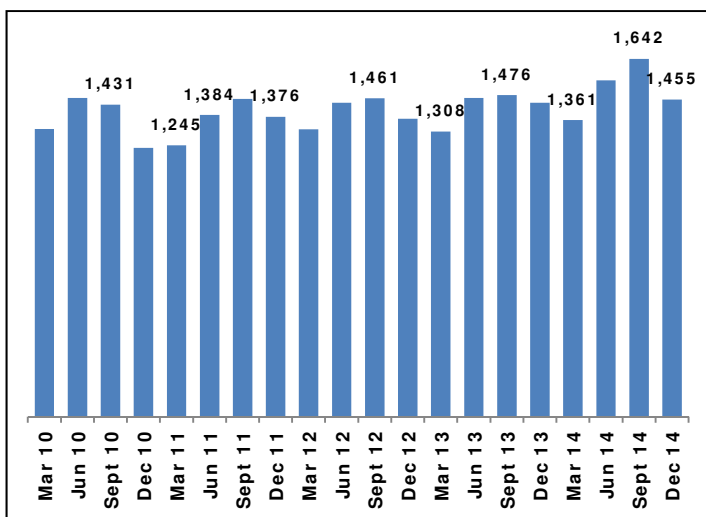
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



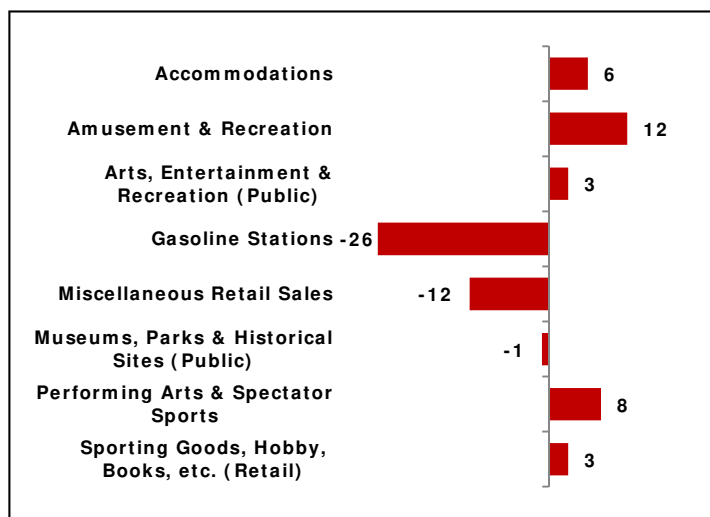
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



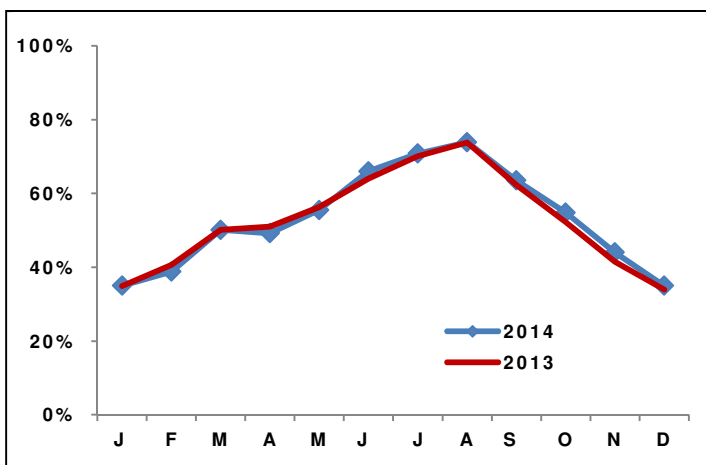
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Employment



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Box Elder-Cache-Rich

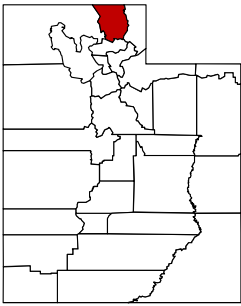


Source: Smith Travel Research

Accommodations Industry

Box Elder-Cache-Rich Counties			
	2013	2014	% Change
Occupancy Rate	52.6%	53.1%	0.5%
Average Daily Room Rate	\$85.41	\$88.40	3.5%
Revenue Per Available Room	\$44.84	\$46.93	4.7%
Statewide			
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Cache County

Cache County, located in north-central Utah, had a 10.9% leisure and hospitality¹ share of total jobs in 2014, ranking **21st** statewide. Cache County is home to mountain landscapes, sprawling agricultural land, and Utah State University, which is located in Cache's largest town and county seat, Logan. Heading northeast out of Logan *en route* to the western shores of Bear Lake, Logan Canyon National Scenic Byway, another Cache County gem, rewards travelers with stunning scenery and a variety of outdoor recreational opportunities along its edges. In addition, Cache County is home to Beaver Mountain Ski Resort, Hyrum State Park, the Utah Festival Opera, dairy farms and cheese factories, and several dining and lodging options.

Total tourism-related tax revenue grew 3.7% in fiscal year 2014, with an 11.2% increase in Logan's transient room tax revenue. In 2014, taxable sales in the leisure and hospitality sector, which are typically highest in the summer and fall months, grew 11.3%. In particular, arts, entertainment, and recreation sales in the summer and fall of 2014 increased substantially (27% and 35%, respectively) from the previous year.

In 2014, Cache County's leisure and hospitality jobs and wages increased 7.0% and 8.6%, respectively, adding a combined 155 jobs in the amusement, recreation, accommodations, and tourism-related retail industries.

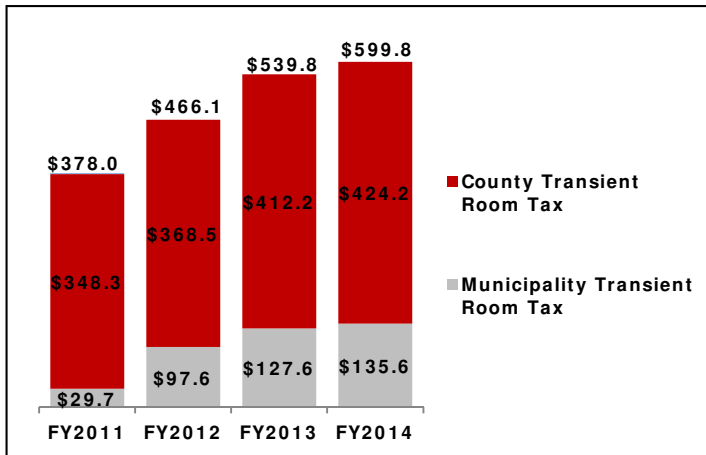
Tourism At-A-Glance			
Statewide Tourism Ranking: 21st *			
	2013	2014	% Change
Cache County Population	116,909	118,343	1.2%
Utah Population	2,900,872	2,942,902	1.4%
Transient Room Tax Revenues (Fiscal Year; In Thousands)	\$539.8	\$559.8	3.7%
Gross Tourism-Related Taxable Sales (Calendar Year; In Millions)	\$23.3	\$25.9	11.3%
Leisure & Hospitality Jobs	4,166	4,456	7.0%
Leisure & Hospitality Wages (In Millions)	\$50.8	\$55.2	8.6%
Average Annual Hotel Occupancy Rate (Box Elder-Cache-Rich Counties)	52.6%	53.1%	0.5%

*Based on share of private leisure and hospitality jobs to total private jobs

¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

According to Smith Travel Research, average annual hotel occupancy rates in Box Elder-Cache-Rich Counties are generally highest from June through September with a peak in August. In 2014, Box Elder-Cache-Rich Counties' combined average annual hotel occupancy rate remained flat, while the average daily room rate and revenue per available room increased 3.5% and 4.7%, respectively. Cache County's Hyrum State Park reported 40,128 visitors for the first three quarters of FY2015, up 8.7% from the same period in FY2014.

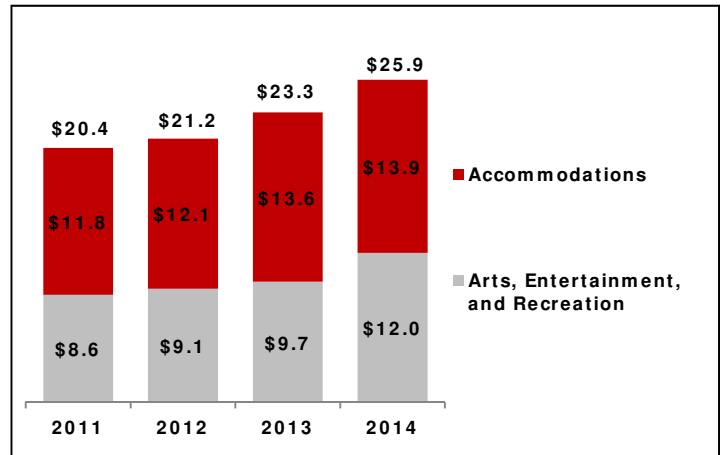
Tourism-Related Tax Revenues
(In Thousands of Dollars)



Source: Utah State Tax Commission

Note: Restaurant tax revenue figures have been omitted in counties where restaurant sales are not significantly tourism- or travel-generated.

Gross Tourism-Related Taxable Sales
(In Millions of Dollars)

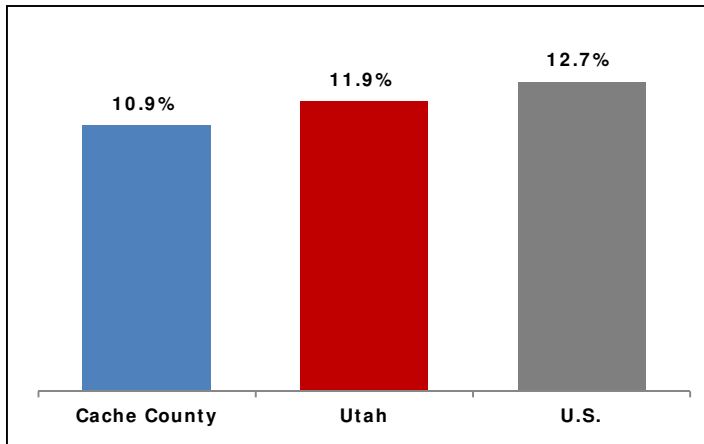


Source: Utah State Tax Commission

Note: Taxable sales figures for food services and drinking places have been omitted in counties where restaurant and bar sales are not significantly tourism- or travel-generated.

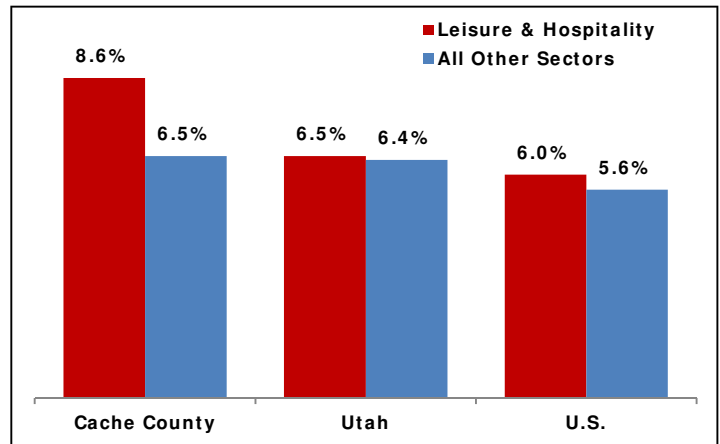
Utah Travel & Tourism Profile: Cache County

Private Leisure & Hospitality Employment: Share of Total 2014



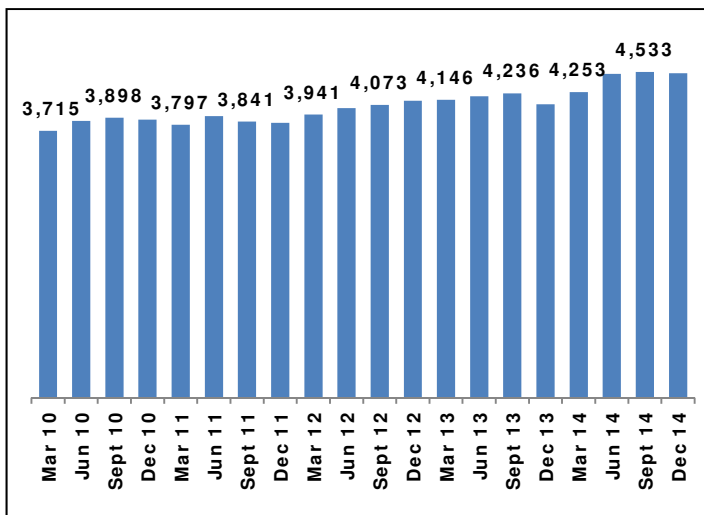
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



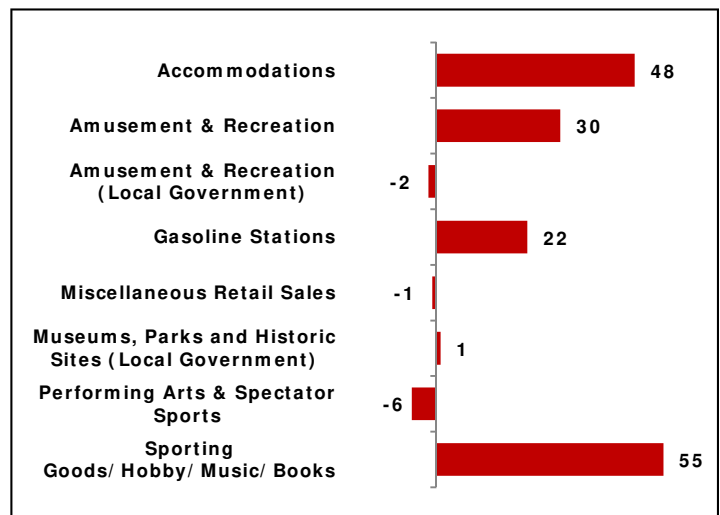
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



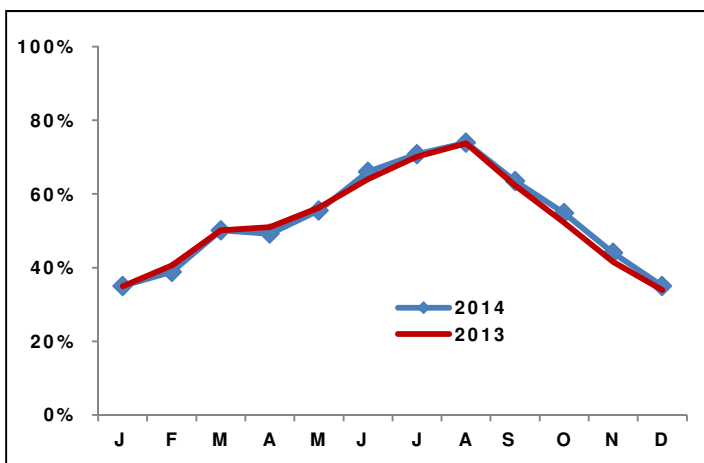
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Employment



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Box Elder-Cache-Rich

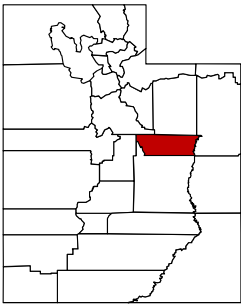


Source: Smith Travel Research

Accommodations Industry

Box Elder-Cache-Rich Counties			
	2013	2014	% Change
Occupancy Rate	52.6%	53.1%	0.5%
Average Daily Room Rate	\$85.41	\$88.40	3.5%
Revenue Per Available Room	\$44.84	\$46.93	4.7%
Statewide			
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Carbon County

Carbon County, located in a central-eastern Utah region known as “Castle Country,” had a 11.3% leisure and hospitality¹ share of total private jobs in 2014, ranking **19th** statewide. Carbon County, once the land of carnivorous Jurassic dinosaurs and ancient Fremont Indian cultures, was later traversed and settled by Mormon farmers and ranchers, cowboys and outlaws, and miners seeking riches in Carbon’s vast coal deposits. Today Carbon County’s economy is shifting away from coal and power production with the recent closure of its Carbon Power Plant and mining jobs that have declined from 1,300 to 670 in the past five years. However, in addition to coal, Carbon County has many paleontological, cultural, historical and recreational assets. Carbon County is home to the densest collection of Jurassic-age dinosaur fossils (Cleveland-Lloyd Dinosaur Quarry), the world’s longest Native American “art rock gallery” (Nine Mile Canyon), and one of the best places in Utah to ice-fish for trout (Scofield State Park). Carbon County also receives supplemental visitation from travelers driving between Salt Lake City and Denver, Moab, and the nearby San Rafael Swell.

Total tourism-related tax revenues increased 5.6% in fiscal year 2014, with notable increases in both county and municipal (Price) transient room tax revenue. In 2014, even though total taxable sales in the leisure and hospitality sector increased 6.3%, sales had still not surpassed 2011 and 2012 totals. Winter quarter sales in arts, entertainment, recreation and accommodations experienced the greatest year-over increases, while those same subsectors reported year-over sales

Tourism At-A-Glance			
Statewide Tourism Ranking: 19th*			
	2013	2014	% Change
Carbon County Population	20,988	20,660	-1.6%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year; In Thousands)	\$516.6	\$545.7	5.6%
Leisure & Hospitality Taxable Sales (Calendar Year; In Millions)	\$28.3	\$30.1	6.3%
Leisure & Hospitality Jobs	729	757	3.8%
Leisure & Hospitality Wages (Millions)	\$8.6	\$8.8	1.9%
Average Annual Hotel Occupancy Rate (Carbon-Uintah Counties)	54.9%	53.3%	-1.6%

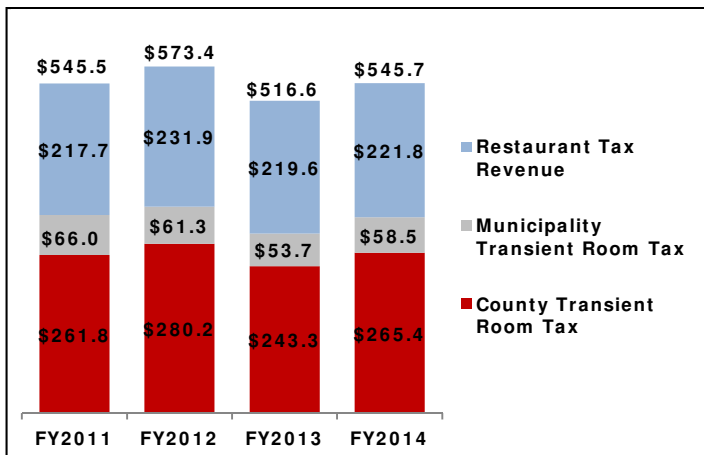
*Based on share of private leisure and hospitality jobs to total private jobs.

¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

decreases in the spring and summer months. As for tourism-related jobs, Carbon added a total of 30 combined accommodations and foodservice jobs, while losing 27 gas station jobs. Since 2010, Carbon County’s spring/summer leisure and hospitality job sector has grown by about 6% — or around 40 jobs — from the fall/winter months.

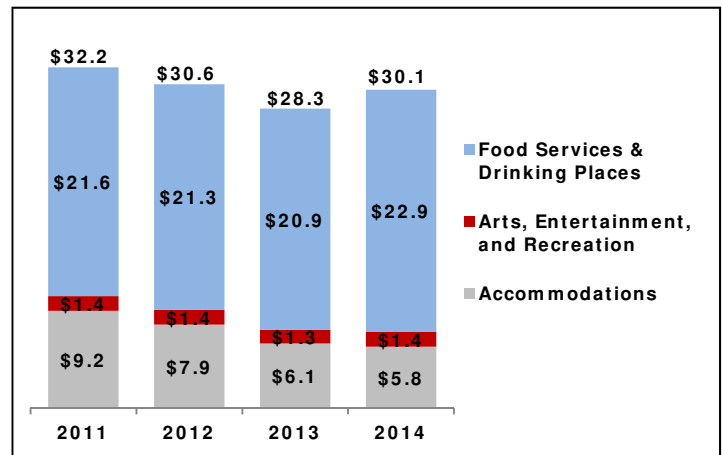
In 2013 and 2014, Carbon and Uintah County hotel occupancy rates rose steadily, peaking from June to September, followed by steady declines through the winter. Carbon and Uintah Counties’ average annual occupancy rate and revenue per available room declined slightly in 2014, while the average daily room rate remained flat. Scofield State Park reported 19,885 visitors during the first nine months of FY2015, up 30% from the same time period in FY2014.

Tourism-Related Tax Revenues
(In Thousands of Dollars)



Source: Utah State Tax Commission

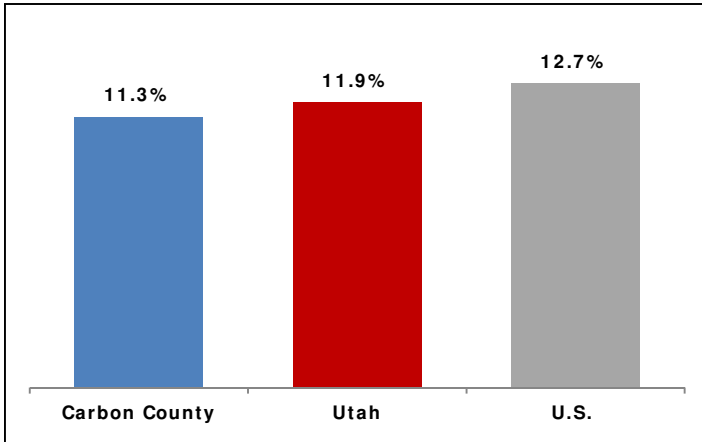
Gross Leisure & Hospitality Taxable Sales
(In Millions of Dollars)



Source: Utah State Tax Commission

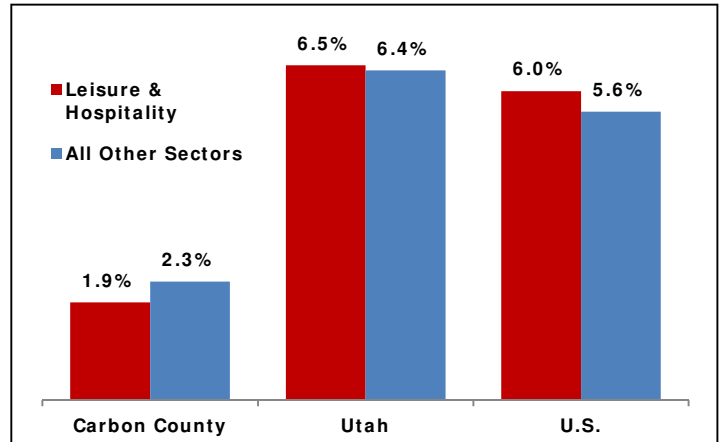
Utah Travel & Tourism Profile: Carbon County

Private Leisure & Hospitality Employment: Share of Total 2014



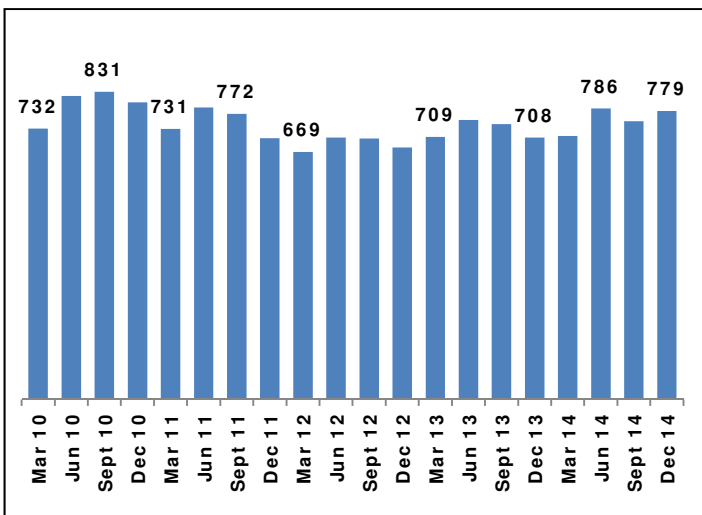
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



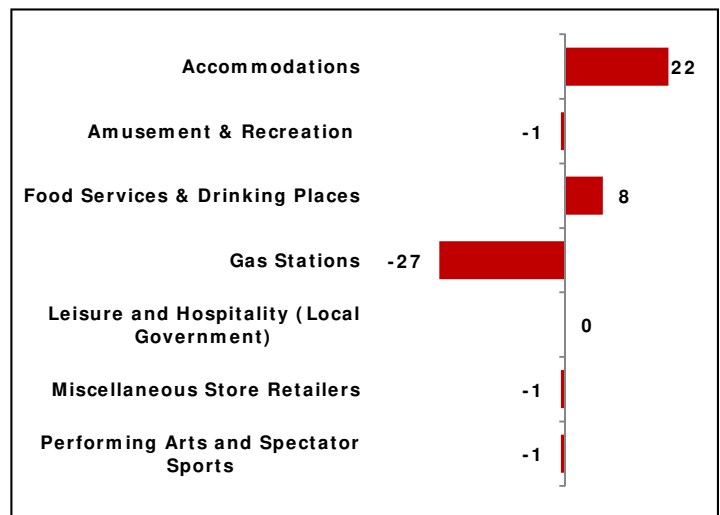
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



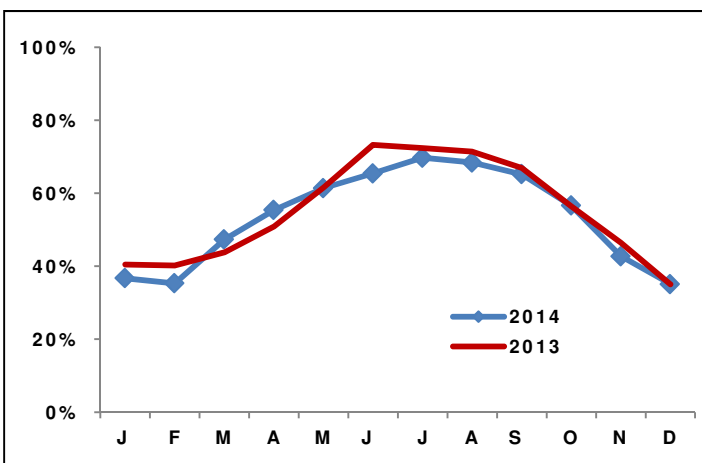
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Carbon-Uintah Counties

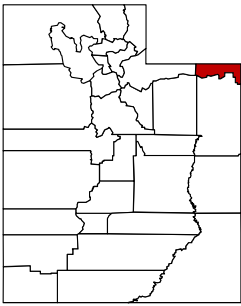


Source: Smith Travel Research

Accommodations Industry: County vs. State

Carbon-Uintah Counties			
	2013	2014	% Change
Occupancy Rate	54.9%	53.3%	-1.6%
Average Daily Room Rate	\$85.31	\$86.25	1.1%
Revenue Per Available Room	\$47.06	\$46.21	-1.8%
Statewide			
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Daggett County

Daggett County, the youngest and least populated county in Utah, had a 69.6% leisure and hospitality¹ share of total private jobs in 2014, ranking **1st** statewide. Daggett County shares its borders with Wyoming and Colorado and is best known for Flaming Gorge National Recreation Area, which attracts outdoor recreationists from surrounding cities and states. The “A” Section of the Green River that flows out of Flaming Gorge Dam boasts blue ribbon trout fishing and is a popular daily river stretch for rafts, kayaks and dories. Boating and fishing on Flaming Gorge reservoir is another popular sport and the county, which includes tracts of the Ashley National Forest, hosts over 700 individual campsites and 27 group sites. Currently, Daggett County has been working with Utah State Parks, the U.S. Forest Service and the BLM to develop new trails and to better promote existing trails in and around the county.

Total tourism-related tax revenues grew 19.3% in fiscal year 2014 with similar increases in both transient room and restaurant tax revenues. In 2014, taxable sales in the leisure and hospitality sector increased 3.5%. From 2013 to 2014, Daggett County experienced increases in winter and spring foodservice sales as well. Since 2011, leisure and hospitality jobs have increased every summer and

Tourism At-A-Glance			
Statewide Tourism Ranking: 1st*			
	2013	2014	% Change
Daggett County Population	1,130	1,117	-1.2%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year)	\$81,587	\$97,318	19.3%
Leisure & Hospitality Taxable Sales (Calendar Year; In Millions)	\$7.3	\$7.5	3.5%
Leisure & Hospitality Jobs	127	119	-6.3%
Leisure & Hospitality Wages (Millions)	\$2.4	\$2.2	-4.4%

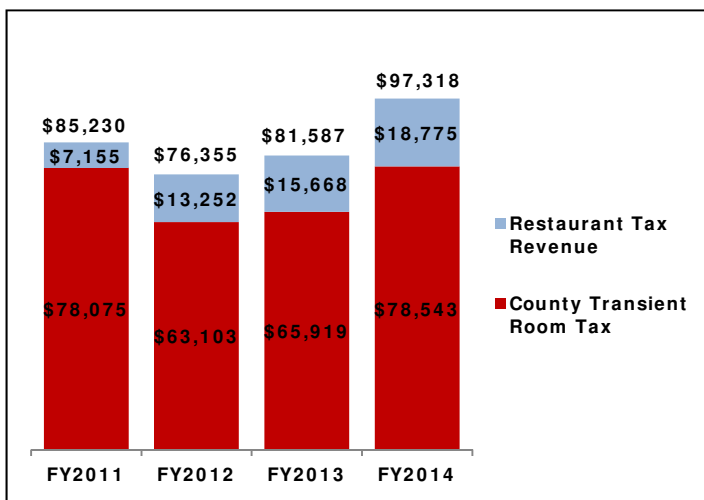
*Based on share of private leisure and hospitality jobs to total private jobs.

¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

decreased every winter, creating a larger gap between the tourist season (summer) and off-season (winter).

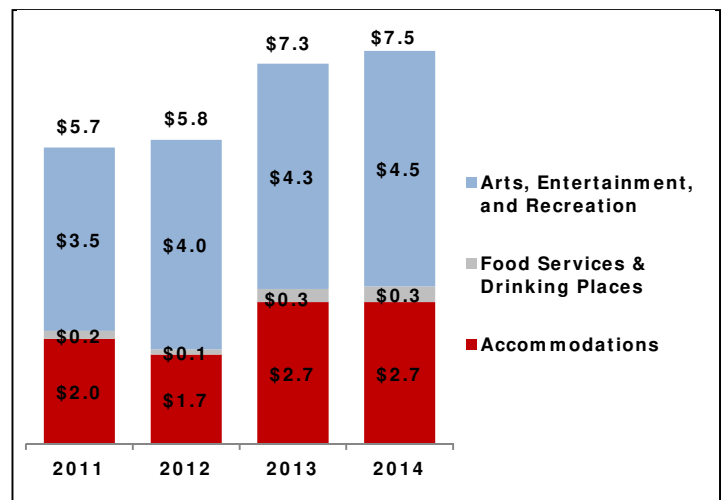
In 2014, leisure and hospitality jobs more than doubled in the summer, growing from 68 jobs in the first quarter to 161 jobs in the third quarter. In 2014, Daggett County reported an annual average increase in accommodations jobs (10) with decreases in amusement and recreation (-16) and foodservice (-2). Flaming Gorge National Recreation Area reported over 1.3 million visitors in 2014.

Tourism-Related Tax Revenues



Source: Utah State Tax Commission

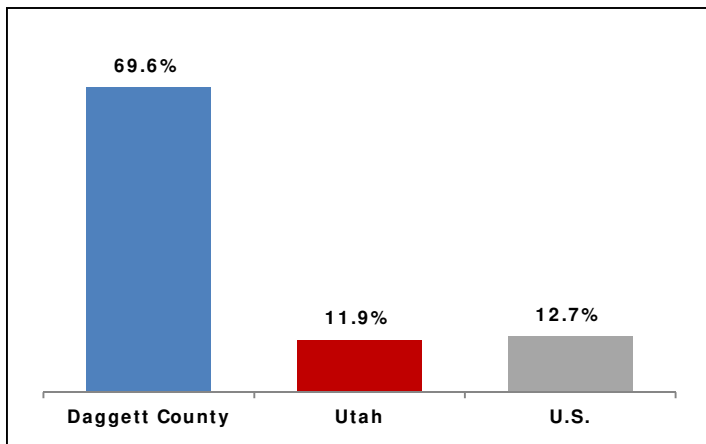
Gross Leisure & Hospitality Taxable Sales (In Millions of Dollars)



Source: Utah State Tax Commission

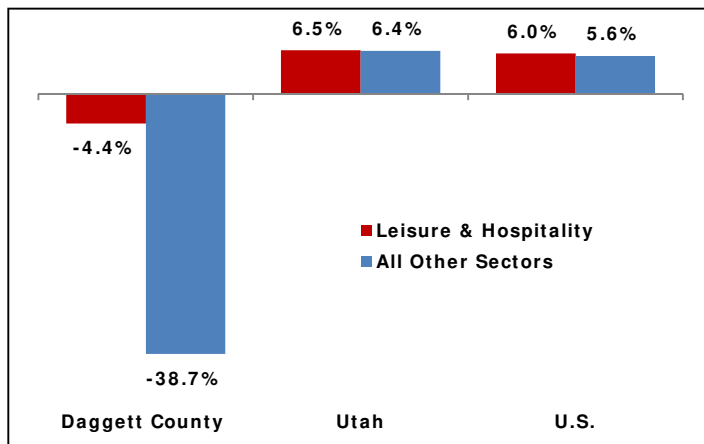
Utah Travel & Tourism Profile: Daggett County

Private Leisure & Hospitality Employment: Share of Total 2014



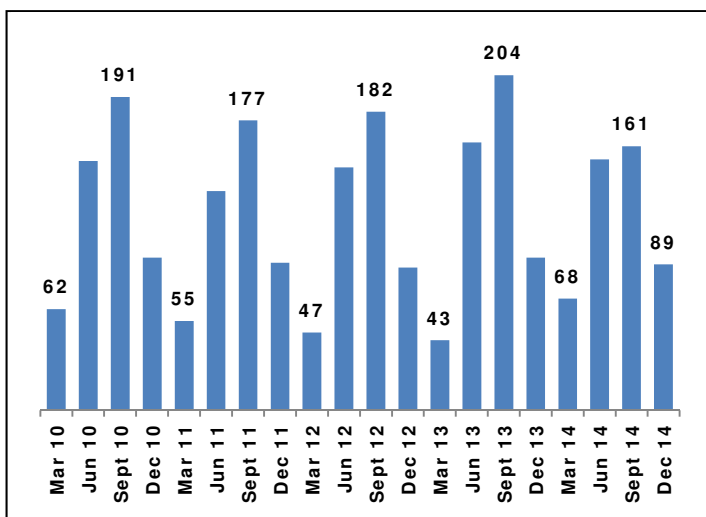
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



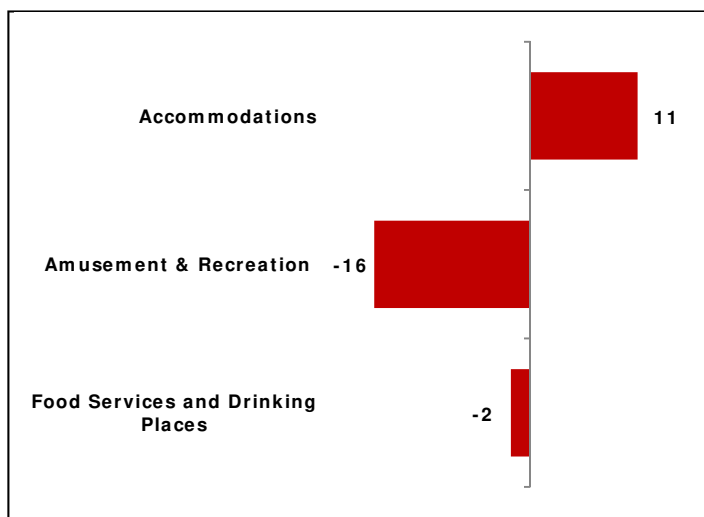
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter

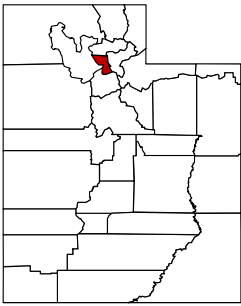


Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services



Davis County

Davis County, the smallest geographic county in Utah, had a 12.8% leisure and hospitality¹ share of total private jobs in 2014, ranking **16th** statewide. Davis County is known for its restaurants, amusement parks, agricultural ambiance, and serves as a gateway to the Great Salt Lake. Lagoon Amusement Park, Cherry Hill Water Park, and Boondocks Fun Center are popular attractions for kids and families, especially during the summer months. A seven-mile causeway on the western edge of Davis County leads to the largest island in the Great Salt Lake (Antelope Island), which is home to free-ranging bison, mule deer, bighorn sheep, and a variety of desert animals.

Total tourism-related tax revenues grew 13.2% in fiscal year 2014, including 15% increases in both county and municipality transient room tax revenues. In 2014, there were quarterly year-over increases in all leisure and hospitality subsectors, and most notably 21% increases in accommodations sales in the winter and summer of 2014. Davis County's leisure and hospitality sector experienced a 5.4% increase in jobs and a 6.1% increase in wages. Since 2010, leisure and hospitality jobs in Davis County have increased by about 20% each spring/summer (from fall/winter). In 2014, the amusement and recreation subsector added 202 new jobs and the accommodations subsector added 77 new jobs. The public sector experienced the only noted employment decreases, dropping slightly from 955 to 939 leisure and hospitality sector jobs.

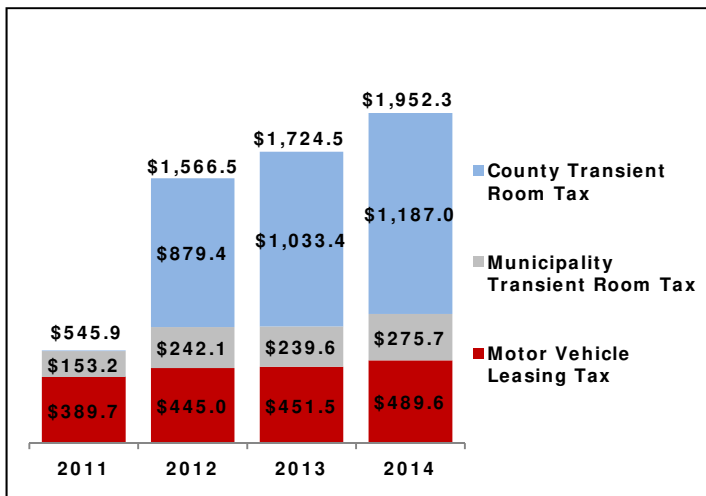
Tourism At-A-Glance			
Statewide Tourism Ranking: 16th*			
	2013	2014	% Change
Davis County Population	322,754	329,692	2.1%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year; In Thousands)	\$1,724.5	\$1,952.3	13.2%
Tourism-Related Taxable Sales (Calendar Year; In Millions)	\$99.7	\$109.9	10.2%
Leisure & Hospitality Jobs	10,709	11,287	5.4%
Leisure & Hospitality Wages (Millions)	\$140.4	\$148.9	6.1%
Average Annual Hotel Occupancy Rate	59.2%	65.2%	6.0%

*Based on share of private leisure and hospitality jobs to total private jobs.

¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

In 2014, Davis County hotel occupancy rates rose steadily from winter to summer, with a small peak in March and a larger peak in August. In fact, there were year-over increases in occupancy during every month of 2014, particularly in the first quarter, with March occupancy 13% higher than the previous March. From 2013 to 2014, Davis County's average annual occupancy rate rose 6%, average daily room rate was up 4.5%, and revenue per available room increased a healthy 15.2%. Antelope Island State Park reported 260,502 visitors during the first nine months of FY2015, up 24% from the same period in FY2014.

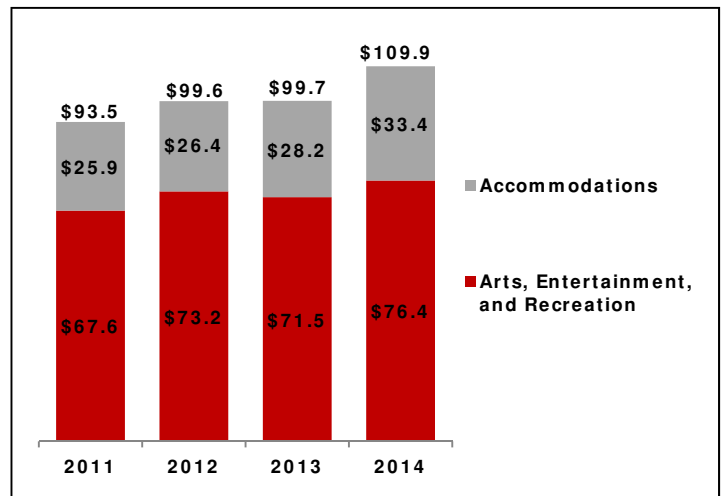
Tourism-Related Tax Revenues
(In Thousands of Dollars)



Source: Utah State Tax Commission

Note: Restaurant tax revenue figures have been omitted in counties where restaurant sales are not significantly tourism- or travel-generated.

Gross Tourism-Related Taxable Sales
(In Millions of Dollars)

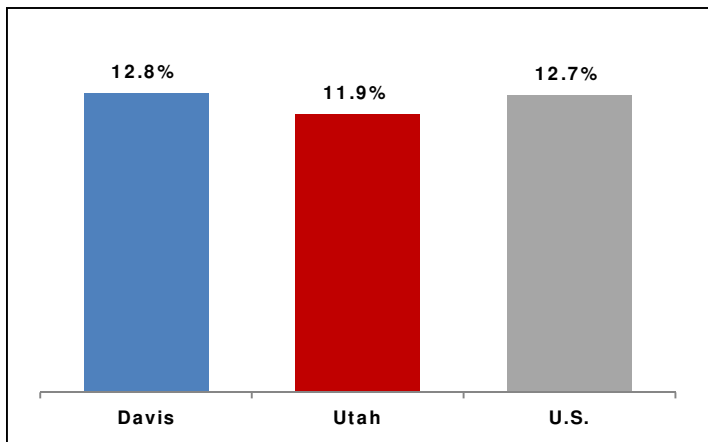


Source: Utah State Tax Commission

Note: Taxable sales figures for food services and drinking places have been omitted in counties where restaurant and bar sales are not significantly tourism- or travel-generated.

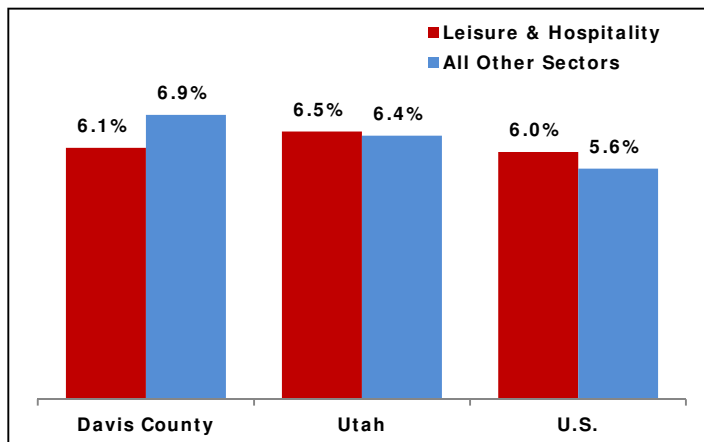
Utah Travel & Tourism Profile: Davis County

Private Leisure & Hospitality Employment: Share of Total 2014



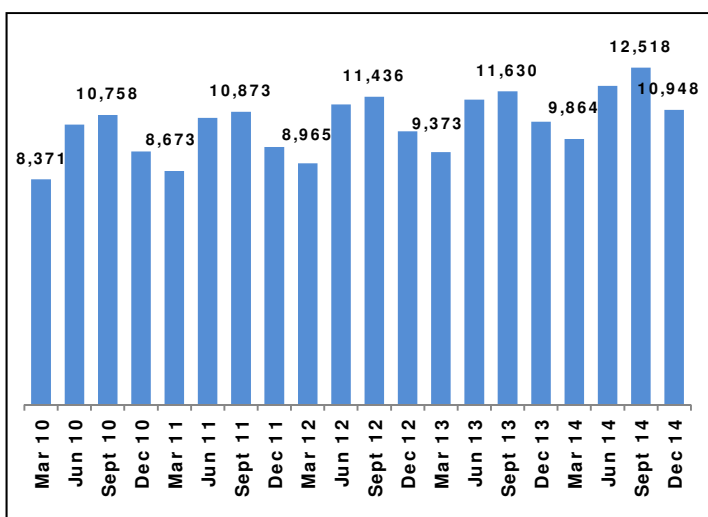
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



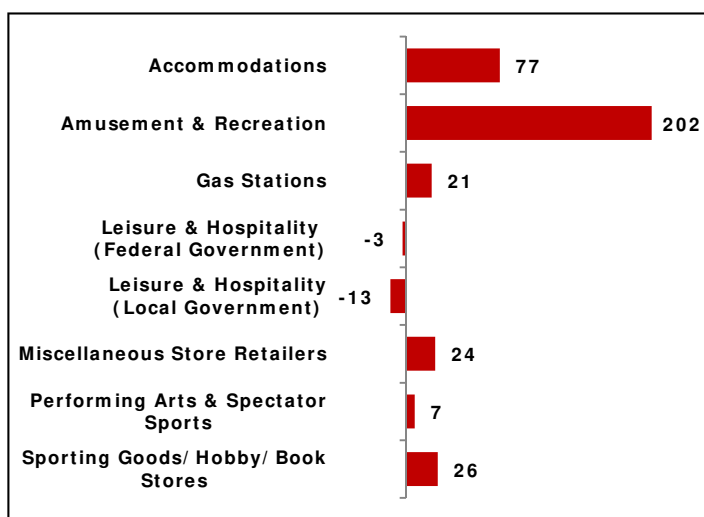
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



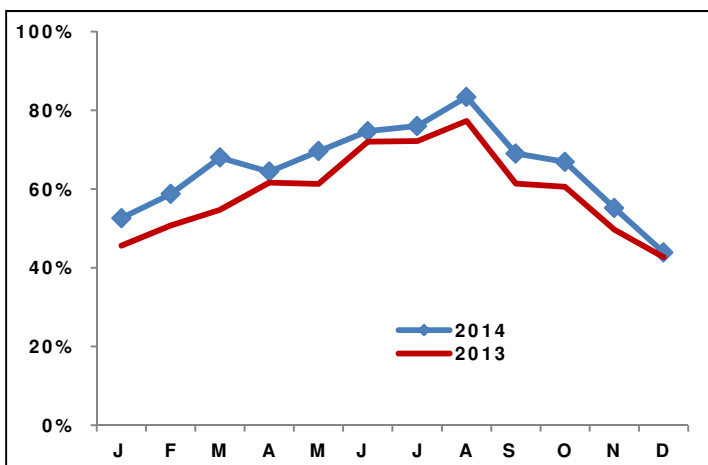
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Davis County

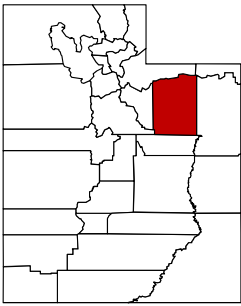


Source: Smith Travel Research

Accommodations Industry: County vs. State

Davis County			
	2013	2014	% Change
Occupancy Rate	59.2%	65.2%	6.0%
Average Daily Room Rate	\$74.63	\$77.97	4.5%
Revenue Per Available Room	\$44.43	\$51.17	15.2%
Statewide			
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Duchesne County

Duchesne County, comprised of high Uinta mountain wilderness, had a 5.8% leisure and hospitality¹ share of total private jobs in 2014, ranking **29th** statewide. Duchesne County, once the land of Ute Indians, fur trappers and the U.S. Calvary, was opened to homesteaders who settled the area in the early 20th century. Today Duchesne County, which is nearly three-quarters public and tribal lands, is experiencing an economic boom in the oil and gas industry. Outdoor enthusiasts are drawn to Duchesne’s vast mountain stretches and hundreds of pristine high-altitude lakes. Starvation State Park and Big Sandwash Reservoir offer fishing and boating opportunities, while Nine Mile Canyon acts as an “outdoor museum” showcasing ancient Indian rock art and dwellings. Duchesne is also home to King’s Peak – Utah’s highest mountain that tops out at 13,528 feet. Backpacking, horseback riding, cross-country skiing, and wildlife viewing are all popular activities in Duchesne’s High Uinta Wilderness.

Total transient room tax revenue increased 6.2% in 2014 with a decrease in municipality transient room tax (Roosevelt) and an increase in county transient room tax. In 2014, total taxable sales in the leisure and hospitality sector decreased 13.9% from the previous year, primarily

due to a decline in accommodation sales. In fact, total leisure and hospitality sales were the lowest reported in the past four years. As for tourism-related jobs, there were 80 more gas station jobs in 2014 and 12 more amusement and recreation jobs. Since 2010, Duchesne County’s leisure and hospitality sector employment has increased by about 10% every spring/summer (compared to the fall/winter months).

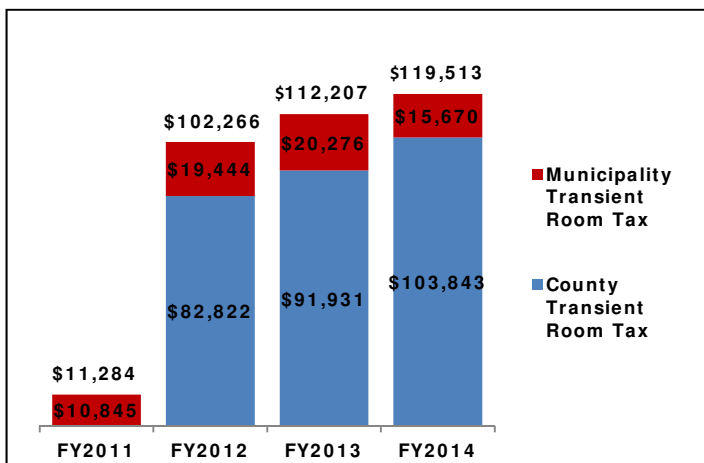
Starvation State Park reported 55,382 visitors during the first nine months of FY2015, up 17% from the same period during FY2014.

Tourism At-A-Glance			
Statewide Tourism Ranking: 29th*			
	2013	2014 %	Change
Duchesne County Population	20,106	20,380	1.4%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year)	\$112,509	\$119,513	6.2%
Tourism-Related Taxable Sales (Calendar Year; In Thousands)	\$5,732.4	\$4,932.9	-13.9%
Leisure & Hospitality Jobs	450	444	-1.3%
Leisure & Hospitality Wages (Millions)	\$5.3	\$5.3	0.0%

*Based on share of private leisure and hospitality jobs to total private jobs.

¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

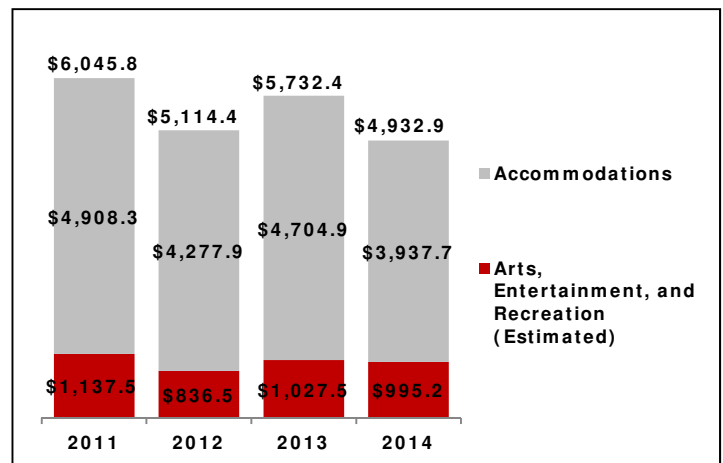
Tourism-Related Tax Revenues
(In Thousands of Dollars)



Source: Utah State Tax Commission

Note: Restaurant tax revenue figures have been omitted in counties where restaurant sales are not significantly tourism- or travel-generated.

Tourism-Related Taxable Sales
(In Thousands of Dollars)

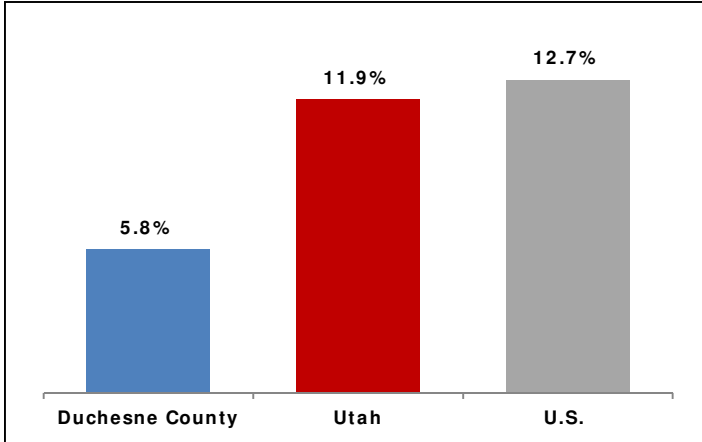


Source: Utah State Tax Commission

Note: Taxable sales figures for food services and drinking places have been omitted in counties where restaurant and bar sales are not significantly tourism- or travel-generated.

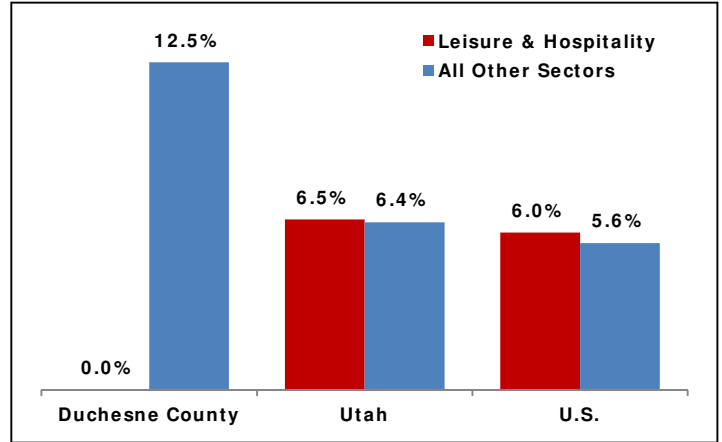
Utah Travel & Tourism Profile: Duchesne County

Private Leisure & Hospitality Employment: Share of Total 2014



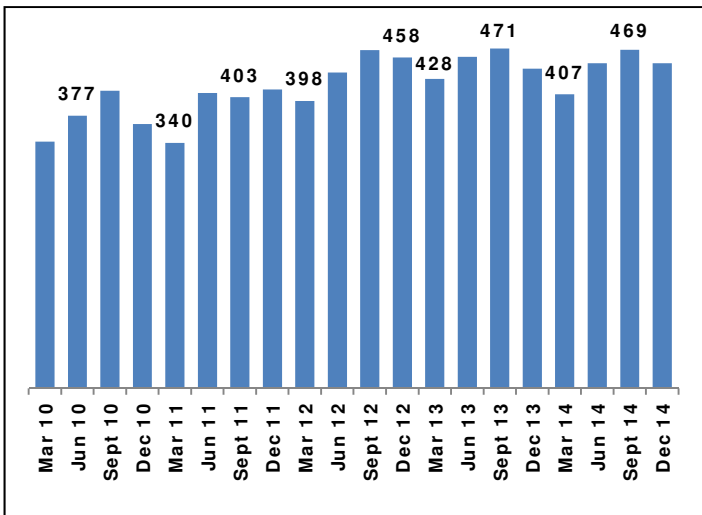
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



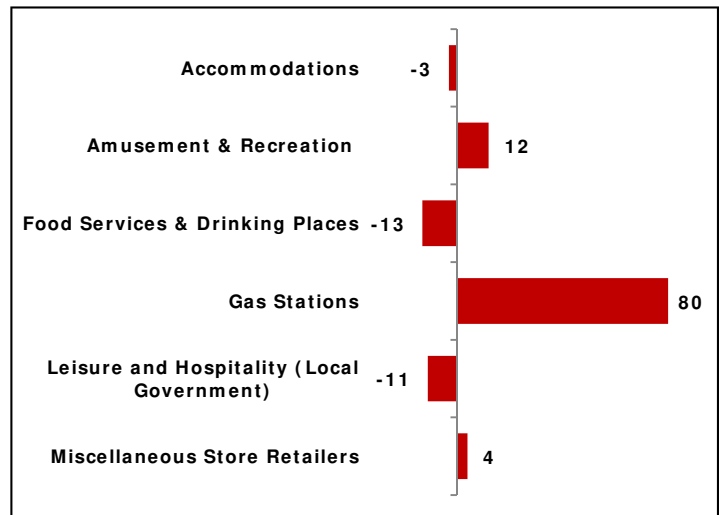
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter

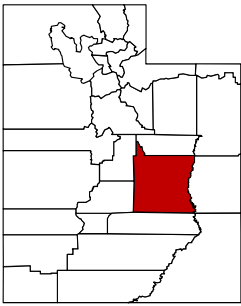


Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services



Emery County

Emery County, located in southeastern Utah, had a 10.3% leisure and hospitality¹ share of total private jobs in 2014, ranking **24th** statewide. Emery County encompasses the stunning San Rafael Swell, a landscape known for its deep canyons, jagged reefs and expansive views, and is home to four state parks. Apty-named Goblin Valley State Park, located in the San Rafael Swell, is one of the most profitable state parks in Utah. In fact, in June of 2014, the Emery County Commission voted to support further study of expanding Goblin Valley State Park to include an additional 136,000 acres in the San Rafael Swell. Green River State Park, also located in Emery County, rests on the banks of the Green River and is equipped with a nine-hole golf course and boat launch site. Huntington State Park and Millsite State Park in western Emery County, provide reservoirs for waterskiing, crawdad fishing, boating and swimming. Split lengthwise by Interstate 70, with an artery of Highway 191 heading north to Salt Lake City, Emery County receives supplemental “pass-through” visitation as well.

Total tourism-related tax revenue increased 4.4% in fiscal year 2014 with the greatest year-over increases in Green River transient room and resort community sales tax revenue. In 2014, spring and summer leisure and hospitality sector sales were more than twice fall and winter sales and annual leisure and hospitality sales increased 12.8%. The largest 2014 increases were in accommodation sales with a notable 33% year-over increase in fall accommodation sales. The only noted sales decreases were in arts and entertainment during the summer and fall of 2014. Leisure and hospitality jobs and wages increased 2.3% and 10.2%, respectively, and Emery

Tourism At-A-Glance			
Statewide Tourism Ranking: 24th*			
	2013	2014	% Change
Emery County Population	10,716	10,631	-0.8%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year; In Thousands)	\$761.8	\$795.5	4.4%
Leisure & Hospitality Taxable Sales (Calendar Year; In Thousands)	\$12,918.3	\$14,569.3	12.8%
Leisure & Hospitality Jobs	257	263	2.3%
Leisure & Hospitality Wages (Millions)	\$3.1	\$3.6	10.2%
Average Annual Hotel Occupancy Rate (Emery County)	52.6%	56.1%	3.5%

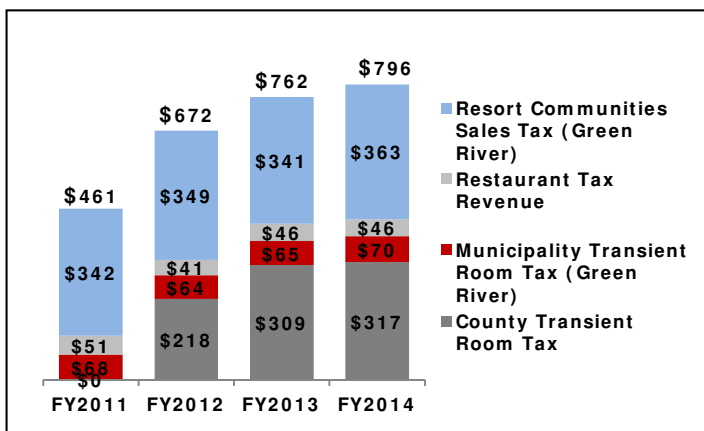
*Based on share of private leisure and hospitality jobs to total private jobs.

¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

County added 16 accommodations and gas station jobs in 2014. Since 2010, Emery County’s leisure and hospitality job sector has grown by an average of 17% — or by about 40 jobs — each spring/summer season (compared to fall/winter).

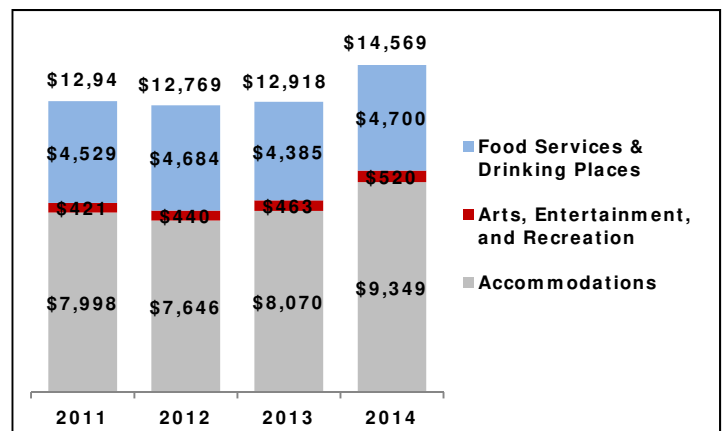
Despite lower than average hotel occupancy during the first quarter of 2014, occupancy was well above average from June through December. In fact, the average annual occupancy rate, average daily room rate and revenue per available room in Emery County experienced 3.5%, 7.1%, and 14.4% year-over increases, respectively. Emery County’s four state parks reported the following visitor counts during the first three quarters of FY2015: Goblin Valley State Park (69,214 – up 11%); Huntington State Park (13,111 – up 21%); Green River State Park (25,268 – up 33%); and Millsite State Park (8,048 – up 18%).

Tourism-Related Tax Revenues
(In Thousands of Dollars)



Source: Utah State Tax Commission

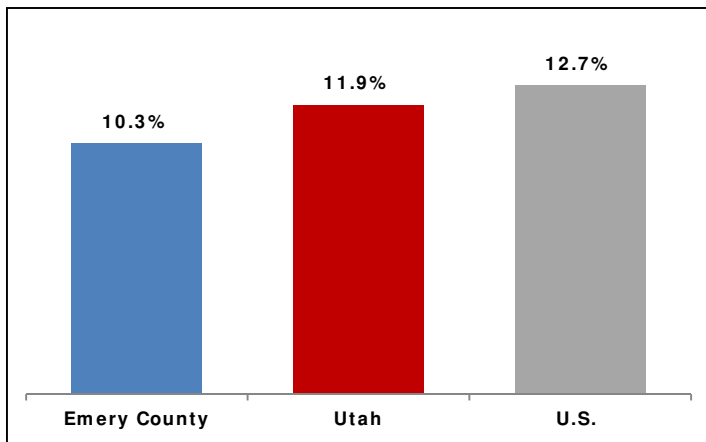
Gross Leisure & Hospitality Taxable Sales
(In Thousands of Dollars)



Source: Utah State Tax Commission

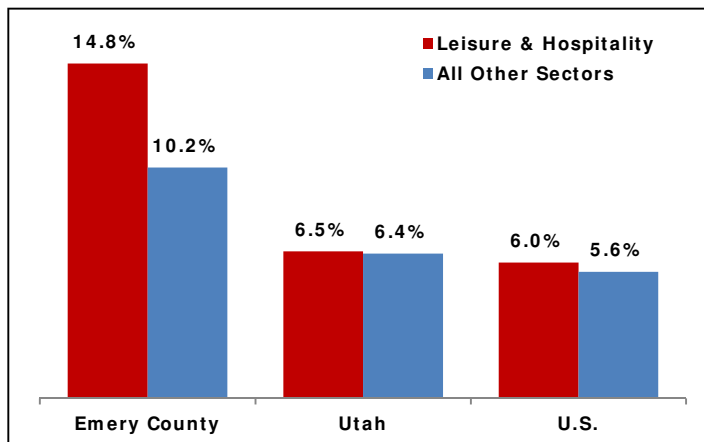
Utah Travel & Tourism Profile: Emery County

Private Leisure & Hospitality Employment: Share of Total 2013



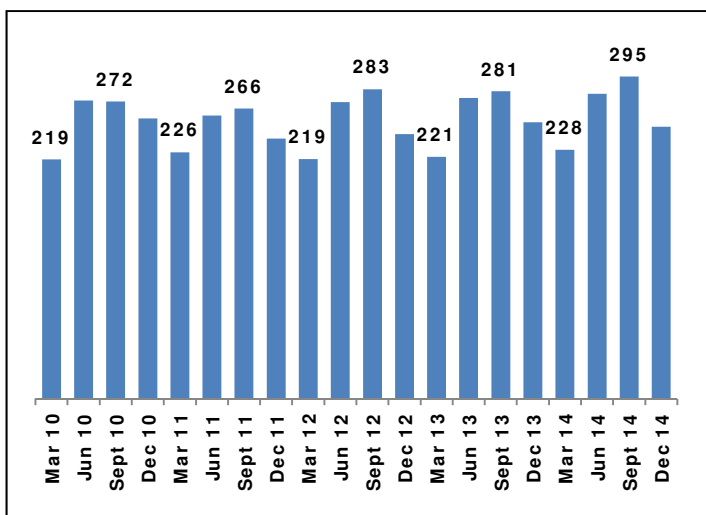
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



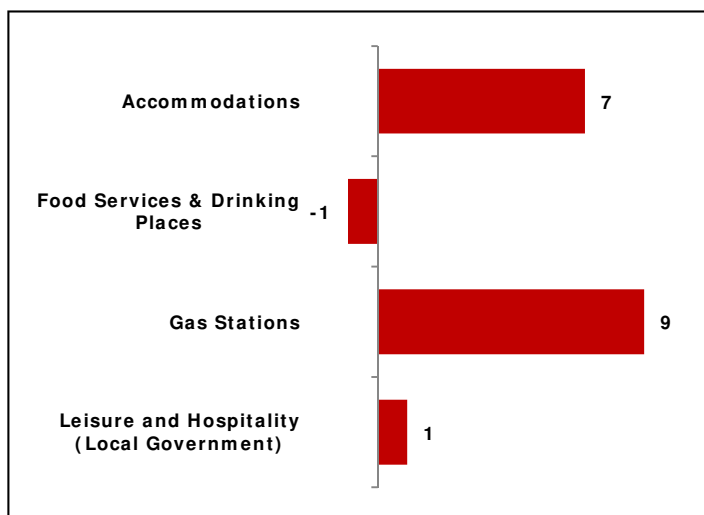
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



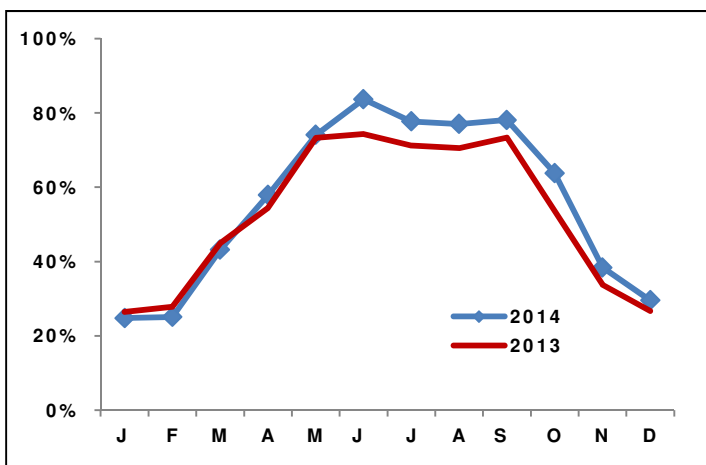
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Emery

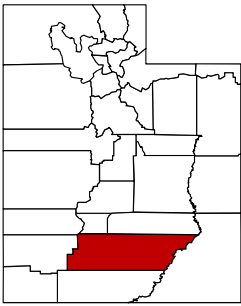


Source: Smith Travel Research

Accommodations Industry: County vs. State

Emery County			
	2013	2014	% Change
Occupancy Rate	52.6%	56.1%	3.5%
Average Daily Room Rate	\$82.96	\$88.87	7.1%
Revenue Per Available Room	\$45.27	\$51.80	14.4%
Statewide			
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Garfield County

Garfield County, located in south-central Utah, had a 54.7% leisure and hospitality¹ share of total private jobs in 2014, ranking **2nd** statewide. Garfield County's 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 has experienced a growing tourism economy. In the early 1990s, Garfield County officials paved a portion of the Burr Trail leading into Capitol Reef National Park from Boulder, granting improved accessibility to the park. President Clinton's 1996 designation of the nation's largest, and perhaps most controversial, national monument (Grand Staircase-Escalante), has drawn even more attention to the area. In addition to serving as the gateway to two national parks and one national monument, Garfield County boasts Anasazi State Park Museum, Escalante Petrified Forest State Park and offers access to Kodachrome Basin State Park. It is also home to beautiful Boulder Mountain, popular Scenic Byway 12, historic Hole in the Rock Road, and Panguitch Lake.

Total tourism-related tax revenue grew 10.2% in fiscal year 2014, with the greatest increases noted in both county and municipality (Escalante) transient room tax. Garfield County's leisure and hospitality sector sales were up 12.4% in 2014 with healthy year-over increases in all subsectors. To put Garfield County's seasonality into perspective, total sales in spring and summer were almost four times that of fall and winter. Of note, however, is that although tourism-related sales were up every quarter of 2014, leisure and hospitality sales in the fall of 2014 were up 30-50% – significant year-over increases that reflected the impact of the government shutdown the previous fall.

Garfield County's leisure and hospitality jobs remained flat in 2014 while wages increased 8.6%. Each spring and summer Garfield County's leisure and hospitality jobs more than double in number from the fall and winter (usually adding around 600 jobs). In 2014, the

Tourism At-A-Glance			
Statewide Tourism Ranking: 2nd*			
	2013	2014	% Change
Garfield County Population	5,065	5,024	-0.8%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Sales Tax Revenues (Fiscal Year; In Thousands)	\$2,000.5	\$2,204.8	10.2%
Leisure & Hospitality Taxable Sales (Calendar Year; In Millions)	\$64.9	\$72.9	12.4%
Leisure & Hospitality Jobs	894	901	0.8%
Leisure & Hospitality Wages (Millions)	\$16.6	\$18.0	8.6%
Average Annual Hotel Occupancy Rate (Garfield-San Juan-Wayne Counties)	53.1%	54.6%	1.5%
Bryce Canyon National Park (Annual Recreation Visitation)	1,311,875	1,435,741	9.4%

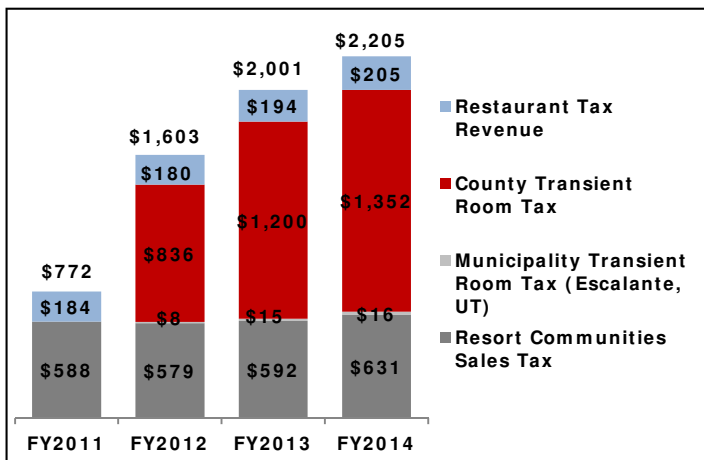
*Based on share of private leisure and hospitality jobs to total private jobs.

¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

foodservice sector experienced the greatest increase in jobs, while all other tourism-related sectors remained flat or experienced year-over decreases.

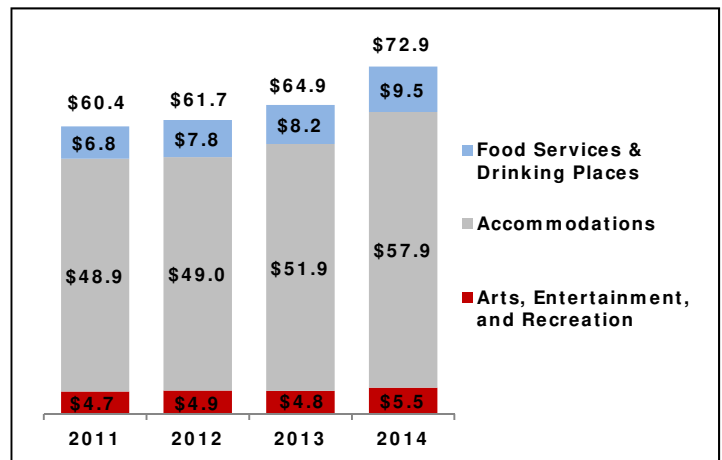
According to Smith Travel Research, average annual hotel occupancy rates in Garfield-San Juan-Wayne Counties are highest from May through September, with annual lows December through February. Garfield-San Juan-Wayne Counties' average annual hotel occupancy rate and daily room rate increased 1.5% and 3.1%, respectively, while revenue per available room grew 6.1%. In 2014, Bryce Canyon National Park reported 1,435,741 recreation visits (up 9% from 2013 and up 4% from 2012). During the first nine months of FY2015, Escalante Petrified Forest State Park reported 28,134 visitors (up 21%) and Anasazi Museum State Park reported 11,270 visitors (down 5%).

Tourism-Related Tax Revenues
(In Thousands of Dollars)



Source: Utah State Tax Commission

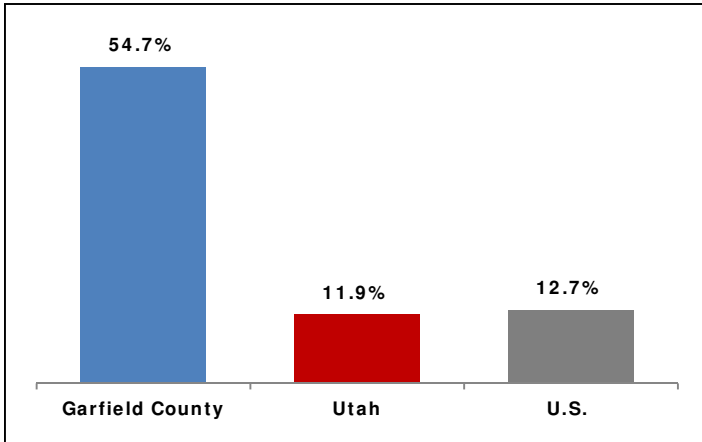
Gross Leisure & Hospitality Taxable Sales
(In Millions of Dollars)



Source: Utah State Tax Commission

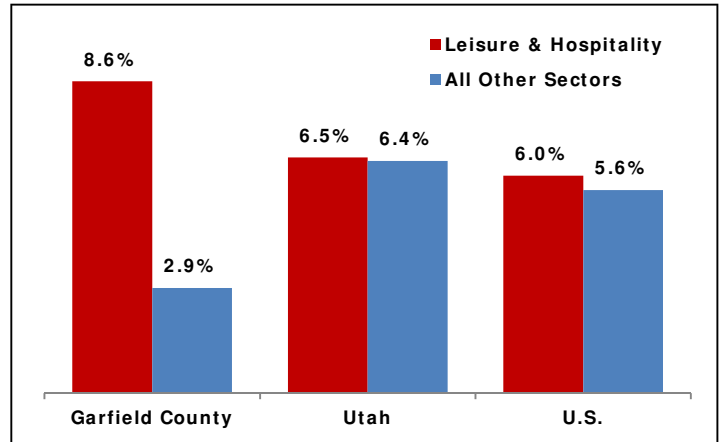
Utah Travel & Tourism Profile: Garfield County

Private Leisure & Hospitality Employment: Share of Total 2014



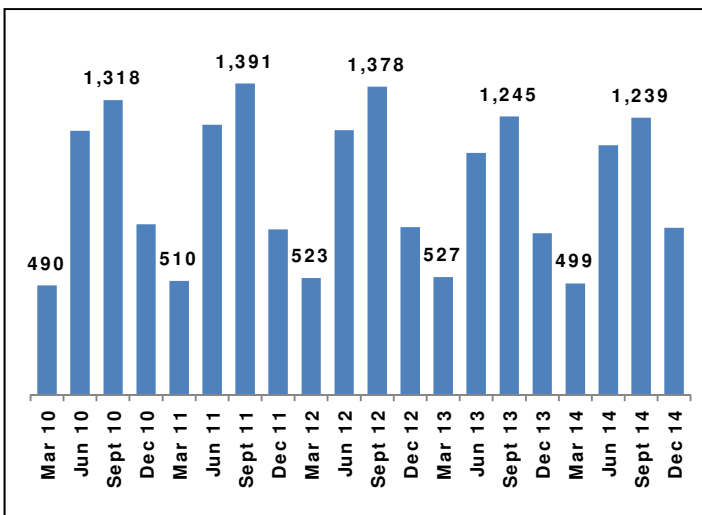
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



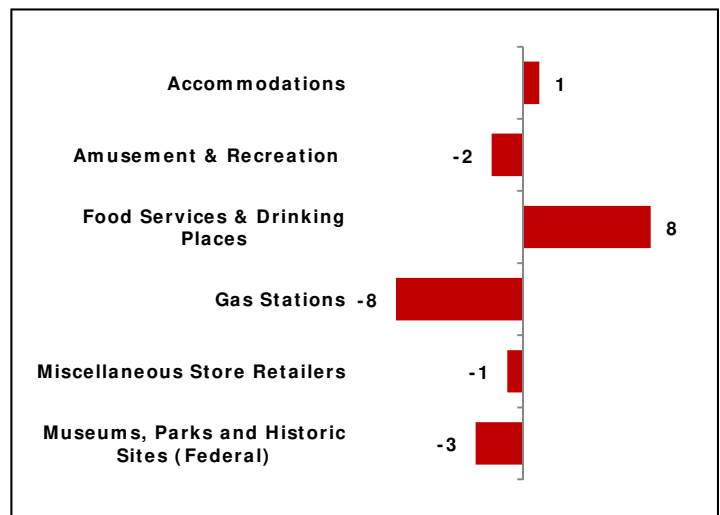
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



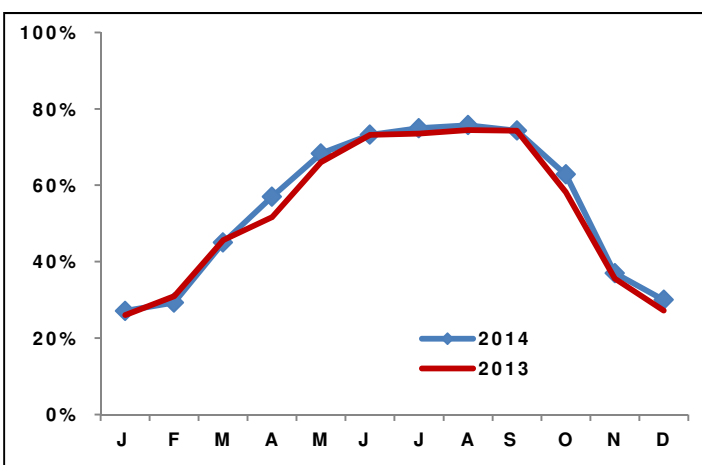
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Garfield-San Juan-Wayne

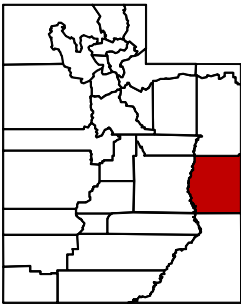


Source: Smith Travel Research

Accommodations Industry: County vs. State

Garfield-San Juan-Wayne Counties			
	2013	2014	% Change
Occupancy Rate	53.1%	54.6%	1.5%
Average Daily Room Rate	\$93.00	\$95.85	3.1%
Revenue Per Available Room	\$48.52	\$51.47	6.1%
Statewide			
Occupancy Rate	58.5%	60.1%	2.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Grand County

Grand County, located in southeastern Utah, had a 44.4% leisure and hospitality¹ share of total private jobs in 2014, ranking **3rd** statewide. Part of Utah's physiographic region known as the Colorado Plateau, Grand County is a rugged landscape of redrock canyons, mesas, buttes, mountains, petrified sand dunes, variegated sandstone spires and other diverse erosional formations. Moab, Grand County's largest town and tourism hub, serves as a convenient launching pad to Arches National Park, Canyonlands National Park, the Colorado River, and Dead Horse Point State Park. Outdoor activities in Moab include river running, mountain biking, four-wheel driving, rock climbing, athletic events, art and music festivals, and many other local seasonal attractions that run from late March through early November. Moab draws a large number of international visitors during the tourist season and was voted the #3 "Best Desert Getaway" in *Outside Online* (2012).

Total county transient room tax revenue grew 18.9% in fiscal year 2014, with the greatest year-over increase noted in county transient room tax revenue (up 43%). Grand County's leisure and hospitality sales increased 18.9% as well, and were highest in the spring, followed by the summer and then fall. In fact, 2014 leisure and hospitality sales were consistently higher than 2013 sales despite quarter or sector, with notable year-over increases in arts, entertainment, recreation, and accommodations. In 2014, Grand County's leisure and hospitality jobs and wages increased 3.2% and 9.3%, respectively. Every tourist season since 2010, leisure and hospitality employment in Grand County has been nearly twice that of winter employment, reflecting its strong spring-through-fall tourism seasonality. In 2014, Grand County experienced job growth in all tourism-related subsectors; however the tourism-related retail (sporting goods/hobbies/books), performing arts,

Tourism At-A-Glance			
Statewide Tourism Ranking: 3rd*			
	2013	2014	% Change
Grand County Population	9,367	9,429	0.7%
Utah Population	2,902,787	2,942,902	1.4%
Tourism-Related Sales Tax Revenues (Fiscal Year; In Thousands)	\$6,037.6	\$7,180.8	18.9%
Leisure & Hospitality Taxable Sales (Calendar Year; In Millions)	\$110.7	\$131.6	18.9%
Leisure & Hospitality Jobs	1,764	1,820	3.2%
Leisure & Hospitality Wages (Millions)	\$33.5	\$36.6	9.3%
Average Annual Hotel Occupancy Rate (Grand County)	61.6%	63.4%	1.8%
Arches National Park (Annual Recreation Visitation)	1,082,866	1,284,767	18.6%
Canyonlands National Park (Annual Recreation Visitation)	462,242	542,431	17.3%

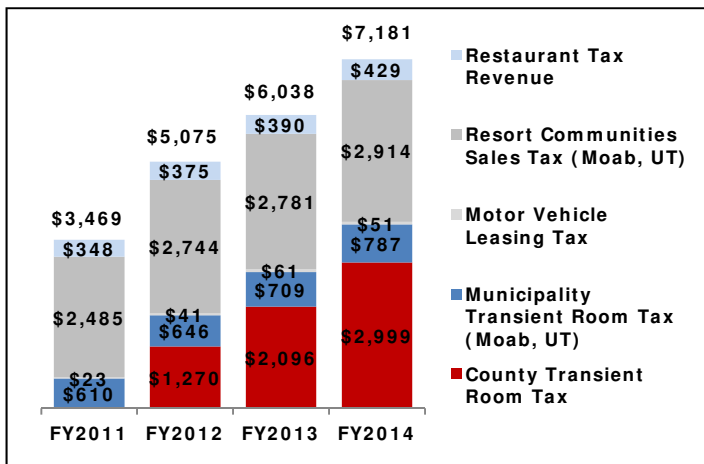
*Based on share of private leisure and hospitality jobs to total private jobs.

¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

and federal museums and parks subsectors experienced relatively small employment declines.

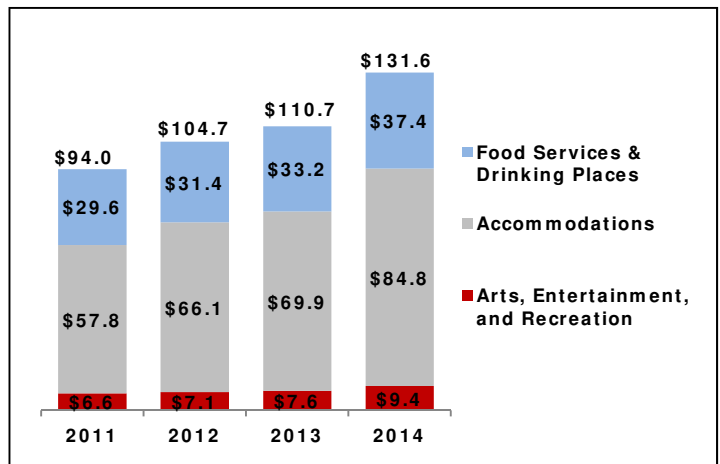
According to Smith Travel Research, from January to May, 2014, Grand County experienced healthy year-over occupancy rate increases. Grand County's average annual hotel occupancy rate, average daily room rate, and revenue per available room increased 1.8%, 5.1%, and 10.9%, respectively. Arches National Park reported 1,284,767 recreation visits (up 18.6%) and Canyonlands National Park reported 542,431 recreation visits (up 17.3%). During the first nine months of FY2015, Dead Horse Point State Park reported 224,065 visitors, an increase of 12.4% from the same time period in FY2014. Similar to 2013, 2014 was once more a relatively strong tourism year for Grand County.

Tourism-Related Tax Revenues
(In Thousands of Dollars)



Source: Utah State Tax Commission

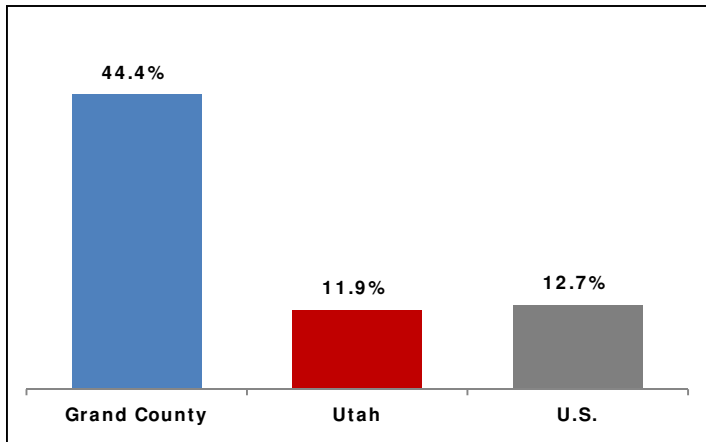
Gross Leisure & Hospitality Taxable Sales
(In Millions of Dollars)



Source: Utah State Tax Commission

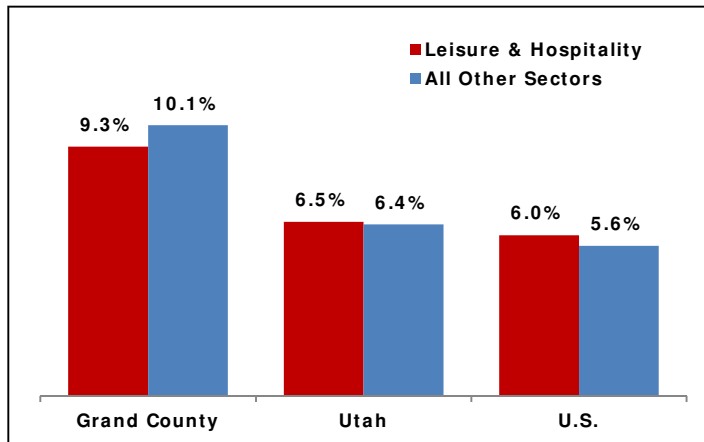
Utah Travel & Tourism Profile: Grand County

Private Leisure & Hospitality Employment: Share of Total 2014



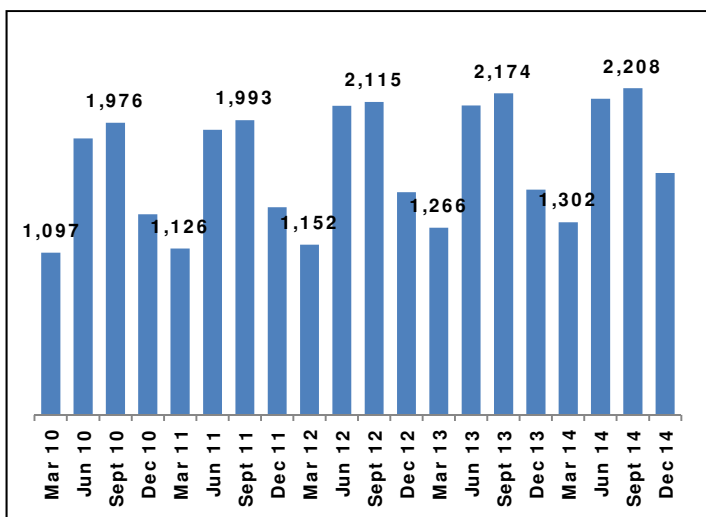
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



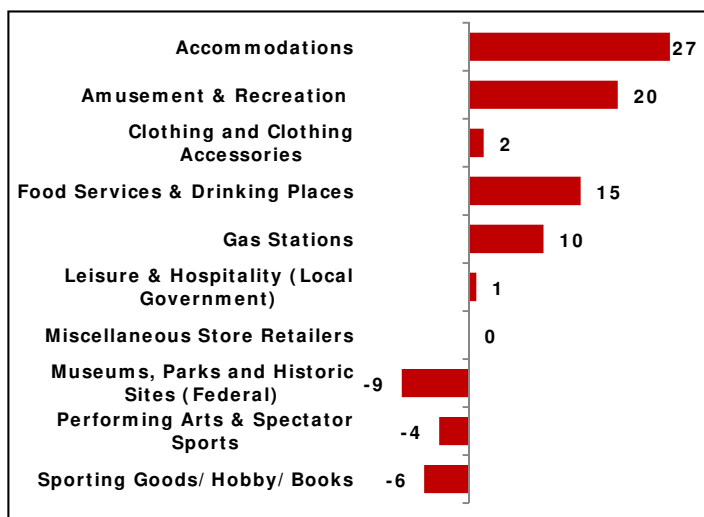
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



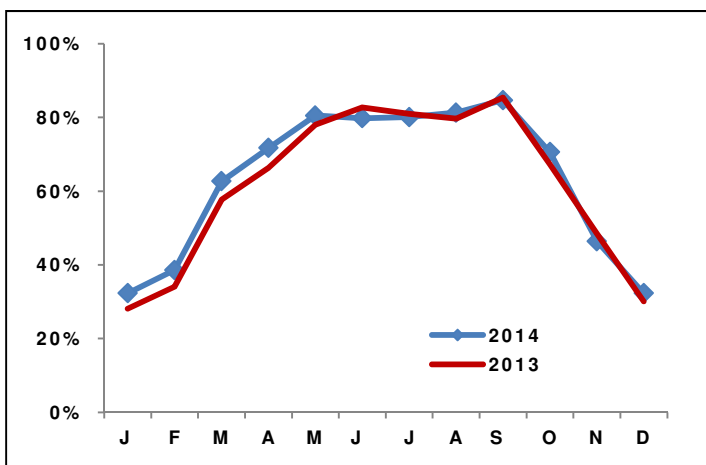
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Grand County

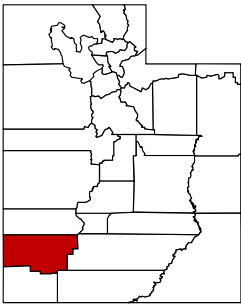


Source: Smith Travel Research

Accommodations Industry: County vs. State

	Grand County			
	2013	2014	% Change	
Occupancy Rate	61.6%	63.4%	1.8%	
Average Daily Room Rate	\$118.06	\$124.07	5.1%	
Revenue Per Available Room	\$72.32	\$80.22	10.9%	
	Statewide			
	Occupancy Rate	58.5%	60.1%	1.6%
	Average Daily Room Rate	\$92.13	\$96.09	4.3%
	Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Iron County

Iron County, located in southwestern Utah, had an 18.2% leisure and hospitality¹ share of total private jobs in 2014, ranking **12th** statewide. Iron County has a history as varied as its physiography. From the Escalante Desert and Great Basin ranges in the west to the High Plateau forests in the east, Iron County houses granaries and pit houses of the Fremont people (AD 750-1250), as well as pioneer log homes and English two-bay barns. Remnants of Iron County's coal and iron mining history (late 19th century) are showcased at Frontier Homestead State Park in its largest town, Cedar City. In fact, Cedar City, known as "Festival City USA," holds over 17 festivals annually, including the renowned Utah Shakespeare Festival that runs from June through October and attracts over 141,000 visitors. Other attractions in Iron County are Cedar Breaks National Monument and Brian Head Ski Resort. Interstate 15, a main thoroughfare between Salt Lake City and Las Vegas/Los Angeles, passes through the eastern edge of Iron County creating supplemental visitation.

Total tourism-related tax revenue grew 3.4% in 2014, due in large part to a healthy increase in resort community sales tax (Brian Head). In 2014, total leisure and hospitality taxable sales grew 10.7% with notable year-over growth in sales from April through December. Iron County's leisure and hospitality sector experienced a 2.9% increase in jobs and an 8.9% increase in wages – an annual average wage increase higher than both Utah and the U.S. Since 2010, Iron County's leisure and hospitality job sector has peaked in the winter (January through March). In 2014, the accommodations and foodservice

Tourism At-A-Glance			
Statewide Tourism Ranking: 12th*			
	2013	2014	% Change
Iron County Population	46,706	47,269	1.2%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Sales Tax Revenue (Fiscal Year; In Thousands)	\$1,721.0	\$1,779.0	3.4%
Leisure & Hospitality Taxable Sales (Calendar Year; In Millions)	\$80.3	\$88.9	10.7%
Leisure & Hospitality Jobs	2,019	2,078	2.9%
Leisure & Hospitality Wages (Millions)	\$24.4	\$26.5	8.9%
Average Annual Hotel Occupancy Rate (Iron County)	53.2%	57.1%	3.9%

*Based on share of private leisure and hospitality jobs to total private jobs.

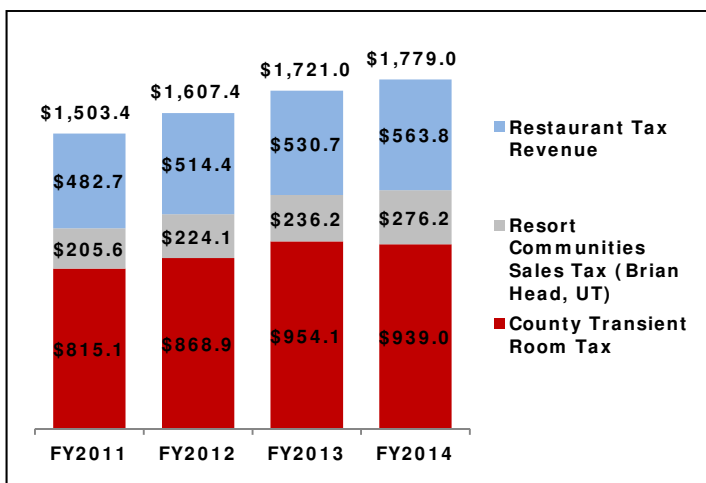
¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

subsectors added the most new jobs (69) followed by retail (10) and amusement and recreation (8).

According to Smith Travel Research, in 2014 Iron County's average monthly occupancy rates from April through December experienced good year-over increases. In fact, Iron County's year-over increases in average annual hotel occupancy rate, daily room rate, and revenue per available room were all greater than statewide averages.

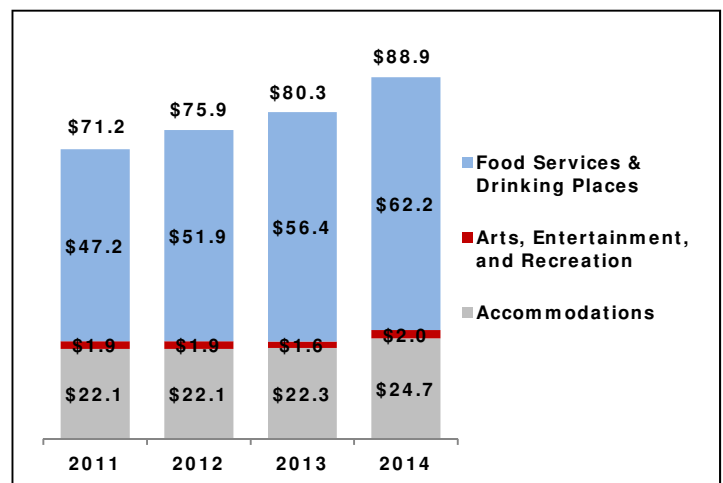
In 2014, Cedar Breaks National Monument reported 762,907 recreation visits (up 64% from 2013 and up 21% from 2012) and Iron County's Frontier Homestead State Park reported 5,527 visitors during the first nine months of FY2015, up 16% from the same period in FY2014.

Tourism-Related Tax Revenues
(In Thousands of Dollars)



Source: Utah State Tax Commission

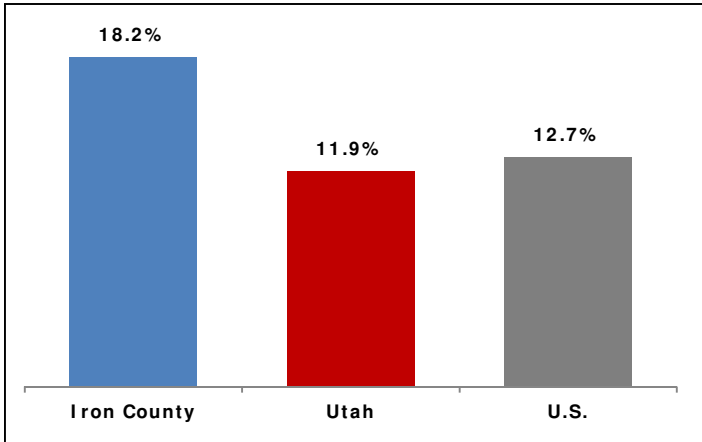
Gross Leisure & Hospitality Taxable Sales
(In Millions of Dollars)



Source: Utah State Tax Commission

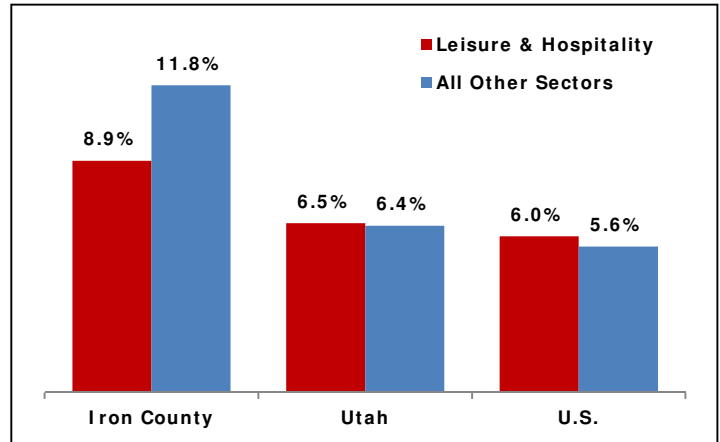
Utah Travel & Tourism Profile: Iron County

Private Leisure & Hospitality Employment: Share of Total 2014



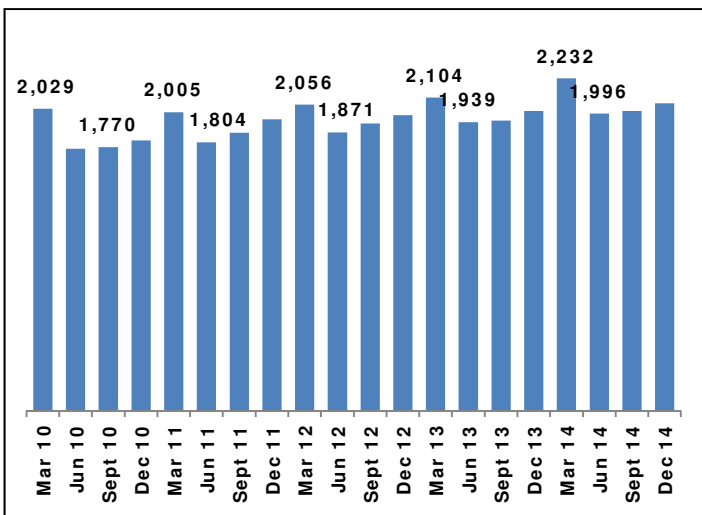
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



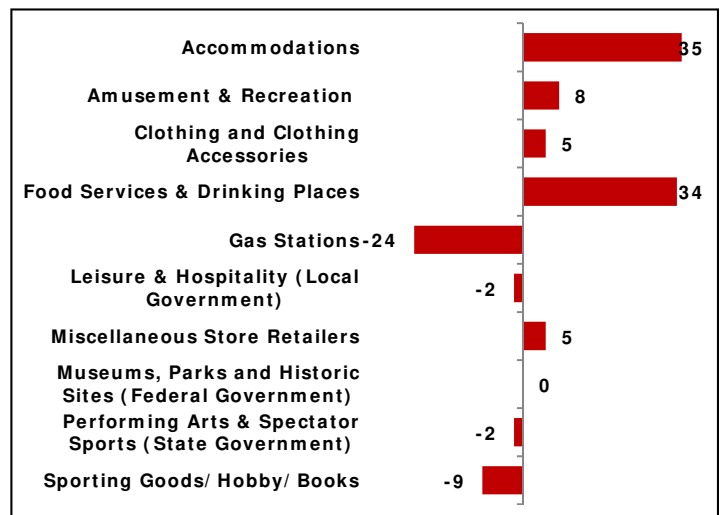
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



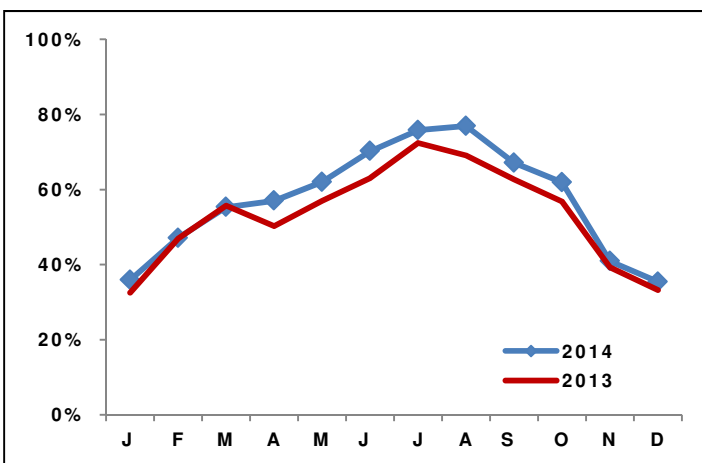
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates:

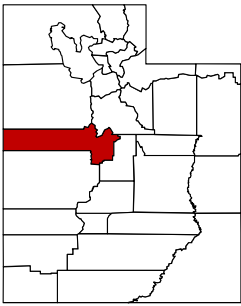


Source: Smith Travel Research

Accommodations Industry: County vs. State

	Iron County		
	2013	2014	% Change
Occupancy Rate	53.2%	57.1%	3.9%
Average Daily Room Rate	\$76.15	\$79.90	4.9%
Revenue Per Available Room	\$40.98	\$46.20	12.7%
	Statewide		
	2013	2014	% Change
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Juab County

Juab County, sometimes referred to as Utah’s “key” county, had a 10.5% leisure and hospitality¹ share of total private jobs in 2014, ranking **23rd** statewide. Juab County is bordered by the forested Wasatch Mountains on the east and the arid Great Basin ranges on the west. Several native tribes, famous explorers, optimistic miners and Mormon farmers have all traversed and lived upon this land. Juab County offers a variety of topography and recreational opportunities to visitors. Yuba Lake State Park, located in the southern portion of the county, offers boating, camping and fishing, while Little Sahara Recreation Area, just northwest of Yuba, contains sand dunes largely devoted to ATVs, dune buggies and dirt bikes. Juab is a destination of rockhounds and mineral collectors, too, encompassing both Topaz Mountain and the Dugway Geode Beds. Juab County also receives supplemental visitation from I-15 motorists.

Combined county transient room and restaurant tax revenues grew 1.5% in fiscal year 2014. Taxable leisure and hospitality sales in all subsectors experienced year-over increases during every quarter of 2014. Of special note, in the spring of 2014, arts, entertainment, and recreation sales increased 67% while foodservice sales in the fall months increased 29% from the previous year.

Juab County’s annual average leisure and hospitality jobs and wages increased 3.6% and 6.9%, respectively, while jobs and wages in all other non-leisure and hospitality sectors

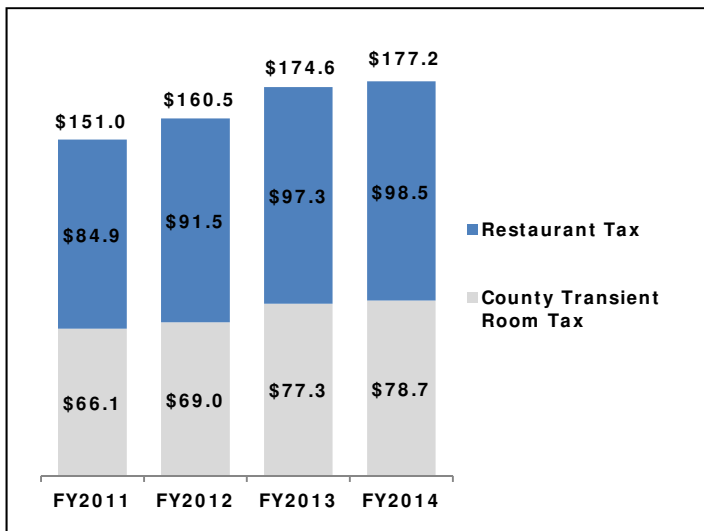
Tourism At-A-Glance			
Statewide Tourism Ranking: 23rd*			
	2013	2014	% Change
Juab County Population	10,327	10,486	1.5%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Sales Tax Revenue (Fiscal Year; In Thousands)	\$174.6	\$177.2	1.5%
Leisure & Hospitality Taxable Sales (Calendar Year; In Thousands)	\$9,870.6	\$11,572.5	17.2%
Leisure & Hospitality Jobs	251	260	3.6%
Leisure & Hospitality Wages (Millions)	\$2.96	\$3.20	6.9%
Average Annual Hotel Occupancy Rate (Juab-Tooele Counties)	47.0%	48.2%	1.2%

*Based on share of private leisure and hospitality jobs to total private jobs.

†The "Leisure and Hospitality" sector includes NAICS 71 and 72.

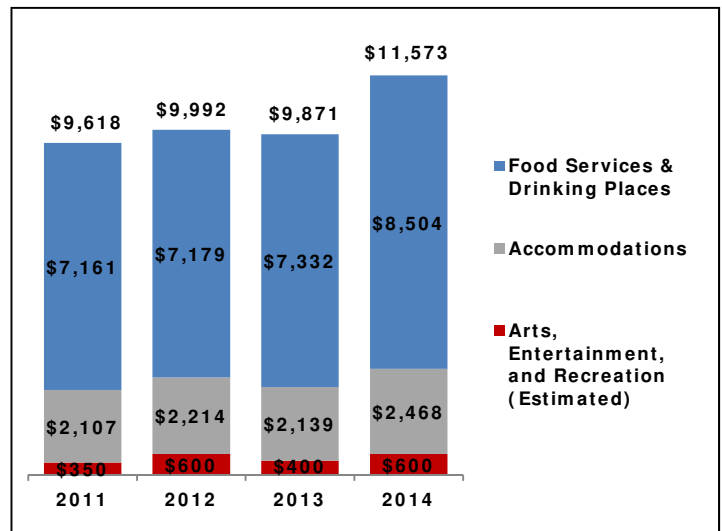
decreased 1.4% and 2.6%. Every spring/summer season since 2010, Juab County’s leisure and hospitality job sector has grown by about 9% — or by 23 jobs. According to Smith Travel Research, hotel occupancy rates in Juab and Tooele Counties experienced healthy year-over increases in June and December of 2014. Juab-Tooele’s average annual occupancy rate, daily room rate, and revenue per available room all increased anywhere from 1-5% in 2014. In addition, Yuba Lake State Park reported an estimated 59,038 visitors during the first nine months of FY2015, up 11.3% from the same period in FY2014.

Tourism-Related Tax Revenues
(In Thousands of Dollars)



Source: Utah State Tax Commission

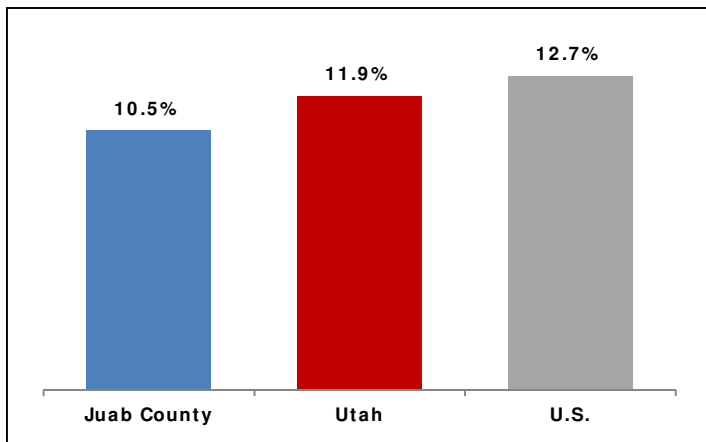
Gross Leisure & Hospitality Taxable Sales
(In Thousands of Dollars)



Source: Utah State Tax Commission

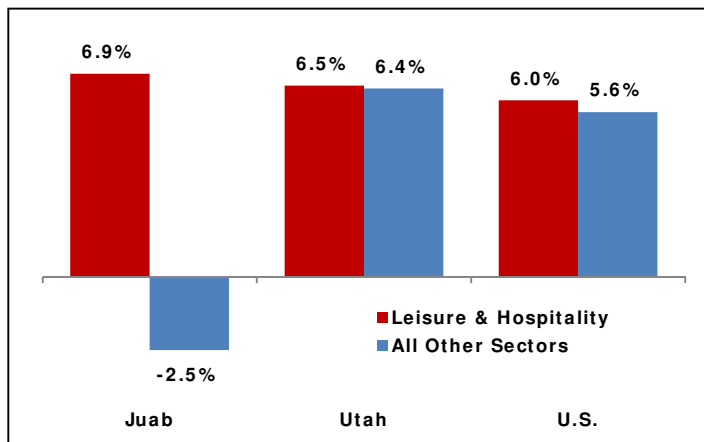
Utah Travel & Tourism Profile: Juab County

Private Leisure & Hospitality Employment: Share of Total 2014



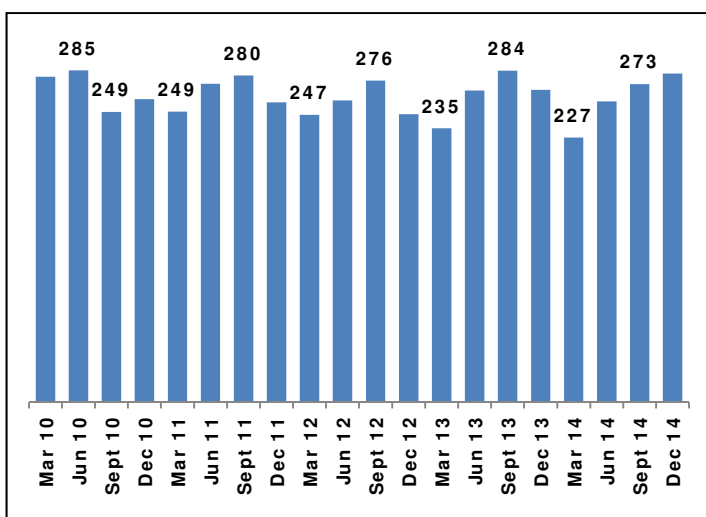
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



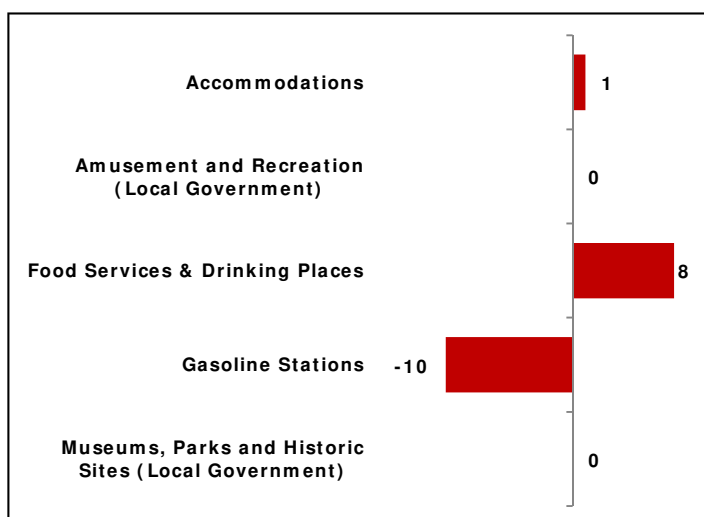
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



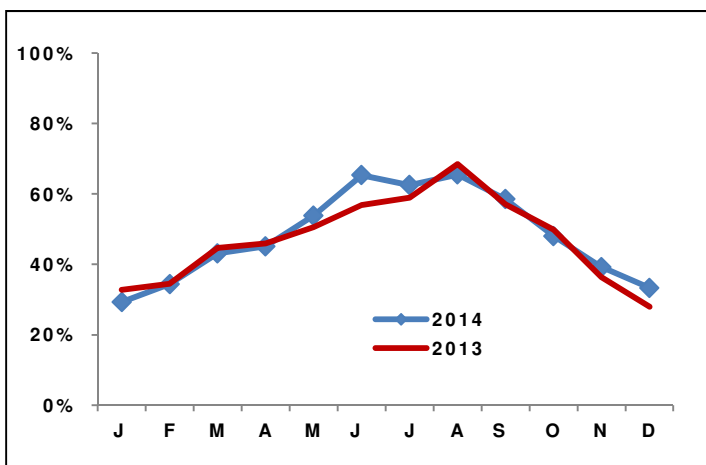
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Juab-Tooele

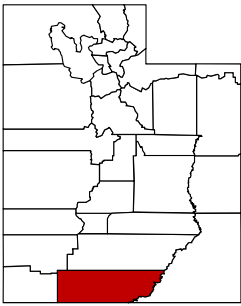


Source: Smith Travel Research

Accommodations Industry: County vs. State

Juab-Tooele Counties			
	2013	2014	% Change
Occupancy Rate	47.0%	48.2%	1.2%
Average Daily Room Rate	\$78.42	\$80.12	2.2%
Revenue Per Available Room	\$36.59	\$38.30	4.7%
Statewide			
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Kane County

Kane County, located along the Utah/Arizona border in south-central Utah, had a 40.5% leisure and hospitality¹ share of total private jobs in 2014, ranking **5th** statewide. Kane County comprises 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) and Glen Canyon National Recreation Area. In addition, Kane County is home to Kodachrome Basin and Coral Pink Sand Dunes State Parks. The county seat of Kanab, which is Kane County's largest town in population, became known as "Little Hollywood" in the 1930s due to 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.

Total tourism-related tax revenue grew 3.3% in fiscal year 2014, with the most year-over growth noted in county transient room tax revenue. In 2014, gross leisure and hospitality sector sales, which were greatest in the spring and summer, increased 10.3%. In fact, fall quarter sales experienced 24-32% year-over increases, reflecting the impact of the government shutdown the previous fall.

Kane County's leisure and hospitality jobs and wages both showed positive growth in 2014 with a 4.2% increase in jobs and a 6.6% increase in wages. Each summer, Kane County's leisure

Tourism At-A-Glance			
Statewide Tourism Ranking: 5th*			
	2013	2014	% Change
Kane County Population	7,242	7,254	0.2%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Sales Tax Revenue (Fiscal Year; In Thousands)	\$2,295.8	\$2,371.9	3.3%
Leisure & Hospitality Taxable Sales (Calendar Year; In Millions)	\$76.3	\$84.1	10.3%
Leisure & Hospitality Jobs	1,012	1,055	4.2%
Leisure & Hospitality Wages (In Millions)	\$21.8	\$23.3	6.6%
Average Annual Hotel Occupancy Rate (Kane County)	54.7%	55.5%	0.8%

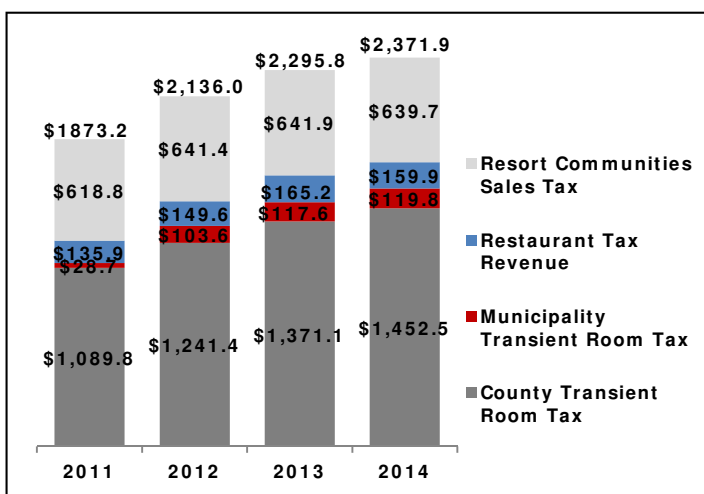
*Based on share of private leisure and hospitality jobs to total private jobs.

¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

and hospitality jobs nearly double in number from the winter months. In 2014, accommodations subsector employment experienced the largest growth with 40 new jobs, followed by retail (26) and foodservice (4).

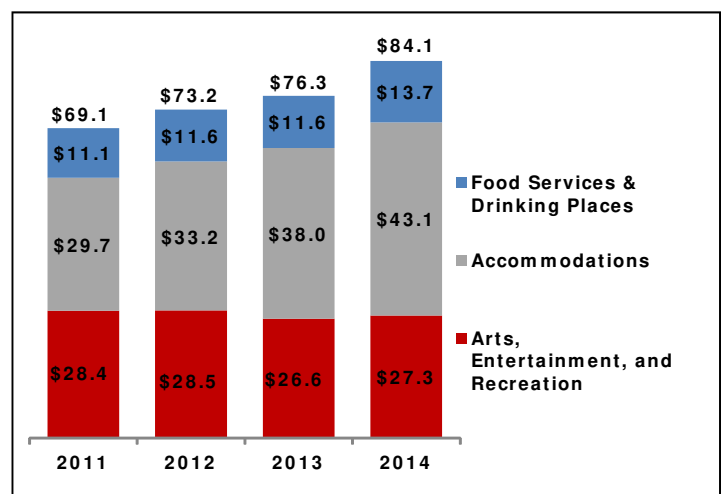
According to Smith Travel Research, hotel occupancy rates in Kane County are consistently highest from May through September, with lows in December and January. In 2014, the annual average hotel occupancy rate in Kane County increased remained flat, while the average daily room rate and revenue per available room increased 5.0% and 8.9%, respectively. During the first nine months of FY2015, Coral Pink Sand Dunes State Park reported 48,834 visitors (up 16%) and Kodachrome Basin State Park reported 48,661 visitors (up 6%).

Tourism-Related Tax Revenue
(In Thousands of Dollars)



Source: Utah State Tax Commission

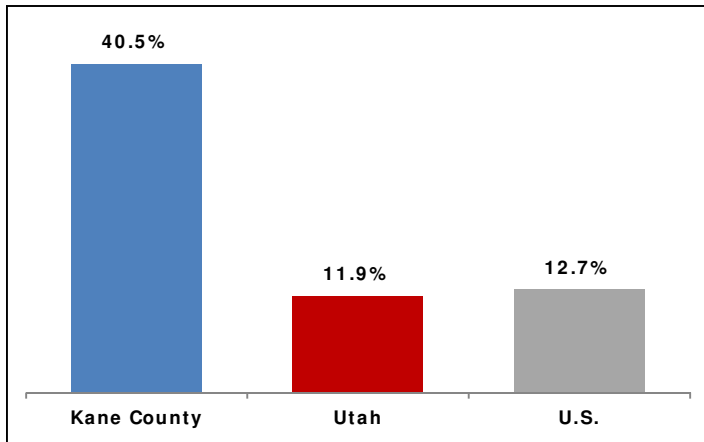
Gross Leisure & Hospitality Taxable Sales
(In Millions of Dollars)



Source: Utah State Tax Commission

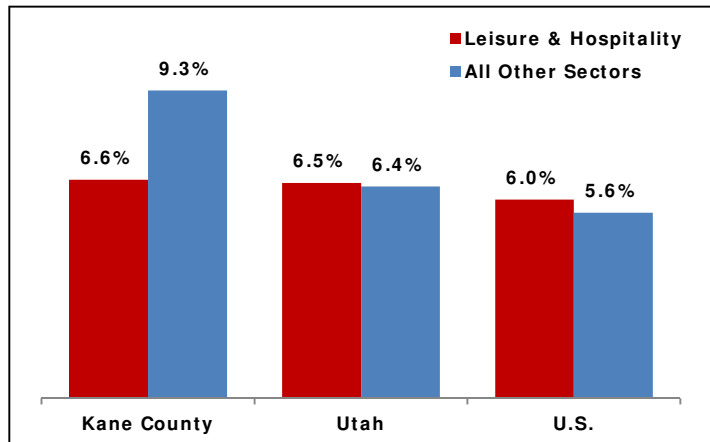
Utah Travel & Tourism Profile: Kane County

Private Leisure & Hospitality Employment: Share of Total 2014



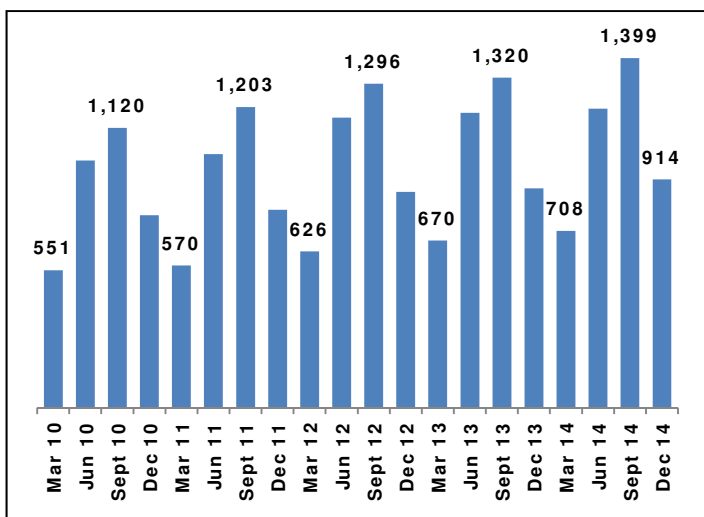
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013-2014



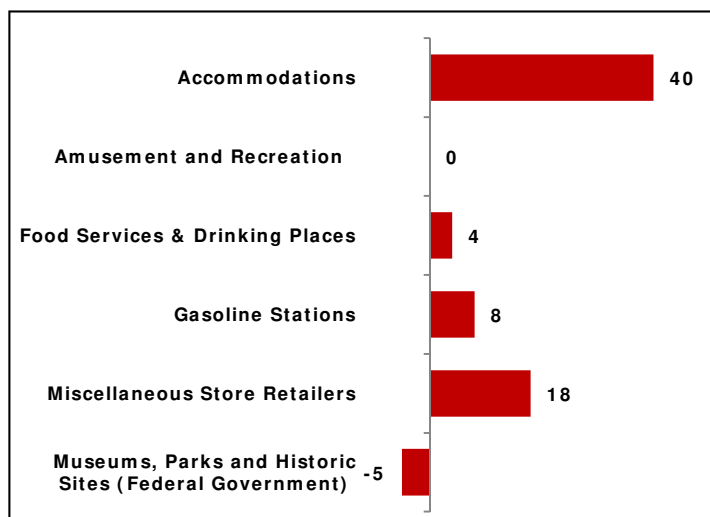
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



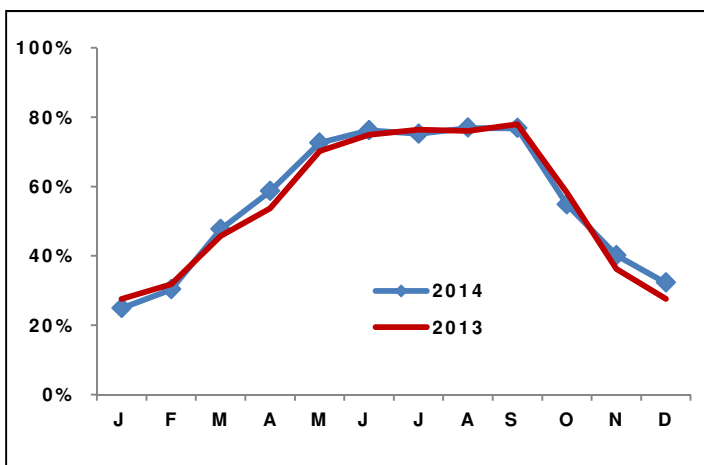
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Kane County

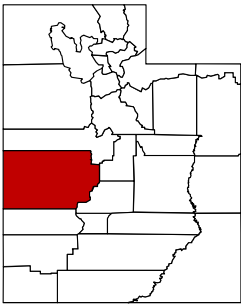


Source: Smith Travel Research

Accommodations Industry: County vs. State

Kane County			
	2013	2014	% Change
Occupancy Rate	54.7%	55.5%	0.8%
Average Daily Room Rate	\$93.00	\$95.85	5.0%
Revenue Per Available Room	\$48.52	\$51.47	8.9%
Statewide			
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Millard County

Millard County, located in west-central Utah, had a 10.5% leisure and hospitality¹ share of total private jobs in 2014, ranking **22nd** statewide. Millard County has varied topography from high mountain forests to desert lowlands and an equally interesting history. Before Utah became a state, Millard County housed the original statehouse, now Territorial State Park Museum. Other historical sites, including Great Basin Museum, Cove Fort, and Veteran’s Memorial, educate visitors about the area’s unique natural and cultural history. Millard County also boasts Notch Peak, the second highest continuous vertical rock face in the nation (second only to El Capitan in Yosemite). In addition, outdoor recreationists can hunt, fish, search for trilobites and ride ATVs in and around the county, which is home to a wide variety of wildlife, including deer, elk, pronghorn, cougars, coyotes, eagles and falcons.

Total tourism-related tax revenues grew 3.4% in fiscal year 2014. In 2014, taxable sales in the leisure and hospitality sector, which are highest during the spring and summer months, remained relatively flat with a 1.4% increase. In 2014, Millard County reported a 5.0% increase from the previous year in foodservice sales, however, both arts/entertainment/recreation and accommodations sales both decreased 6.5%.

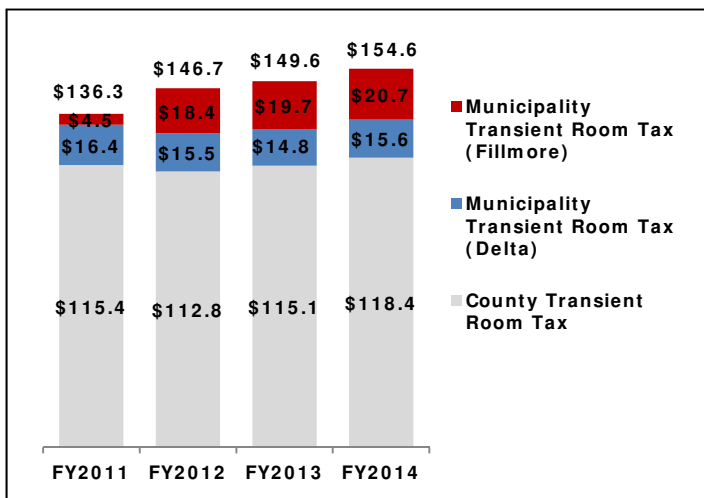
Tourism At-A-Glance			
Statewide Tourism Ranking: 22nd*			
	2013	2014	% Change
Millard County Population	12,628	12,606	-0.2%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Sales Tax Revenue (Fiscal Year; In Thousands)	\$149.6	\$154.6	3.4%
Leisure & Hospitality Taxable Sales (Calendar Year; In Thousands)	\$14,372.6	\$14,567.5	1.4%
Leisure & Hospitality Jobs	317	312	-1.6%
Leisure & Hospitality Wages (Thousands)	\$3,255.4	\$3,390.4	4.1%
Average Annual Hotel Occupancy Rate (Beaver-Millard-Sevier Counties)	51.7%	52.1%	0.4%

*Based on share of private leisure and hospitality jobs to total private jobs.
¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

Millard County’s leisure and hospitality jobs remained relatively flat (-1.6%) while wages increased 4.1%. Since 2010, fall and winter leisure and hospitality jobs have increased an average of 17% every spring and summer season, adding an average of 50 seasonal jobs.

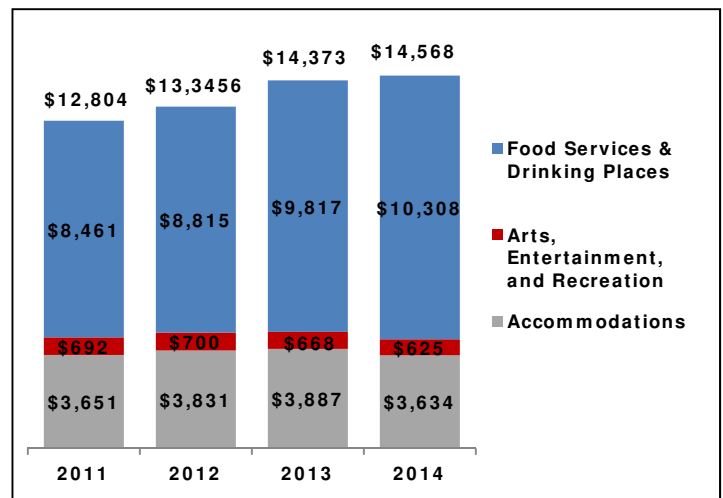
In 2014, Beaver-Millard-Sevier’s average annual hotel occupancy rate remained flat, with the average daily room rate up 3.5% and revenue per available room up 4.3%. Territorial Statehouse Park Museum reported 3,981 visitors during the first nine months of FY2015, up 86% from the same period in FY2014.

Tourism-Related Tax Revenues
(In Thousands of Dollars)



Source: Utah State Tax Commission

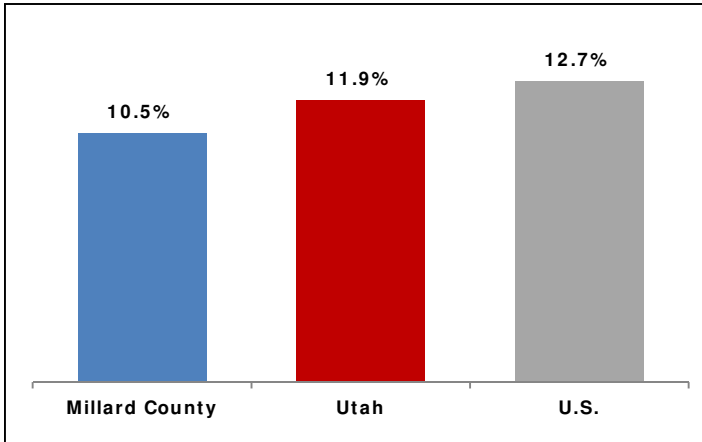
Gross Leisure & Hospitality Taxable Sales
(In Thousands of Dollars)



Source: Utah State Tax Commission

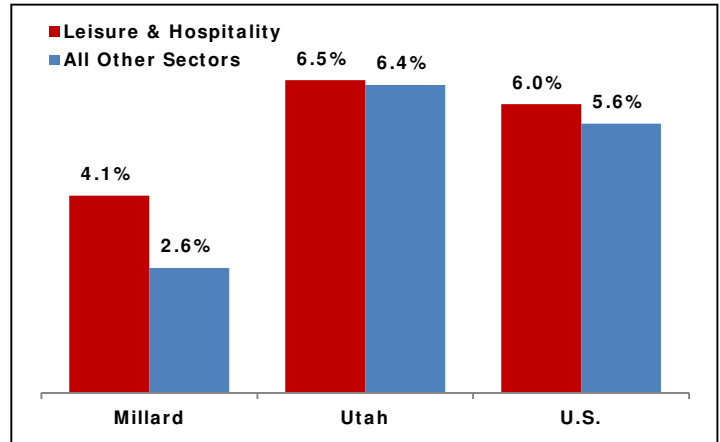
Utah Travel & Tourism Profile: Millard County

Private Leisure & Hospitality Employment: Share of Total 2014



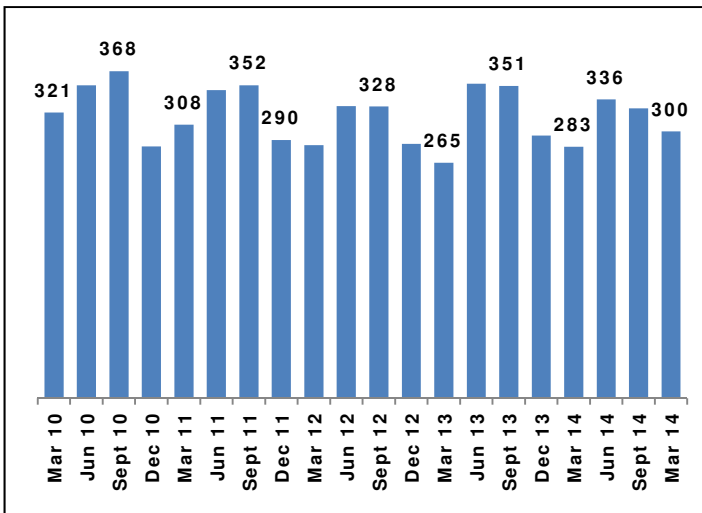
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



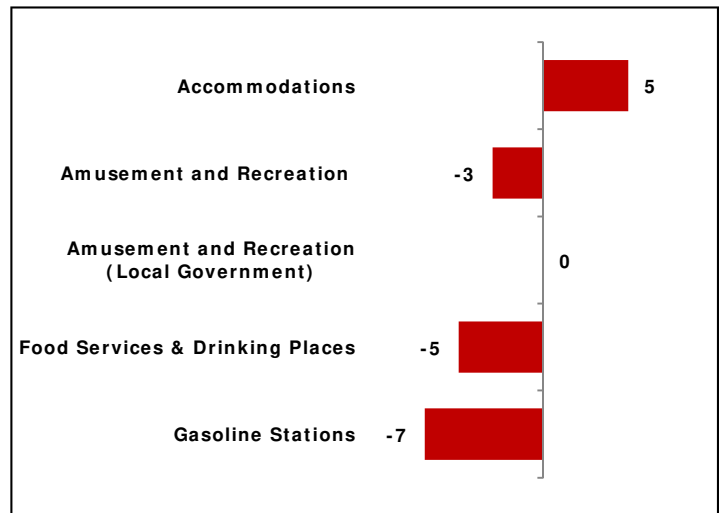
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



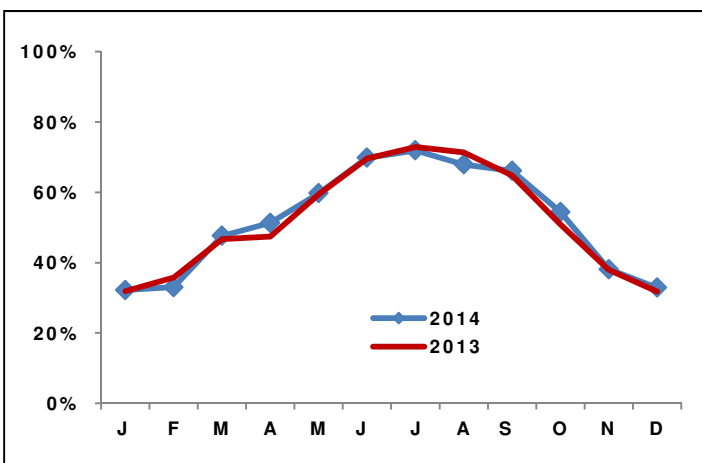
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Beaver-Millard-Sevier

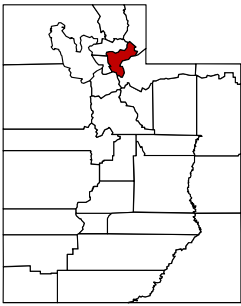


Source: Smith Travel Research

Accommodations Industry: County vs. State

Beaver-Millard-Sevier Counties			
	2013	2014	% Change
Occupancy Rate	51.7%	52.1%	0.4%
Average Daily Room Rate	\$71.09	\$73.58	3.5%
Revenue Per Available Room	\$37.08	\$38.68	4.3%
Statewide			
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Morgan County

Morgan County, located in north-central Utah, had a 12.6% leisure and hospitality¹ share of total private jobs in 2014, ranking **17th** statewide. Morgan County comprises mountainous high country dotted with small, close-knit communities. Once frequented by native tribes and early fur-trappers, today Morgan County is known for its big and small game hunting, as well as fishing on its two reservoirs, East Canyon State Park and Lost Creek Reservoir. The Weber River divides the county in half, supporting agricultural land and year-round recreational opportunities along its banks. Visitors can ice-fish, snowmobile and cross-country ski in the winter and hike, kayak, fish, and bike in the warmer months.

Total tourism-related tax revenues increased 7.2% in fiscal year 2014, due in large part to increases in motor vehicle leasing tax (although total tourism-related tax revenue in Morgan County was still below total revenue in fiscal year 2011). In 2014, taxable sales in the leisure and hospitality sector increased 16.0% and were highest in the spring and summer months. In particular, there was a healthy year-over increase (21%) in leisure and hospitality sales during the summer months in 2014.

Tourism At-A-Glance			
Statewide Tourism Ranking: 17th *			
	2013	2014	% Change
Morgan County Population	10,198	10,608	4.0%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year)	\$13,185	\$14,128	7.2%
Tourism-Related Taxable Sales (Calendar Year; In Thousands)	\$1,175	\$1,364	16.0%
Leisure & Hospitality Jobs	167	187	12.0%
Leisure & Hospitality Wages	\$2,029,242	\$2,231,483	10.0%

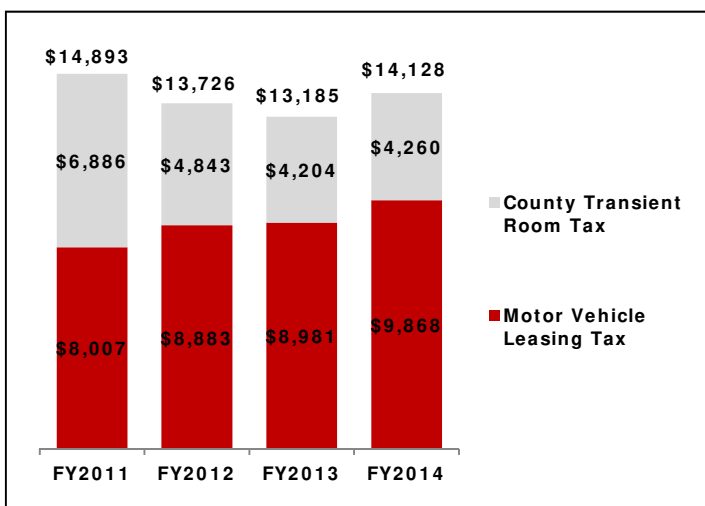
*Based on share of private leisure and hospitality jobs to total private jobs

¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

Jobs and wages followed suit with a 12.0% year-over increase in leisure and hospitality sector jobs and a 10.0% year-over increase in related wages (greater than both Utah and U.S. increases). In fact, in the summer of 2014, Morgan County reported the largest number of leisure and hospitality jobs in a five year span, including 21 additional foodservice jobs.

During the first nine months of FY2015, East Canyon State Park reported 62,380 visitors, up 41% from the same period in FY2014.

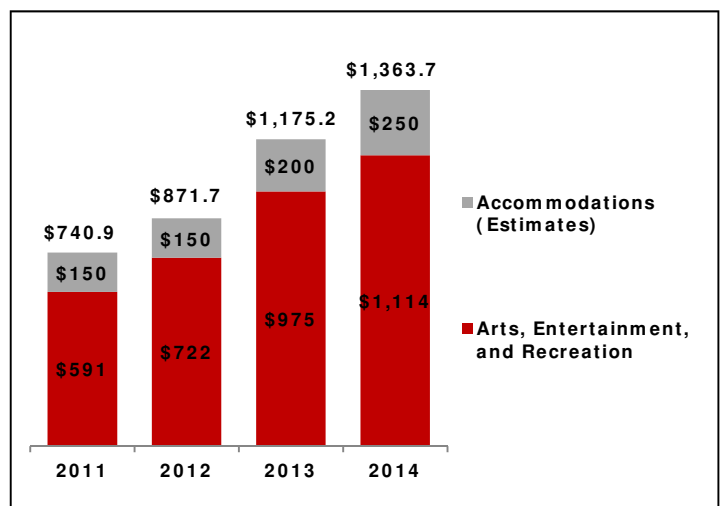
Tourism-Related Tax Revenues



Source: Utah State Tax Commission

Note: Restaurant tax revenue figures have been omitted in counties where restaurant sales are not significantly tourism- or travel-generated.

Gross Tourism-Related Taxable Sales (Thousands of Dollars)

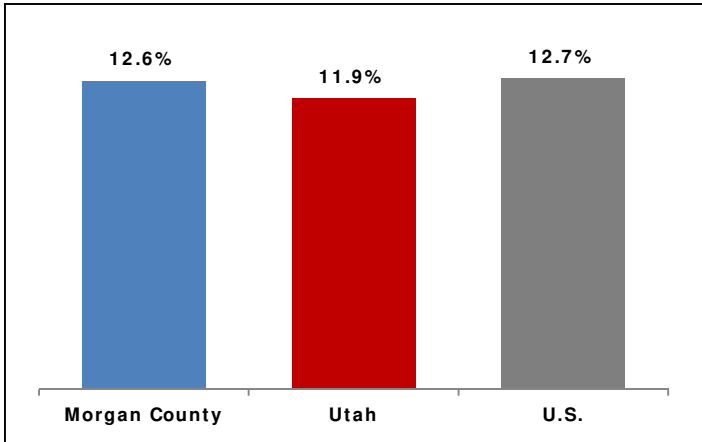


Source: Utah State Tax Commission

Note: Taxable sales figures for food services and drinking places have been omitted in counties where restaurant and bar sales are not significantly tourism- or travel-generated.

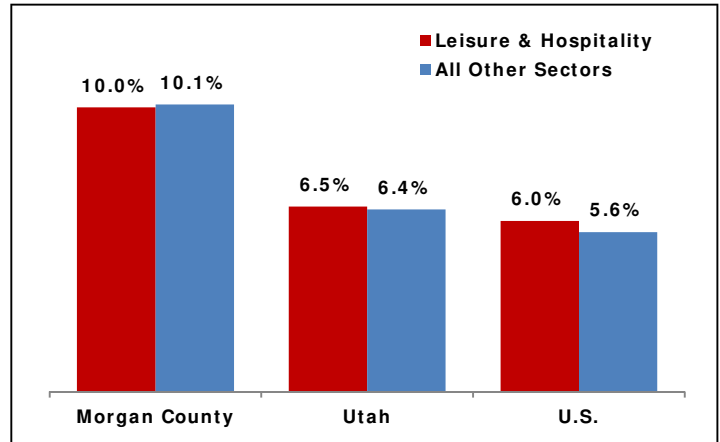
Utah Travel & Tourism Profile: Morgan County

Private Leisure & Hospitality Employment: Share of Total 2014



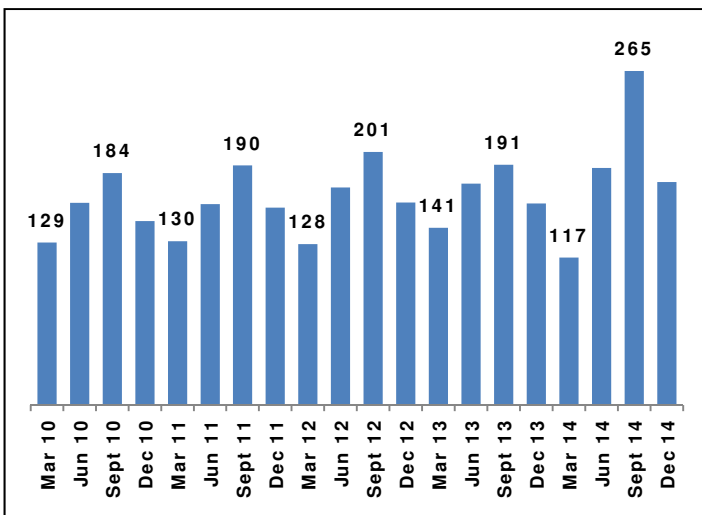
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



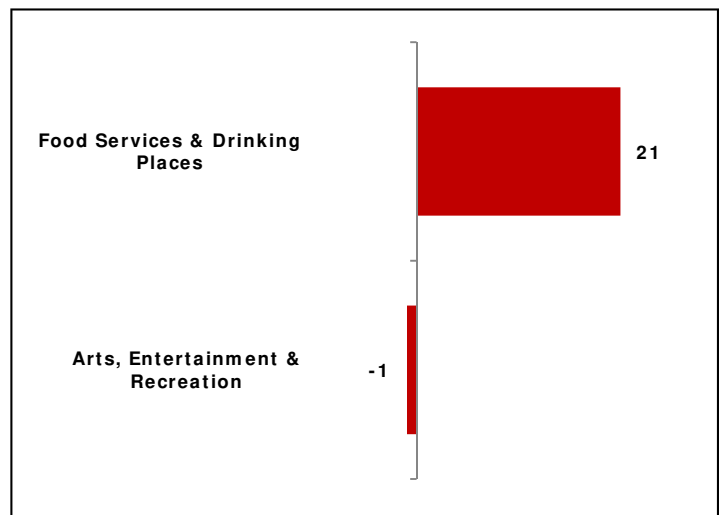
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter

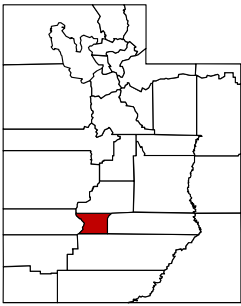


Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Employment



Source: Utah Department of Workforce Services



Piute County

Piute County, Utah's second least populated county, had a 33.8% leisure and hospitality¹ share of total private jobs in 2014, ranking **7th** in the state. Piute County is home to lakes, deserts, mountain peaks, a Native American and Mormon pioneer heritage, and present day agricultural livelihoods. Aside from being the gateway to Bryce Canyon National Park, Piute County claims the popular Paiute ATV Trail system, which includes over 900 miles of ATV trails in nearly one million acres of forest. The reservoirs of Otter Creek State Park and Piute State Park, both located in Piute County, harbor some of the state's best trout fishing and attract trophy fishermen from surrounding states. In addition to fishing, both state parks offer boating, water sports, camping, and swimming. Others enjoy rafting the Sevier River, snowmobiling, waterfowl hunting, and rockhounding. For the American history buff, Butch Cassidy's boyhood home is located in Piute County along Highway 89 near Circleville.

County transient room tax is the only tourism-related tax collected in Piute County at the present time. County transient room tax revenue grew a healthy 24.0% in fiscal year 2014. On the other hand, taxable sales in the leisure and hospitality sector decreased 12.5% from 2013. In

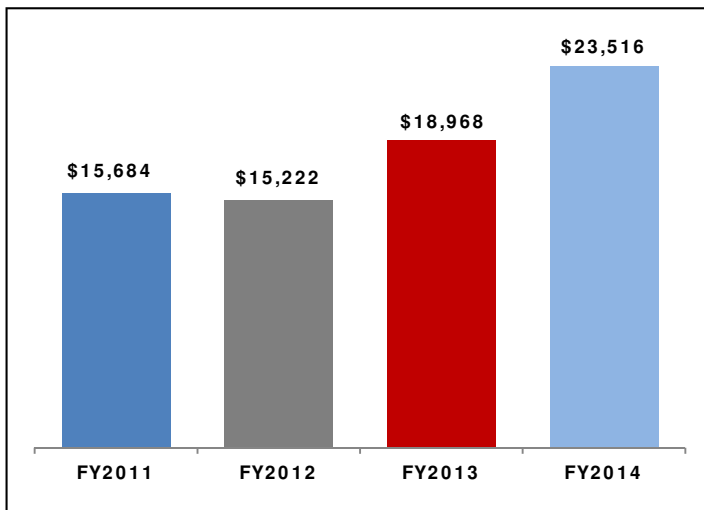
Tourism At-A-Glance			
Statewide Tourism Ranking: 7th*			
	2013	2014	% Change
Piute County Population	1,523	1,484	-2.6%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year; In Thousands)	\$18,968	\$23,516	24.0%
Leisure & Hospitality Taxable Sales (Calendar Year; In Thousands)	\$1,671	\$1,462	-12.5%
Leisure & Hospitality Jobs	34	26	-23.5%
Leisure & Hospitality Wages	\$194,431	\$160,072	-17.7%

*Based on share of private leisure and hospitality jobs to total private jobs.

¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

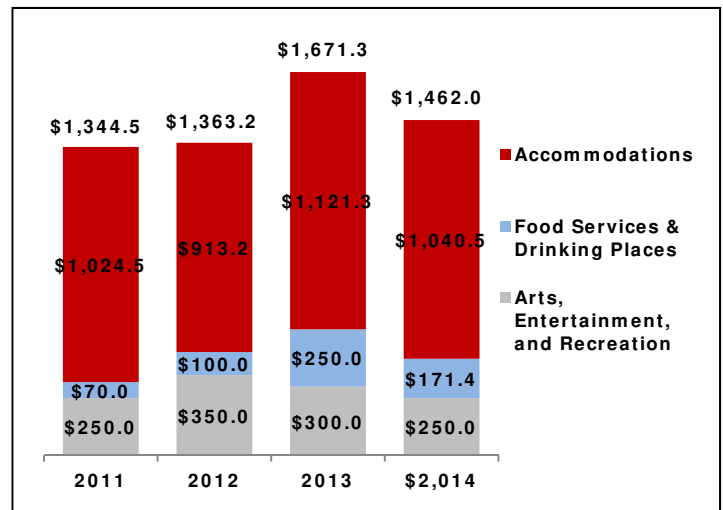
fact, leisure and hospitality sales only experienced year-over increases in the fall quarter of 2014. Similarly, Piute County's leisure and hospitality jobs decreased 23.5% while wages dropped 17.7% from the previous year. Due to its relatively small population and limited number of leisure and hospitality jobs, detailed employment data is greatly unavailable. According to the employment data that is reported, however, the number of leisure and hospitality jobs more than double every summer season. During the first nine months of FY2015, Otter Creek State Park reported 36,799 visitors and Piute State Park, which is more geographically remote, reported 13,145 visitors.

Transient Room Tax Revenue
(In Thousands of Dollars)



Source: Utah State Tax Commission

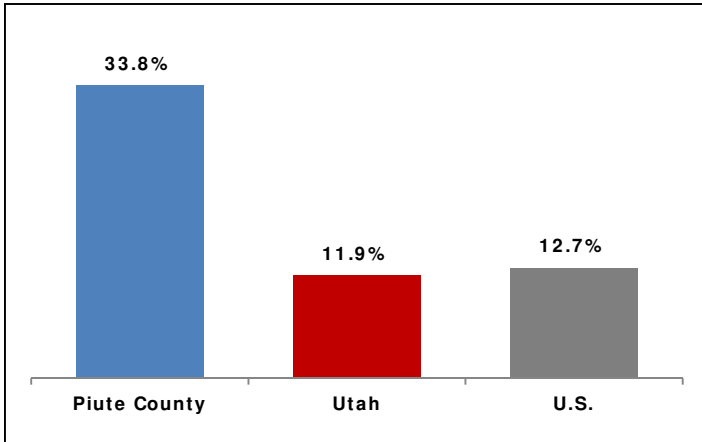
Gross Leisure & Hospitality Taxable Sales
(In Thousands of Dollars)



Source: Utah State Tax Commission

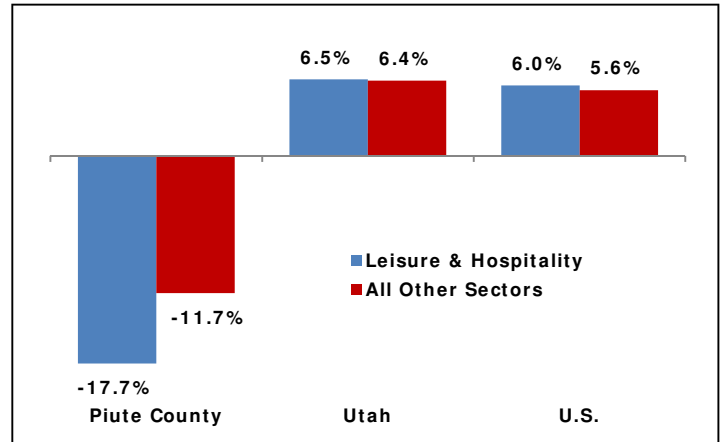
Utah Travel & Tourism Profile: Piute County

Private Leisure & Hospitality Employment: Share of Total 2014



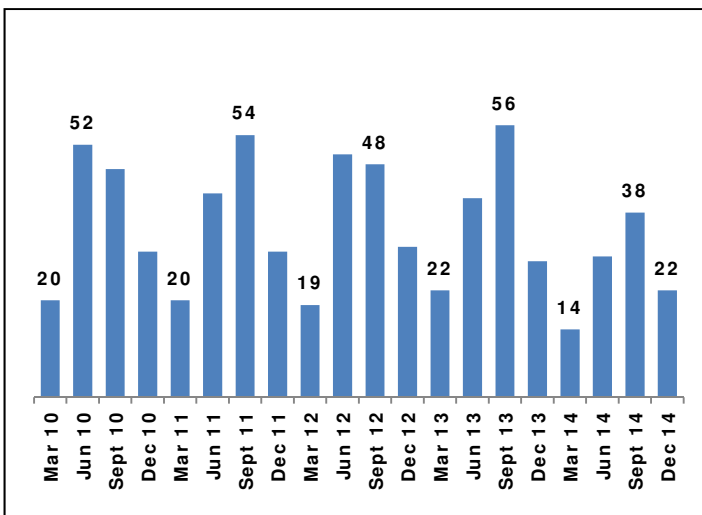
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



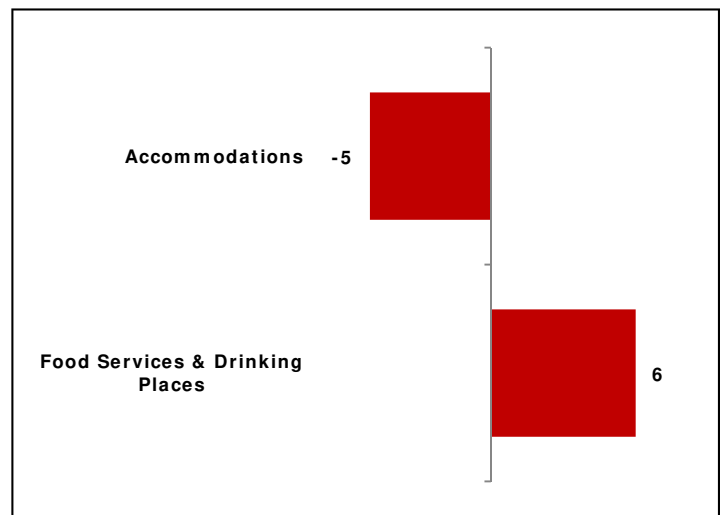
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter

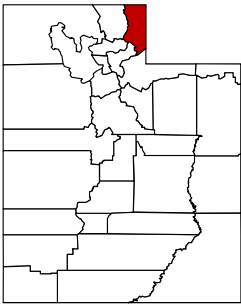


Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services



Rich County

Rich County, located in the northeast corner of Utah, had a 32.3% leisure and hospitality¹ share of total private jobs in 2014, ranking **8th** statewide. Once frequented by Native Americans, early fur-trappers, and pioneers, today Rich County is known as the home of Bear Lake State Park. Bear Lake, referred to as the “Caribbean of the Rockies,” attracts visitors to its turquoise waters and mountainscape scenery. Visitors can boat, fish and swim in the lake, as well as ATV, bike, hike, hunt, snowmobile, and cross country ski in the surrounding areas. In summer, Bear Lake hosts a variety of athletic races, farmer and artisan markets, and the popular Raspberry Days Festival.

Total tourism-related tax revenues grew 5.7% in fiscal year 2014, which included a 10.3% increase in restaurant tax revenue. In 2014, the leisure and hospitality sector experienced increased sales in every quarter, with a noted increase in accommodations sales during winter, summer and fall quarters. Similarly, arts, entertainment and recreation sales showed healthy year-over increases from reported 2013 sales, particularly in the winter and fall.

Rich County’s leisure and hospitality jobs remained relatively flat, however total average annual wages increased 13%. Since 2010, Rich County’s leisure and hospitality sector more than doubles in the summer (compared to winter), and recedes again in the fall months, signifying strong tourism seasonality.

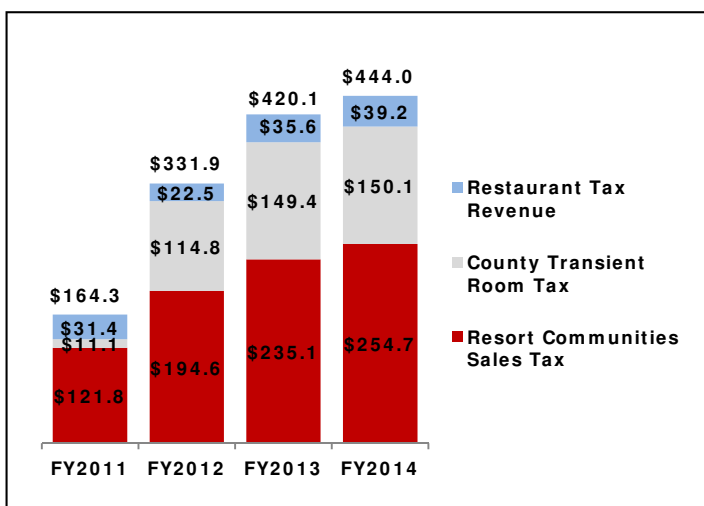
Tourism At-A-Glance			
Statewide Tourism Ranking: 8th*			
	2013	2014	% Change
Rich County Population	2,276	2,293	0.7%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year; In Thousands)	\$420.1	\$444.0	5.7%
Leisure & Hospitality Taxable Sales (Calendar Year; In Thousands)	\$6,421.3	\$7,014.2	9.2%
Leisure & Hospitality Jobs	149	152	2.0%
Leisure & Hospitality Wages (Millions)	\$2.3	\$2.6	13.0%
Hotel Occupancy Rate (Box Elder-Cache-Rich Counties)	52.6%	53.1%	0.5%

*Based on share of private leisure and hospitality jobs to total private jobs

¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

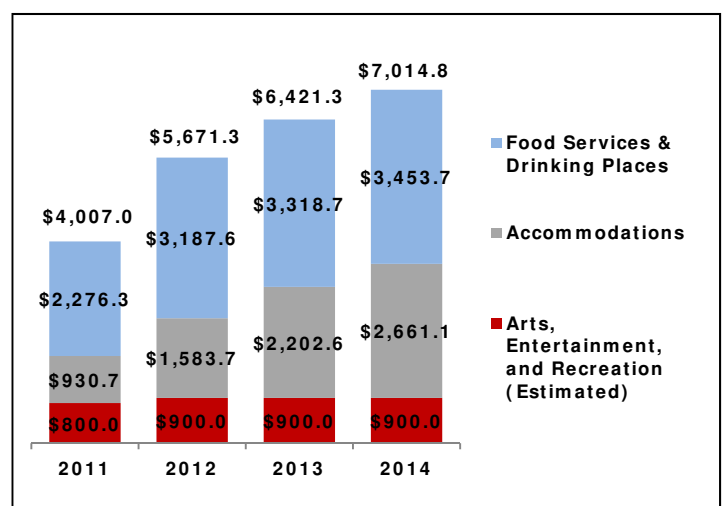
According to Smith Travel Research, average annual hotel occupancy rates in Box Elder-Cache-Rich Counties are generally highest from June through September with a peak in August. In 2014, Box Elder-Cache-Rich Counties’ combined average annual hotel occupancy rate remained flat, while the average daily room rate and revenue per available room increased 3.5% and 4.7%, respectively. During the first three quarters of FY15, Bear Lake State Park reported 176,519 visitors, up 9.2% from the same time period in FY14.

Tourism-Related Tax Revenues
(In Thousands of Dollars)



Source: Utah State Tax Commission

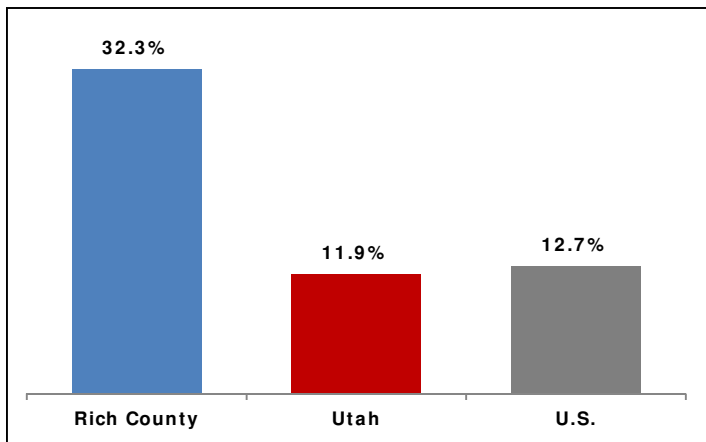
Gross Leisure and Hospitality Taxable Sales
(In Thousands of Dollars)



Source: Utah State Tax Commission

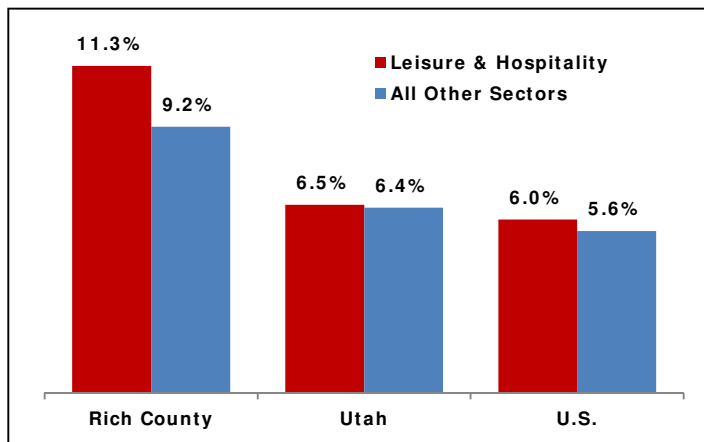
Utah Travel & Tourism Profile: Rich County

Private Leisure & Hospitality Employment: Share of Total 2014



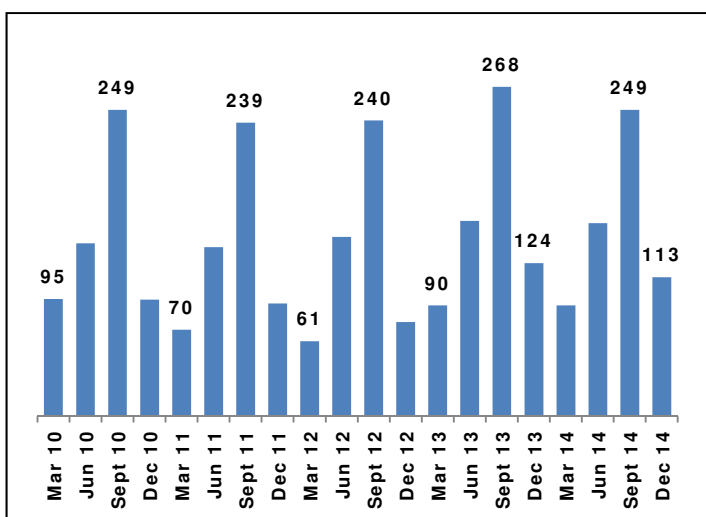
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



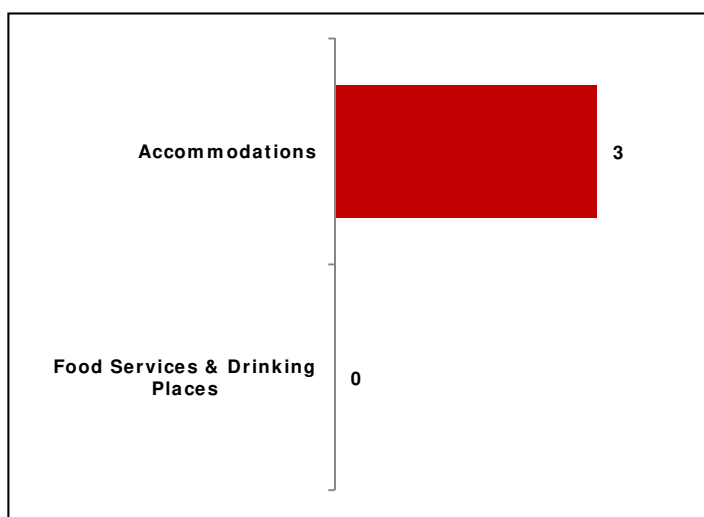
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



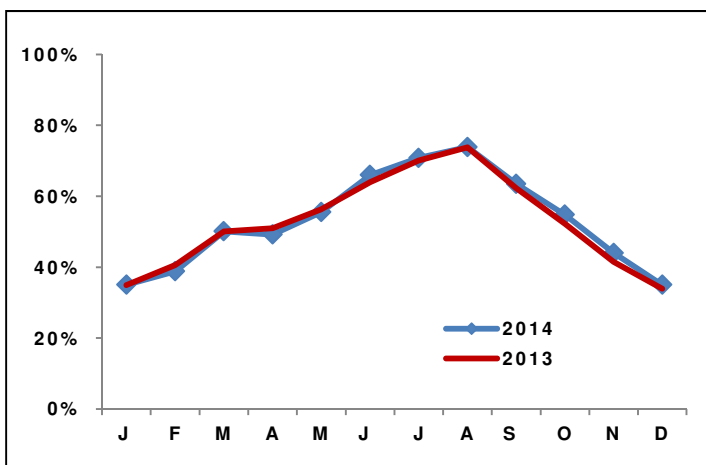
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Employment



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Box Elder-Cache-Rich

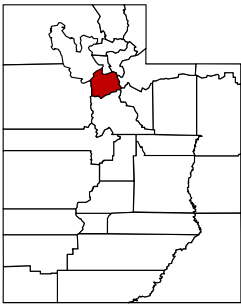


Source: Smith Travel Research

Accommodations Industry

Box Elder-Cache-Rich Counties			
	2013	2014	% Change
Occupancy Rate	52.6%	53.1%	0.5%
Average Daily Room Rate	\$85.41	\$88.40	3.5%
Revenue Per Available Room	\$44.84	\$46.93	4.7%
Statewide			
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Salt Lake County

Salt Lake County, Utah's most populated county with over a million residents, had a 10.0% leisure and hospitality share of total private jobs in 2014, ranking **27th** statewide. Salt Lake County is home to Utah's largest city and state capitol, Salt Lake City, as well as an international airport (SLC International Airport). Salt Lake County, which is nestled between the Wasatch Mountains and the Great Salt Lake, is home to multiple historical sites, cultural venues, and a variety of entertainment and recreational opportunities. Settled by Mormon Pioneers in 1847, Salt Lake City draws national and international visitors to its Salt Lake LDS Temple and other related religious sites. In addition, Salt Lake is home to a variety of museums, gardens, parks, zoos, shopping centers, sports teams, colleges (including the University of Utah), restaurants, and family-friendly fun centers within its borders. In the winter, Salt Lake County attracts nonresident skiers and snowboarders to its four ski resorts, which are less than an hour's drive from the airport. In the warmer months, visitors can spend time in the mountains hiking, biking, camping, fishing or enjoying the surrounding scenery from Salt Lake's mountain resorts. Salt Lake County also hosts a number of meetings, conventions, conferences and tradeshows throughout the year, attracting out-of-state visitors who, on their off-time, participate in the area's varied leisure activities.

Salt Lake County's total tourism-related tax revenues grew 7.8% in fiscal year 2014 with a particularly healthy increase in motor vehicle leasing tax (10.5%). Salt Lake County is the only county that collects a room rental tax, which increased 6.1% from the previous year. In 2014, taxable sales in the leisure and hospitality sector were highest in the winter, followed by summer and fall, although every quarter experienced 5-10% year-over increases in taxable leisure and hospitality sales. Salt Lake County's leisure and

Tourism At-A-Glance			
Statewide Tourism Ranking: 27th*			
	2013	2014	% Change
Salt Lake County Population	1,080,866	1,091,742	1.0%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year; In Millions)	\$29.3	\$31.6	7.8%
Tourism-Related Taxable Sales (Calendar Year; In Millions)	\$650.2	\$692.9	6.6%
Leisure & Hospitality Jobs	51,875	53,646	3.4%
Leisure & Hospitality Wages (Millions)	\$959.8	\$1,016.4	5.9%
Average Annual Hotel Occupancy Rate (Salt Lake County)	65.9%	67.1%	1.2%

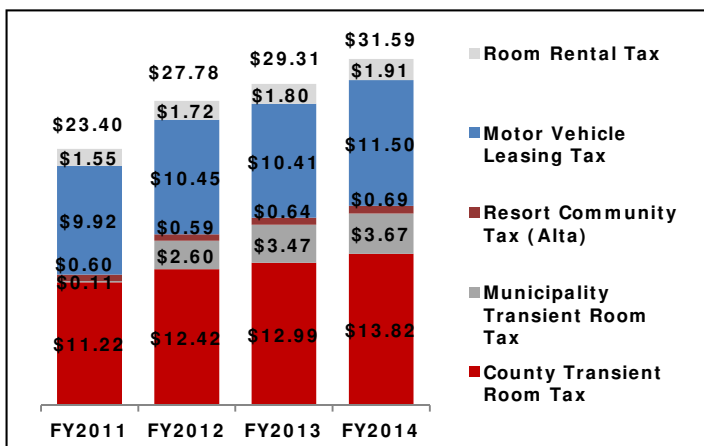
*Based on share of private leisure and hospitality jobs to total private jobs.

*The "Leisure and Hospitality" sector includes NAICS 71 and 72.

hospitality sector experienced a 3.4% increase in jobs and a 5.9% increase in wages. Although Salt Lake County has no one distinct tourist season, the number of leisure and hospitality jobs has grown 15% over the past five years. In 2014, the accommodations industry added the most new jobs in Salt Lake County (240), followed by Performing Arts and Spectator Sports (177), and air transportation (154).

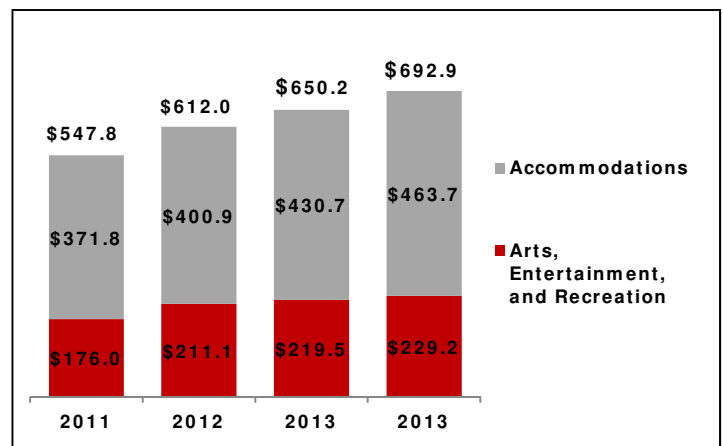
In 2013 and 2014, Salt Lake County hotel occupancy rates remained fairly consistent year-round with slight peaks in June and August and lows in November and December. Occupancy remained somewhat flat, while average daily room rates and revenue per available room increased 2.3% and 4%, respectively. During the first three quarters of FY15, Great Salt Lake State Marina reported 176,519 visitors and Jordan OHV State Park Recreation Area reported 12,356 visitors.

Tourism-Related Tax Revenue
(In Millions of Dollars)



Source: Utah State Tax Commission
Note: Restaurant tax revenue figures have been omitted in counties where restaurant sales are not significantly tourism- or travel-generated.

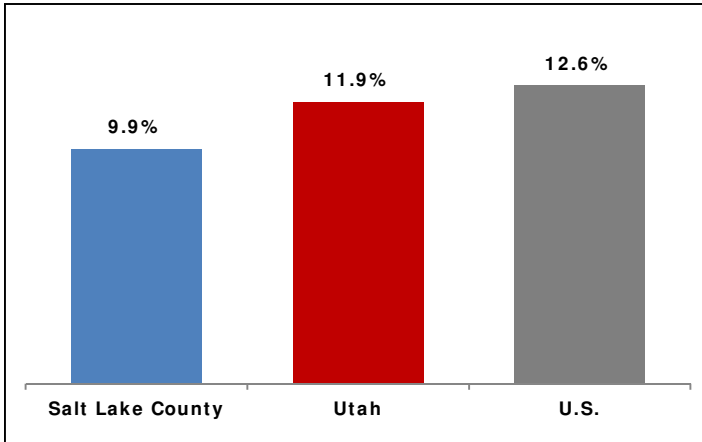
Gross Tourism-Related Taxable Sales
(In Millions of Dollars)



Source: Utah State Tax Commission
Note: Taxable sales figures for food services and drinking places have been omitted in counties where restaurant and bar sales are not significantly tourism- or travel-generated.

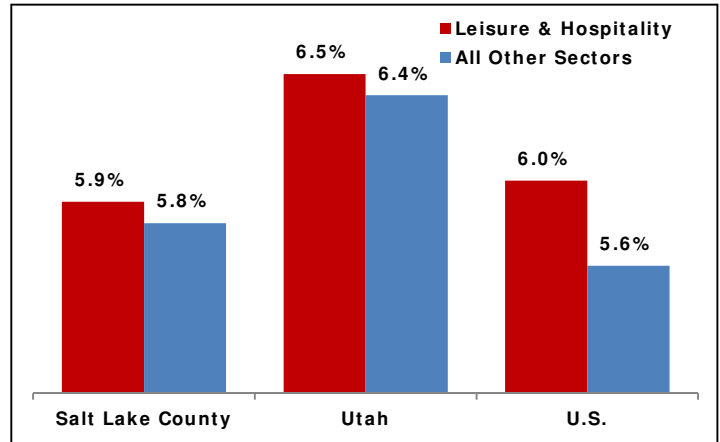
Utah Travel & Tourism Profile: Salt Lake County

Private Leisure & Hospitality Employment: Share of Total 2014



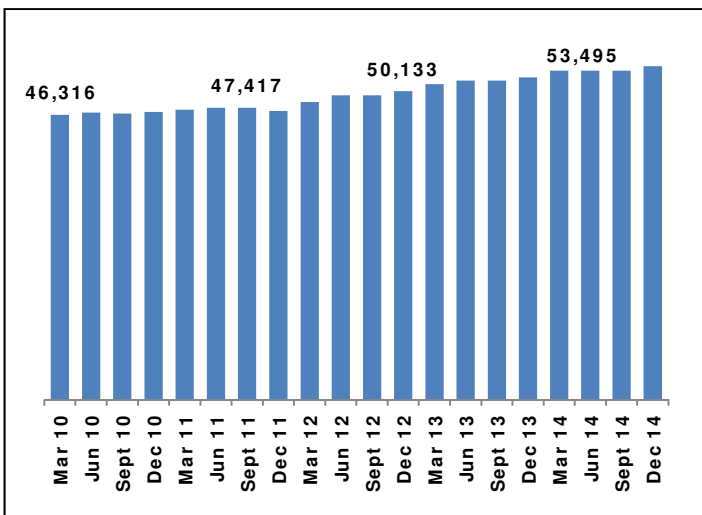
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



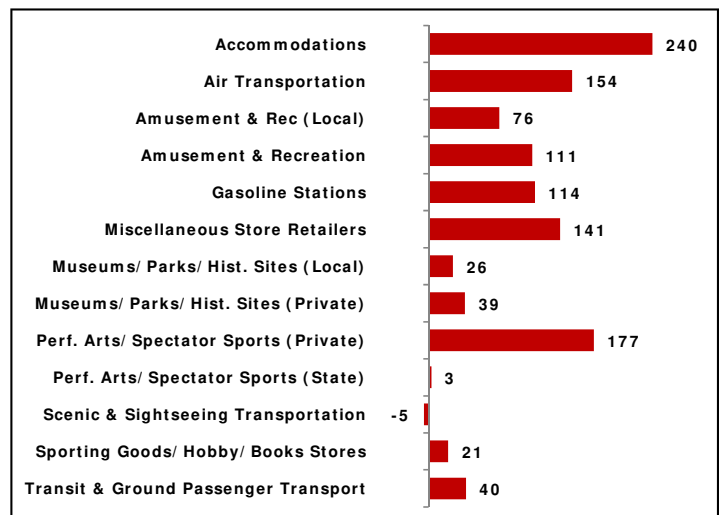
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



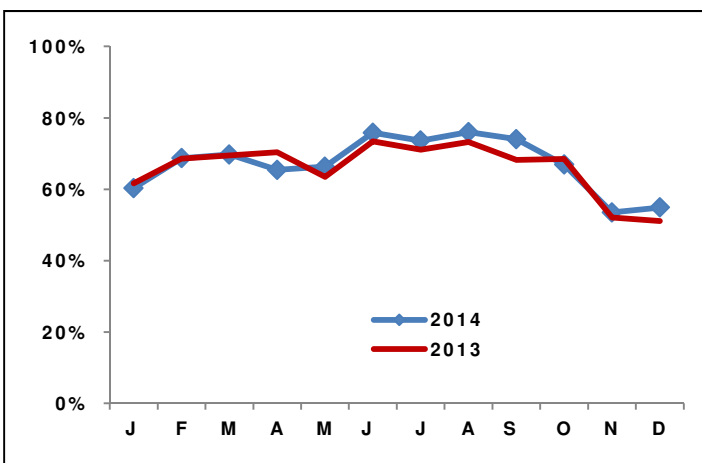
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Salt Lake County

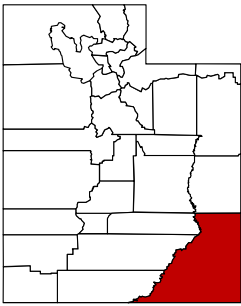


Source: Smith Travel Research

Accommodations Industry: County vs. State

	Salt Lake County		
	2013	2014	% Change
Occupancy Rate	65.9%	67.1%	1.2%
Average Daily Room Rate	\$95.87	\$98.11	2.3%
Revenue Per Available Room	\$63.40	\$65.94	4.0%
	Statewide		
	2013	2014	% Change
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



San Juan County

San Juan County, located in the “four corners” region of the United States, had a 20.7% leisure and hospitality¹ share of total private jobs in 2014, ranking **10th** statewide. San Juan County is a land rich in ancient human history and dramatic Colorado Plateau topography. Each year visitors are drawn to its deeply-carved canyons, chasms, cliffs, natural bridges, Puebloan ruins and remnant dwellings. Not only does San Juan County include the southern portion of Canyonlands National Park and the eastern portion of Glen Canyon National Recreation Area, but it is also home to three national monuments, two state parks, Grand Gulch Primitive Area, Manti La Sal National Forest and Trail of the Ancients National Scenic Byway. Due to its geographic location, San Juan County serves as a gateway to countless other parks, monuments, recreation sites, and wilderness areas in other states as well.

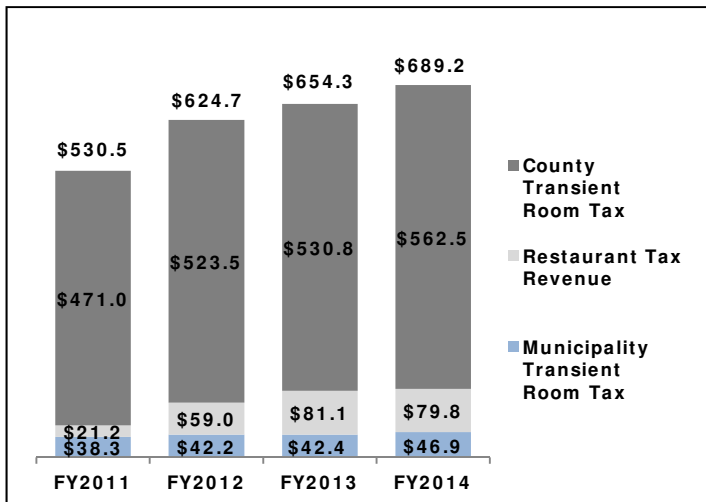
Total tourism-related tax revenue increased 5.3% in 2014, with notable growth in municipality transient room tax revenue (Monticello and Blanding). In 2014, leisure and hospitality taxable sales were greatest between April and September, reflecting a strong spring and summer tourist season. In addition, leisure and hospitality sector sales increased 8-14% in all four quarters of 2014. San Juan County’s leisure and hospitality sector experienced a 3.4% increase in jobs and a healthy 10% increase in wages. In fact, all other combined sectors experienced a 20% decrease in wages—due in part to contraction in San Juan’s mining and manufacturing sectors. Since 2010, San Juan County’s leisure and hospitality job sector has peaked during the spring and summer months with nearly double the number of average annual fall and winter jobs. In 2014, San Juan County added 29 accommodations and 12 gas station jobs.

Tourism At-A-Glance			
Statewide Tourism Ranking: 10th*			
	2013	2014	% Change
San Juan County Population	14,990	15,251	1.7%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year; In Thousands)	\$654.3	\$689.2	5.3%
Leisure & Hospitality Taxable Sales (Calendar Year; In Millions)	\$26.1	\$29.7	13.8%
Leisure & Hospitality Jobs	502	519	3.4%
Leisure & Hospitality Wages (Millions)	\$9.1	\$10.1	10.0%
Average Annual Hotel Occupancy Rate (Garfield-San Juan-Wayne Counties)	53.1%	54.6%	1.5%
Canyonlands National Park (Recreation Visitation)	462,242	542,431	17.3%

*Based on share of private leisure and hospitality jobs to total private jobs.
 †The "Leisure and Hospitality" sector includes NAICS 71 and 72.

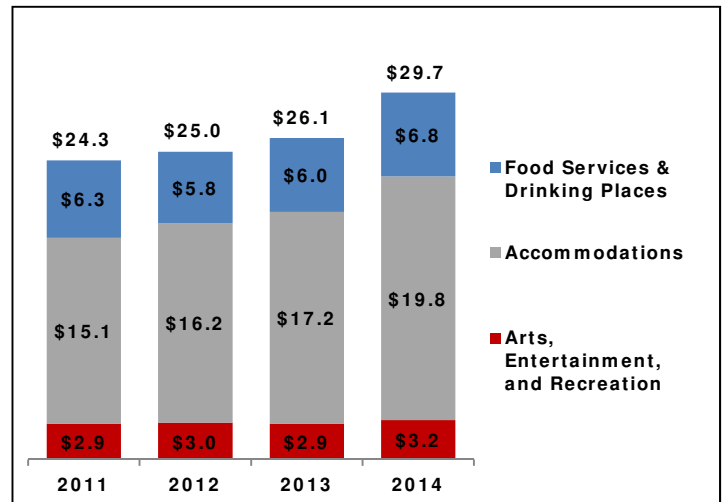
In both 2013 and 2014, San Juan and surrounding county’s hotel occupancy rates peaked May through October, dropping significantly from November through February. Reported visitation to Canyonlands National Park was up 17.3% from 2013 and 19.8% from 2012. Although visitation to Hovenweep, Natural Bridges, and Rainbow Bridges National Monuments increased anywhere from 6-15% from 2013, visitation to Hovenweep remained flat compared to 2012, while visitation to Natural Bridges and Rainbow Bridges was actually lower than 2012. During the first nine months of FY15, Edge of the Cedars State Park Museum reported 5,253 visitors, up 5% from the same time period of FY14.

Tourism-Related Tax Revenues
(In Thousands of Dollars)



Source: Utah State Tax Commission

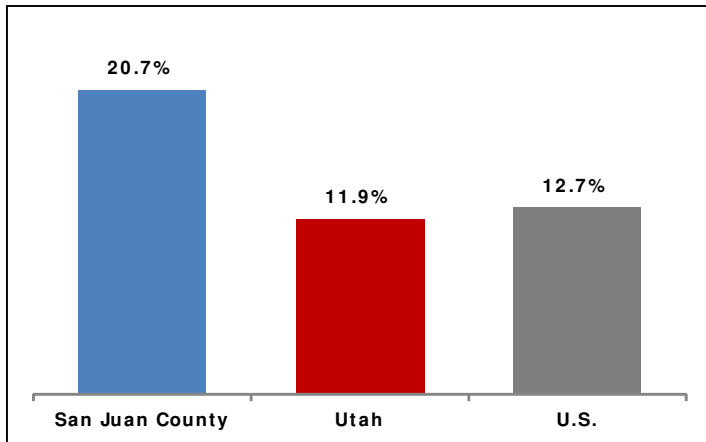
Gross Leisure & Hospitality Taxable Sales
(In Millions of Dollars)



Source: Utah State Tax Commission

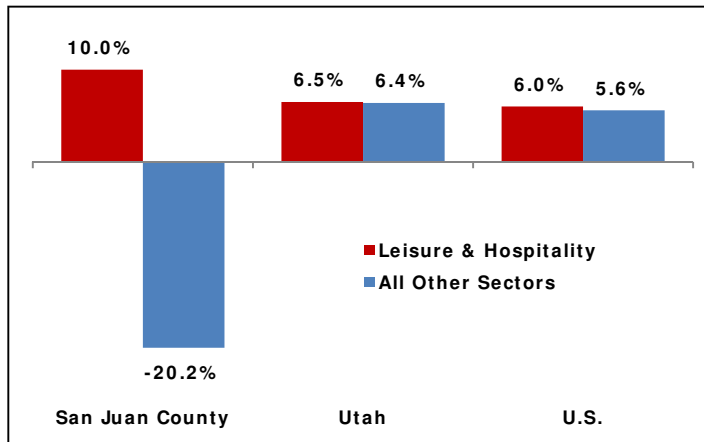
Utah Travel & Tourism Profile: San Juan County

Private Leisure & Hospitality Employment: Share of Total 2014



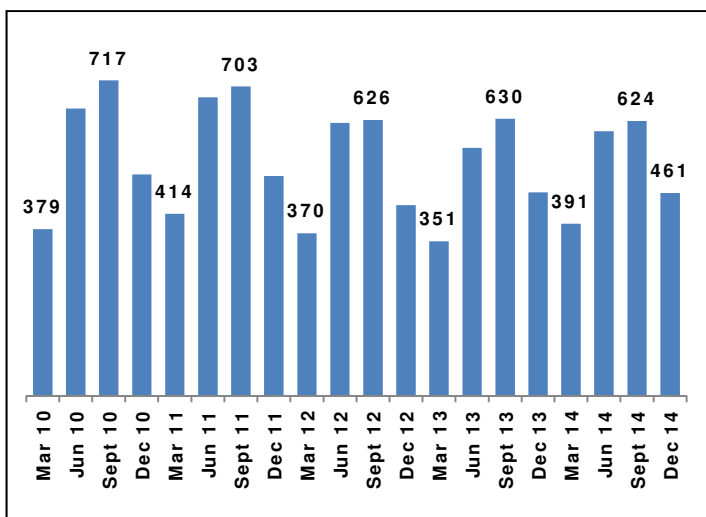
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



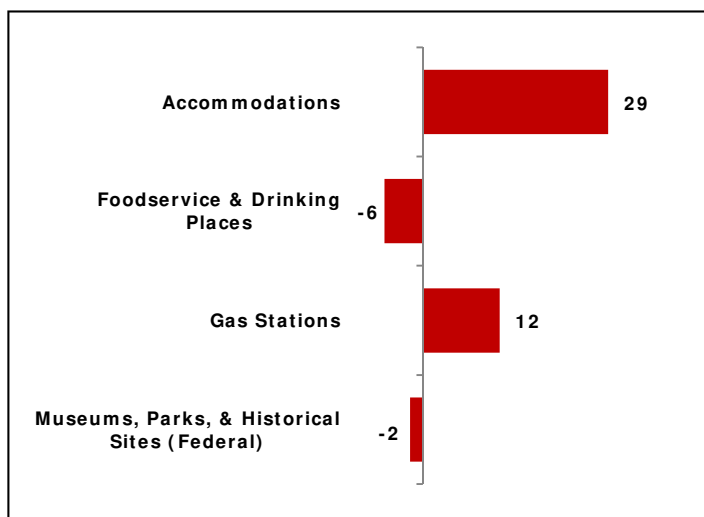
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



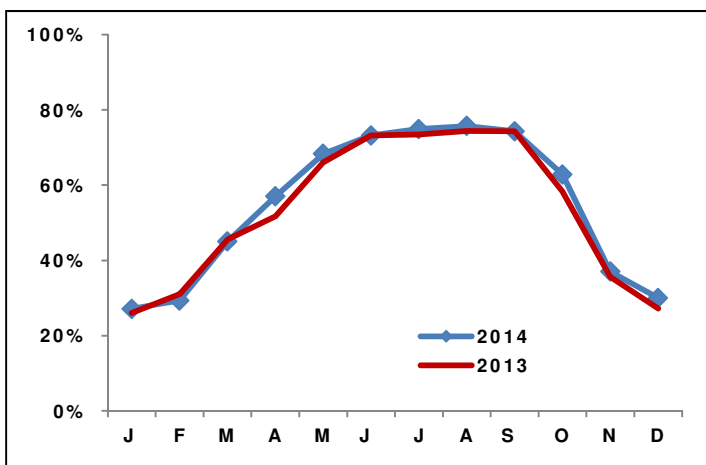
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Garfield-San Juan-Wayne

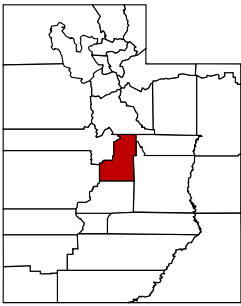


Source: Smith Travel Research

Accommodations Industry: County vs. State

Garfield-San Juan-Wayne Counties			
	2013	2014	% Change
Occupancy Rate	53.1%	54.6%	1.5%
Average Daily Room Rate	\$93.00	\$95.85	3.1%
Revenue Per Available Room	\$48.52	\$51.47	6.1%
Statewide			
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Sanpete County

Sanpete County, located centrally in the “heart” of the state, had a 12.1% leisure and hospitality¹ share of total private jobs in 2014, ranking **18th** statewide. Sanpete County is bordered by the Wasatch Plateau on the east and the Manti-La Sal National Forest/Gunnison Plateau on the west. Once home to ancient cultures and historic Indian tribes, since Mormon settlement in the late 19th century through the 1970s, Sanpete has had a predominantly agricultural economy. As for tourism and recreation, today Sanpete is recognized for its Arapeen ATV Trail, which winds through 750 acres of national forest, climbs 6,000 to 10,000 feet in places and includes “Skyline Drive” – a rugged 58 mile stretch of 4x4 road stretching from Hwy 31 to the Fish Lake National Forest. In addition to fishing and camping opportunities in Sanpete’s aspen and pine forests, Mt. Nebo Scenic Byway (Nebo Loop) is a popular drive in the fall, while Maple Canyon, located near the town of Moroni, draws rock climbers from around the country and world. Sanpete’s Yuba Lake State Park offers boating, fishing, swimming and a new zip line, while Palisades State Park has an 18-hole golf course.

Total tourism-related tax revenue grew 3.8% in fiscal year 2014, with a 6.8% increase in restaurant tax revenue. In 2014, taxable sales in the leisure and hospitality sector,

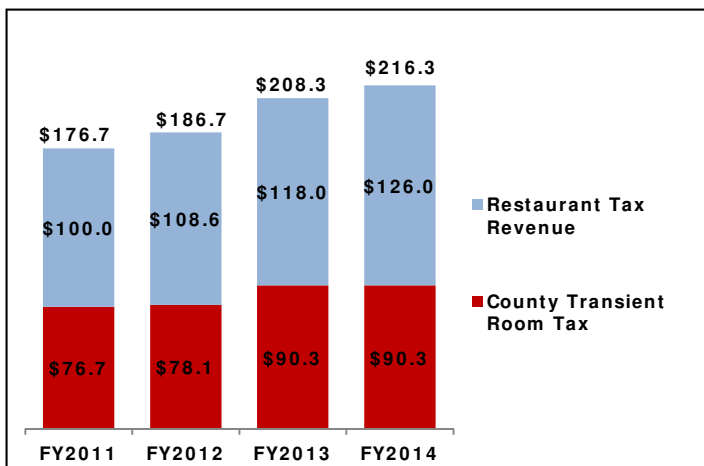
which are greatest in the spring and summer months, increased every quarter compared to 2013 with healthy year-over increases in the fall. In 2014, Sanpete County’s total leisure and hospitality jobs and wages increased 3.8% and 3.3%, respectively. Foodservice jobs increased by 24 and amusement and recreation jobs by 8; however, there were 12 fewer accommodations and 12 fewer gas station jobs in 2014. Every spring and summer season in Sanpete County since 2010, the leisure and hospitality job sector has grown by 7%, or by about 30 seasonal jobs. During the first three quarters of FY15, Palisades State Park reported 54,873 visitors (up 61%) and Yuba Lake State Park reported 59,038 visitors (up 24%).

Tourism At-A-Glance			
Statewide Tourism Ranking: 18th*			
	2013	2014	% Change
Sanpete County Population	28,243	28,477	0.8%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year; In Thousands)	\$208.3	\$216.3	3.8%
Leisure & Hospitality Taxable Sales (Calendar Year; In Thousands)	\$14,056.0	\$15,515.8	10.4%
Leisure & Hospitality Jobs	494	513	3.8%
Leisure & Hospitality Wages (Millions)	\$4.2	\$4.4	3.3%

*Based on share of private leisure and hospitality jobs to total private jobs.

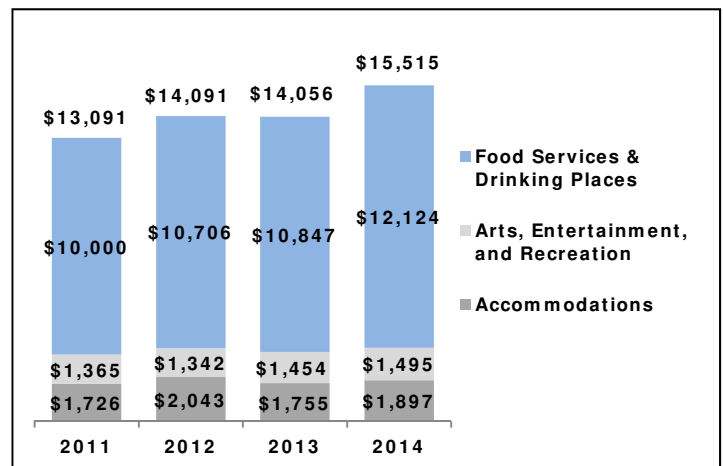
†The “Leisure and Hospitality” sector includes NAICS 71 and 72.

Tourism-Related Tax Revenue (In Thousands of Dollars)



Source: Utah State Tax Commission

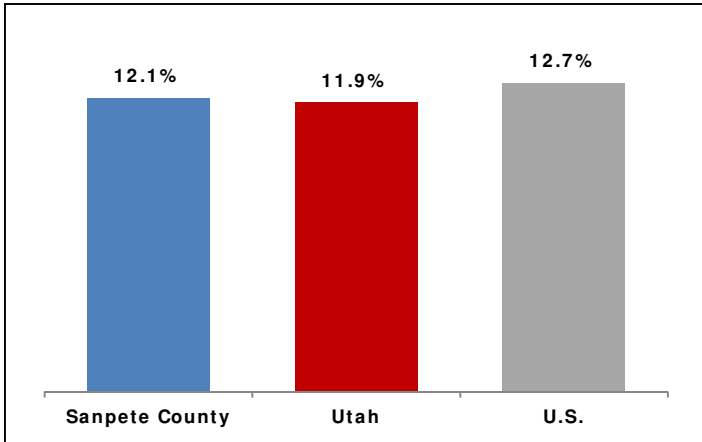
Gross Leisure & Hospitality Taxable Sales (In Thousands of Dollars)



Source: Utah State Tax Commission

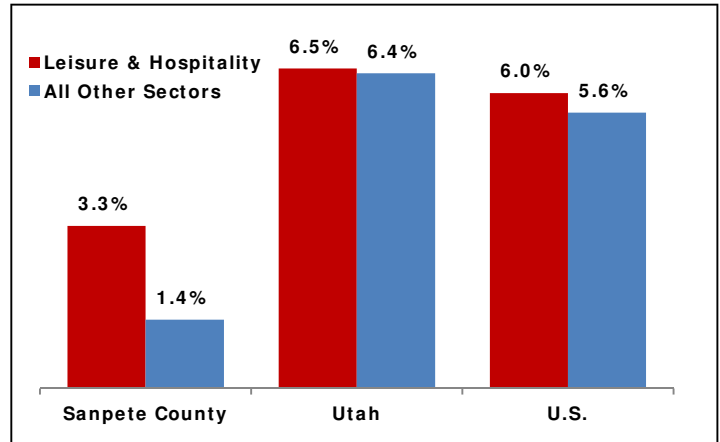
Utah Travel & Tourism Profile: Sanpete County

Private Leisure & Hospitality Employment: Share of Total 2014



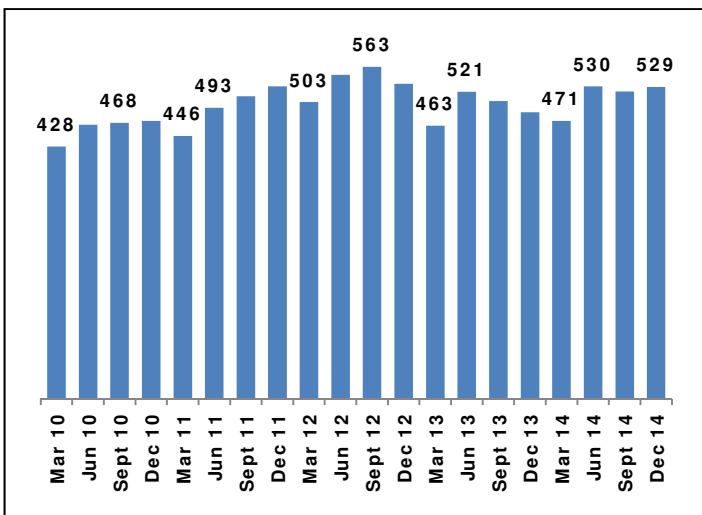
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



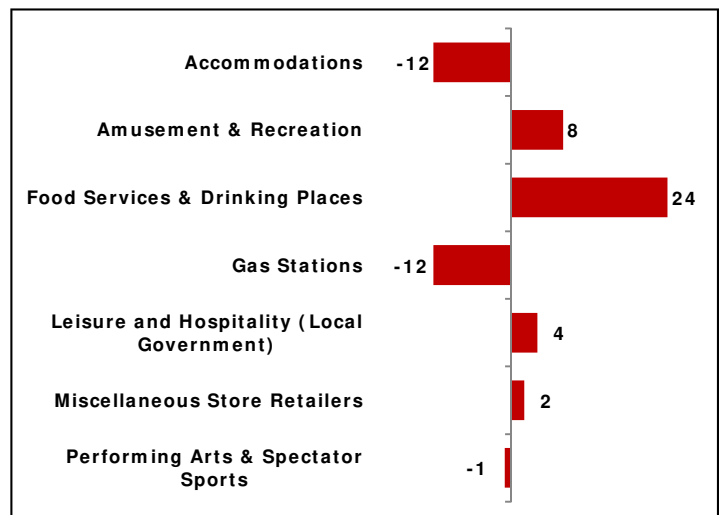
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter

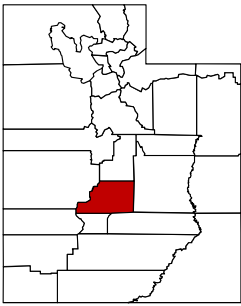


Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services



Sevier County

Sevier County, located in central Utah, had a 13.1% leisure and hospitality share of total private jobs in 2013, ranking **15th** statewide. Over four-fifths of Sevier County—known for its extensive forests, mountain peaks, lakes and streams—is public land. Sevier is also recognized for its Paiute ATV Trail, which constitutes over 900 miles of ATV trail that winds through dense forests, connects mountain peaks, and links towns. Fremont Indian State Park, which offers camping and access to the Paiute ATV Trail, exhibits rock art and artifacts of the largest discovered Fremont community. Other outdoor attractions in Sevier County include the Fishlake Scenic Byway, the Pando (a clonal colony of quaking aspen and the heaviest known living organism on earth), Gooseberry ATV Trail, Big Rock Candy Mountain, and Fish Lake.

Total tourism-related tax revenue grew 5.3% in fiscal year 2014, with the most significant increases noted in restaurant tax revenue and motor vehicle leasing tax (both up 9%). In 2014, taxable sales in the leisure and hospitality sector, which are highest in the spring and summer months, increased 6.1%. In fact, there were increases in sales during every quarter of 2014, with a notable increase in sales during the winter months. Sevier County's leisure and hospitality jobs and wages increased 4.9% and 8.4%, respectively. Sevier County experienced growth in the

foodservice sector, followed by accommodations and gas stations. Every spring and summer season since 2010, Sevier's leisure and hospitality job sector has grown by an average of 13%, or by approximately 100 jobs (compared to fall and winter).

In 2014, Beaver-Millard-Sevier's average annual hotel occupancy rate remained flat, with the average daily room rate up 3.5% and revenue per available room up 4.3%. Territorial Statehouse Park Museum reported 3,981 visitors during the first nine months of FY2015, up 86% from the same period in FY2014.

Tourism At-A-Glance

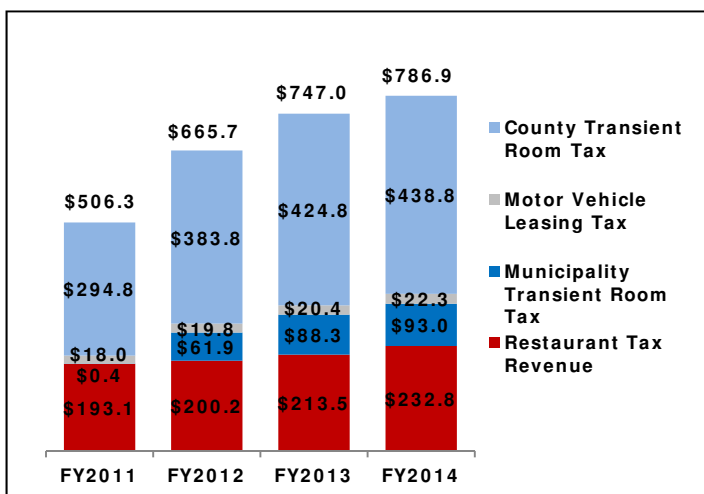
Statewide Tourism Ranking: **15th***

	2013	2014	% Change
Sevier County Population	20,844	20,773	-0.3%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year; In Thousands)	\$747.0	\$786.9	5.3%
Leisure & Hospitality Taxable Sales (Calendar Year; In Thousands)	\$31,699.7	\$33,629.7	6.1%
Leisure & Hospitality Jobs	833	874	4.9%
Leisure & Hospitality Wages (Millions)	\$9.1	\$9.8	8.4%
Average Annual Hotel Occupancy Rate (Beaver-Millard-Sevier Counties)	51.7%	52.1%	0.4%

*Based on share of private leisure and hospitality jobs to total private jobs.

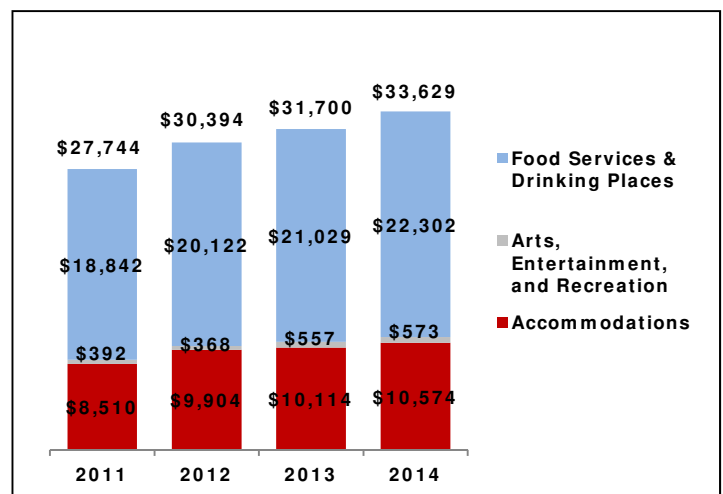
¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

Tourism-Related Tax Revenue (In Thousands of Dollars)



Source: Utah State Tax Commission

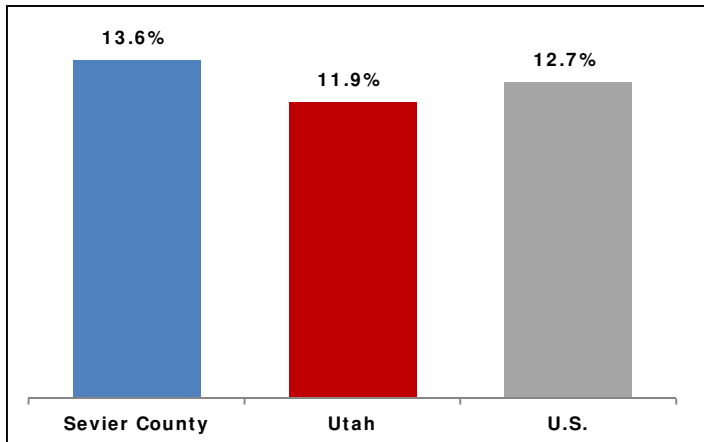
Gross Leisure & Hospitality Taxable Sales (In Thousands of Dollars)



Source: Utah State Tax Commission

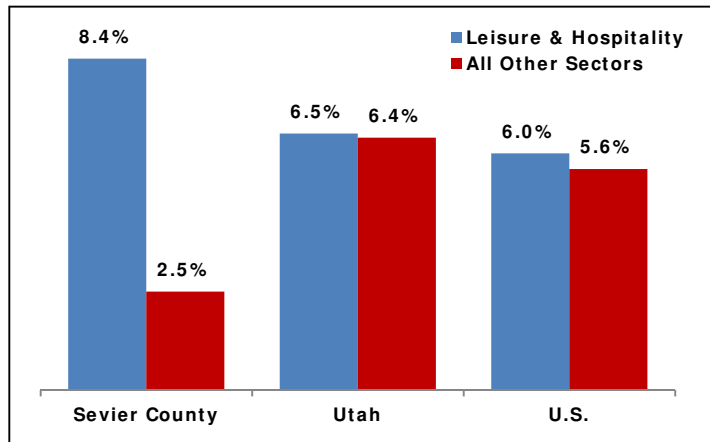
Utah Travel & Tourism Profile: Sevier County

Private Leisure & Hospitality Employment: Share of Total 2014



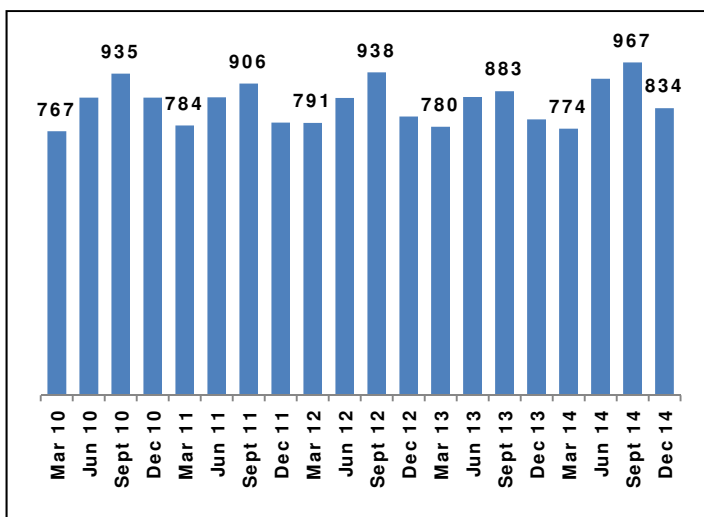
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



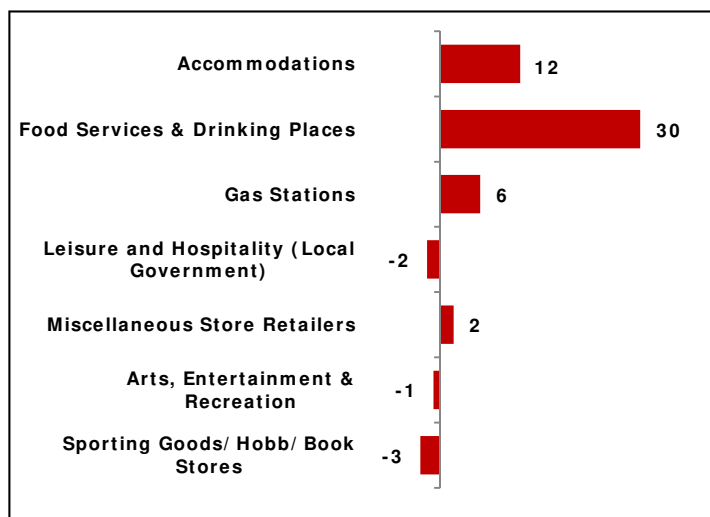
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



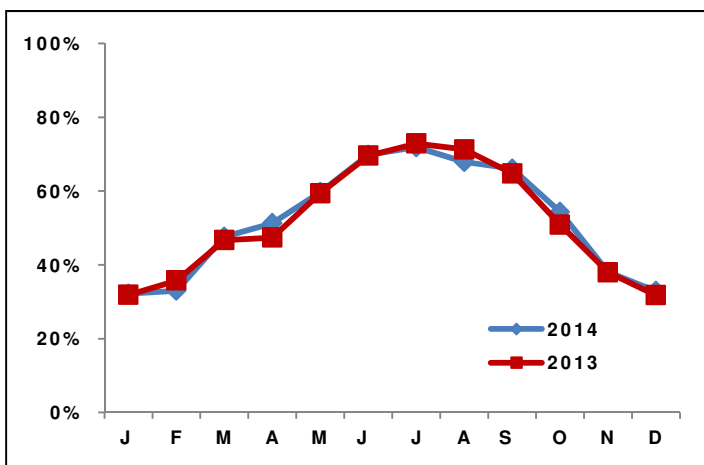
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Beaver-Millard-Sevier

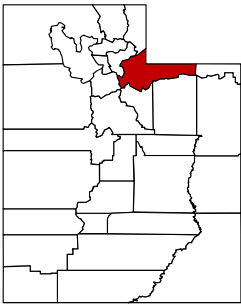


Source: Smith Travel Research

Accommodations Industry: County vs. State

Beaver-Millard-Sevier Counties			
	2013	2014	% Change
Occupancy Rate	51.7%	52.1%	0.4%
Average Daily Room Rate	\$71.09	\$73.58	3.5%
Revenue Per Available Room	\$37.08	\$38.68	4.3%
Statewide			
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Summit County

Summit County, Salt Lake County's eastern neighbor, had a 41.0% leisure and hospitality¹ share of total private jobs in 2014, ranking **4th** statewide. Summit County, which is nestled among the Wasatch and Uinta Mountains, contains 39 of Utah's highest peaks (>12,600'). In addition, Summit County's largest city, the resort town of Park City, served as a main venue for the 2002 Winter Olympics and was more recently named "The Best Town in America" by Outside magazine (2013) and "Best Ski Destination" by Sunset magazine (2015). Summit County has three world-class ski resorts (Canyons, Deer Valley and Park City Ski Resort), as well as over 100 hotels and restaurants, drawing both Utah residents and nonresidents year-round. In addition to skiing and snowboarding, each January Park City hosts the popular Sundance Film Festival, which attracts upwards of 30,000 nonresident visitors to the state of Utah. Other Summit County attractions include the Utah Olympic Park, Park City Arts Festival, Park Silly Sunday Market, and Rockport State Park. Summit County continues to attract more visitors to its mountain resorts during its "shoulder seasons" by offering a wider range of family-friendly, warm weather activities.

Total tourism-related tax revenues increased a healthy 27.8% in fiscal year 2014, due largely to significant increases in resort community sales tax (Park City). In 2014, leisure and hospitality sector winter sales were more than four times total sales in the spring, reflecting strong winter tourism seasonality. Annual arts, entertainment and recreation sales were up over 140% from the previous year, with annual restaurant sales experiencing increases as well. Accommodations sales, on the other hand, experienced a 5% decrease from the previous year. Although leisure and hospitality jobs remained flat, wages increased 7.7%. Summit County added 138 new foodservice jobs, 77 amusement and

Tourism At-A-Glance			
Statewide Tourism Ranking: 4th*			
	2013	2014	% Change
Summit County Population	38,453	39,105	1.7%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year; In Thousands)	\$15,735.6	\$20,104.5	27.8%
Leisure & Hospitality Taxable Sales (Calendar Year; In Millions)	\$488.7	\$542.4	11.7%
Leisure & Hospitality Jobs	8,773	8,889	1.3%
Leisure & Hospitality Wages (Millions)	\$228.4	\$246.1	7.7%
Average Annual Hotel Occupancy Rate (Summit County)	38.4%	38.2%	-0.2%

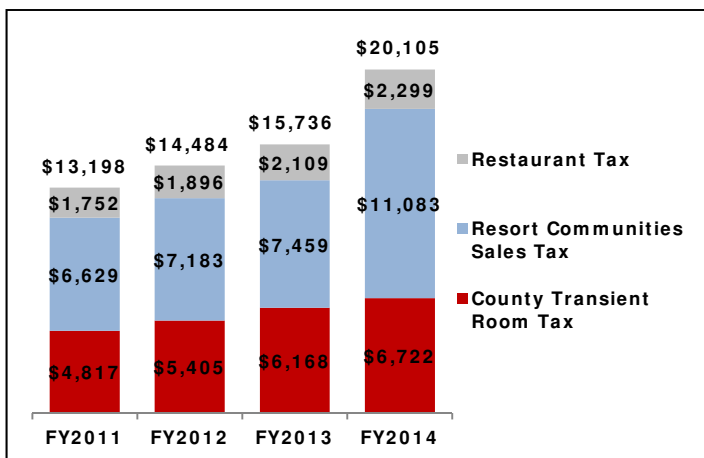
*Based on share of private leisure and hospitality jobs to total private jobs.

¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

recreation jobs and 18 museums, parks and historic sites jobs, while losing 64 jobs in accommodations and 40 jobs in the performing arts and spectator sports subsector. Since 2010, Summit's leisure and hospitality job sector has grown by an average of 32% (or by about 2,300 jobs) each fall/winter (up from the spring/summer).

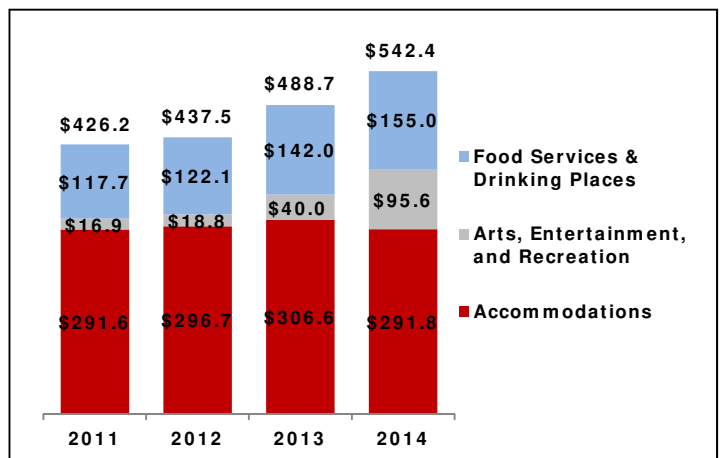
In 2013 and 2014, Summit County accommodations' occupancy rates were highest between December and March and June through September, with lows in April, May, October and November. In 2014, the average annual occupancy rate increased 6% in August, while at the same time decreased 6% in September and 4% in December. While the annual occupancy rate remained flat, the average daily room and revenue per available room rates declined 12.7% and 4.2%, respectively. During the first nine months of FY15, Rockport State Park reported 64,457 recreational visitors (compared to 64,855 in FY14).

Tourism-Related Tax Revenue
(In Thousands of Dollars)



Source: Utah State Tax Commission

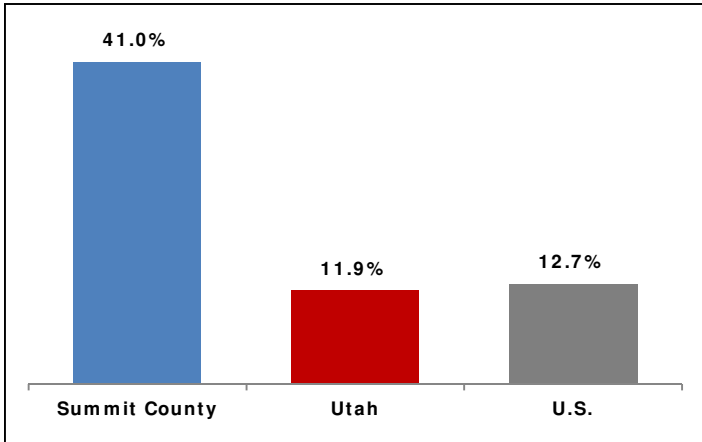
Gross Leisure & Hospitality Taxable Sales
(In Millions of Dollars)



Source: Utah State Tax Commission

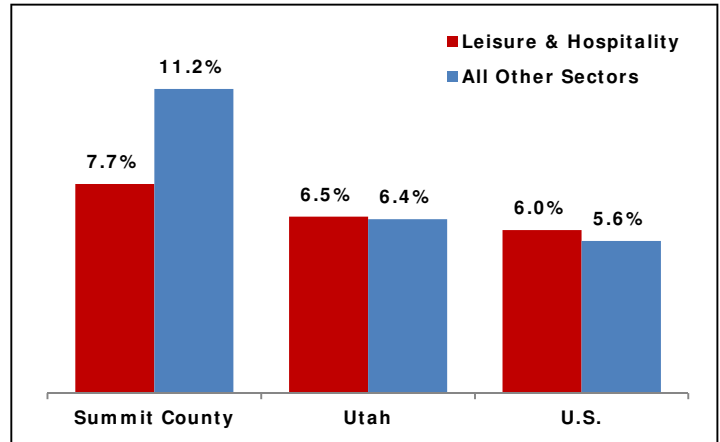
Utah Travel & Tourism Profile: Summit County

Private Leisure & Hospitality Employment: Share of Total 2014



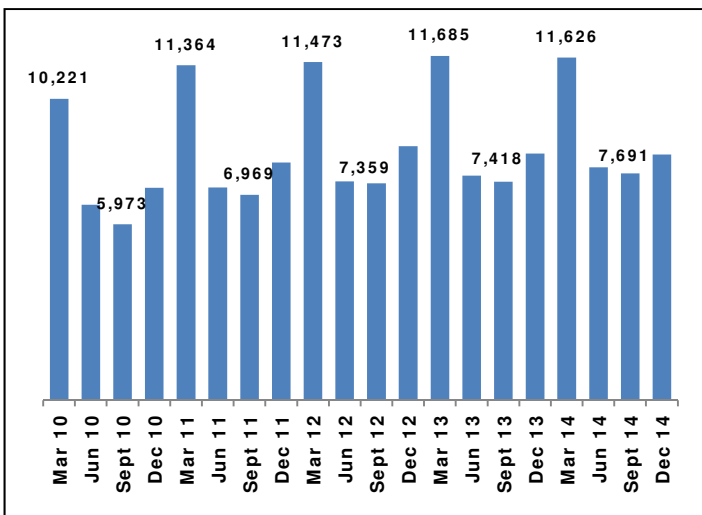
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



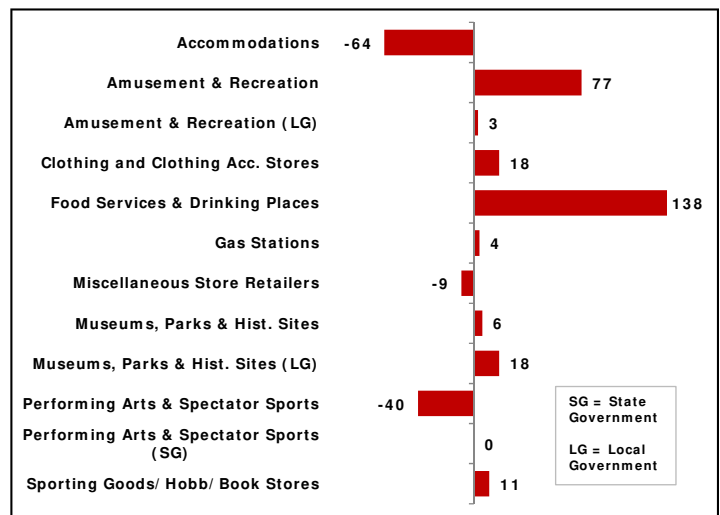
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



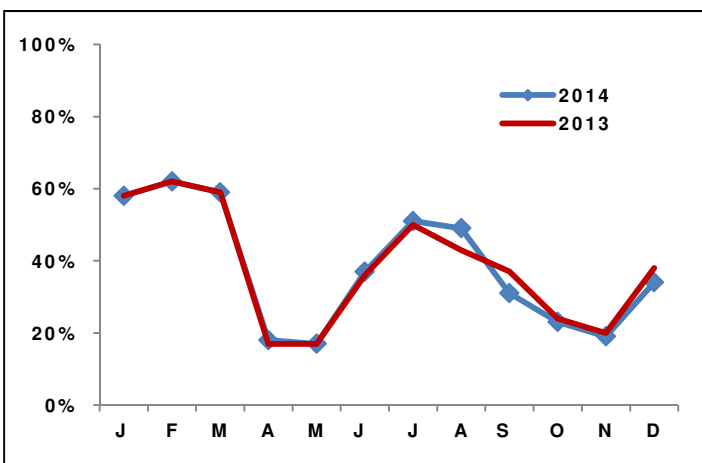
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Summit County

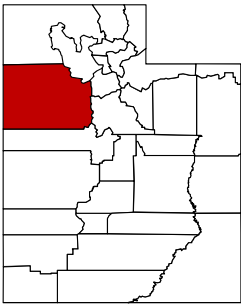


Source: DestiMetrics

Accommodations Industry: County vs. State

Summit County			
	2013	2014	% Change
Occupancy Rate	38.4%	38.2%	-0.2%
Average Daily Room Rate	\$300.00	\$262.00	-12.7%
Revenue Per Available Room	\$120.00	\$115.00	-4.2%
Statewide			
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: DestiMetrics and Smith Travel Research



Tooele County

Tooele County, Utah's second largest county in area, had a 13.8% leisure and hospitality¹ share of total private jobs in 2014, ranking **14th** statewide. This classic basin and range country was once the stomping grounds of prehistoric Indian tribes, Mormon settlers, and Pony Express riders. In addition to the traditional livelihoods of grazing, farming, mining and smelting, today a significant portion of county acres are designated as U.S. military grounds, supporting military personnel and contractors inside and outside of the county. Tooele County attractions include multiple museums, monuments and memorials, as well as the Deseret Peak Complex, Miller Motorsports Park*, and three golf courses. (*It was announced in May of 2015 that Miller Motorsports Park will close down in October of 2015.) Other areas of interest are Bonneville Salt Flats, Stansbury Island, the historic Pony Express Trail and Fish Springs National Wildlife Refuge. Tooele County also receives supplemental visitation from I-80 motorists.

Total tourism-related tax revenue grew 3.2% in fiscal year 2014, with a noted year-over decrease (-14.5%) in municipality transient room tax (Tooele). In 2014, total taxable sales in the leisure and hospitality sector, which are highest in the spring and summer, were down 3.9%. In fact, year-over arts, entertainment and recreation sales were down for the first three quarters of 2014. Spring accommodation sales experienced the greatest year-over increase (22%) of any leisure and hospitality subsector, however, annual accommodations sales were down 7.9% from 2013.

Tooele County's leisure and hospitality jobs remained flat while average annual wages increased 4.1%. The greatest

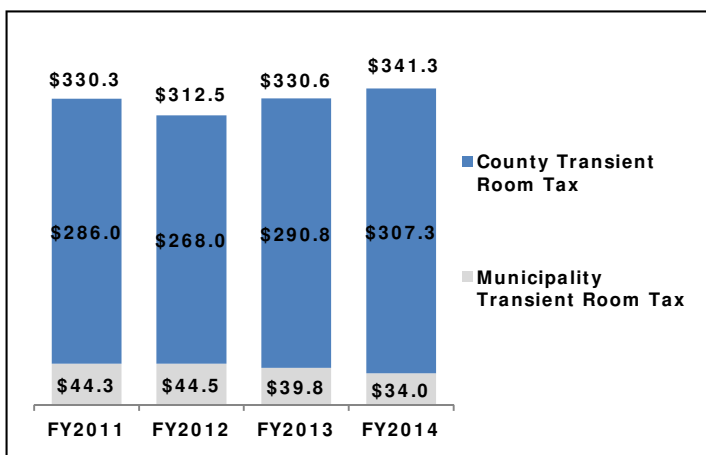
Tourism At-A-Glance			
Statewide Tourism Ranking: 14th*			
	2013	2014	% Change
Tooele County Population	60,718	61,598	1.4%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year; In Thousands)	\$330.6	\$341.3	3.2%
Tourism-Related Taxable Sales (Calendar Year; In Millions)	\$15.9	\$15.4	-3.9%
Leisure & Hospitality Jobs	1,556	1,537	-1.2%
Leisure & Hospitality Wages (Millions)	\$21.1	\$22.0	4.1%
Average Annual Hotel Occupancy Rate	47.0%	48.2%	1.2%

*Based on share of private leisure and hospitality jobs to total private jobs
 **Leisure and Hospitality* includes NAICS 71 and 72.

increase in tourism-related private sector jobs was in the accommodations subsector. In addition, Tooele County added 24 amusement and recreation and 14 museums, parks and historic sites jobs at the local government level.

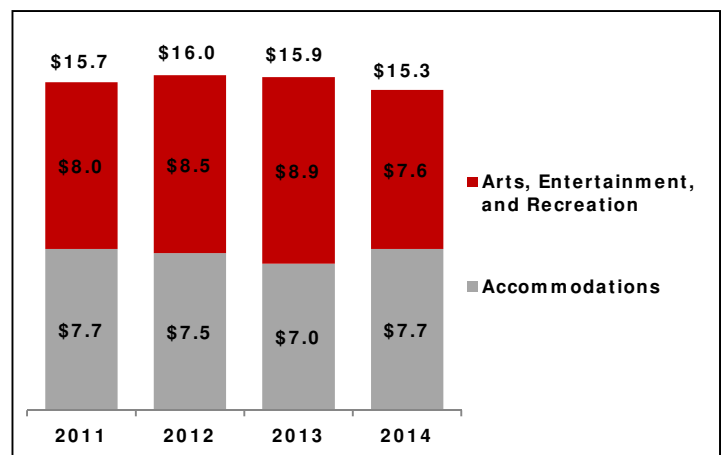
Since 2010, the leisure and hospitality job sector has grown each spring and summer by about 14% — or by approximately 170 jobs — compared to the fall and winter. In 2014, hotel occupancy rates in May, June, July, November and December were at least 7% higher than the previous year, but there was a drop in reported hotel occupancy in December (-5.2%). Overall, occupancy rates, average daily room rates and revenue per available room all increased in 2014, although they were still below statewide averages.

Tourism-Related Tax Revenues
(In Thousands of Dollars)



Source: Utah State Tax Commission
 Note: Restaurant tax revenue figures have been omitted in counties where restaurant sales are not significantly tourism- or travel-generated.

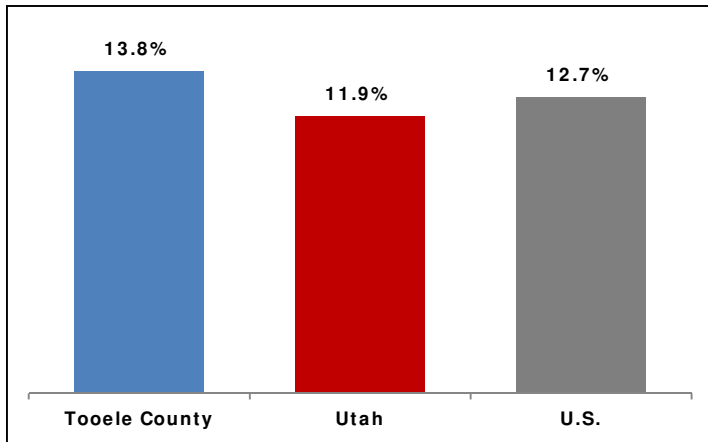
Gross Tourism-Related Taxable Sales
(In Millions of Dollars)



Source: Utah State Tax Commission
 Note: Taxable sales figures for food services and drinking places have been omitted in counties where restaurant and bar sales are not significantly tourism- or travel-generated.

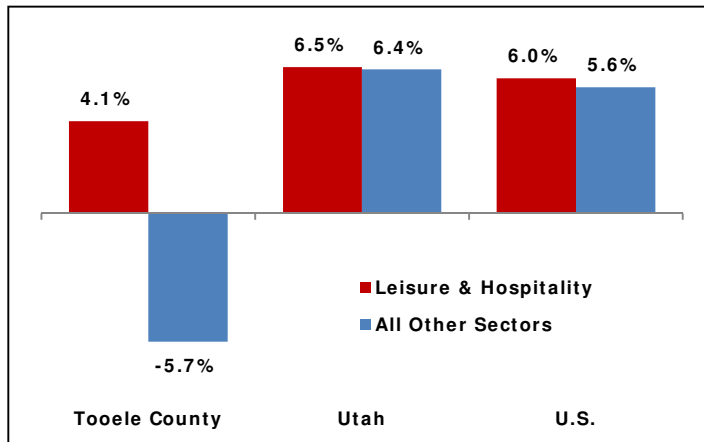
Utah Travel & Tourism Profile: Tooele County

Private Leisure & Hospitality Employment: Share of Total 2014



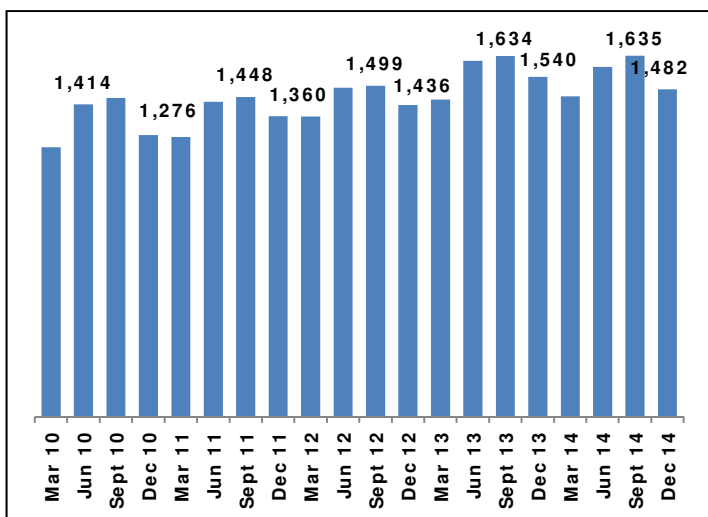
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



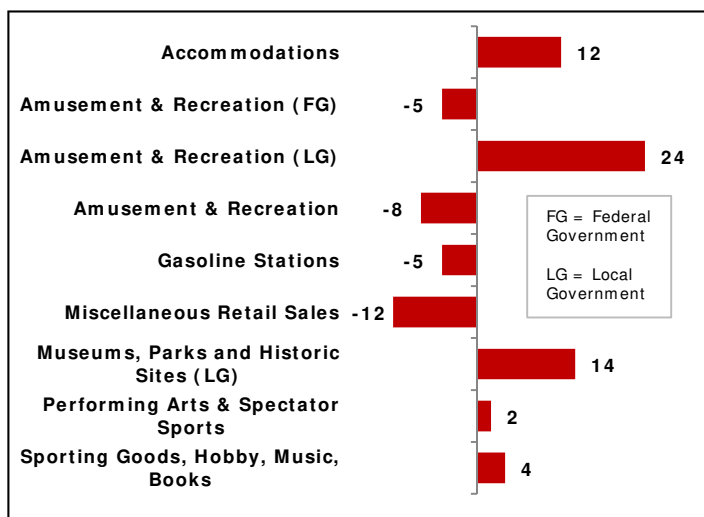
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



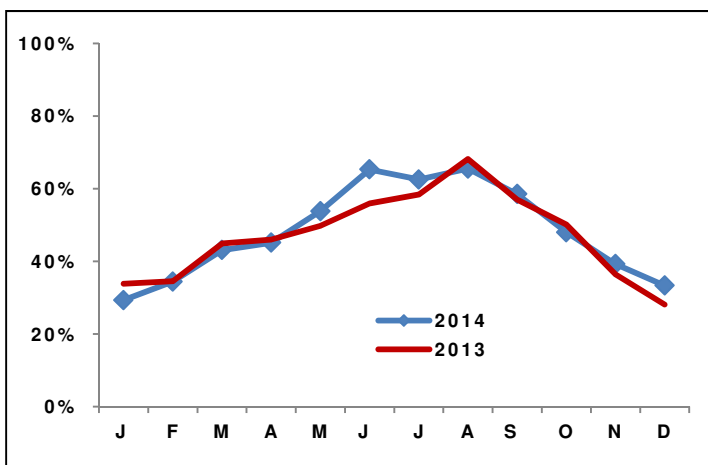
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Employment



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Juab-Tooele Counties

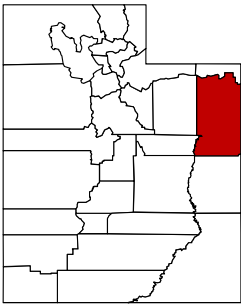


Source: Smith Travel Research

Accommodations Industry

Juab-Tooele Counties			
	2013	2014	% Change
Occupancy Rate	47.0%	48.2%	1.2%
Average Daily Room Rate	\$78.42	\$80.12	2.2%
Revenue Per Available Room	\$36.59	\$38.30	4.7%
Statewide			
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Uintah County

Uintah County, also commonly referred to as “Dinosaurland,” had a 10.0% leisure and hospitality¹ share of total private jobs in 2014, ranking **25th** statewide. Uintah County, once the land of ancient and historic Indian cultures, was later settled by fur trappers, miners, farmers and ranchers. Today Uintah County is in the midst of an oil and gas boom, with the number of oil and gas extraction jobs more than doubling in the past five years. Uintah County is best known for Dinosaur National Monument, which comprises a portion of the Green River and attracts paleontology enthusiasts as well as outdoor recreationists. The Western Heritage Museum, Utah Field House of Natural History State Park Museum, and Daughters of Utah Pioneers Museum are all located in the county seat of Vernal. More recently, Uintah County has been working with the Utah State Parks, USFS and BLM to develop new trails and better promote existing trails in and around the county.

Total tourism-related tax revenue remained flat in 2014, except for restaurant tax revenue which increased 6.6%. Overall, total taxable sales in the leisure and hospitality sector remained flat as well, barely surpassing 2013 sales and 4% below 2012 sales. On a quarterly basis, the only year-over increase in leisure and hospitality sales was in the fall quarter (up 7%). Likewise, leisure and hospitality jobs in Uintah County remained flat, however wages increased 6.4%. Since 2010, every spring/summer season leisure and hospitality jobs have increased 11% from fall/winter – or by an average

of 120 jobs – with summer as the peak tourist season.

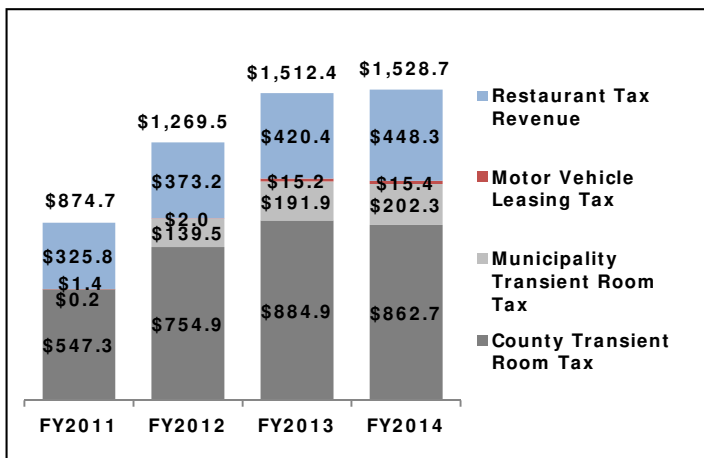
Hotel occupancy rates for Carbon-Uintah counties decreased 1.6% in 2014, the average daily room rate increased 1.1% and revenue per available room decreased 1.9%. Dinosaur National Monument reported 250,625 visitors in 2014, which was an 8.7% decrease from 2013. During the first nine months of FY15, Utah Field House Museum of Natural History State Park reported 29,435 visitors (remained flat), Red Fleet State Park reported 12,738 visitors (down 10%) and Steinaker State Park reported 13,741 visitors (remained flat).

Tourism At-A-Glance			
Statewide Tourism Ranking: 25th*			
	2013	2014	% Change
Uintah County Population	35,690	36,867	3.3%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year; In Thousands)	\$1,512.4	\$1,528.7	1.0%
Leisure & Hospitality Taxable Sales (Calendar Year; In Millions)	\$68.2	\$68.9	1.0%
Leisure & Hospitality Jobs	1,199	1,204	0.4%
Leisure & Hospitality Wages (Millions)	\$15.7	\$16.7	6.4%
Average Annual Hotel Occupancy Rate (Carbon-Uintah Counties)	54.9%	53.3%	-1.6%
Dinosaur National Monument	274,361	250,625	-8.7%

*Based on share of private leisure and hospitality jobs to total private jobs.

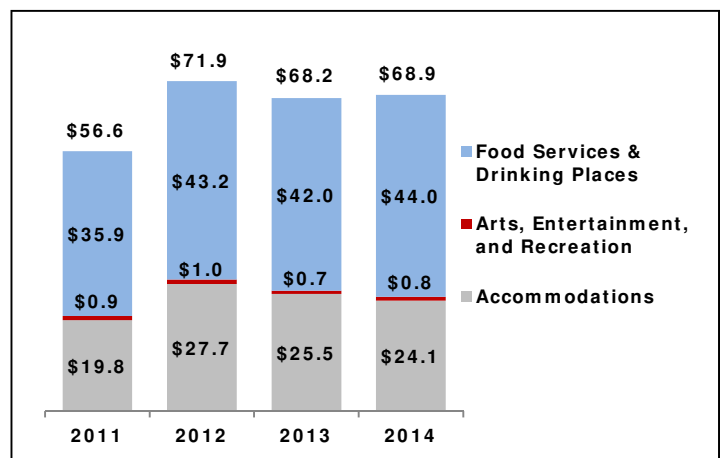
¹The “Leisure and Hospitality” sector includes NAICS 71 and 72.

Tourism-Related Tax Revenue
(In Thousands of Dollars)



Source: Utah State Tax Commission

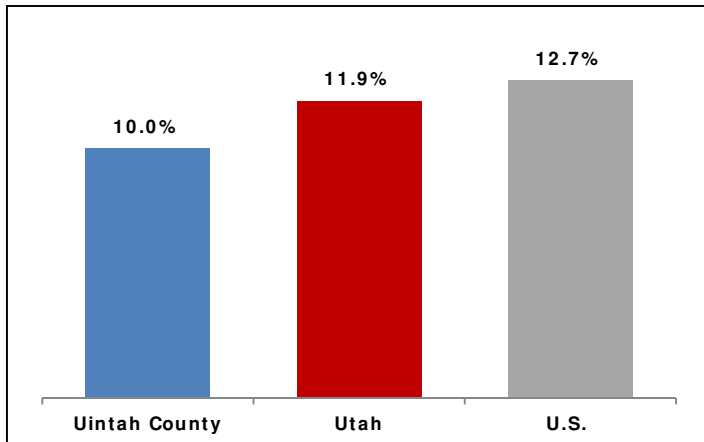
Gross Leisure & Hospitality Taxable Sales
(In Millions of Dollars)



Source: Utah State Tax Commission

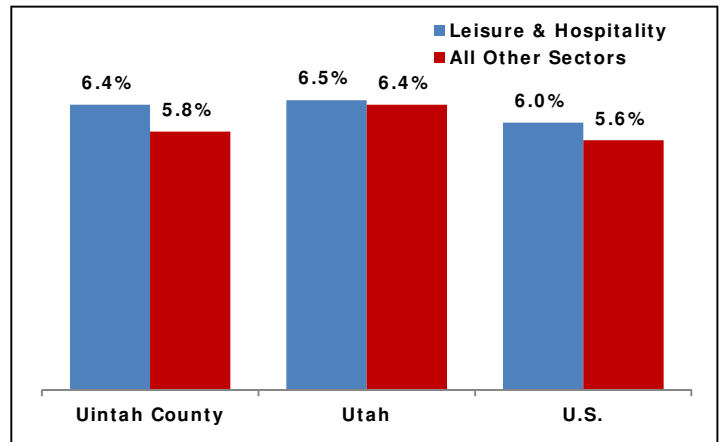
Utah Travel & Tourism Profile: Uintah County

Private Leisure & Hospitality Employment: Share of Total 2014



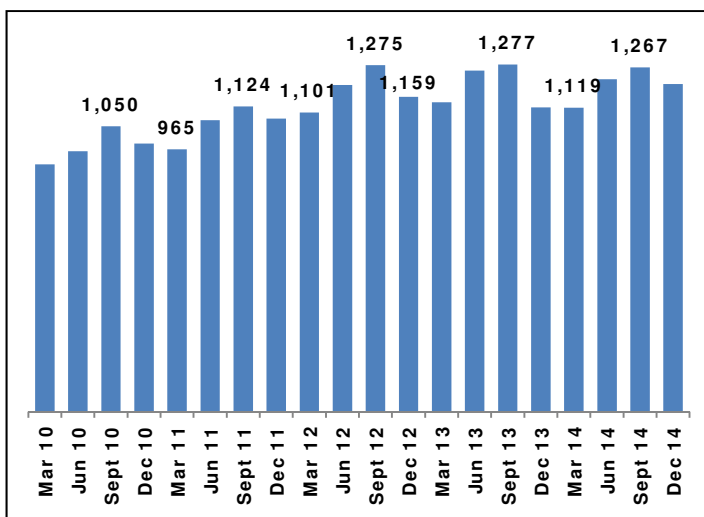
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



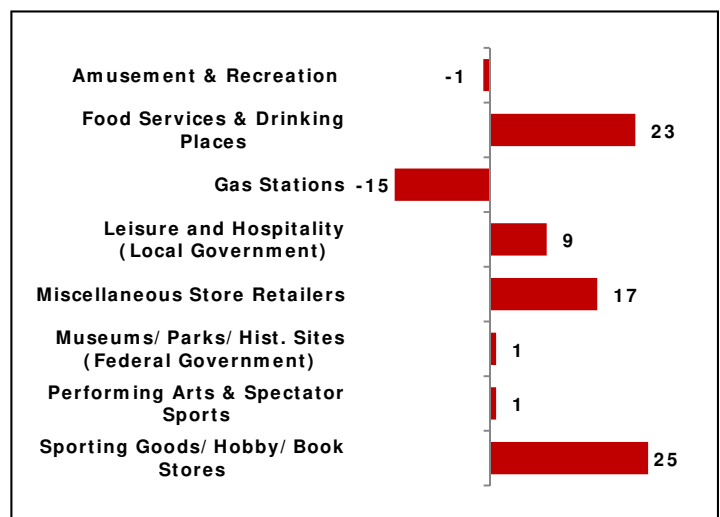
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



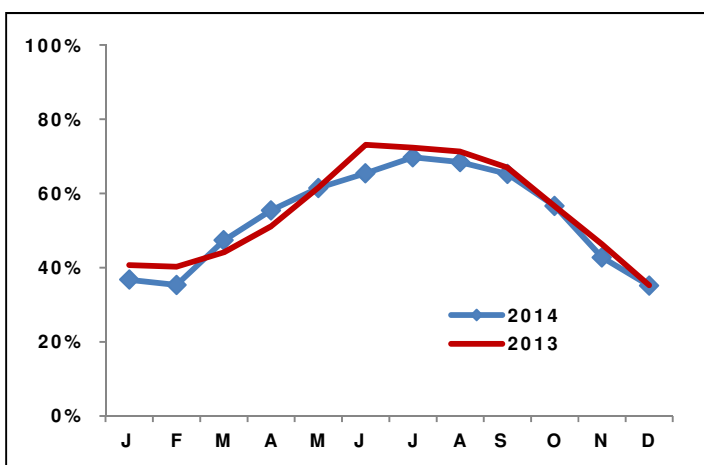
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Uintah-Carbon

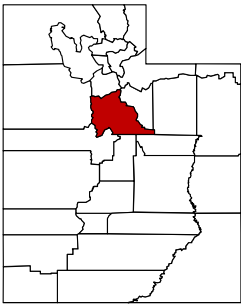


Source: Smith Travel Research

Accommodations Industry: County vs. State

Carbon-Uintah Counties			
	2013	2014	% Change
Occupancy Rate	54.9%	53.3%	-1.6%
Average Daily Room Rate	\$85.31	\$86.25	1.1%
Revenue Per Available Room	\$47.06	\$46.21	-1.8%
Statewide			
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Utah County

Utah County, Utah's second most populated county with over half a million residents, had a 9.2% leisure and hospitality¹ share of total private jobs in 2014, ranking **28th** statewide. Utah County, which rests between the Wasatch Mountains and Utah Lake, is home to parks, museums, restaurants, colleges (including Brigham Young University), specialty retailers, special events and family-friendly amusement centers, including Seven Peaks, Classic Fun Center and Provo Beach. Utah County is also home to Sundance, a four season resort owned by Robert Redford that offers its guests skiing, mountain biking, theater, lodging and fine dining. Timpanogos Cave National Monument, located in Utah County's Provo Canyon, offers guided tours of its three-cave system every hour throughout the day. Other outdoor recreation attractions in Utah County are fishing on the Provo River, boating on Utah Lake, and strolling through the Thanksgiving Point Gardens. Due to funding and location issues, Utah County's plans to construct a 45-acre theatrical adventure park called Evermore fell through in 2015. Instead, in lieu of Evermore, plans are in the works to construct a virtual reality entertainment center called Void.

Total tourism-related tax revenue grew 9.3% in fiscal year 2014 with 9-11% increases in all tourism-related areas. Likewise, in 2014, taxable sales in the leisure and hospitality sector were up 10% with the highest total sales reported in summer quarter, followed closely by spring and fall sales. According to quarterly sales data, there were year-over increases in all leisure and hospitality subsectors in every quarter, and a particularly healthy 25% year-over increase in winter accommodations sales. Utah County's leisure and hospitality sector experienced a 5.8% increase in jobs and an 8.6% increase in wages – both higher than statewide and national averages. Since 2010, leisure and hospitality employment has grown by an average

Tourism At-A-Glance			
Statewide Tourism Ranking: 28th*			
	2013	2014	% Change
Utah County Population	551,926	560,974	1.6%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year; In Thousands)	\$3,562.9	\$3,895.7	9.3%
Tourism-Related Taxable Sales (Calendar Year; In Millions)	\$109.0	\$119.9	10.0%
Leisure & Hospitality Jobs	15,711	16,626	5.8%
Leisure & Hospitality Wages (Millions)	\$216.1	\$234.7	8.6%
Annual Average Hotel Occupancy Rate	62.9%	62.2%	-0.7%
Timpanogos Cave Nat'l Monument (Recreation Visitation)	91,269	95,679	4.8%

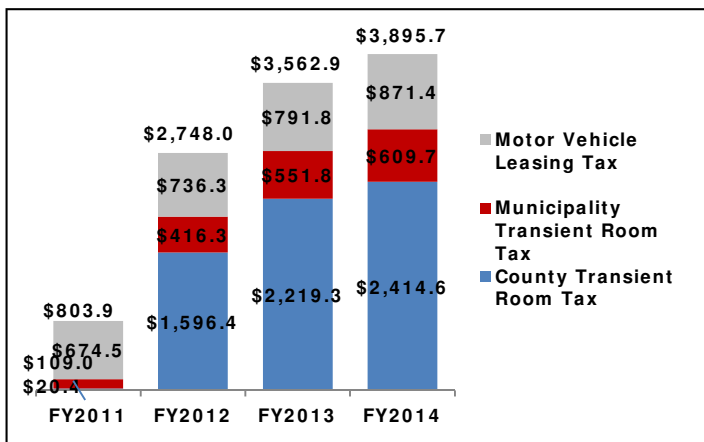
*Based on share of private leisure and hospitality jobs to total private jobs.

¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

of 7% — or by about 1,000 jobs — every spring and summer (compared to fall and winter). In 2014, the amusement and recreation industry (local government) added the most new jobs in Utah County (260), followed by miscellaneous retail stores (92) and accommodations (70).

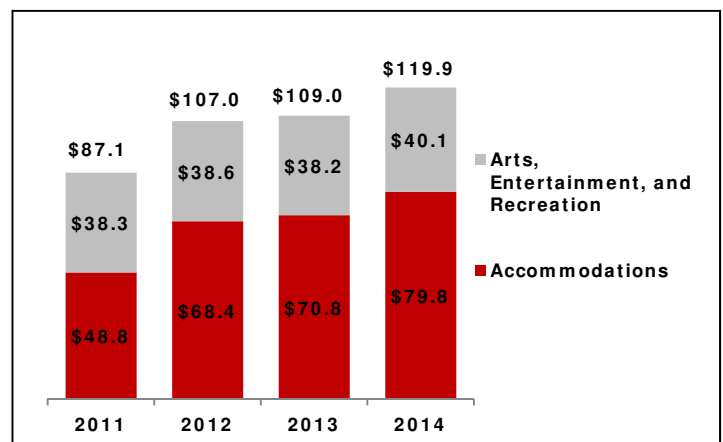
In 2013 and 2014, Utah County hotel occupancy rates were highest during the summer, with a peak in August, and lows in November and December. Occupancy rates remained flat in 2014, while average daily room rates in Utah County increased 6.5% and revenue per available room increased 5.5%. Timpanogos Cave National Monument reported 95,679 visitors in 2014, which was up 4.8% from 2013, but down 19.4% from 2012. During the first nine months of FY15, Utah Lake State Park reported 74,452 visitors, up 3.4% from the same period during FY14.

Tourism-Related Tax Revenue
(In Thousands of Dollars)



Source: Utah State Tax Commission
Note: Restaurant tax revenue figures have been omitted in counties where restaurant sales are not significantly tourism- or travel-generated.

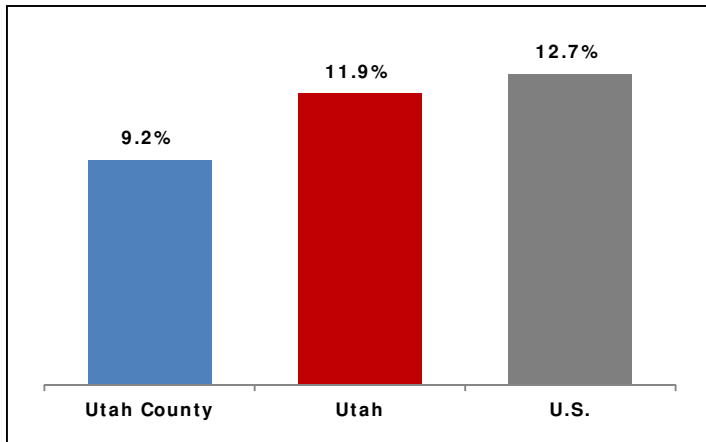
Gross Tourism-Related Taxable Sales
(In Millions of Dollars)



Source: Utah State Tax Commission
Note: Taxable sales figures for food services and drinking places have been omitted in counties where restaurant and bar sales are not significantly tourism- or travel-generated.

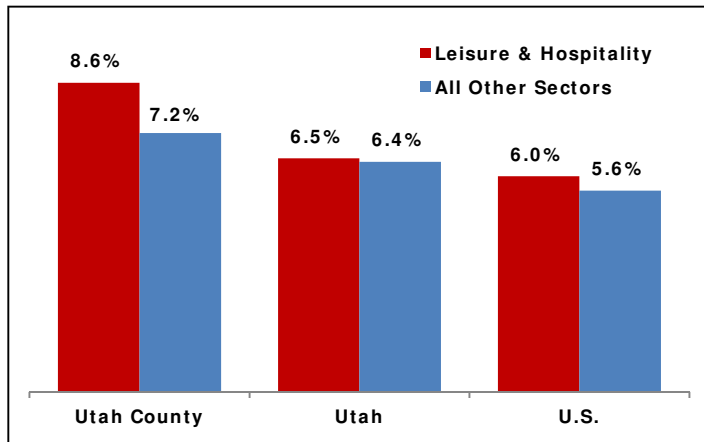
Utah Travel & Tourism Profile: Utah County

Private Leisure & Hospitality Employment: Share of Total 2014



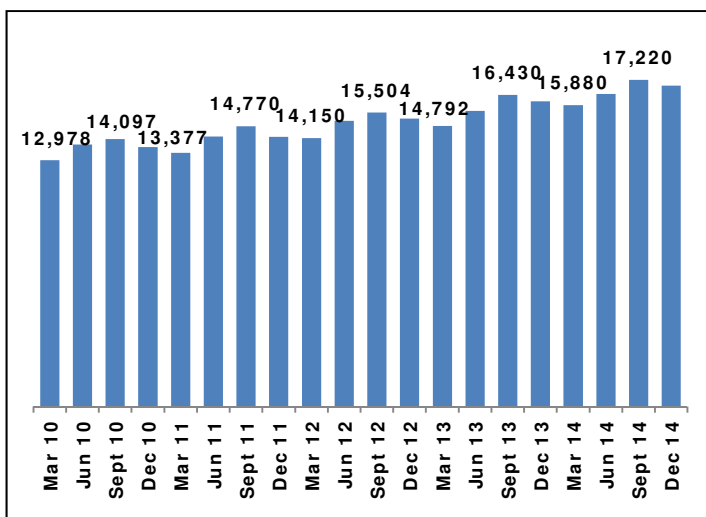
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



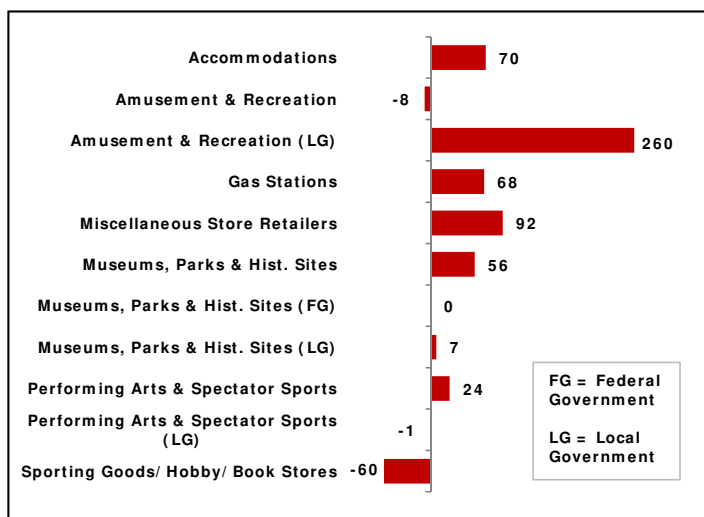
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



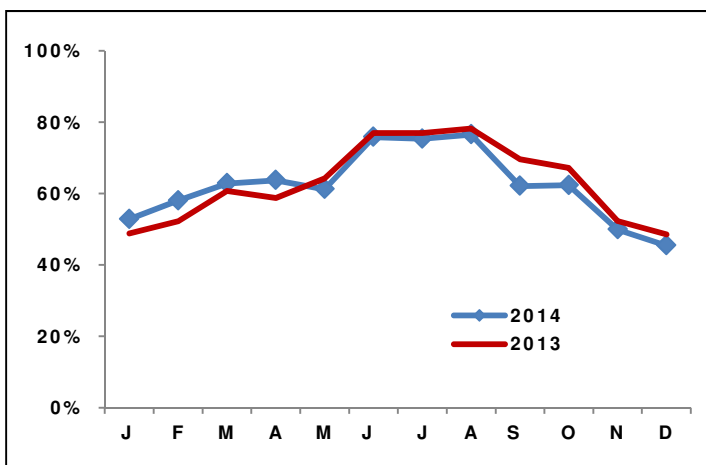
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Utah County

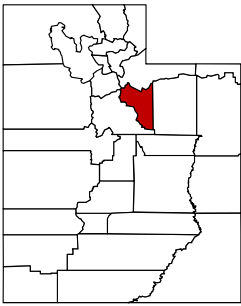


Source: Smith Travel Research

Accommodations Industry: County vs. State

Utah County			
	2013	2014	% Change
Occupancy Rate	62.9%	62.2%	-0.7%
Average Daily Room Rate	\$82.24	\$87.58	6.5%
Revenue Per Available Room	\$51.88	\$54.73	5.5%
Statewide			
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Wasatch County

Wasatch County, encompassing the mountain valleys east of the Wasatch Front, had a 21.6% leisure and hospitality¹ share of private jobs in 2014, ranking **9th** statewide. Wasatch County is an outdoor recreationist's paradise with a touch of Swiss charm. Strawberry Reservoir, Deer Creek State Park, and Jordanelle State Park offer boating and fishing opportunities to visitors. Wasatch Mountain State Park has a campground, an 18-hole golf course, and access to numerous hiking, biking, ATV, horseback, and cross-country skiing trails. Wasatch County is well-known for its historic Homestead Resort, which offers everything from horseback riding to snorkeling, and even touts a four-star hotel (Zermatt Resort) for visitors seeking a little more luxury. Soldier Hollow, located near Deer Creek Reservoir, offers a variety of snow sports, such as cross country skiing and sledding, and hosts a variety of races throughout the year. In addition, every Labor Day the town of Midway holds the Swiss Days festival with a parade, food and activities for families.

Total tourism-related tax revenue grew a healthy 10.1% in 2014, with increases in all tourism-related tax revenue areas. In 2014, leisure and hospitality taxable sales were up 8.6% and were highest during winter and summer quarters. On a quarterly basis, leisure and hospitality sales experienced year-over increases in all four quarters, with fall 2014 showing the strongest year-over sales increases. Wasatch County's leisure and hospitality sector experienced a 9.6% increase in jobs and a 10.7% increase in wages – both higher than statewide and national averages. In 2013 and 2014, Wasatch County's leisure and hospitality job sector peaked during spring/summer with

Tourism At-A-Glance			
Statewide Tourism Ranking: 9th*			
	2013	2014	% Change
Wasatch County Population	26,563	27,714	4.3%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year; In Thousands)	\$2,186.9	\$2,408.6	10.1%
Leisure & Hospitality Taxable Sales (Calendar Year; In Millions)	\$87.3	\$94.8	8.6%
Leisure & Hospitality Jobs	1,146	1,256	9.6%
Leisure & Hospitality Wages (Millions)	\$19.1	\$21.2	10.7%
Average Annual Hotel Occupancy Rate (Summit-Wasatch Counties)	48.6%	50.0%	1.4%

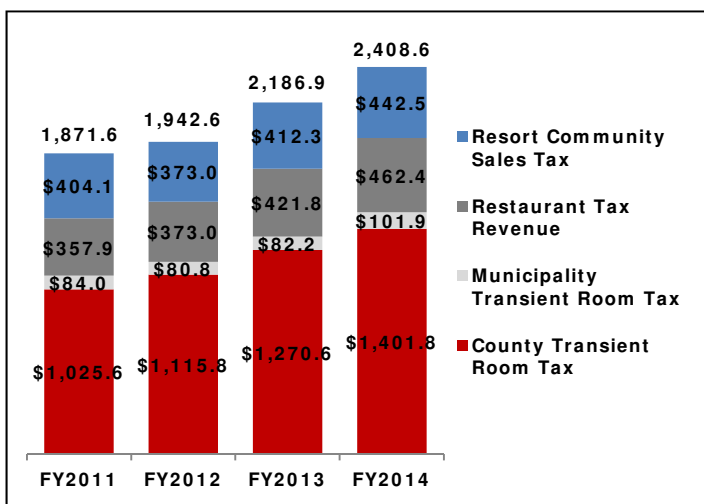
*Based on share of private leisure and hospitality jobs to total private jobs.

¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

an average of 150 more jobs than in the fall/winter. In 2014, the accommodations sector added the most new jobs (48), followed by foodservice (37) and performing arts and spectator sports (16).

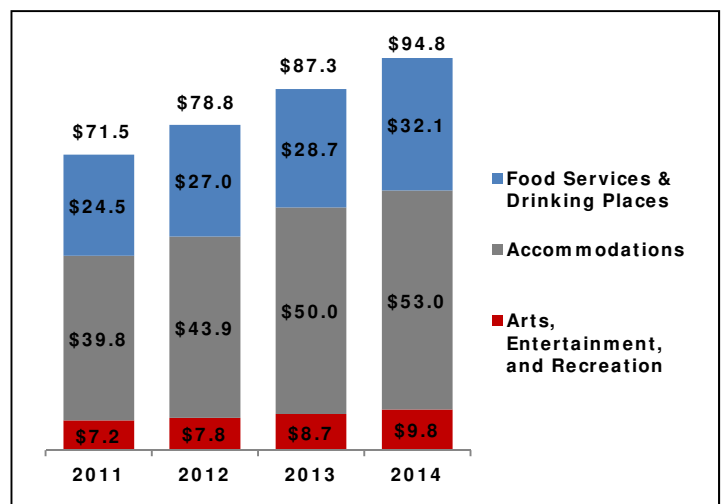
In both 2013 and 2014, Summit and Wasatch County hotel occupancy rates peaked during the month of March, as well as June through September, reflecting winter and summer tourism seasonality. According to Smith Travel Research, annual average occupancy rates in Wasatch and Summit Counties increased 1.4%, while average daily rates increased 5.4% and revenue per available room increased a healthy 8.0%. During the first nine months of FY15, Deer Creek State Park reported 148,668 visitors (up 27%) and Jordanelle State Park reported 230,373 visitors (up 20%) from the same time period in FY14.

Tourism-Related Tax Revenues
(In Thousands of Dollars)



Source: Utah State Tax Commission

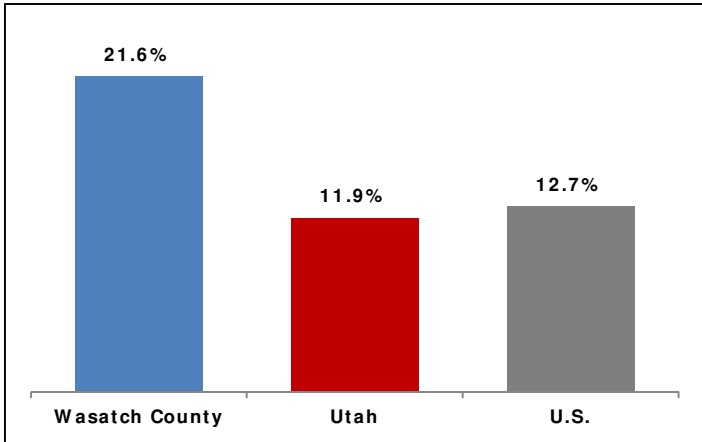
Gross Leisure & Hospitality Taxable Sales
(In Millions of Dollars)



Source: Utah State Tax Commission

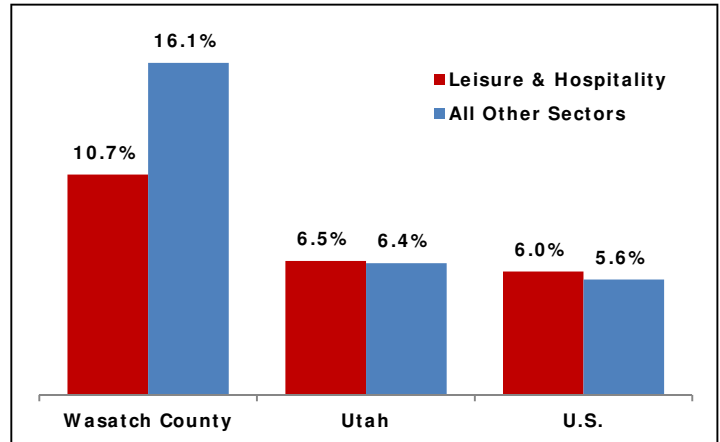
Utah Travel & Tourism Profile: Wasatch County

Private Leisure & Hospitality Employment: Share of Total 2014



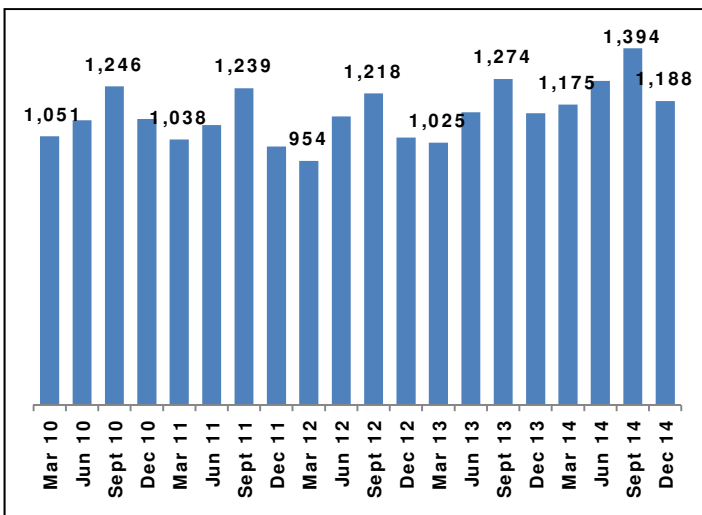
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



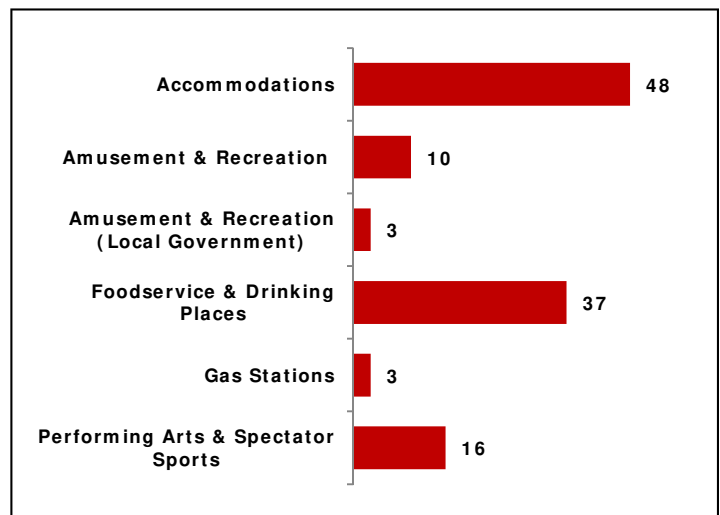
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



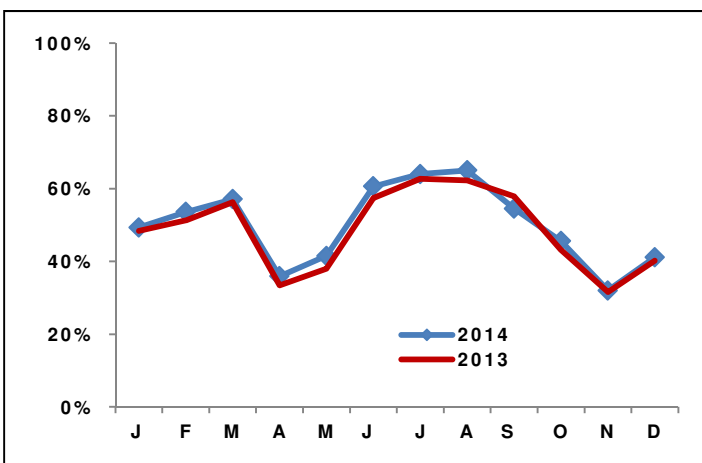
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Weber County

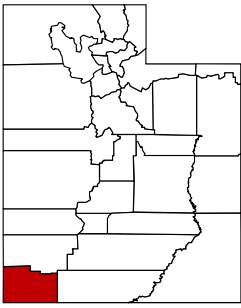


Source: Smith Travel Research

Accommodations Industry: County vs. State

Summit-Wasatch Counties			
	2013	2014	% Change
Occupancy Rate	48.6%	50.0%	1.4%
Average Daily Room Rate	\$207.79	\$218.94	5.4%
Revenue Per Available Room	\$102.14	\$110.36	8.0%
Statewide			
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Washington County

Washington County, located in the southwestern corner of Utah, had an 18.0% leisure and hospitality¹ job share of total private jobs in 2014, ranking **13th** statewide. Washington County, nicknamed “Dixie” for its warm temperatures and mild winters, has a lot to offer tourists, travelers and recreationists, including shopping, golf courses, access to national and state parks, popular athletic events, outdoor theater, art galleries, spas and resorts. The eastern third of Washington County, which is part of the physiographic Colorado Plateau, includes Zion National Park – Utah’s “crown jewel.” Zion National Park received 2.8 million visitors in 2013 and was ranked the 7th most visited national park in the U.S. The western two-thirds of Washington County include four very diverse and scenic state parks, including Snow Canyon, Sand Hollow, Quail Lake and Gunlock Reservoir State Park. St. George, Washington County’s largest city is home to the outdoor, sandstone-set Tuacahn Amphitheatre that reportedly attracts over 100,000 attendees from all 50 states and over 20 international countries to its shows. St. George is also the mid-way point between Salt Lake City and Los Angeles along Interstate 15, capturing supplemental visitation from interstate travelers.

Total tourism-related tax revenue increased a healthy 11% in fiscal year 2014, with 23-24% year-over increases in Hurricane and Springdale’s resort communities sales tax revenues. In 2014, leisure and hospitality sector sales, which are highest in the spring months, increased 12%. In fact, sales in every leisure and hospitality subsector were at least 10% higher in every quarter of 2014 compared to 2013. Leisure and hospitality sector jobs increased 7.7% with the accommodations sector adding 107 jobs, followed by the public amusement and recreation subsector (67 jobs), miscellaneous retail (40 jobs), and gas stations (27). Wages in the leisure and hospitality sector increased 8.9% in 2014, outpacing both statewide and national averages. Since 2010, Washington County’s leisure and hospitality sector has grown by an average of 11% every tourist season (spring and

summer), or by around 800 jobs compared to fall and winter.

According to Smith Travel Research data, hotel occupancy rates in Washington County are consistently highest from March through October. Annual average hotel occupancy rates and average daily room rates in Washington County increased 2.9% and revenue per available room grew a healthy 10.6%. In 2014, there were 3,189,696 recreation visits to Zion National Park, a 13.6% increase from 2013 and a 7.3% increase from 2012. During the first nine months of FY15, visitation to Washington County’s state parks was as follows: Snow Canyon State Park (161,641-up 15.5%); Sand Hollow State Park (168,598; up 15.4%); Quail Creek State Park (32,047; up 30.5%); and Gunlock State Park (3,726; down 48.2%). Overall, Washington County experienced a relatively strong tourism year in 2014.

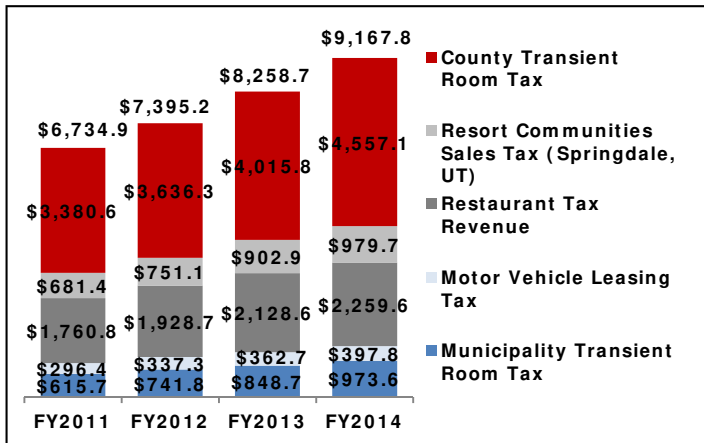
Tourism At-A-Glance

Statewide Tourism Ranking: 13th*			
	2013	2014	% Change
Washington County Population	147,719	151,948	2.9%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year; In Thousands)	\$8,258.7	\$9,167.8	11.0%
Leisure & Hospitality Taxable Sales (Calendar Year; In Millions)	\$349.4	\$391.2	12.0%
Leisure & Hospitality Jobs	7,740	8,333	7.7%
Leisure & Hospitality Wages (Millions)	\$118.8	\$129.4	8.9%
Annual Average Occupancy Rate (Washington County)	58.7%	61.6%	2.9%
Zion National Park (Annual Recreation Visitation)	2,807,387	3,189,696	13.6%

*Based on share of private leisure and hospitality jobs to total private jobs.

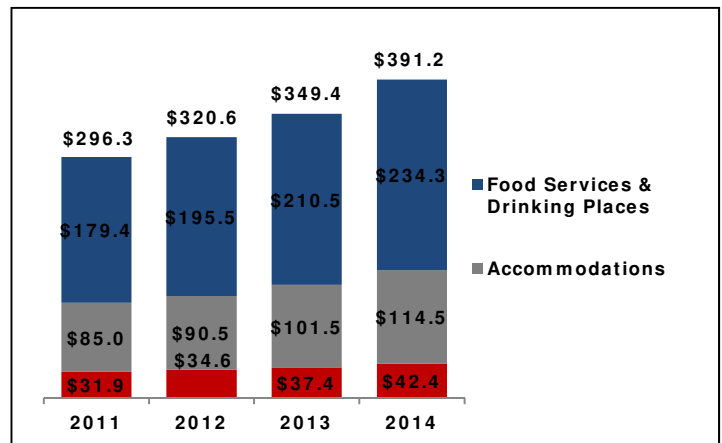
¹The “Leisure and Hospitality” sector includes NAICS 71 and 72.

Tourism-Related Tax Revenue
(In Thousands of Dollars)



Source: Utah State Tax Commission

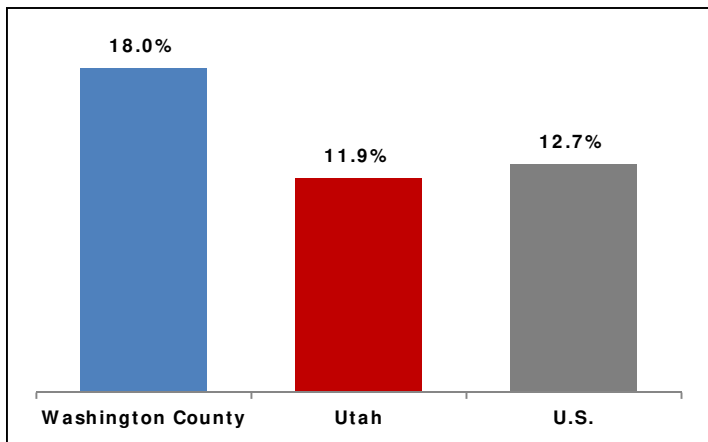
Gross Leisure & Hospitality Taxable Sales
(In Millions of Dollars)



Source: Utah State Tax Commission

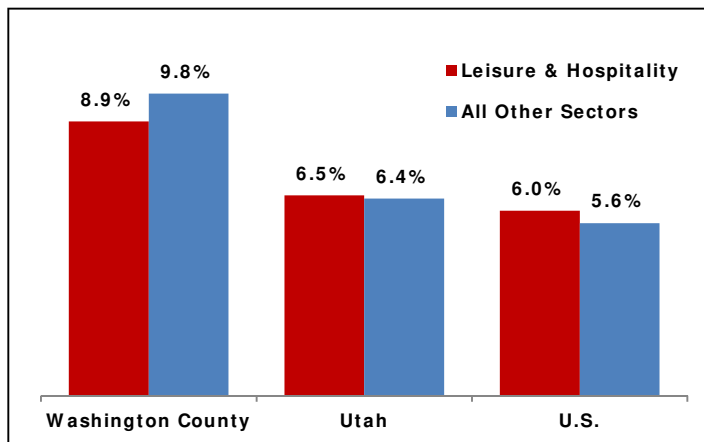
Utah Travel & Tourism Profile: Washington County

Private Leisure & Hospitality Employment: Share of Total 2014



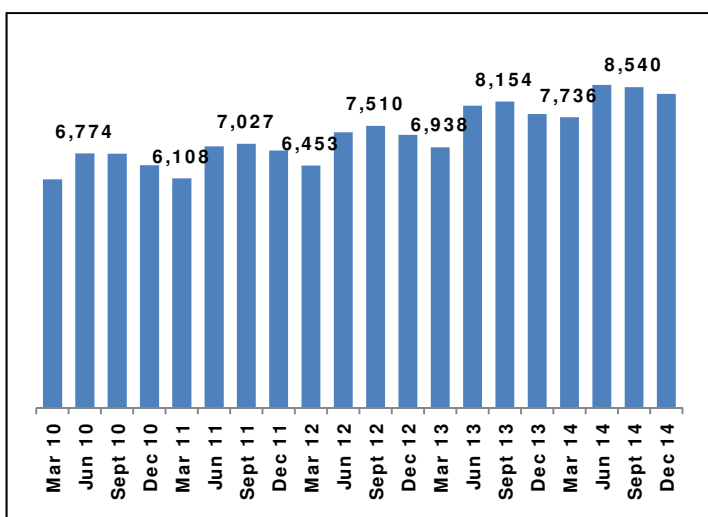
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



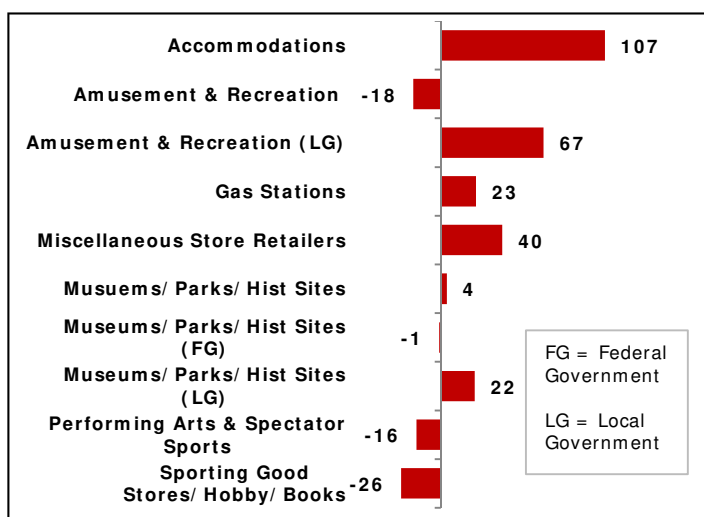
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



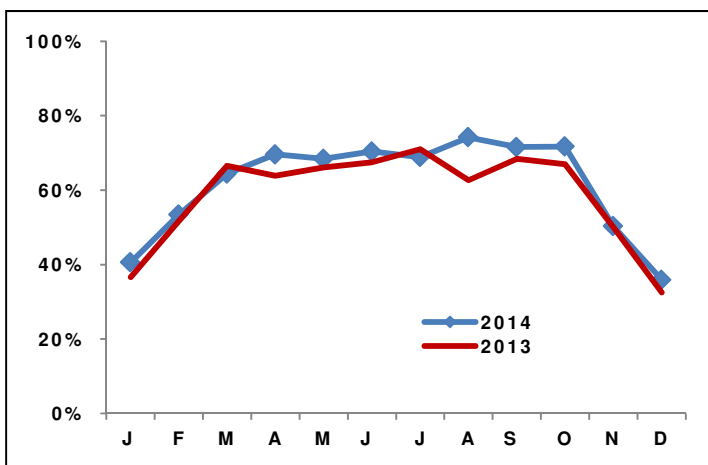
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Washington

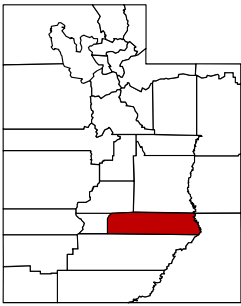


Source: Smith Travel Research

Accommodations Industry: County vs. State

Washington County			
	2013	2014	% Change
Occupancy Rate	58.7%	61.6%	2.9%
Average Daily Room Rate	\$86.44	\$90.67	4.9%
Revenue Per Available Room	\$50.93	\$56.32	10.6%
Statewide			
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Wayne County

Wayne County, located in south-central Utah, had a 38.5% leisure and hospitality¹ share of total private jobs in 2014, ranking **6th** statewide. Wayne County is home to Capitol Reef National Park and is surrounded by a variety of national parks, monuments and forests. In fact, Wayne County's early inhabitants referred to the area as "the land of the sleeping rainbow" due the wide spectrum of colors in its surrounding rocks, valleys and sky. Wayne County recreational activities include fishing, horseback riding, hiking, biking, rockhounding, OHV trails, jeep tours, and access to Barrier Canyon Style rock art. During the first weekend in July, the town of Torrey holds its annual Torrey Apple Days celebration with a 5K, arts and crafts, parade, contests and music.

Total tourism-related tax revenue grew 4.0% in fiscal year 2014, with a healthy 19.2% increase in municipality transient room tax (Hanksville). In 2014, total taxable sales in the leisure and hospitality sector increased 9.7% and were highest in the summer months, followed by spring. Most notable was the increase in summer leisure and hospitality sector sales (\$5.5 million), which was more than twice the amount of sales reported the previous summer (\$2.3 million). Despite the growth in tourism-related tax revenue and sales, jobs in the leisure and hospitality sector declined 8.5% and wages declined 7.8%. Since 2010, Wayne County's leisure and hospitality job sector has peaked during spring and summer, supporting more than three times as many leisure and hospitality jobs during the tourist season than in the off-season (fall and winter). In 2014,

Tourism At-A-Glance			
Statewide Tourism Ranking: 6th*			
	2013	2014	% Change
Wayne County Population	2,732	2,723	-0.3%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year; In Thousands)	\$286.3	\$297.8	4.0%
Leisure & Hospitality Taxable Sales (Calendar Year; In Thousands)	\$11,943.3	\$13,102.1	9.7%
Leisure & Hospitality Jobs	282	258	-8.5%
Leisure & Hospitality Wages (Millions)	\$4.2	\$3.9	-7.8%
Average Annual Hotel Occupancy Rate (Garfield-San Juan-Wayne Counties)	53.1%	54.6%	1.5%
Capitol Reef National Park (Recreation Visitation)	663,670	786,514	18.5%

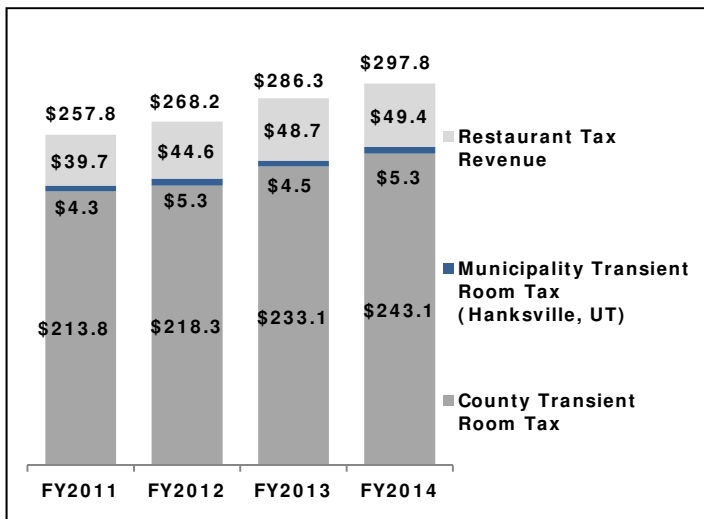
*Based on share of private leisure and hospitality jobs to total private jobs.

¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

the traveler accommodations sector lost 31 accommodations jobs, while adding 8 amusement and recreation jobs.

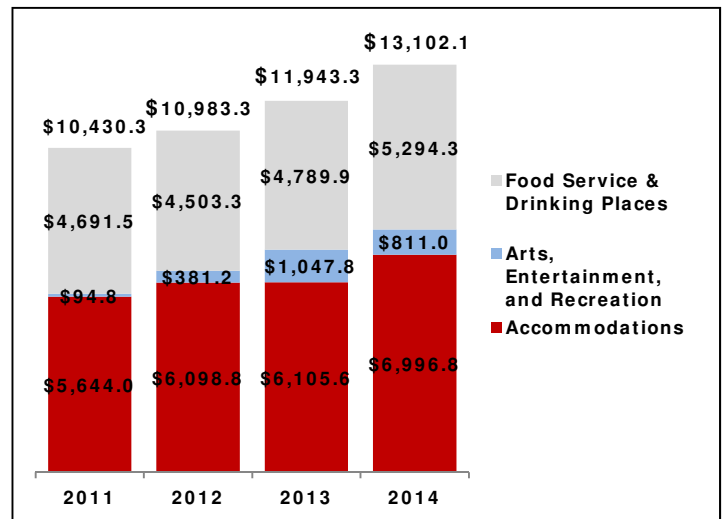
In both 2013 and 2014, Garfield, San Juan and Wayne Counties' combined average annual hotel occupancy rate was greater than 60% from April through October. The average annual occupancy rate in Wayne and surrounding counties increased 1.5%, while the average daily room rate and revenue per available room increased 3.1% and 6.1%, respectively. Capitol Reef National Park reported 786,514 visitors in 2014, up 18.5% from 2013 and up 16.8% from 2012.

Tourism-Related Tax Revenues
(In Thousands of Dollars)



Source: Utah State Tax Commission

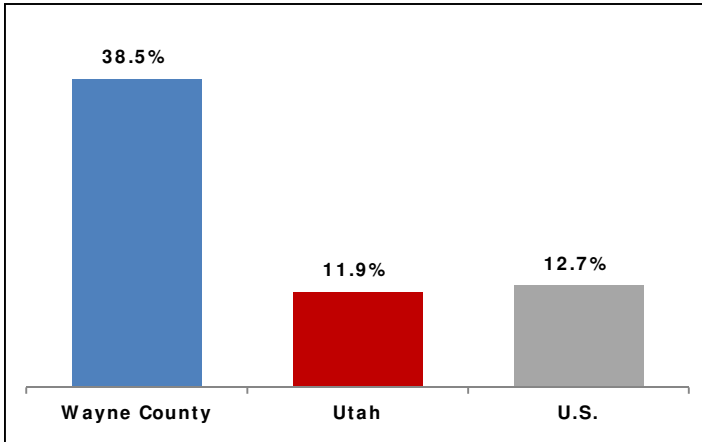
Gross Leisure & Hospitality Taxable Sales
(In Thousands of Dollars)



Source: Utah State Tax Commission

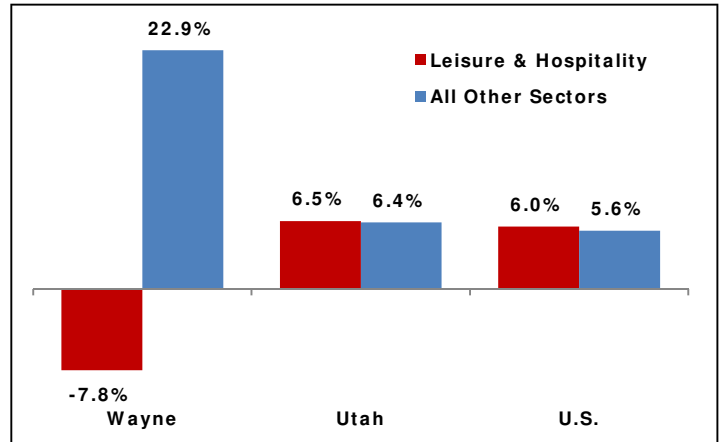
Utah Travel & Tourism Profile: Wayne County

Private Leisure & Hospitality Employment: Share of Total 2014



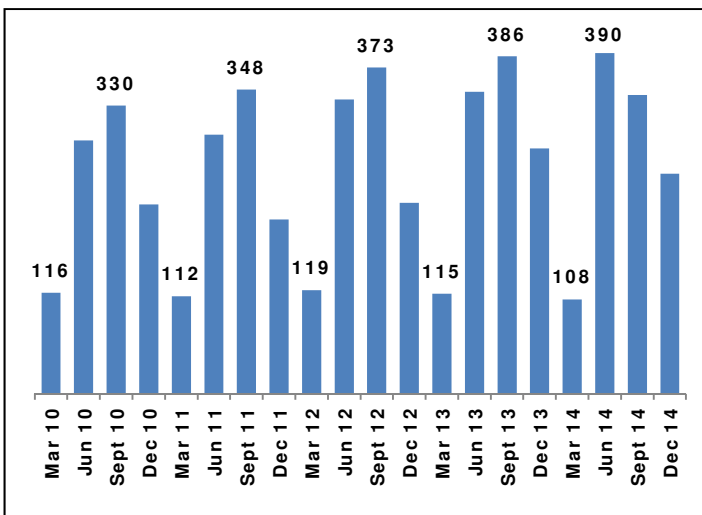
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



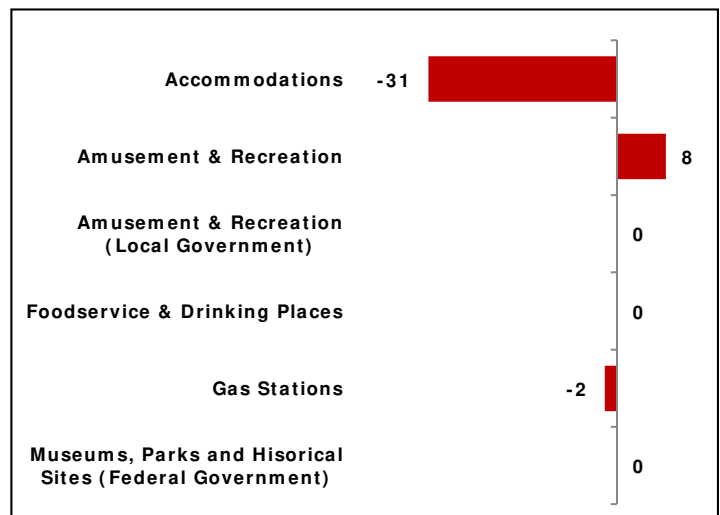
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



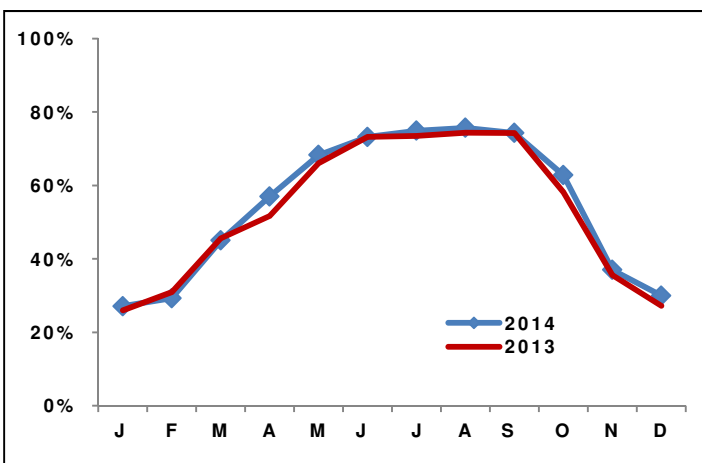
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Garfield-San Juan-Wayne

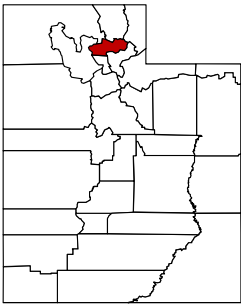


Source: Smith Travel Research

Accommodations Industry: County vs. State

Garfield-San Juan-Wayne Counties			
	2013	2014	% Change
Occupancy Rate	53.1%	54.6%	1.5%
Average Daily Room Rate	\$93.00	\$95.85	3.1%
Revenue Per Available Room	\$48.52	\$51.47	6.1%
Statewide			
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research



Weber County

Weber County, nestled between the Great Salt Lake and Wasatch Mountains, had an 11.0% leisure and hospitality¹ share of total private jobs in 2014, ranking **20th** statewide. Weber County is a winter sports haven, touting three ski resorts that receive upwards of 450 inches of snow each year. During the summer, visitors can camp, hike, bike, climb, fly-fish, and kayak in and around the Weber River and Wasatch Range. Ogden, Utah's sixth largest city, has recently drawn media attention as a hotspot for outdoor enthusiasts and outdoor-oriented businesses to set roots.

Although total tourism-related tax revenue increased only 1.7% in fiscal year 2014, there was a notable 10.2% year-over increase in motor vehicle leasing tax revenue. In 2014, gross taxable sales in tourism-related sectors increased 1.9% and were highest in summer months, with healthy increases from the previous year in accommodations and foodservice sales.

Weber County's leisure and hospitality employment sector experienced a 1.4% decrease in jobs and a 2.2% increase in wages (relatively flat). Weber County's leisure and hospitality job count remains fairly consistent year-round without any distinct seasonality pattern. In 2014, Weber County added 27 performing arts and spectator sports jobs, 11 gas station jobs and 9 retail/sporting

Tourism At-A-Glance			
Statewide Tourism Ranking: 20th*			
	2013	2014	% Change
Weber County Population	238,422	240,475	0.9%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year; In Thousands)	\$1,639.0	\$1,666.4	1.7%
Tourism-Related Taxable Sales (Calendar Year; In Millions)	\$69.2	\$70.5	1.9%
Leisure & Hospitality Jobs	8,565	8,449	-1.4%
Leisure & Hospitality Wages (Millions)	\$115.7	\$118.2	2.2%
Hotel Occupancy Rate	50.8%	54.3%	3.5%

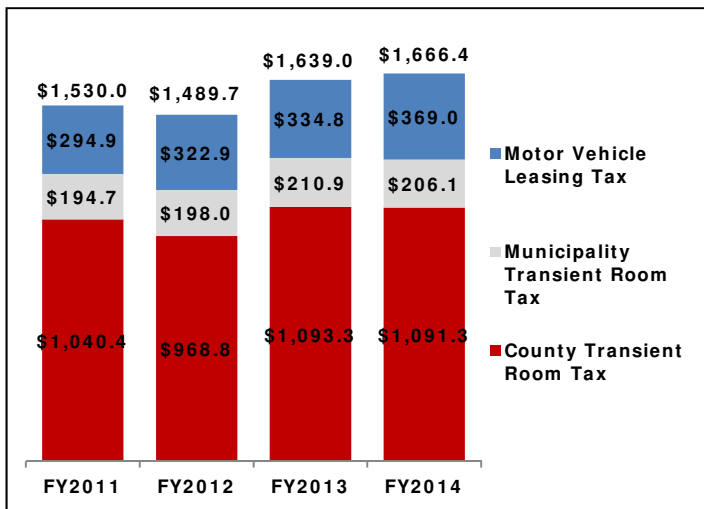
*Based on share of private leisure and hospitality jobs to total private jobs.

¹The "Leisure and Hospitality" sector includes NAICS 71 and 72.

goods/hobby/books while at the same time lost 126 amusement and recreation jobs and 19 accommodations jobs.

In 2013 and 2014, Weber County hotel occupancy rates peaked during the summer months, with lows in November and December, and a small rise in March. Year-over increases in Weber County's average annual occupancy rate, average daily room rate and revenue per available room (3.5%, 4.3% and 11.7%, respectively) were all above statewide averages in 2014.

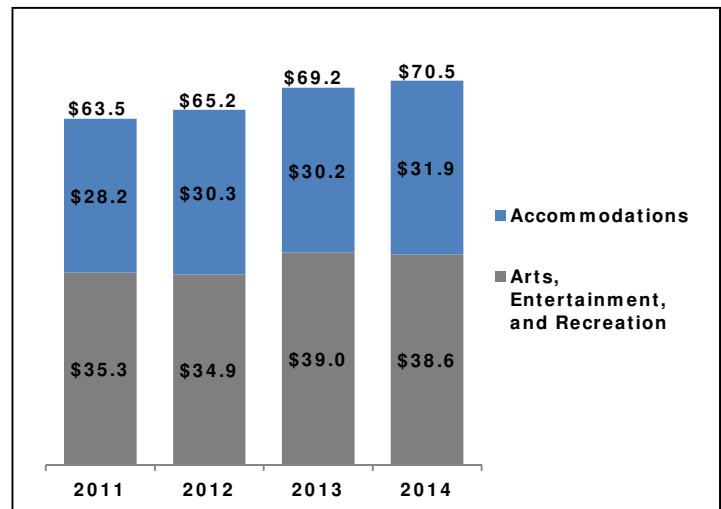
Tourism-Related Tax Revenues
(In Thousands of Dollars)



Source: Utah State Tax Commission

Note: Restaurant tax revenue figures have been omitted in counties where restaurant sales are not significantly tourism- or travel-generated.

Gross Tourism-Related Taxable Sales
(In Millions of Dollars)

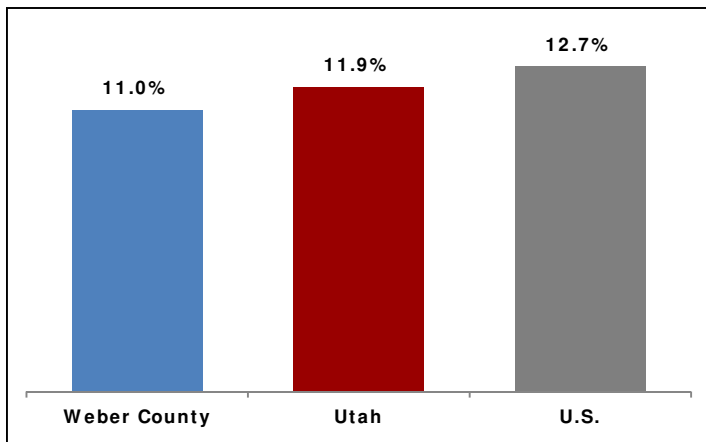


Source: Utah State Tax Commission

Note: Taxable sales figures for food services and drinking places have been omitted in counties where restaurant and bar sales are not significantly tourism- or travel-generated.

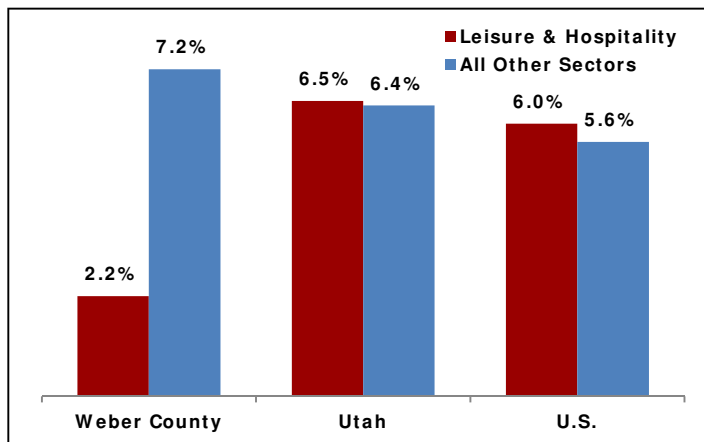
Utah Travel & Tourism Profile: Weber County

Private Leisure & Hospitality Employment: Share of Total 2014



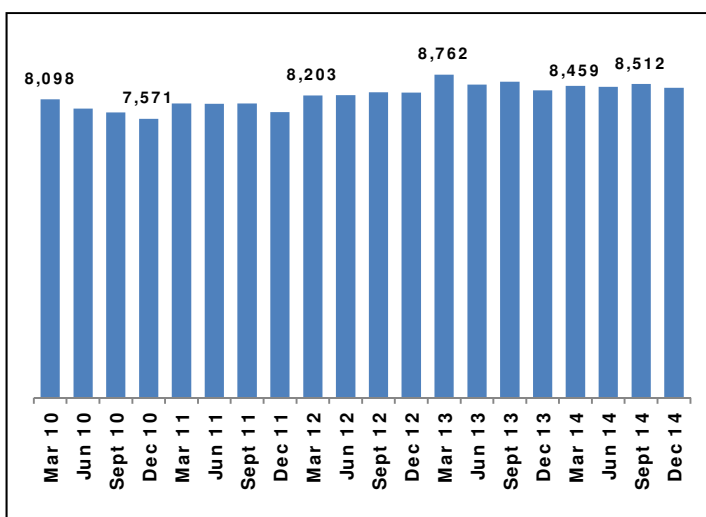
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Year-Over Percent Change in Wages 2013 to 2014



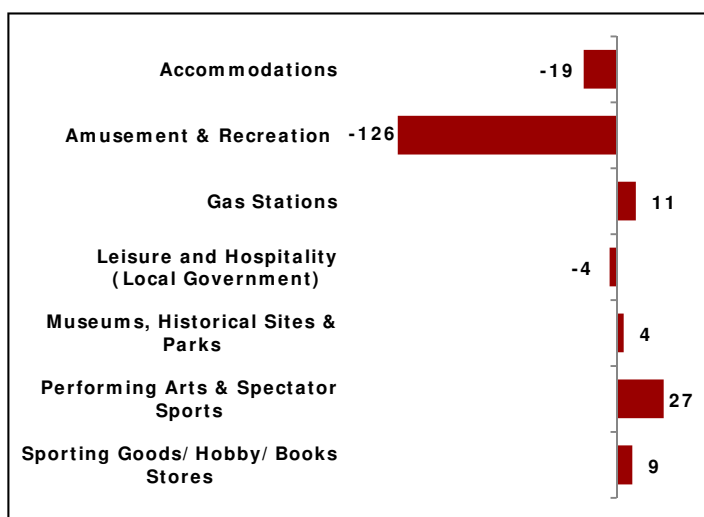
Source: U.S. Bureau of Labor Statistics and Utah Department of Workforce Services

Private Leisure & Hospitality Jobs by Quarter



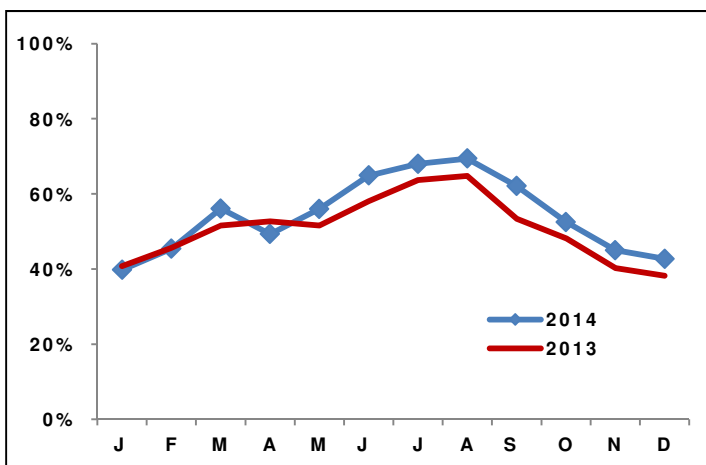
Source: U.S. Bureau of Labor Statistics

Year-Over Change in Tourism-Related Jobs: 2013-2014



Source: Utah Department of Workforce Services

Monthly Hotel Occupancy Rates: Weber County



Source: Smith Travel Research

Accommodations Industry: County vs. State

Weber County			
	2013	2014	% Change
Occupancy Rate	50.8%	54.3%	3.5%
Average Daily Room Rate	\$69.14	\$72.11	4.3%
Revenue Per Available Room	\$35.24	\$39.36	11.7%
Statewide			
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: Smith Travel Research