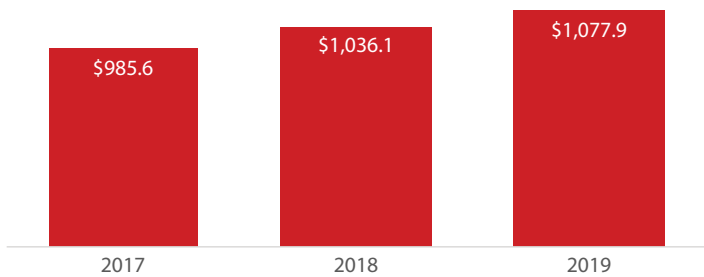


## Summit County, 2019

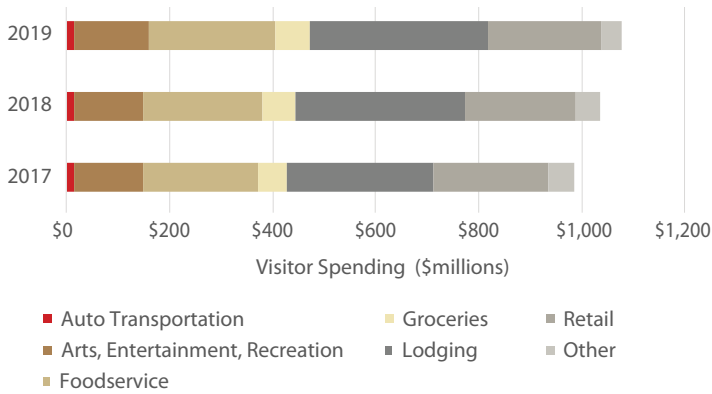
### Spending

In 2019, visitors directly spent an estimated \$1.08 billion in Summit County, a 4.0% increase from 2018.<sup>1</sup> The top three spending categories were lodging, foodservice, and recreation. Summit County visitor spending made up 12.6% of total statewide spending.

Direct Spending Estimates (millions of dollars)



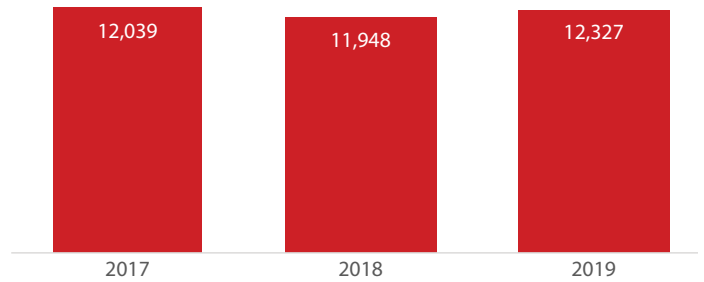
Direct Spending Estimates by Spending Category



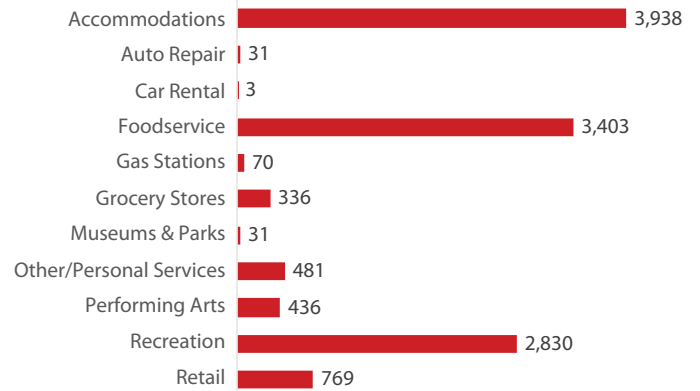
### Jobs

Visitor spending supported 12,327 direct Summit County travel and tourism jobs, a 3.2% increase from 2018. Accommodations, foodservice, and recreation were the top three job sectors. These 12,327 direct travel and tourism jobs supported an additional 2,676 indirect and induced jobs in the county for a total 15,003 jobs.<sup>2</sup>

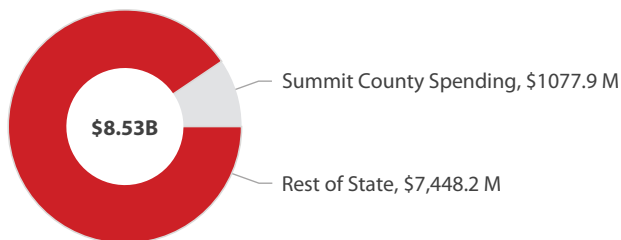
Direct Travel & Tourism Jobs



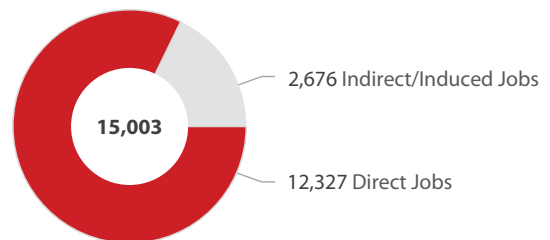
Direct Travel & Tourism Jobs by Job Type, 2019



Summit Portion of Statewide Visitor Spending, 2019



Total Travel & Tourism Jobs, 2019

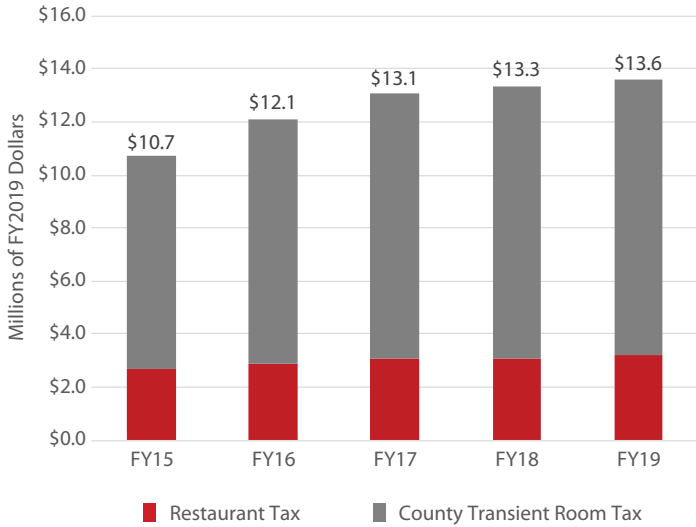


## Tax Revenue

Visitor spending generated \$165.7 million in direct tax revenue, including \$86.1 million in state and \$79.7 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$31.0 million in additional indirect and induced state and local tax revenue, for a total of \$196.7 million.<sup>4</sup>

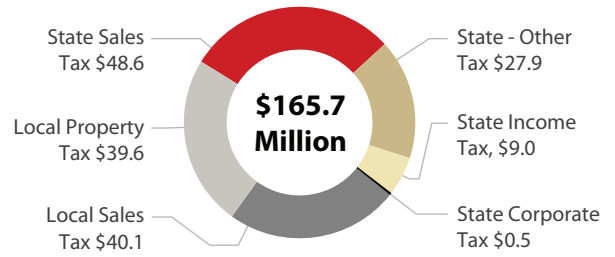
Travel and tourism-related sales tax revenue examples include transient room tax and restaurant tax. In fiscal year 2019, Summit County collected a total of \$13.6 million in these two sales taxes combined, up 2.3% from 2018 and 27.3% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



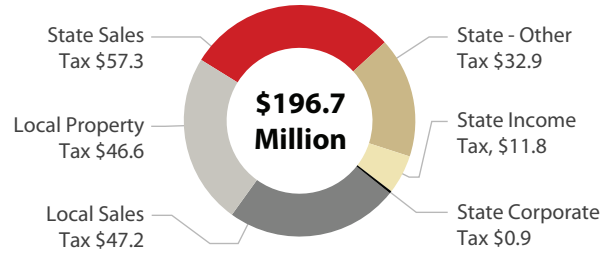
## Taxes/Direct Travel & Tourism Tax Revenue, 2019

(Based on \$1.08 billion in direct spending)

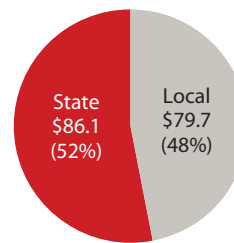


## Taxes/Direct Tax Revenue, 2019

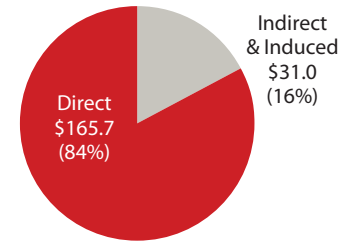
(Based on \$1.46 billion in total spending)



## Direct Tax Revenue, 2019



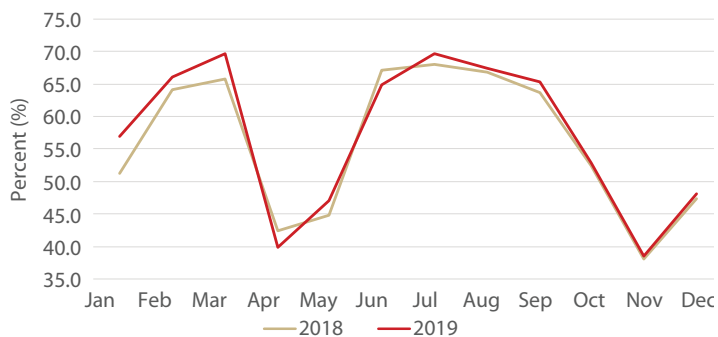
## Total Tax Revenue, 2019



## Hotel Data

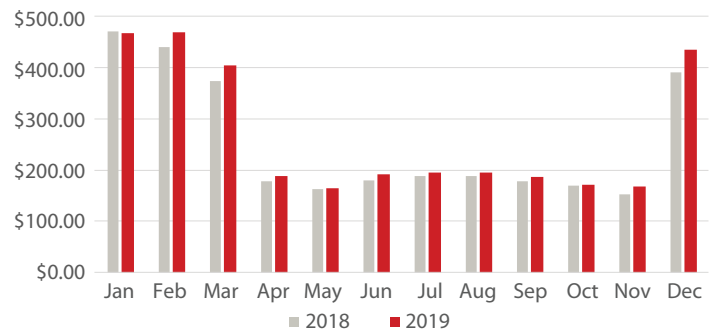
Summit County hotel occupancy rates averaged 57.2% in 2019 compared to 56.0% in 2018. July, March, August, and Feb (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2019, Summit County's average daily room rate was \$269.73 compared to \$256.18 in 2018, a 5.3% year-over-year increase.

### Average Hotel Daily Room Rate



## Endnotes

- This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum 1.
- When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.
- State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
- See note #1 regarding "indirect and induced."
- Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2, above).