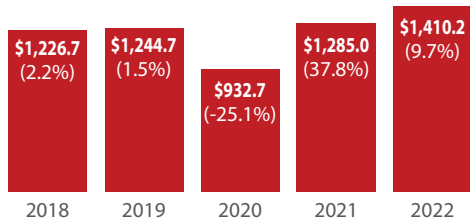


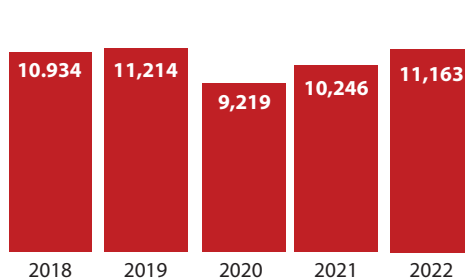
Summit County, 2022

Direct Visitor Spending, Total and Year-Over Change¹

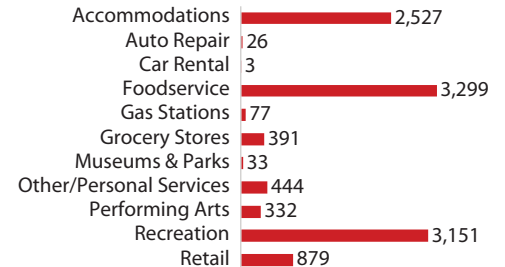
(millions of 2022 dollars)



Direct Travel & Tourism Jobs



Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



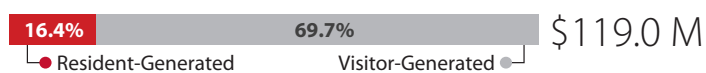
Visitor-Generated Tax Revenue (Direct)



Visitor-Generated Tax Revenue (Total)

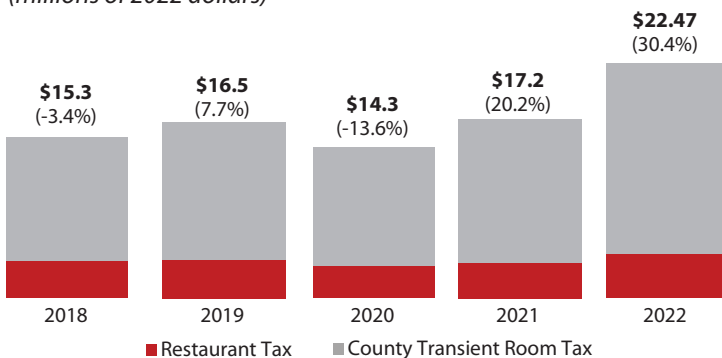


Visitor-Generated Share of Local Sales Tax Revenue²



Select Tourism-Related Sales Taxes, Total and Year-Over Change

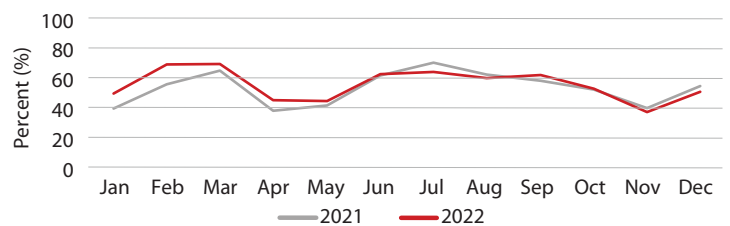
(millions of 2022 dollars)



Total Travel & Tourism Jobs



Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022
Hotel Rooms	3839	3506	4024	4150
Year-Over Change	NA	-8.7%	14.8%	3.1%
Occupancy %	57.2	42.4	53.7	56.1
Year-Over Change	NA	-25.9%	26.7%	4.5%
Average Daily Rate (ADR)	\$269.73	\$249.54	\$304.12	\$355.66
Year-Over Change	NA	-7.5%	21.9%	16.9%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022
Unique Listings	5273	5891	5435	5809
Year-Over Change	NA	11.7%	-7.7%	6.9%
Occupancy Rate (%)	46.5	39.1	48.1	45.9
Year-Over Change	NA	-15.9%	23.0%	-4.6%
Average Daily Rate (ADR)	\$445.17	\$505.59	\$523.99	\$596.47
Year-Over Change	NA	13.6%	3.6%	13.8%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data

1. Visitor transportation spending has been omitted in this analysis.

2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental subtypes "Other" and "Shared Room" have been omitted from this analysis.