

State of the Tourism Industry in Utah

Tourism is an export industry, creates jobs
and is weathering the recession

Performance Indicators

Tourism Tax Revenue: Transient Room Tax (TRT), Restaurant/Car Rental Tax (TRCC), Resort Communities Tax; Skier Days/Skier Visits; Statewide Employment; Market highlight: Meetings & Conventions; Visitation Figures

Net Revenue	FY 2011	FY 2010	Net Change	Net Change %
Tourism Taxes				
Transient Room Tax	\$32,331,626	\$29,273,322	\$3,058,304	10.4%
TRCC – Restaurant, Car Rental	\$47,590,255	\$45,182,961	\$2,407,294	5.3%
Resort Communities Tax	\$12,753,322	\$11,630,954	\$1,122,368	9.6%
Municipality TRT	\$2,508,915	\$2,297,079	\$211,836	9.2%
1st Class County TRT	\$1,967,330	\$1,756,254	\$211,076	12.0%

Source: Utah State Tax Commission Tax Collections – Preliminary Information 7/14/2011

In FY 2011, the Utah tourism industry generated:
\$842 million in state and local tax revenue*

- State tax revenues at \$501 million
- Local tax revenues at \$341 million

*statistics provided by the Governor's Office of Planning & Budget

Statewide Tourism Employment – 2010 revised figure is 122,839

Skier Days/Skier Visits – 2nd Best ever ski season in 2010-2011

Market highlight - meetings & conventions in SL County: convention center delegate spending and attendance up 3.5% in 2010 vs 2009

Visitation Figures – SL International Airport up 2.9% in 2010 vs 2009

Jobs

In 2009, Utah's tourism industry generated 120,216 jobs and 2010 shows a healthy increase to 122,839 jobs

Tourism Growth

In FY 2010, state sales tax revenue grew by 5.31%, meeting the required 3% growth for the TMPF.

2nd best ever ski season

4,223,064 skier visits! 2010-2011 provided Utah with the second highest number of skier visits in Utah history



Support for the Tourism Marketing Performance Fund

“With our group tour program here at Temple Square Hospitality we have seen significant increases since 2008 in our tour groups, as well as the individual Connect pass at the Pantry Restaurant which has grown over 100% (2011 vs. 2010). Even in this economy, our business has increased slowly and steadily and during these difficult economic times and the Tourism Marketing Performance Fund has helped us achieve that increase. The TMPF is a vital investment for the state of Utah.”
Neil Wilkinson,
Temple Square Hospitality

“The new Utah Valley Convention Center is scheduled to open spring 2012. This investment by County officials will benefit not only Provo, but the entire State of Utah. Through the Cooperative Marketing Program, part of the TMPF, the Utah Valley Convention & Visitors Bureau has been able to promote our facilities and locations for meetings and events to groups beyond Utah’s borders. Through our partnership with the Utah Office of Tourism and the cooperative marketing program, we are creating the awareness required to attract groups and visitors to Utah Valley.”
Joel Racker,
Utah Valley Convention & Visitors Bureau

For more information visit the website: www.utahtourism.org

Visitation, Occupancy & Spending

- Salt Lake International Airport Passengers - 21,016,686, up 2.9% in 2010 over 2009
- National Parks & Recreation Areas - 6,072,900, up 1.2% over 2009
- Utah Welcome Centers - 447,439, up 4.5% over 2009
- Rocky Mountain Lodging Report – Salt Lake City occupancy 66.0%, up 4.2% over 2009, statewide occupancy 59.7%, up 2.7%
- Direct visitor spending in SL County – \$1,183,053,459 up 3.1% in 2010 over 2009
- Total 2010 Visitor Spending in Utah - \$6,524.81 billion, up 5% over 2009

Direct and induced benefits of tourism



Information & statistics provided by: Governor’s Office of Economic Development, Utah Office of Tourism, Governor’s Office of Planning & Budget-Implan Model, Utah State Tax Commission, US Travel Association, Rocky Mountain Lodging Report, Ski Utah, Visit Salt Lake/BEBR