

# 2019 SALT LAKE COUNTY, UT VISITOR PROFILE

*Executive Summary*

*Charts & Graphs*

*Appendix*

*INSIGHTS  
THAT TAKE  
YOU  
PLACES*

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## Year-End 2019 Visitor Profile.

*An Inside Look at the Overnight Leisure Travel Market  
in Salt Lake County, UT*

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# Executive Summary

Salt Lake County experienced consistent and steady growth in visitor volume the past three years. This report compares Overnight Leisure travelers in Salt Lake County to Utah and the average US destination.

Overall, Salt Lake County welcomed Overnight Leisure visitors in 2018-2019 who are younger, earned higher household income, spent more per person per day at the destination, have fewer children in household, take more

general vacations, tend to stay more in hotels but less in non-paid accommodations and who gave the destination higher performance ratings than in prior years.

The segments below dominate the mass market in Salt Lake County and are customers with a high share in visitation that deserve attention by travel marketers to continue the path of growth:

## Focus on Salt Lake County Overnight Leisure customer:

- Age: mix of all ages and generations
- Income: \$99K on average; slightly less than the US average
- Lifestages: mature travel parties without children in household and more than \$60K (Affluent Mature)
- Employment: Managerial/Professionals & Technical/Sales/Administrative and retirees similar to the U.S.
- Purpose of Stay: majority travel for Getaway Weekend, to Visit Friends/ Relatives, and for General Vacation
- Activity: most travel parties Visit Friends/Relatives, participate in a Culinary/Dining Experience, go Shopping, Visit Park (national/state), Historic Sites, or Touring/Sightseeing
- Traveling Party: one male/ one female, single adults, and families
- Length of Stay: 2.8 nights on average (longer than Utah and the average US)
- Expenditures: \$121 per person/day (37% Transportation, 24% Food & Beverage, 14% Lodging, 12% Shopping)
- Timing: Salt Lake County solidified its position as a Summer (June, July), Winter (December), and Spring (May) destination
- Origin: Salt Lake County is mainly a destination for the Mountain region, mainly from Utah, Idaho, and California
- Largest share of visitors originate from Salt Lake City/UT, followed by Idaho Falls-Pocatello/ID, Boise/ID and Portland/OR DMA
  - travelers arrive either by auto (traveling 493 miles on average) or by air (traveling 1,157 miles one-way on average)

# Executive Summary (continued)

While understanding the travelers in terms of who is visiting the destination, why, and what they do is imperative in painting a picture of travel to Salt Lake County, it is also important to focus on the opportunities that lie ahead for Overnight Leisure travel. Many of these

segments represent a small share of travelers yet are characterized by a higher trip-dollar spending share which makes them particularly valuable to target. The segments below hold particular or additional potential to increase Salt Lake County bottom line in traveler spending:

## Focus on your opportunity among Salt Lake County Overnight Leisure visitors:

- Age: middle-aged travelers 35 years and older
- Generation: Boomers
- Lifestage: Affluent Mature and Affluent Family
- Purpose of Stay: General Vacation (overnight)
- Length of Stay: travel parties staying longer than four nights
- Traveling Party: 1 Male/1 Female and travel parties with children present
- Accommodation: High-End and Mid-Level Hotels
- Activity: most activities, except Visiting Friends/Relatives and Live Music
- Season: Summer travel
- Origin DMAs: Boise, ID and Idaho Falls-Pocatello, ID DMA

This profile was prepared for the Salt Lake County Office of Tourism by MMGY TravelIntelligence. For the purposes of this study, the current reporting time frame includes the combined 2018 and 2019 travel year with comparison to prior time periods 2016-17, 2014-15, and 2012-13. Travel volume is always reported as a single year. The 2018-19 Salt Lake County Visitor Profile is based on a sample of 2,838 households for Salt Lake County Overnight Leisure travel.

**Travel definition:** Overnight Leisure segment defined as any overnight trip for the purpose of Leisure.

**Sample Frame:** U.S. travelers who visited Salt Lake County, UT.

**Timeframe:** Travel Year 2018-19

# Visitor Volume: Salt Lake County

## Another Record-high Salt Lake County visitation in 2019

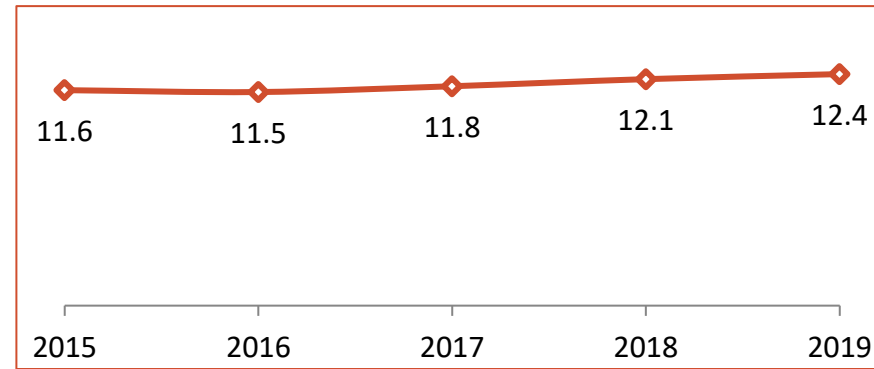
Salt Lake County has been increasing visitation steadily since the drop-off in 2016. This year marks another record-high for the destination, which hosts over 12.4 million Business and Leisure travelers. Year over year Salt Lake County gains post more than 2.2% average increase in Person-Stays, higher than the overall U.S. volume growth in this measure, up 2.9% in 2019. The 120.43 million visitor count includes all travelers, including day trippers and overnight visitors, business and leisure, in-state and out-of state.

## Leisure Travel drives Salt Lake County volume gains

Salt Lake County's Leisure, Nights and Overnight Leisure segments all increased in 2019 with the smaller Overnight Leisure visitor volume contributing for 3.9% and the larger Leisure visitor volume accounting for 2.3% of the growth. US Leisure volume growth (3.3%) outpaced Salt Lake County's (2.3%) in 2019 whereas Salt Lake County Overnight (2.8%) and Overnight Leisure volumes (3.9%) outperformed the entire US (2.5% and 2.6%, respectively).

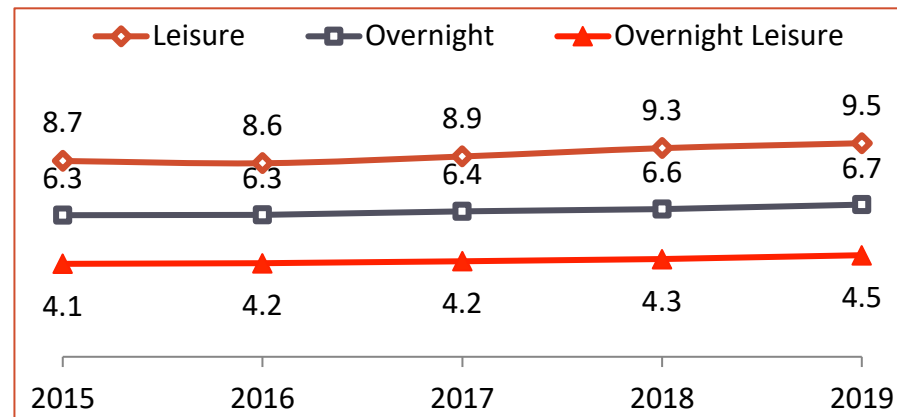
## Total Visitation (Business + Leisure)

SALT LAKE COUNTY PERSON-STAYS (MILLIONS) 2015-2019



## Travel Segment Volume

SALT LAKE COUNTY PERSON-STAYS (MILLIONS) 2015-2019



Salt Lake County hosts  
12.4 million visitors in 2019

Leisure Traveler volume grew by **↑ 2.3%**  
in 2019

Overnight Leisure Traveler volume grew  
by **↑ 3.9%** in 2019

# Destination Market Share

The impact of Salt Lake County visitation and spending on the share of the US travel market has been consistent. Salt Lake County Overnight Leisure travel parties (or **Stays**) represent 0.25% of the US Leisure travel market – a slight increase over the past four time periods. People often travel together with family, friends or with other groups. Thus, the Stays metric takes into account how many distinct groups of travelers came to the destination.

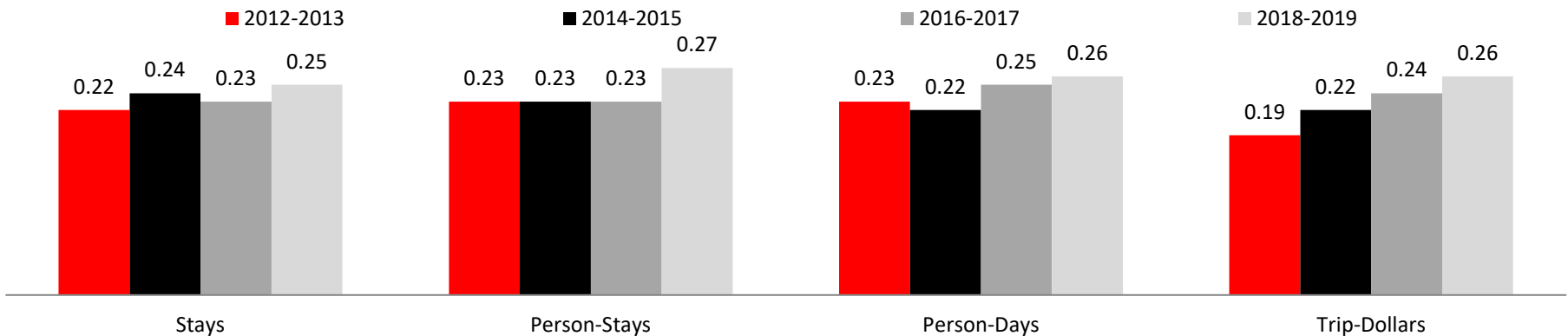
In contrast, the number of **Person-Stays** taken to a destination indicates how many people came to your destination, but not how long they stayed. Salt Lake County Overnight Leisure travelers (or Person-Stays) represent 0.27% of the US Overnight Leisure travel market.

The **Person-Days** metric is simply the total number of days that visitors contributed to Salt Lake County. Salt Lake County Overnight Leisure travelers represent 0.26% of the US Overnight

Leisure market share. That’s a slightly lower share than in Person-Stays which can be attributed to changes in length of stay of Salt Lake County visitors.

Salt Lake County receives about \$0.26 of every \$100.00 spent on Overnight Leisure travel in the U.S. during 2018-2019. This monetary worth of travelers increased by \$0.02 over 2016-2017 to the highest share in five years. Changes in **Direct Spending** can not only be influenced by ALL other travel measures including number of travel parties, number of persons, number of days, number of people in the Stays, length of stay, and individual traveler spending but also be related to changes in travel party composition, purpose of trip, activity participation levels, or accommodation choice.

Salt Lake County Overnight Leisure Market Share of U.S. Travel



Utah ranks at place 32 as the top US State destination at 0.97%, while Salt Lake County contributes 0.27% of travelers to the U.S. Overnight Leisure travel market.

# Demographics

## Who are Salt Lake County's visitors?

Salt Lake County overnight leisure travelers are somewhat distinguishable from the typical U.S. Overnight Leisure travelers by appealing to younger travelers and less employed.

Equal shares of Salt Lake County Overnight Leisure visitors are in the Millennial/GenZ (33%), GenX (30%), and Boomer (32%) generation.

Overall, Salt Lake County Overnight Leisure travelers are similar to Utah's Overnight Leisure travelers.

## How do visitors compare?

2018-2019 OVERNIGHT LEISURE PERSON-STAYS

	U.S.	Utah	Salt Lake County
Average Age	50 years	46 years	47 years
Employed	62%	59%	58%
Retired	25%	20%	24%
Median Income (000)	\$85.4	\$81.2	\$84.7
Children in Household	36%	44%	36%
Generations:			
Millennial/GenZ	29%	35%	33%
GenX	29%	32%	30%
Boomer	36%	29%	32%
Silent/GI	6%	4%	5%

**Salt Lake County  
Overnight Leisure Visitors**

Middle aged  
6 out of 10 Employed  
Higher Income  
4 out of 10 with Kids in Household



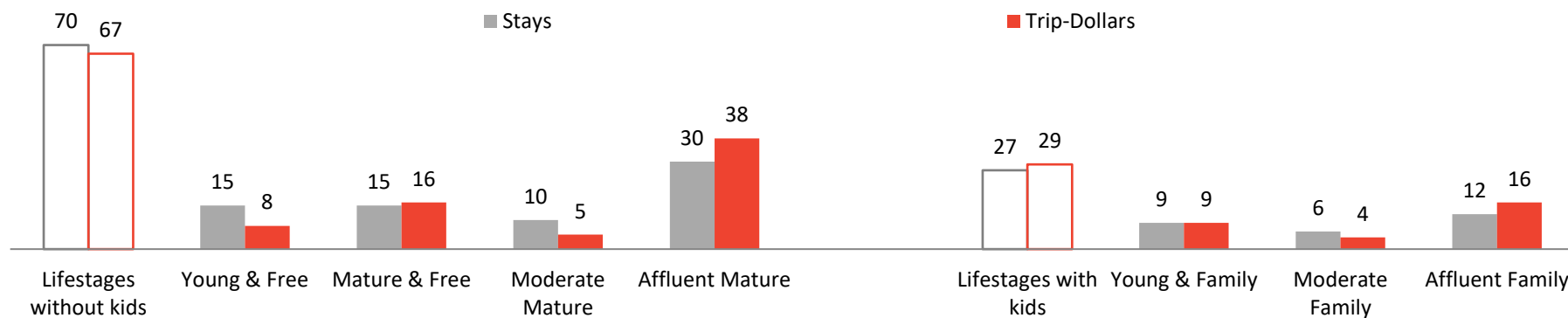
# Demographics

DKSA combines the three variables most likely to discriminate between travelers into seven Lifestages. These include age, household income and whether or not children are present in the household. These segments are generally used for promotion development and targeting.

- The highest share of Salt Lake County overnight leisure travelers fall into the Affluent Mature lifestage (30%) which is defined as travelers 55 years and older without children under the age of 18 years living at home and with a household income of \$60,000 or more.
- The majority of Salt Lake County Overnight Leisure visitors (70%) are presented by Lifestages without children in the household in 2018-2019.
- The chart below shows that the Affluent Mature (30%), followed by the Young & Free (15%), and Mature & Free (15%) and Affluent Mature (12%) lifestages contribute the most in travel party shares to Salt Lake County tourism. Yet, Overnight Leisure visitors in the Affluent Mature and Affluent Family Lifestage contribute more in Trip-Dollars to Salt Lake County' economy than they represent in travel party shares which makes them two of the most profitable segments.

## Lifestage Stays vs. Trip-Dollars

2017-2019 OVERNIGHT LEISURE (%)



Most profitable segment  
Affluent Mature  
Affluent Family

Least profitable segment  
Moderate Mature  
Young & Free

# Origin State & Travel Timing

## Salt Lake County draws a large share of visitors from within the State

One-in-four of Utah Overnight Leisure travelers vacation in Salt Lake County in 2018-2019.

Three-out-of-ten Leisure travelers visited Salt Lake County for the first time and another half are frequent visitors in the past 3 years.

Nearly three-in-four travelers plan to visit Salt Lake County in the near future. One-in-four of Overnight Leisure travelers do not plan on visiting Salt Lake County again in the next three years.

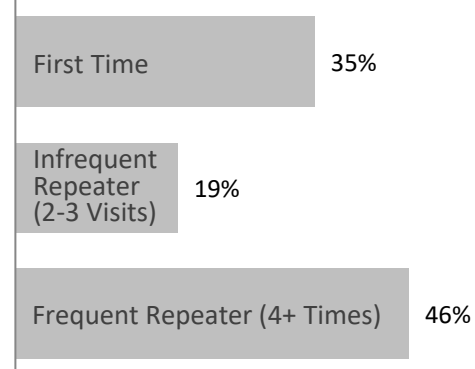
## How long do Salt Lake County visitors stay?

Overall, Overnight Leisure travel parties shorten their stay in Salt Lake County for the first time since 2012-2013 and subsequently spent an average of 2.77 nights in 2018-2019. Salt Lake County average stay length is still above the U.S. average (2.67 nights), mainly due to a higher share of travel parties staying for 4-7 nights.

Overnight Leisure travelers also plan to visit Salt Lake County 8 times on average in the next three years – slightly more than the average US destination (7.7 times) and Utah (7.4 times).

## Visit Salt Lake County in Past 3 Years

2018-2019 OVERNIGHT LEISURE (%)



## Plan to Visit Salt Lake County in Next 3 Years



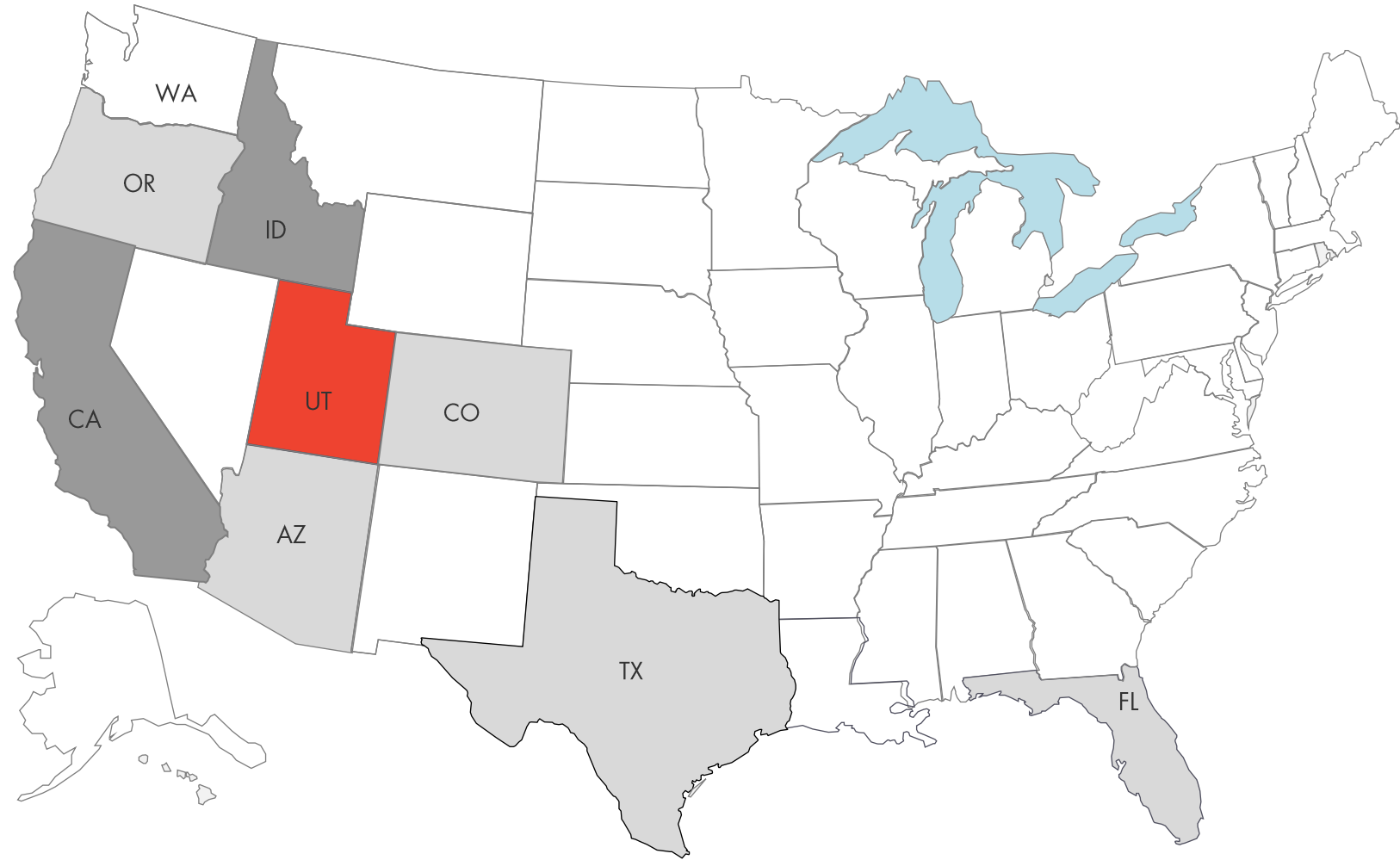
*Travel parties staying 2 nights or 4-7 nights in Salt Lake County are profitable segments*

# 23%

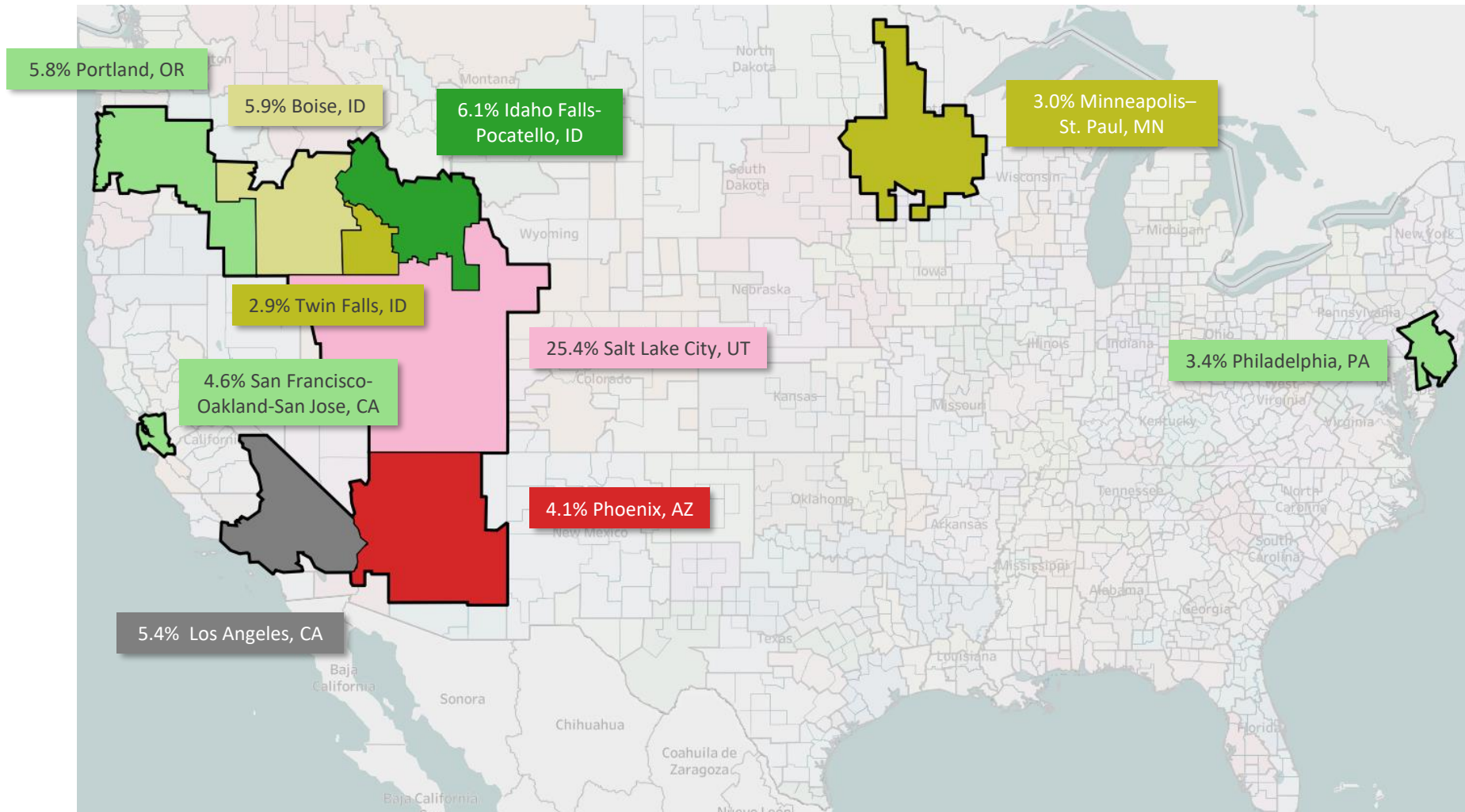
## Within Utah

15% Idaho  
13% California  
6% Oregon  
5% Texas  
4% Arizona  
Colorado  
Florida

Origin States (overnight leisure)



# Salt Lake County Origin DMA



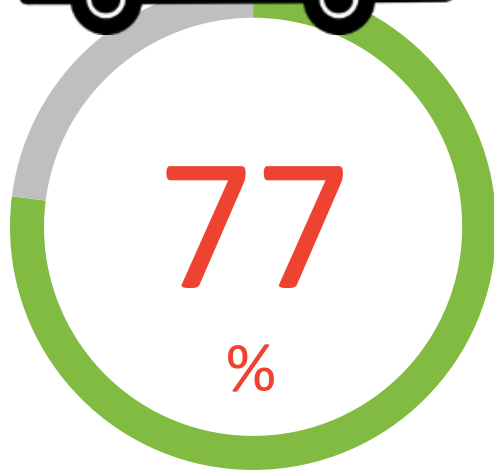
## 2018-2019 Top Origin DMAs

*Unchanged over the past 5 years, half of the Overnight Leisure visitors come from the Mountain Region.*

*The top 10 DMAs consistently produce about 67% of Salt Lake County Overnight Leisure visitors.*

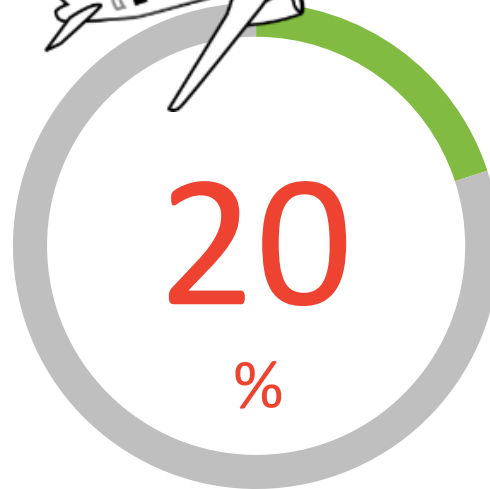
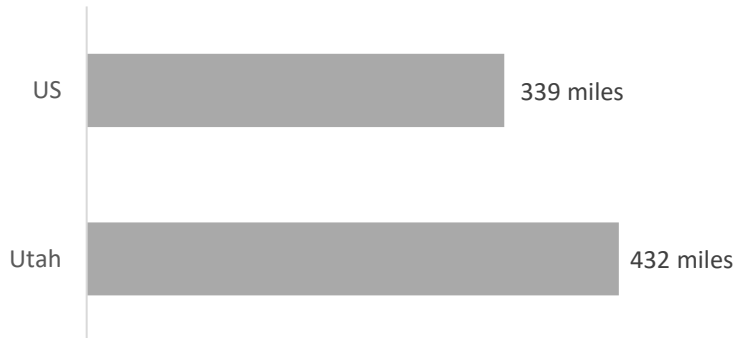
...

# Transportation to Salt Lake County



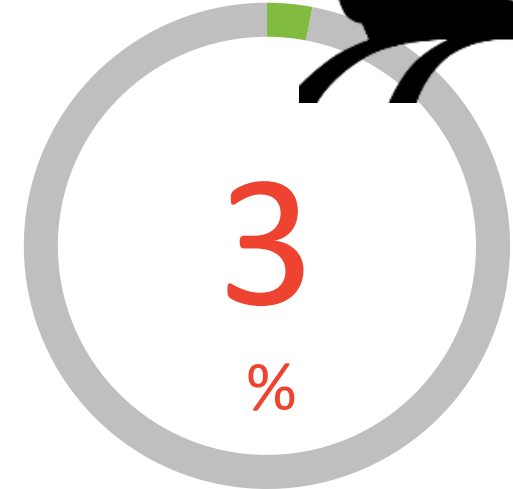
Auto

493 miles one-way



Airplane

1,157 miles one-way

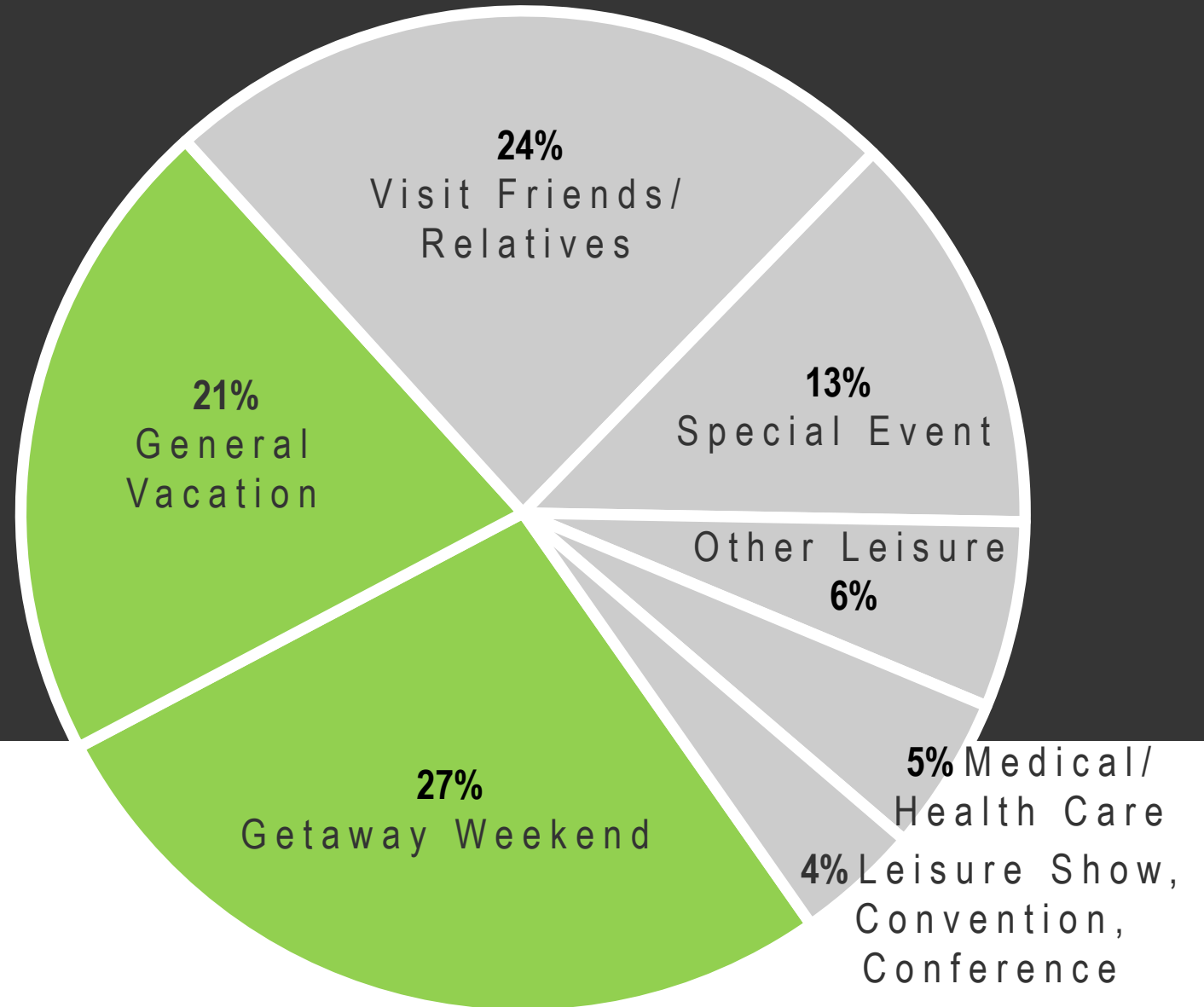


Train, Bus and other

*...Thus, it is not surprising that all travel to Salt Lake County for Overnight Leisure is by auto (77%), by air (20%) or train (3%). Due to Salt Lake County geographic location, the destination is a far-distanced drive away for Overnight Leisure travelers. More than 4-out-of-10 of Salt Lake County visitors travel more than 500 miles.*

# Purpose of Travel

## Salt Lake County Overnight Leisure



# Party Composition

## Who makes up the average Travel Party?

Salt Lake County predominantly welcomes Couples (36%) and one-adult (28%) Overnight Leisure travel parties – slightly less than the average US destination and thus, welcomes the larger average travel parties of 2.25 people.

## Salt Lake County Travel Party Composition

OVERNIGHT LEISURE STAYS (2018-2019)



**TRAVEL ALONE:** Solo Travelers make up 28% of Salt Lake County Overnight Leisure Stays and spend an average of \$464 per stay.



**TRAVEL IN PAIRS:** Two-Adult Parties are 42% of Salt Lake County Overnight Leisure. These are predominantly One Man + One Woman parties.



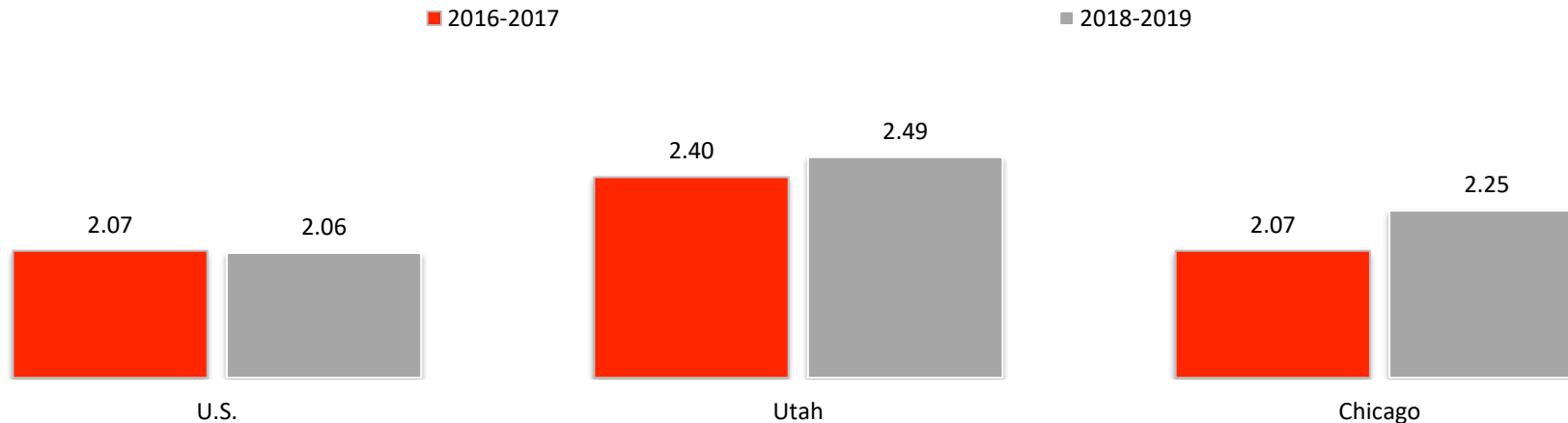
**LARGE TRAVEL PARTIES:** Three+ Adult Groups account for 10% of Salt Lake County Overnight Leisure Stays.



**TRAVEL WITH CHILDREN:** 1 out of 5 travel parties include children. These parties spend an average of \$1,144 per stay.

## Average Traveling Party Size

OVERNIGHT LEISURE STAYS

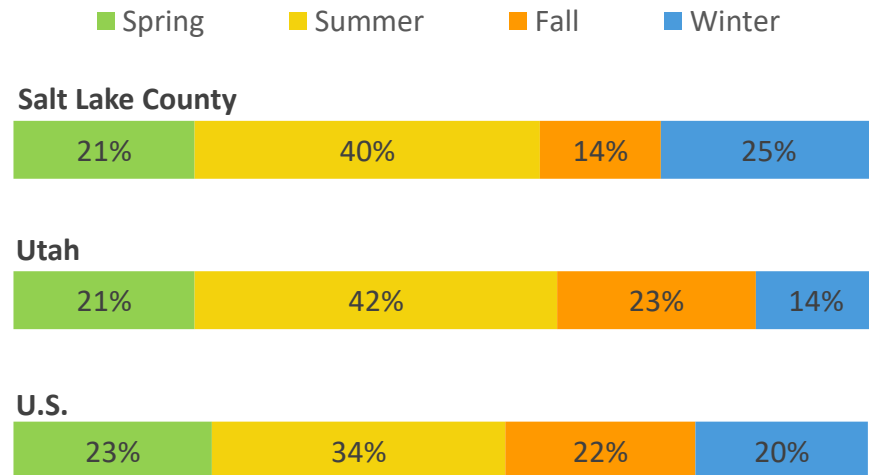


More likely to travel with children than the average U.S., Salt Lake County visitors travel in slightly larger groups

# Travel Timing, Planning & Booking

## When do Salt Lake County visitors travel?

Similarly to the State of Utah, Salt Lake County hosts Overnight Leisure guests throughout the year with a clear preference for the Summer season. While visitation in the State of Utah is the lowest during the Winter months, Salt Lake County's welcomes the lowest share of travelers during the Fall months.



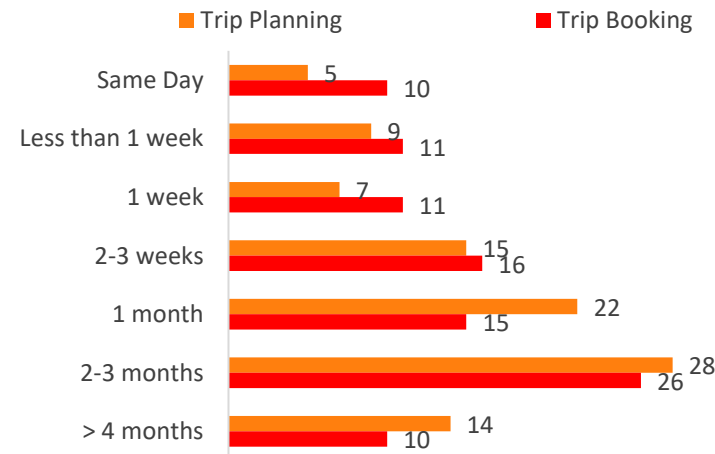
## Salt Lake County Travelers Planning and Booking

Two-third of overnight leisure visitors **plan** their trip to Salt Lake County between 2 weeks and 3 months before departing.

One-in-ten Overnight Leisure travelers **book** their trip the same day and one-in-four between 2-3 months before they visit the County.

## Salt Lake County Trip Time Frame

2018-2019 OVERNIGHT LEISURE STAYS (%)



## Salt Lake County

Top Travel Months:

June (16%)  
December (15%)  
July (13%)  
August (11%)



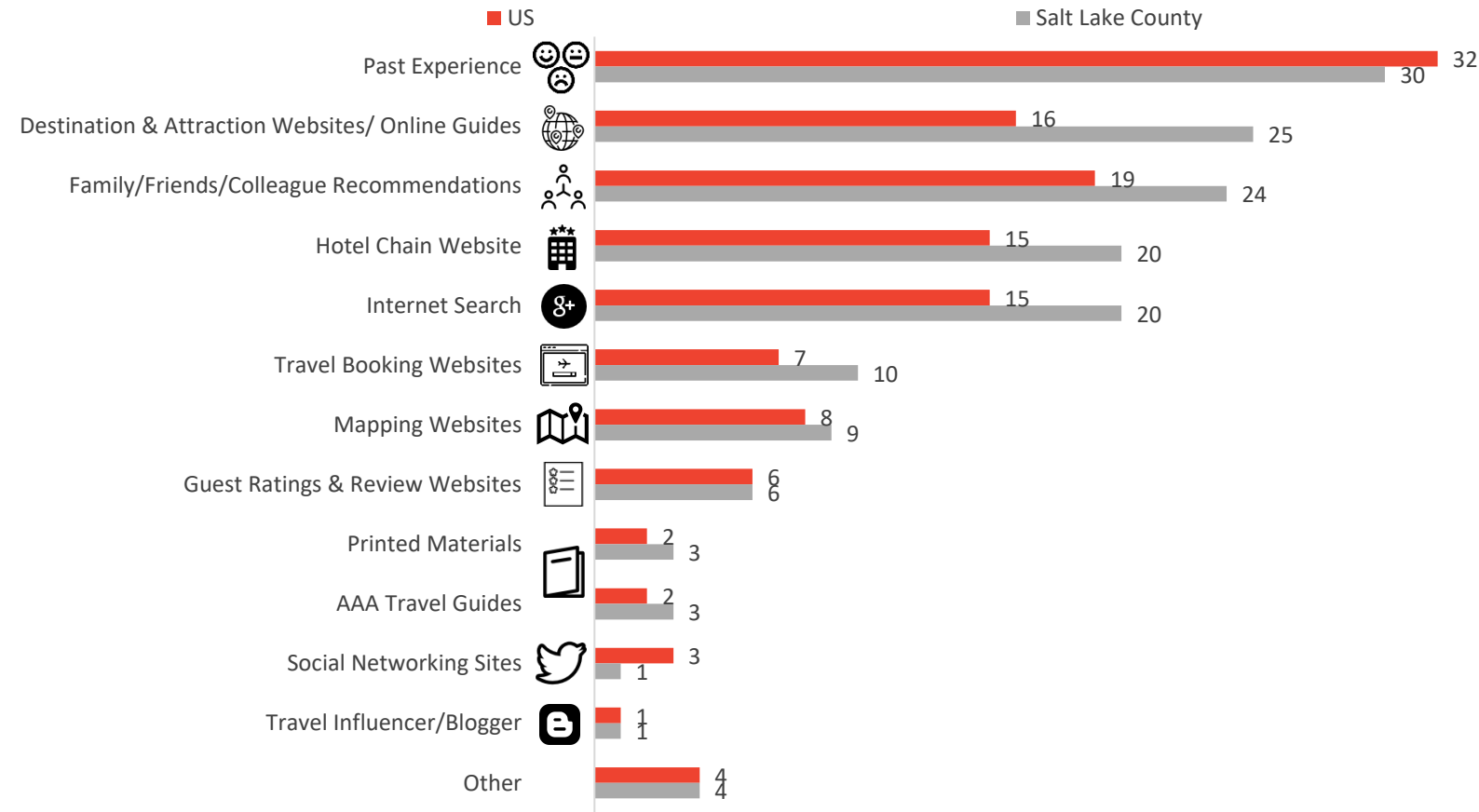
# Trip Planning Resources

Half of Overnight Leisure visitors rely on their own experience and Friend/Family/Colleague recommendations to plan their Salt Lake County trip, but also consult destination & attraction websites or other online guides. Visitors utilize the internet and

rely on recommendations more so when traveling the Salt Lake County than the U.S.

Similar to the average U.S. destination, 1 out of 4 traveler do not use any.

2018-2019 Overnight Leisure Stays (%) – multiple response



# Expenditures

## How much do Salt Lake County visitors spend?

Salt Lake County travel parties spent an average of \$747 on each overnight leisure stay in 2018-2019, up from \$714 in 2016-17.

Salt Lake County Leisure travelers spend \$121 on average per person per day in 2018-2019, an increase of \$14 over 2016-2017. The growth in spending occurred in all categories except Shopping.

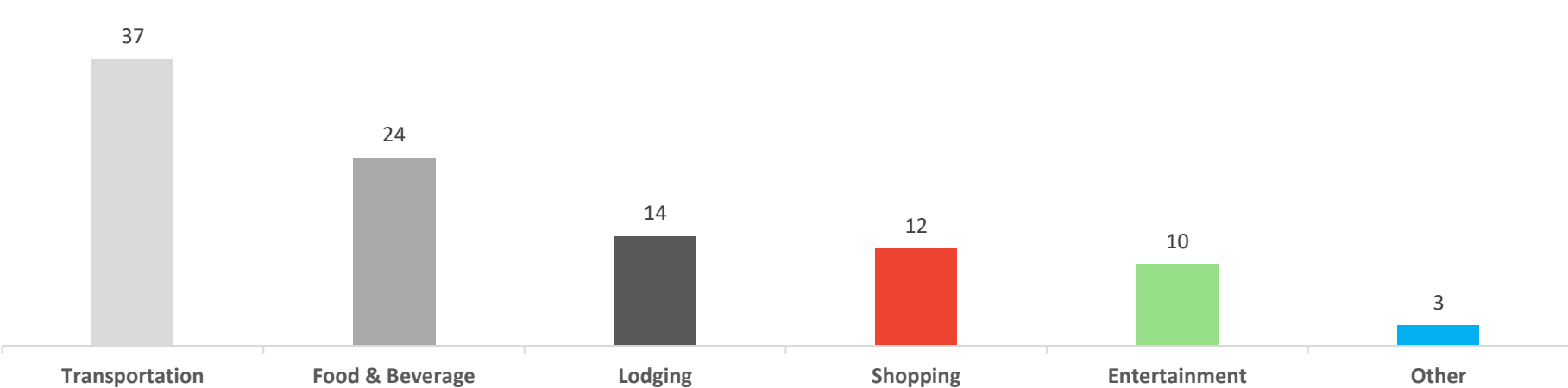
Salt Lake County Overnight Leisure travelers spent about the same as the average U.S. traveler (\$123) but a lot more than travelers to Utah (\$96).

The largest proportions of spending were on Transportation (\$33)

and Food & Beverage (\$33), followed by Lodging (\$28) and Shopping (\$17).

## Per-Person-Per-Day Spending

2018-2019 Overnight Leisure Person-Days (%)



**Salt Lake County travelers**  
*\$121 avg. daily spending per person*  
\$44 Transportation  
\$29 Food & Beverage  
\$30 Lodging  
\$15 Shopping  
\$13 Entertainment & Recreation

## Overnight Accommodations



- Home/Apartment/Condo (paid, non-paid/mine)



# Accommodations

## Where do Salt Lake County visitors stay?

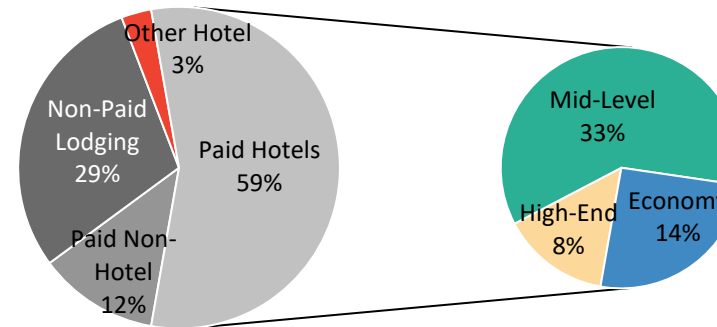
Overnight Leisure traveler stayed an average of 14.6 nights on average in paid accommodations in the past 12 months.

Paid Hotels are by far the accommodation of choice for Salt Lake County Leisure visitors (59%). The majority elects to stay in Mid-Level and Economy hotels but traveler shares in all hotel segments grew in 2018-19.

Travelers to the average US destination tend to stay less in Mid-Level and Economy hotels.

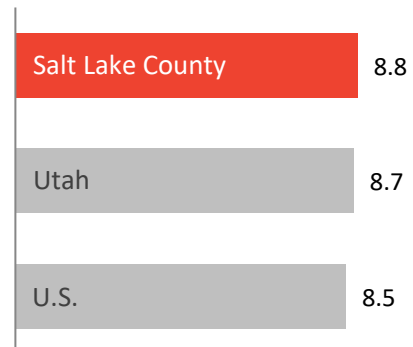
## Salt Lake County Accommodations

2018-2019 OVERNIGHT LEISURE PERSON-STAYS (%)

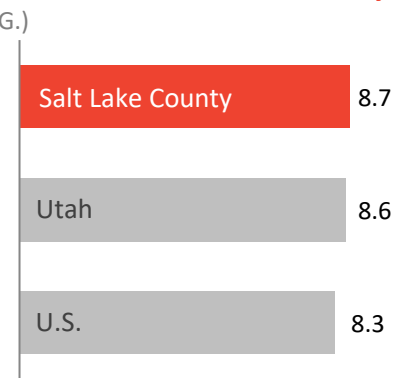


## Hotel Satisfaction

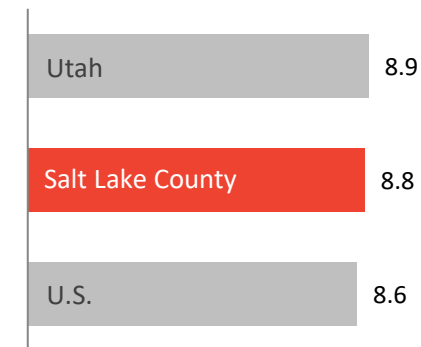
2018-2019 OVERNIGHT LEISURE PERSON-STAYS (AVG.)



## Hotel Value-For-The-Money



## Hotel Staff Service



Those who stay in hotels in **Salt Lake County...**

report highest average ratings for Hotel Satisfaction & Staff Service (8.8), followed by value-for-the-money (8.7)

## What do Salt Lake County visitors do?

Nine out of ten Overnight Leisure travel parties participate in an activity when visiting Salt Lake County, a similar participation rate to Utah and U.S. (89%).

Travel parties participate in 2.8 activities on average, an increase over 2.3 activities on average in 2016-17.

Overnight Leisure travel parties who visit Salt Lake County participated in the following activities in 2018-2019:

1. Visit Friends/Relatives (general visit)
2. Culinary/Dining Experience
3. Shopping
4. Parks (national/state etc.)
5. Historic Sites
6. Touring/Sightseeing
7. Museums, Art Exhibits etc.
8. Live Music (festivals/concerts/clubs)
9. Hiking
10. Religious/Faith Based Conference
11. Movies
12. Zoo/Aquarium

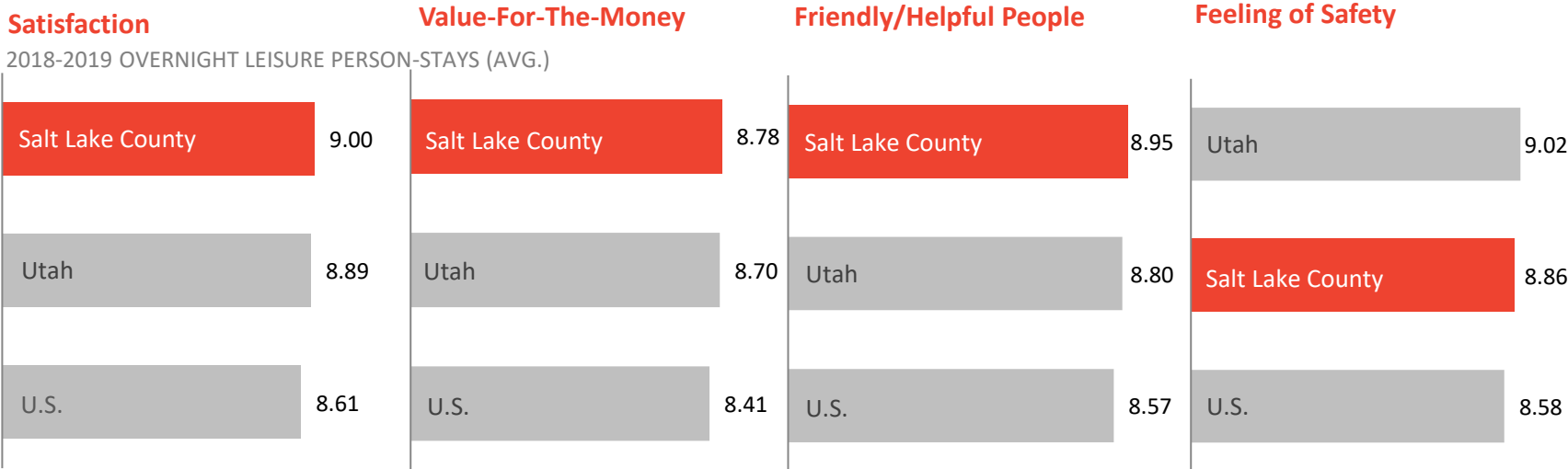
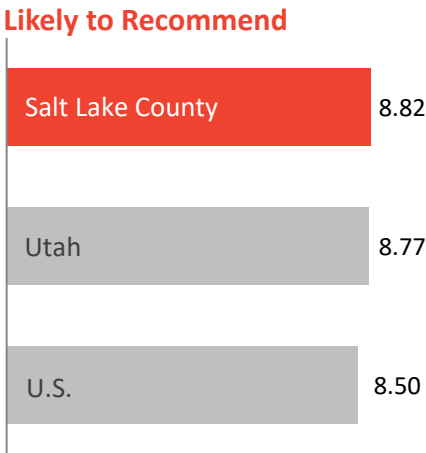
Salt Lake County travel parties have a much higher propensity to participate in the following activities than travel parties to the average US destination:

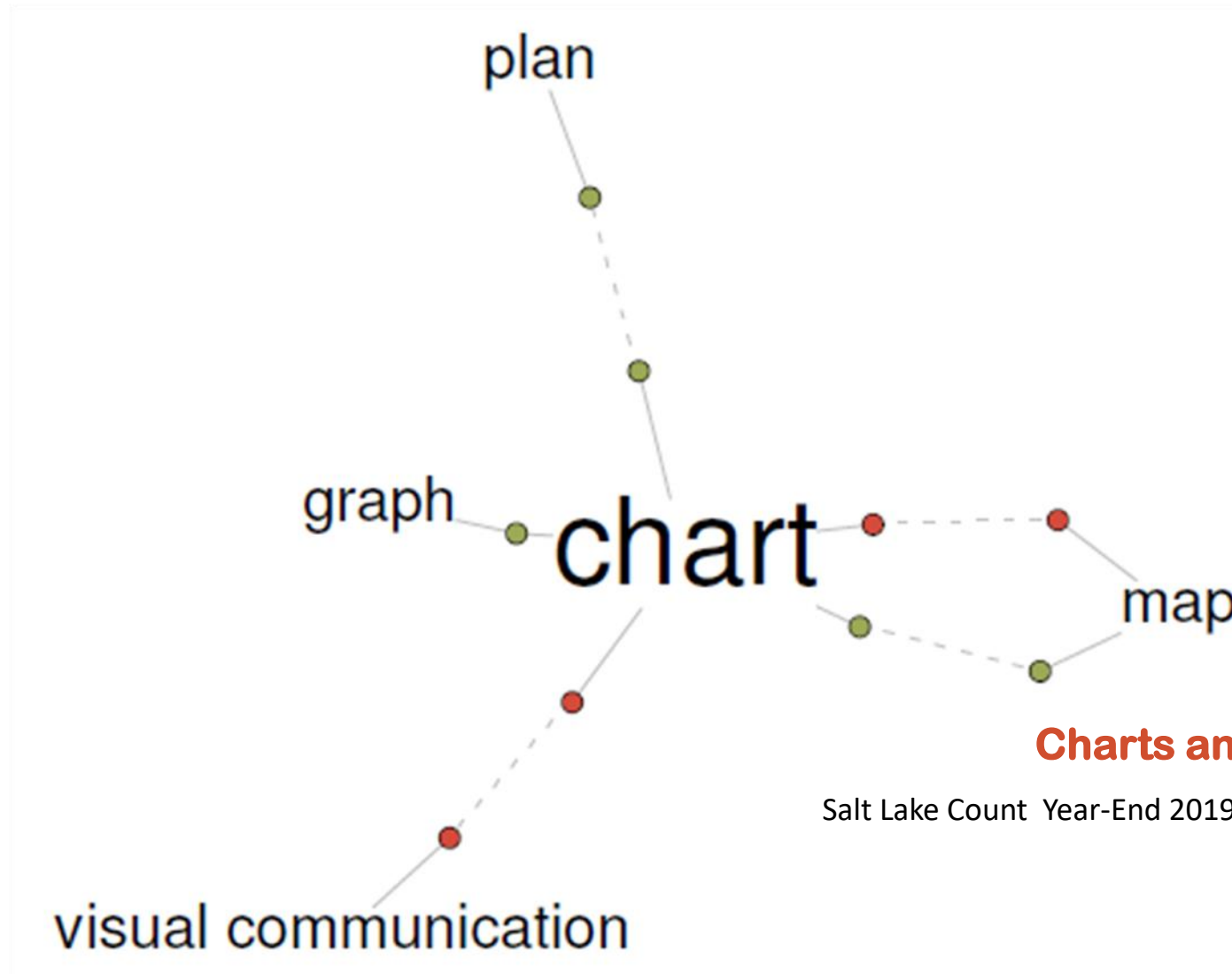
- Snow/Winter Sports (4.1 times higher)
- Religious/Faith Based Conference (2.5 times)
- Medical/ Health/ Doctor Visit (1.9 times)
- Hiking (1.8 times)
- Museums, Art Exhibits etc. (1.8 times)
- Wedding (1.8 times)
- Zoo/Aquarium (1.7 times)
- Amateur Sports (1.5 times)
- Historic Sites (1.5 times)
- Parks (national/state etc.) (1.4 times)
- Theater/Dance Performance (1.3 times)
- Live Music (1.2 times)
- Touring/Sightseeing (1.2 times)
- Business/Work (1.2 times)
- Shopping (1.2 times)
- Visit Friends/ Relatives (1.2 times)

Salt Lake County can position itself as a destination for Culture, Family/Life Events, and Libation/Culinary-based activities

# Destination Ratings

Overall, Overnight Leisure travelers leave Salt Lake County very happy. The travelers rate the destination highest in overall satisfaction (9.00), friendly/helpful people (8.95), feeling of safety (8.86), followed by likely to recommend (8.82) and feeling of safety (8.86). After years of decline, Salt Lake County’s attribute ratings not only increased in 2018-2019 but also overwhelmingly outperformed the average US across all attributes.





## Charts and Graphs

Salt Lake Count Year-End 2019 Visitor Profile

# U.S. Travel Segments

VOLUME

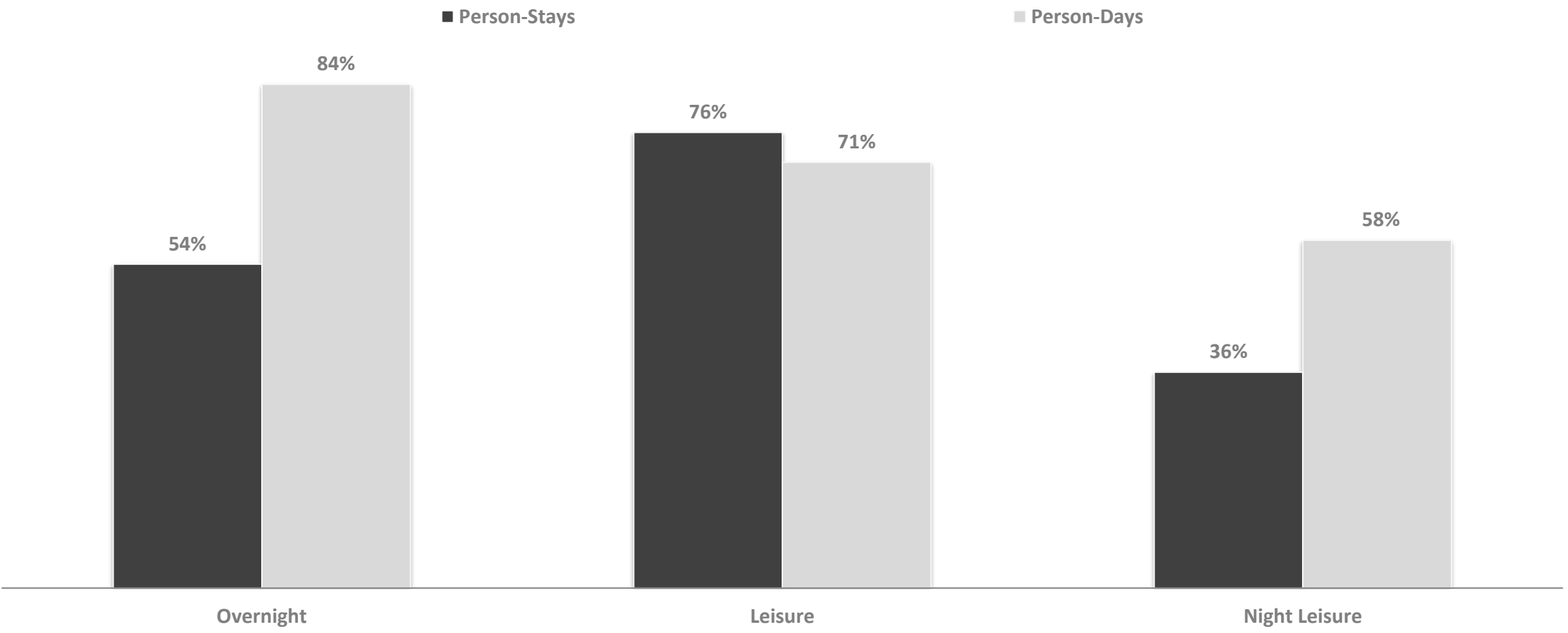


Chart 1 • Segment: 2019 Total Volume (%)



# Salt Lake County Person-Stays Volume

VOLUME

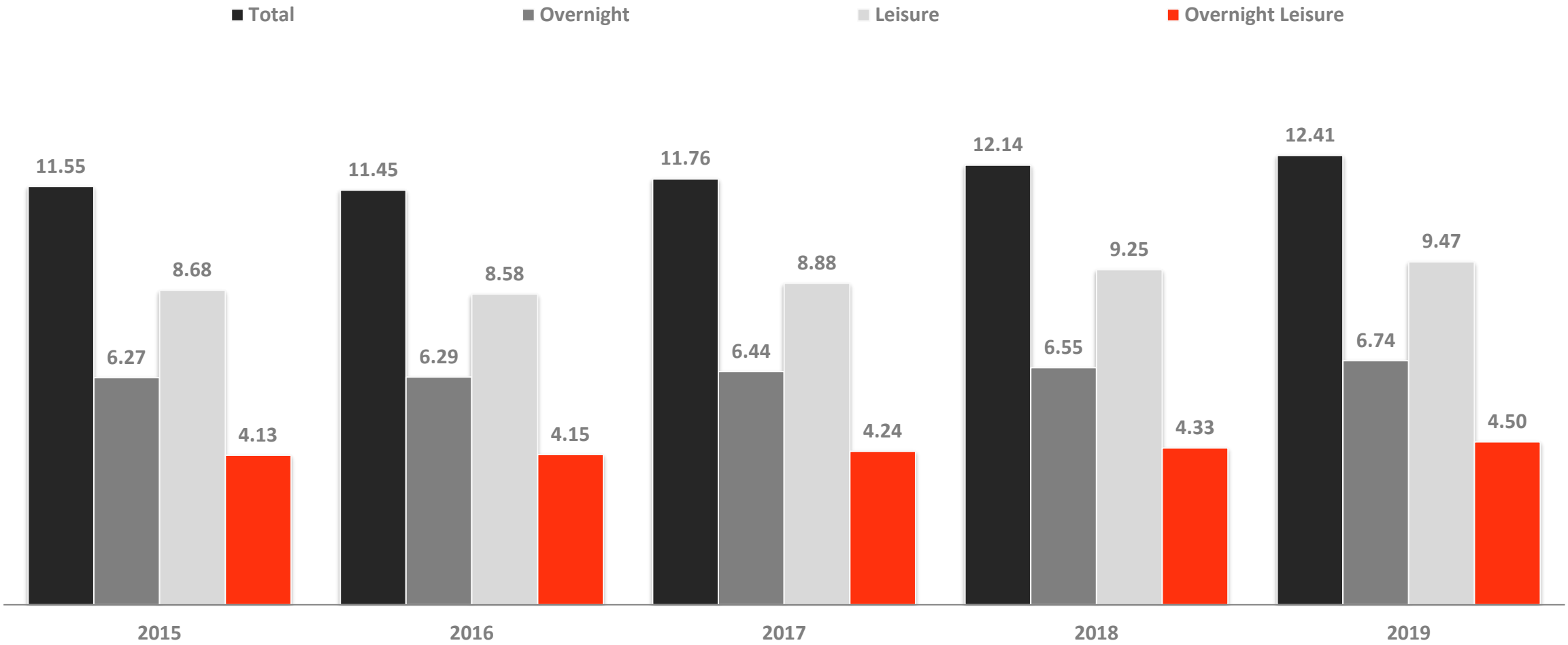


Chart 2 • in Millions

# Salt Lake County Person-Stays Volume Change

VOLUME

	Salt Lake County				U.S.
	16/15	17/16	18/17	19/18	19/18
Total	-0.9%	2.7%	3.2%	2.2%	2.9%
Overnight	0.3%	2.3%	1.8%	2.8%	2.5%
Leisure	-1.1%	3.4%	4.2%	2.3%	3.3%
Overnight Leisure	0.6%	2.0%	2.3%	3.9%	2.6%

Chart 3 • % change

# Salt Lake County: Five-Year Share of U.S. Overnight Leisure Travel

MARKET SHARE

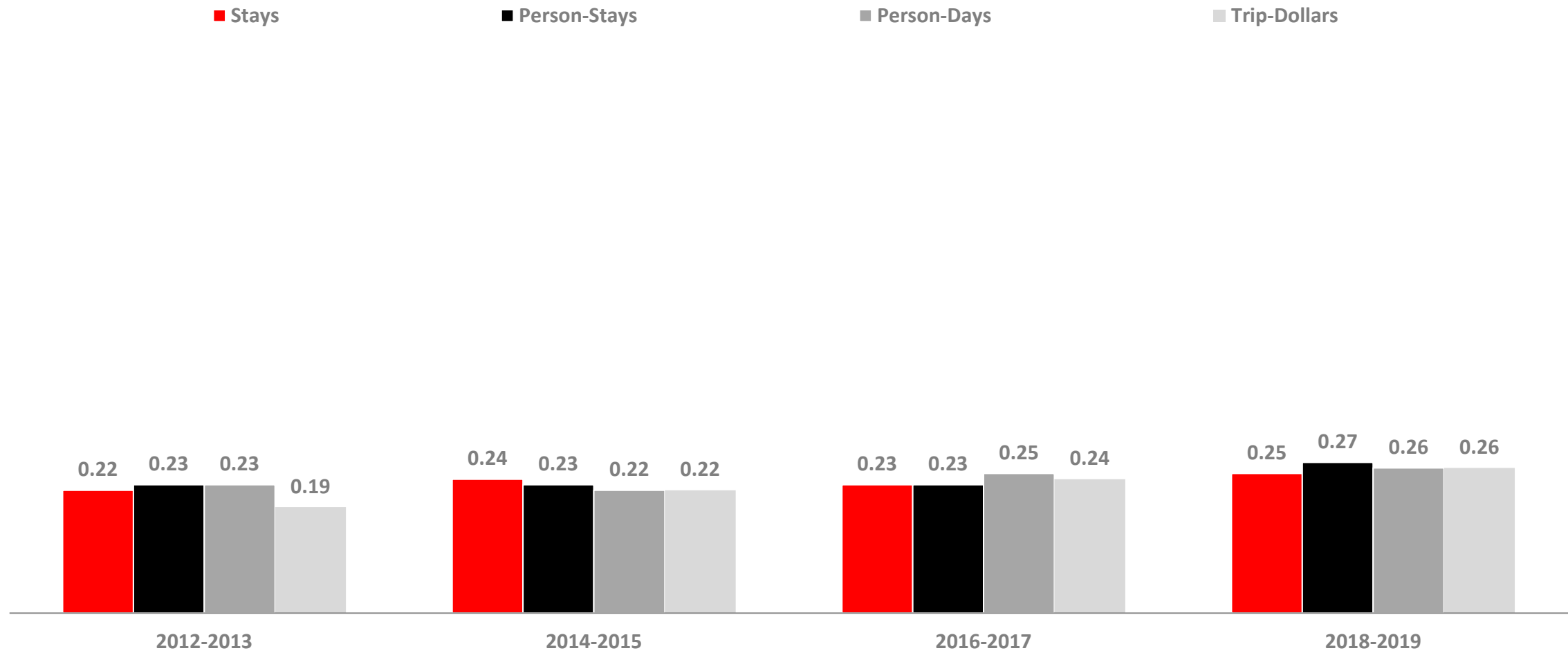


Chart 4 • Segment: 2018-2019 Overnight Leisure (%)

# Age Distribution

DEMOGRAPHICS

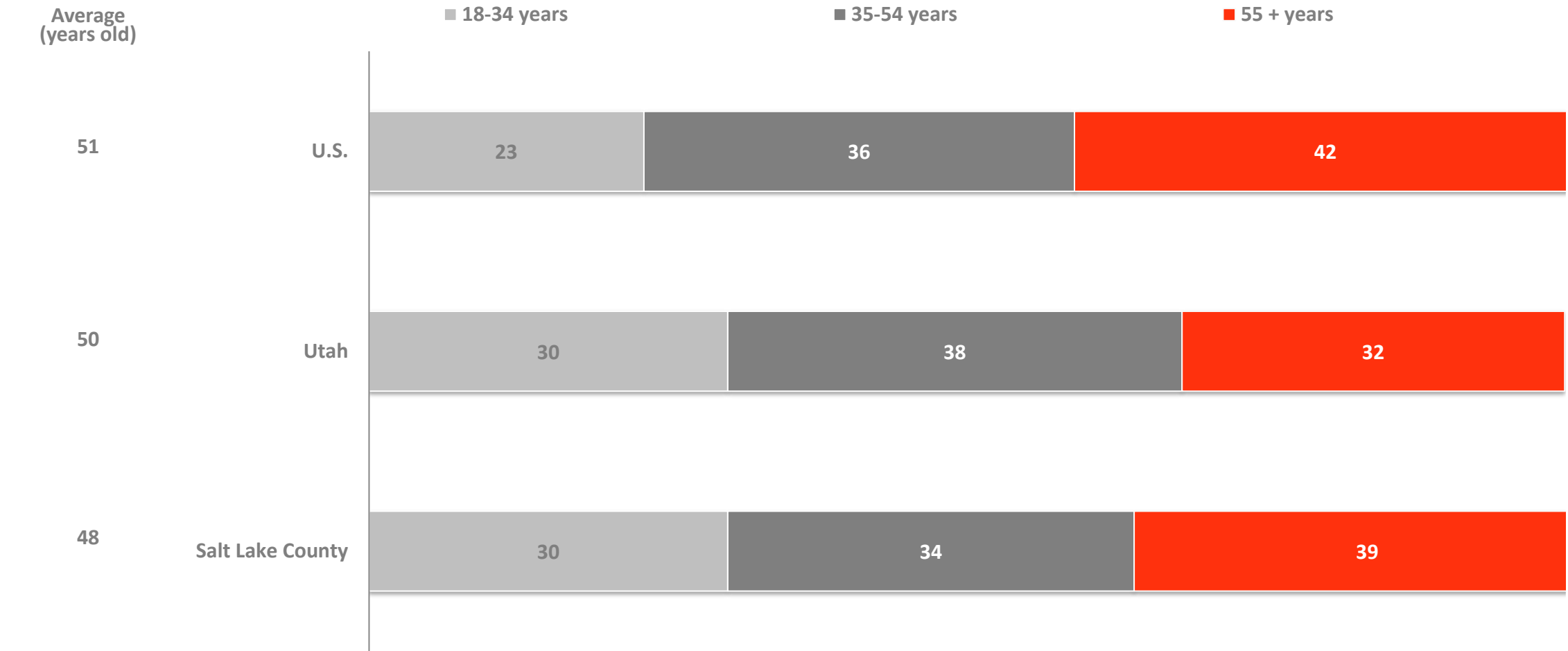


Chart 5 • Segment: 2018-2019 Overnight Leisure Person-Stays (%)

# Salt Lake County Avg. Party per Trip Spending by Age

DEMOGRAPHICS

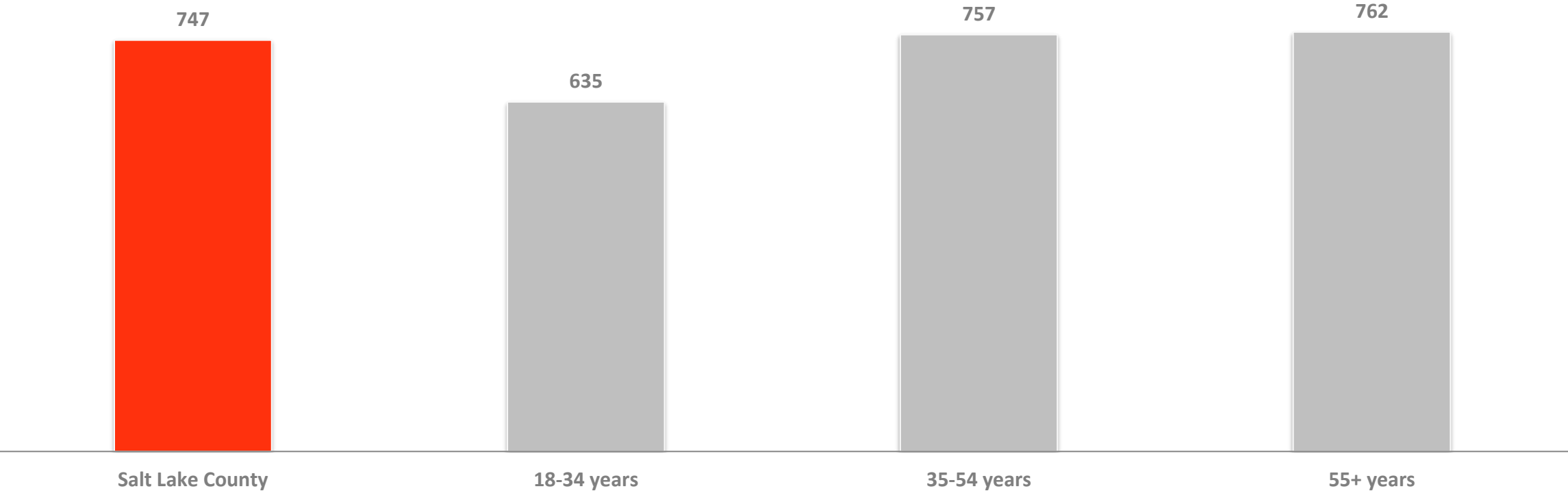


Chart 6 • Segment: 2017-2019 Overnight Leisure Stays (\$)

# Salt Lake County Age Comparison

DEMOGRAPHICS

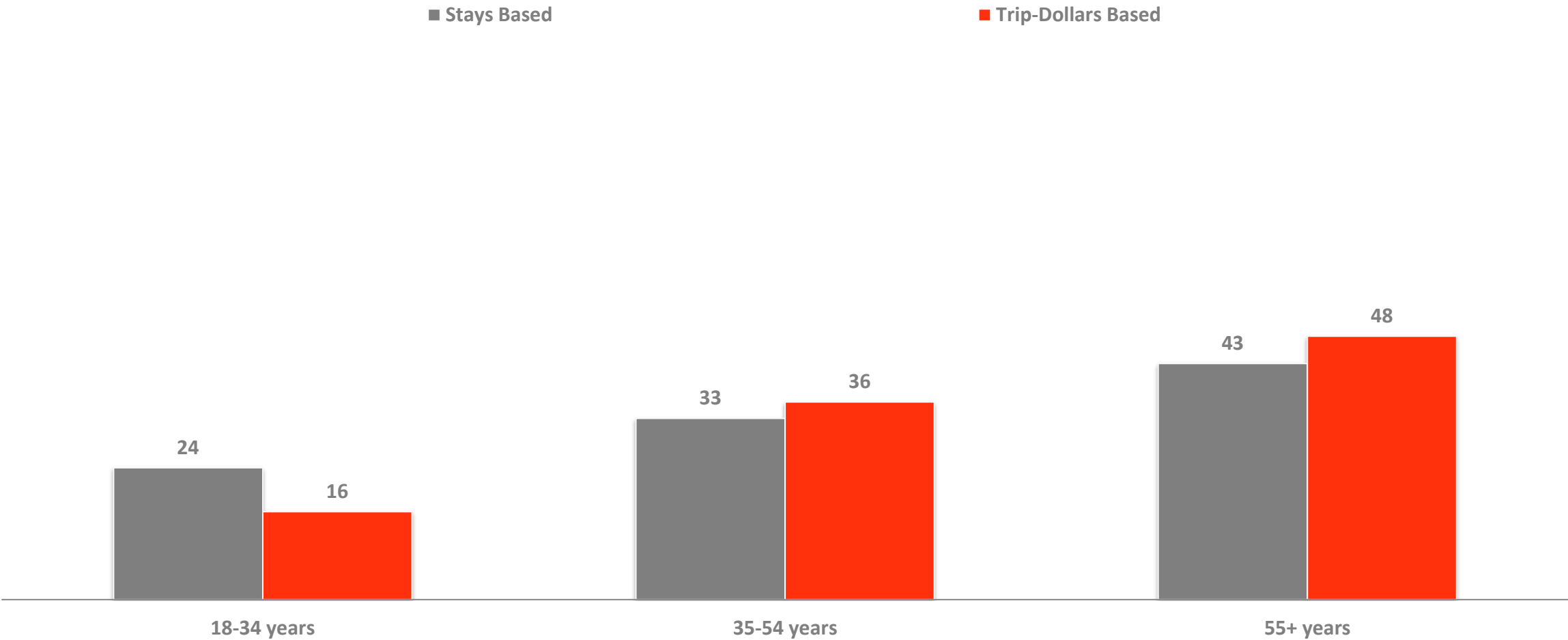


Chart 7 • Segment: 2017-2019 Overnight Leisure (%)

# Racial Distribution

DEMOGRAPHICS

■ White ■ Black ■ Asian ■ Native Hawaiian or other Pacific Islander ■ Native American or Alaska Native ■ Other/Mixed

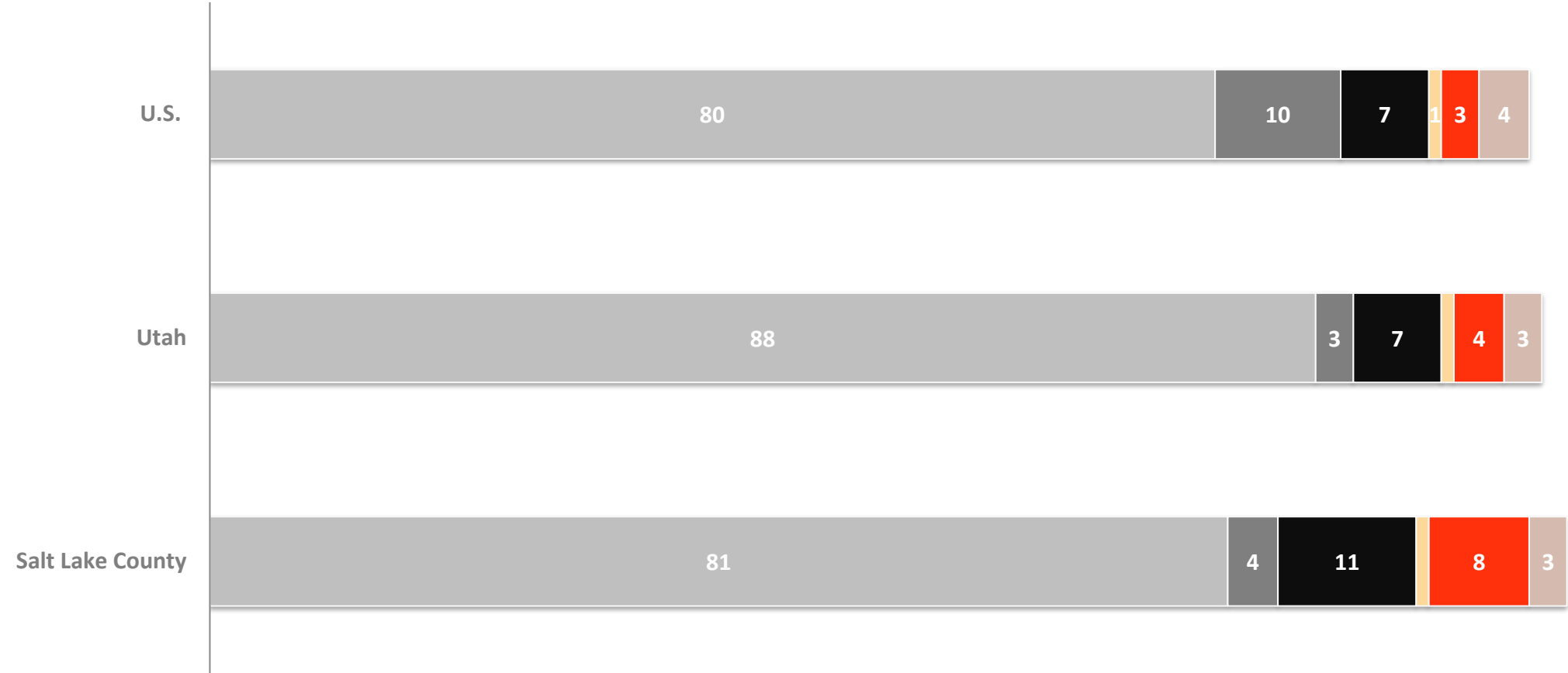


Chart 8 • Segment: 2018-2019 Overnight Leisure Person-Stays (%)

# Hispanic Origin

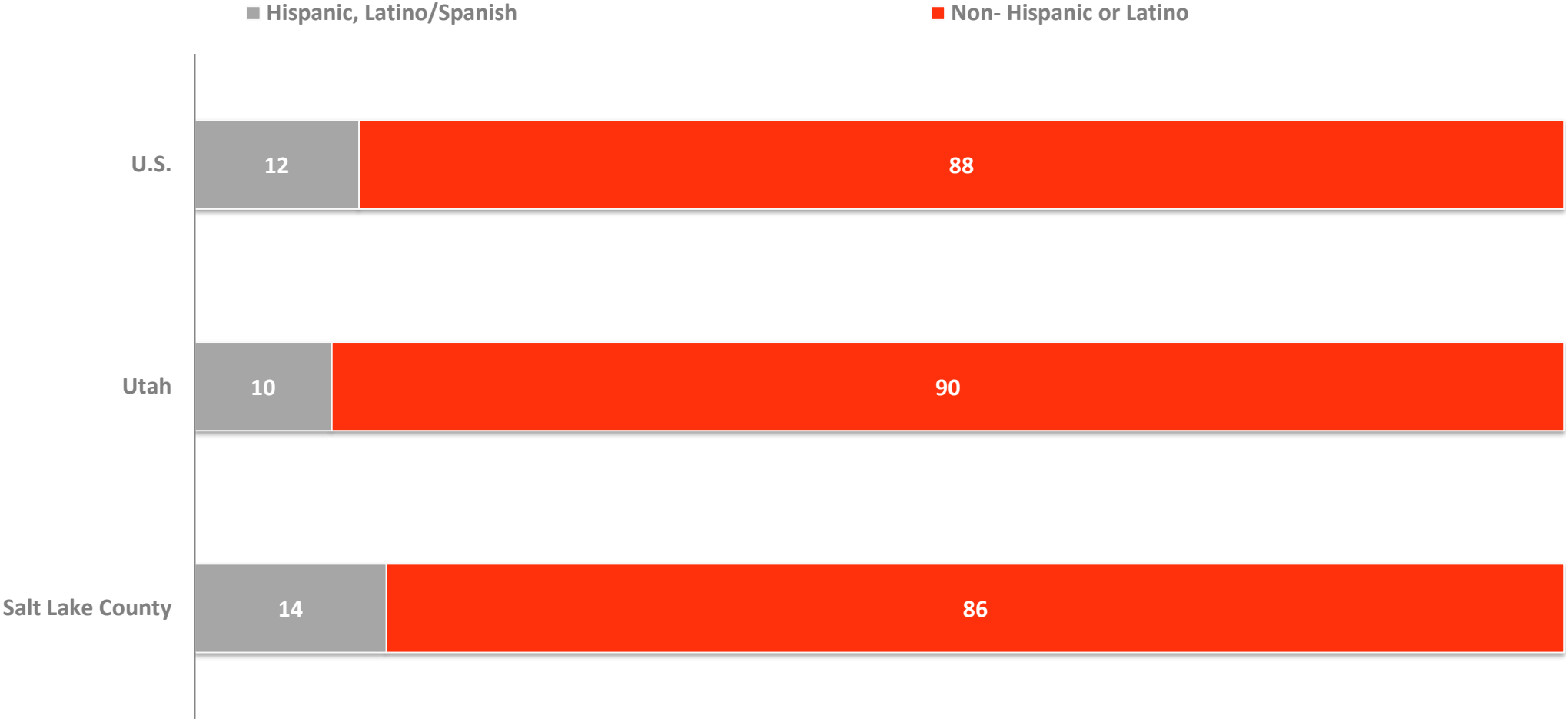


Chart 9 • Segment: 2018-2019 Overnight Leisure Person-Stays (%)



# Sexual Orientation



Chart 10 • Segment: 2018-2019 Overnight Leisure Person-Stays (%)

# Distribution of Children in Household

DEMOGRAPHICS

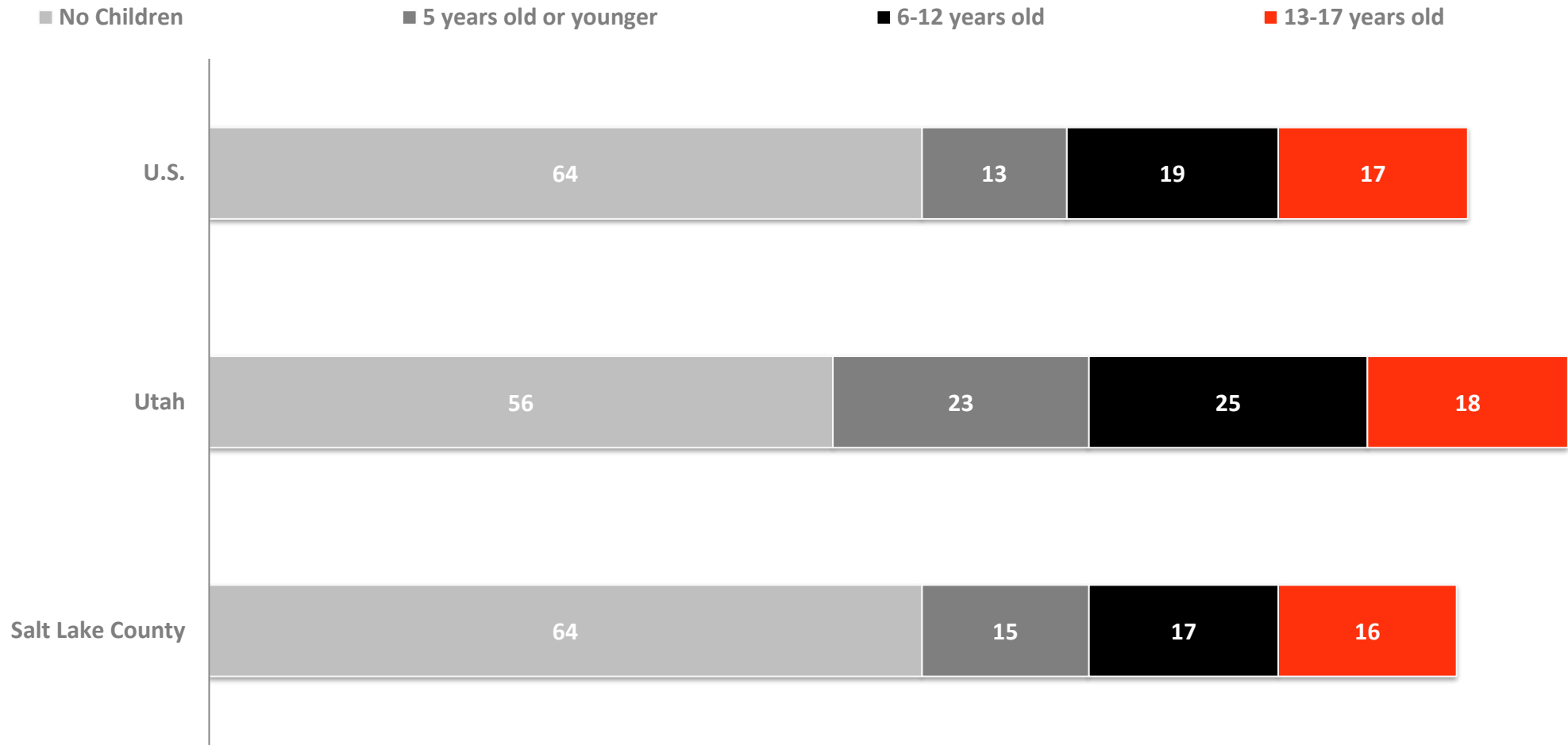


Chart 11 • Segment: 2018-2019 Overnight Leisure Person-Stays (%)

# Household Income Distribution

DEMOGRAPHICS

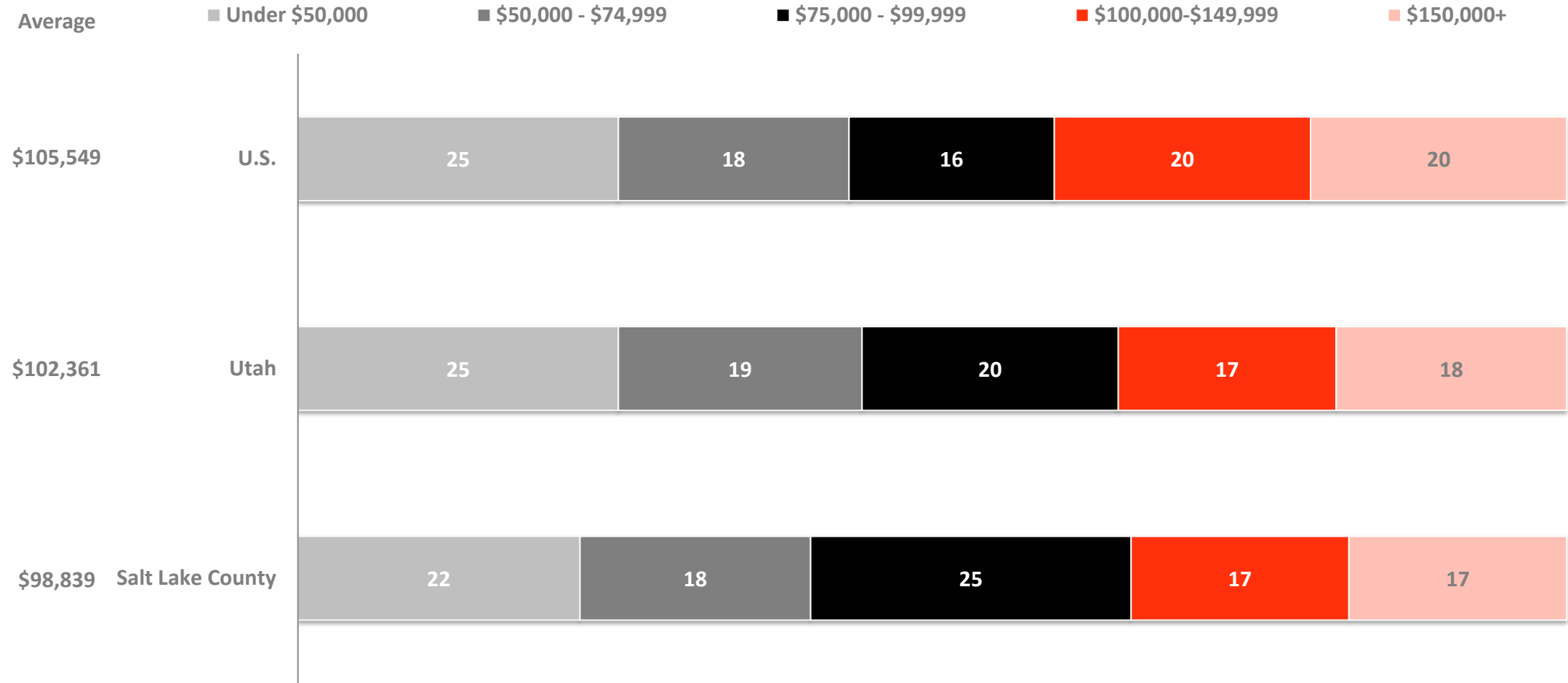


Chart 12 • Segment: 2018-2019 Overnight Leisure Person-Stays (%)

# Lifestage Distribution

DEMOGRAPHICS

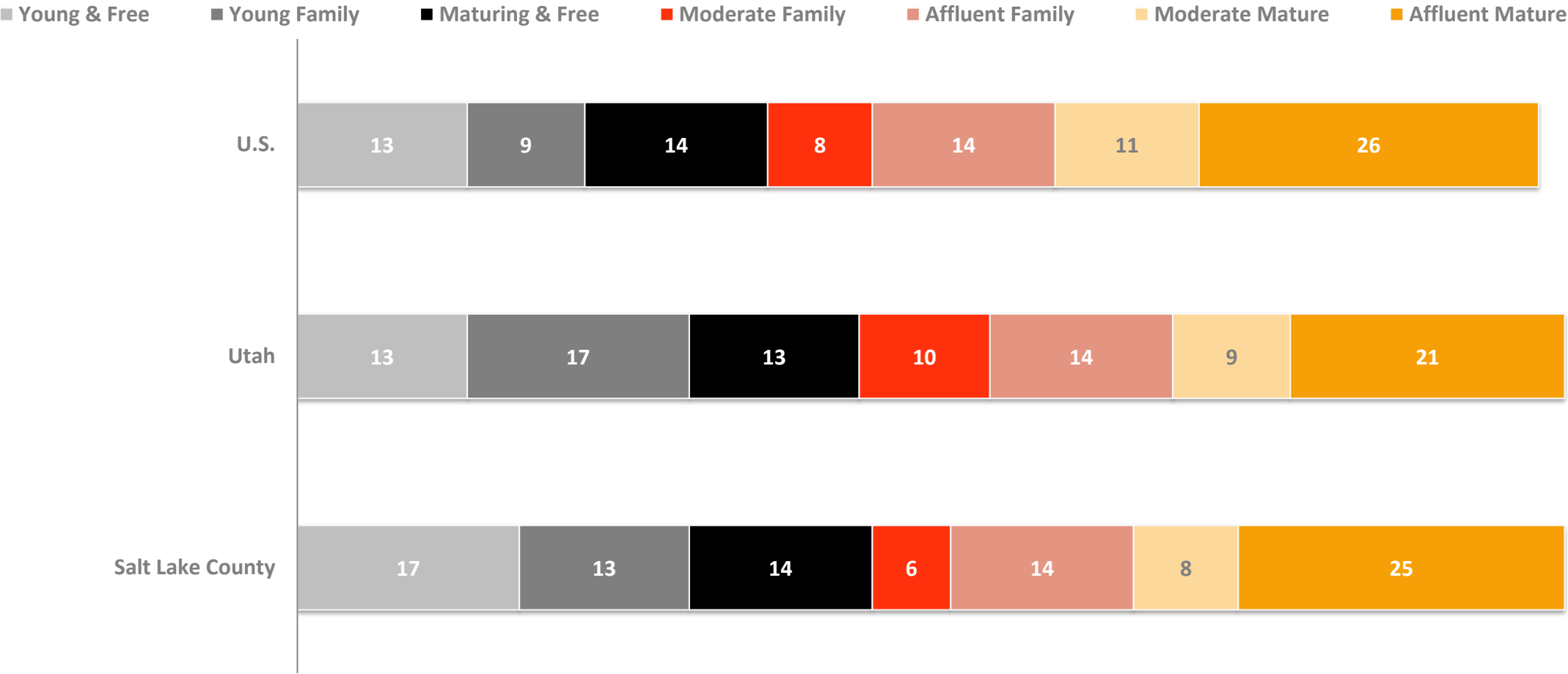


Chart 13 • Segment: 2018-2019 Overnight Leisure Person-Stays (%)

# Salt Lake County Avg. Party per Trip Spending by Lifestage

DEMOGRAPHICS

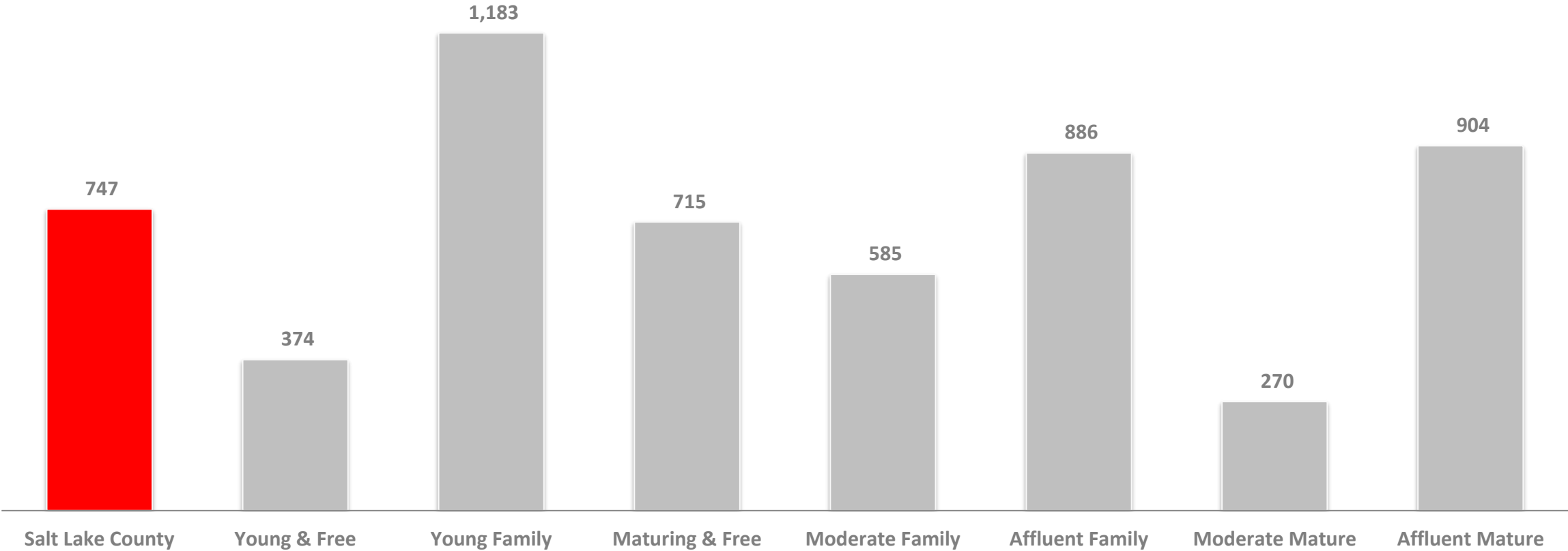


Chart 14 • Segment: 2017-2019 Overnight Leisure Stays (\$)

# Salt Lake County Lifestage Comparison

DEMOGRAPHICS

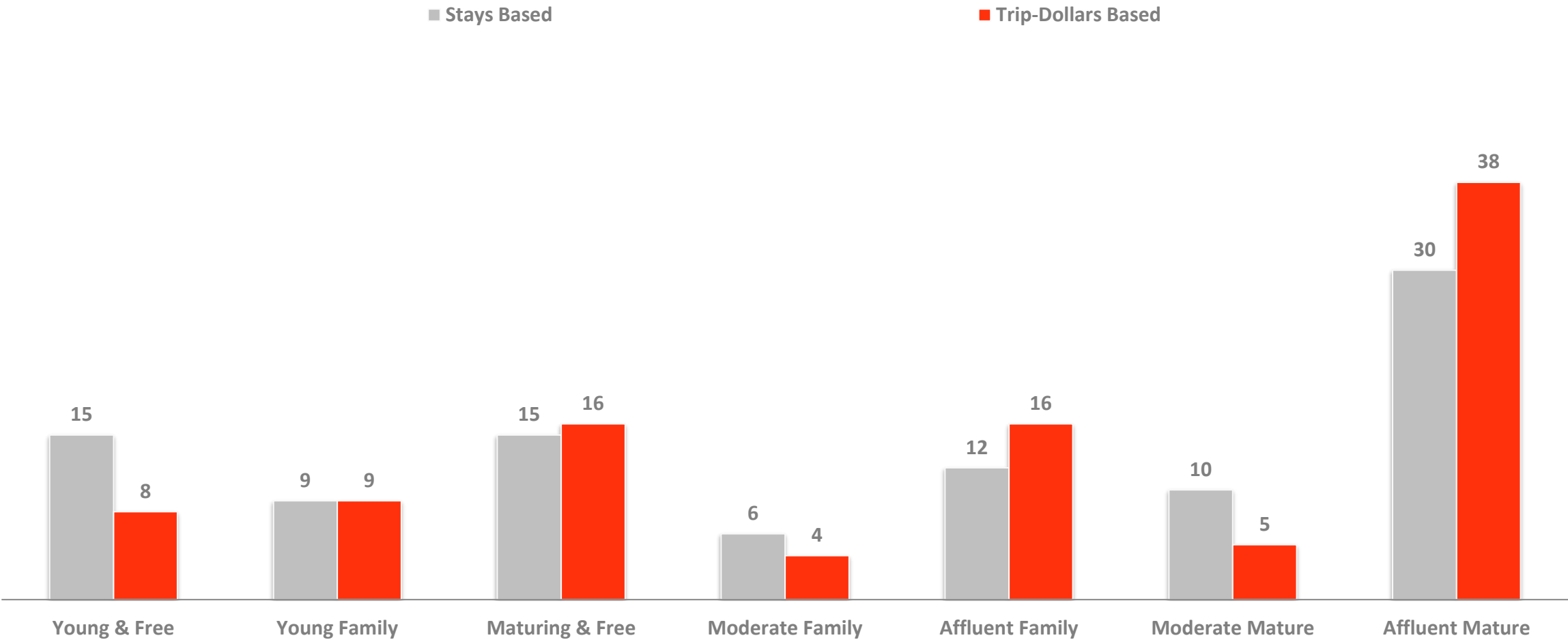


Chart 15 • Segment: 2017-2019 Overnight Leisure (%)

# Traveler Generation

DEMOGRAPHICS

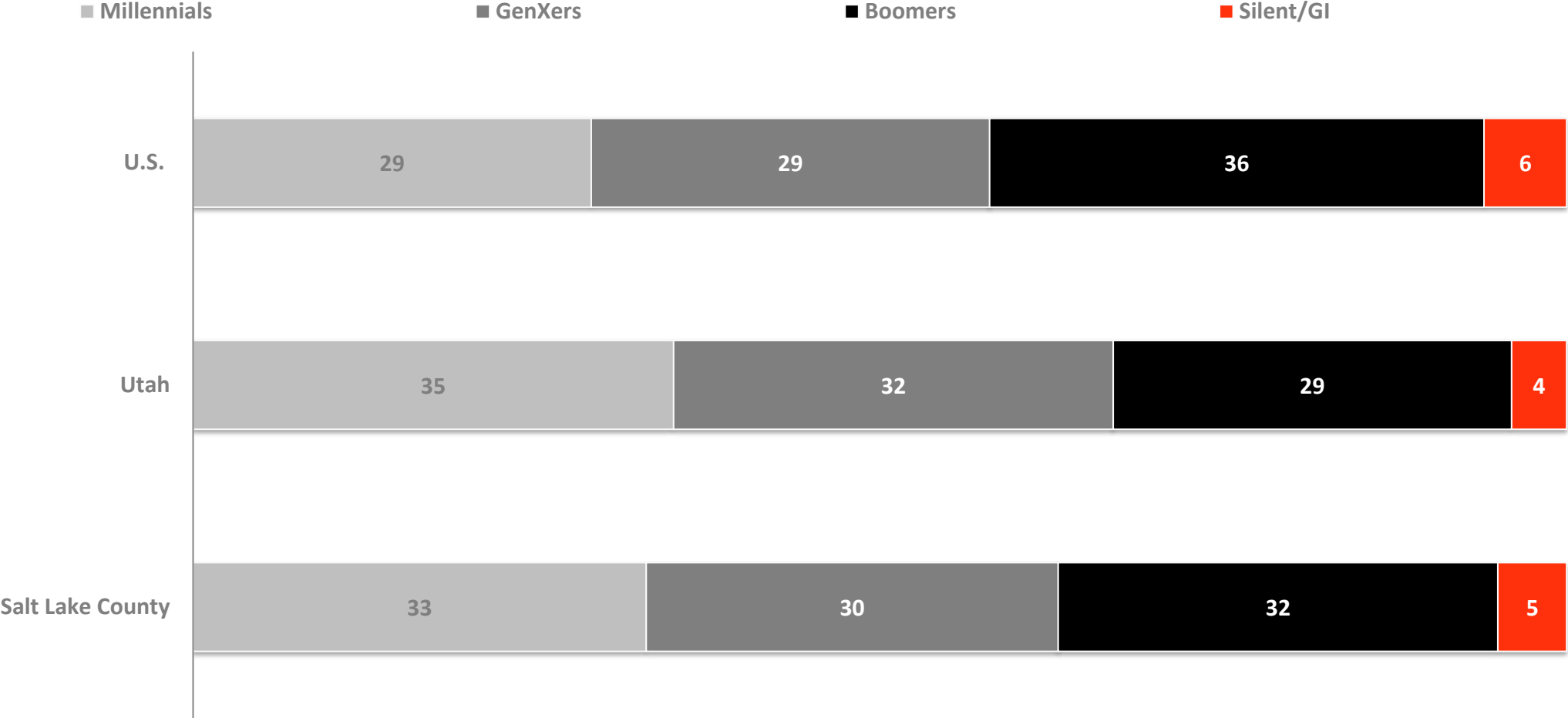


Chart 16 • Segment: 2018-2019 Overnight Leisure Person-Stays (%)

# Salt Lake County Avg. Party per Trip Spending by Generation

DEMOGRAPHICS

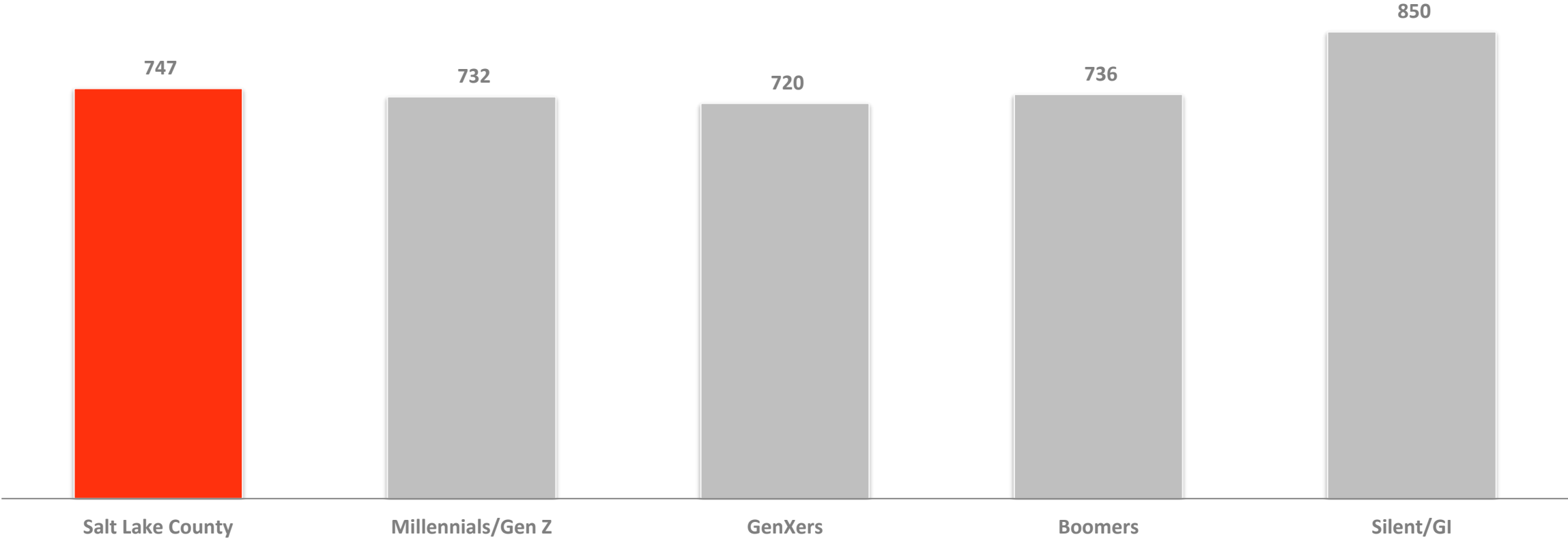


Chart 17 • Segment: 2017-2019 Overnight Leisure Stays (\$)



# Salt Lake County Traveler Generation Comparison

DEMOGRAPHICS

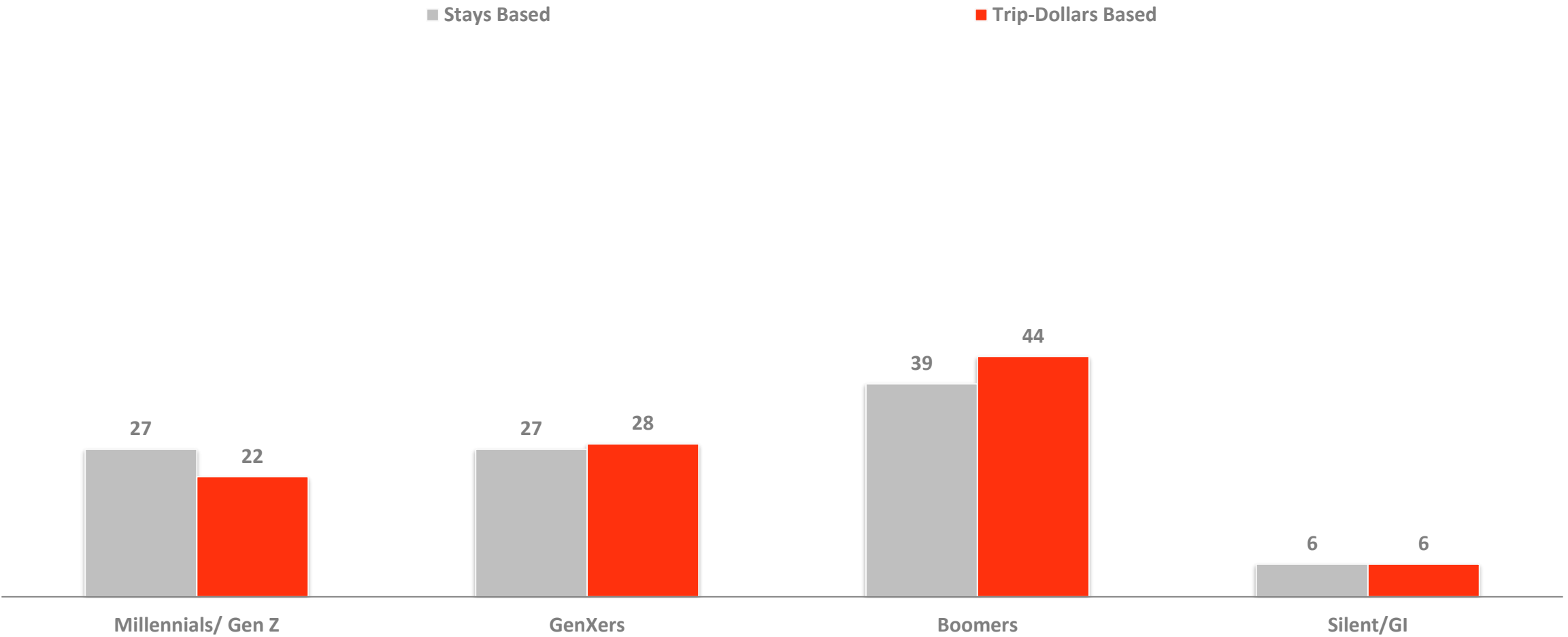


Chart 18 • Segment: 2017-2019 Overnight Leisure (%)

# Origin Divisions for Travel to Salt Lake County

TRIP ORIGIN

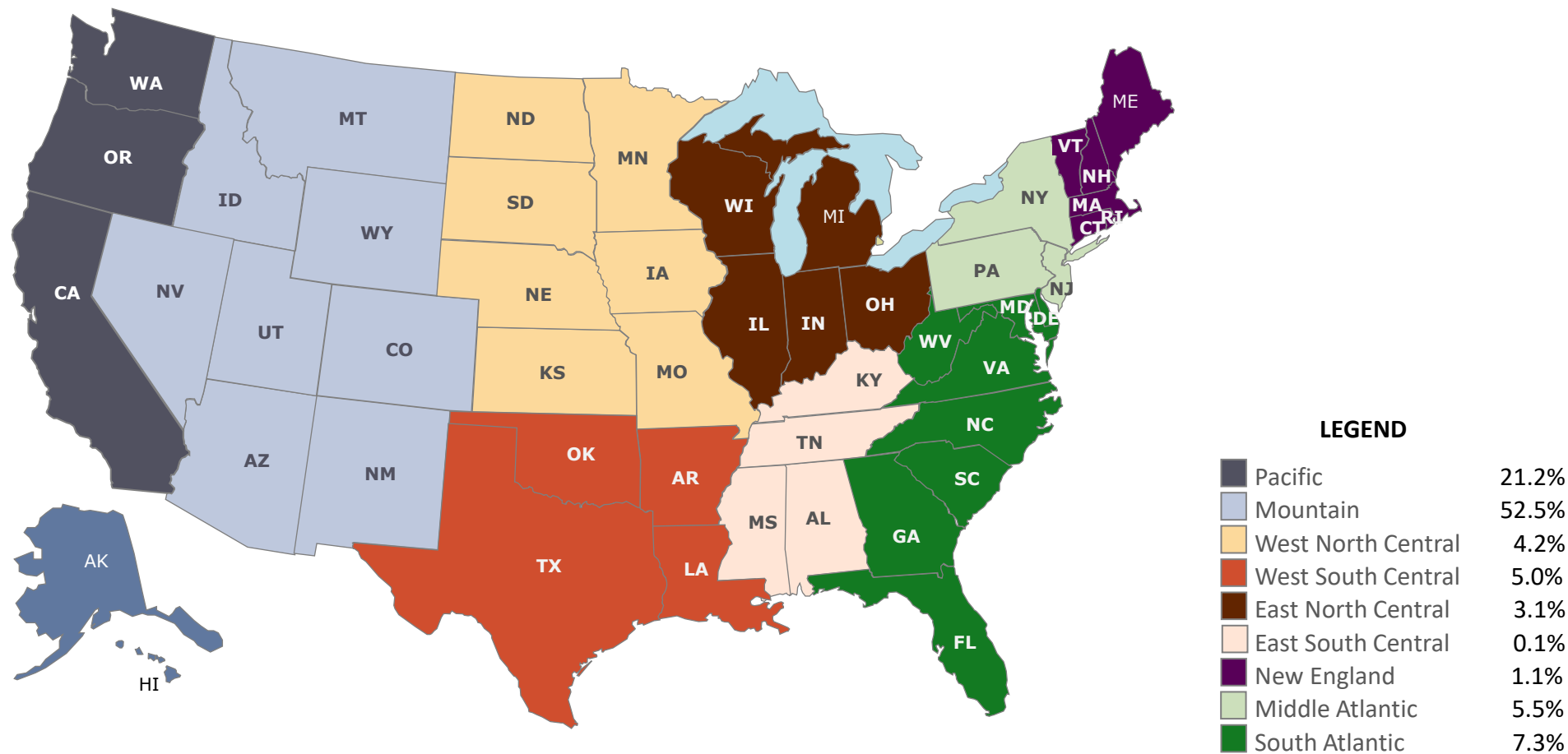


Chart 19 • Segment: 2018-2019 Overnight Leisure Person-Stays (%)

## Top Origin States to Salt Lake County

TRIP ORIGIN

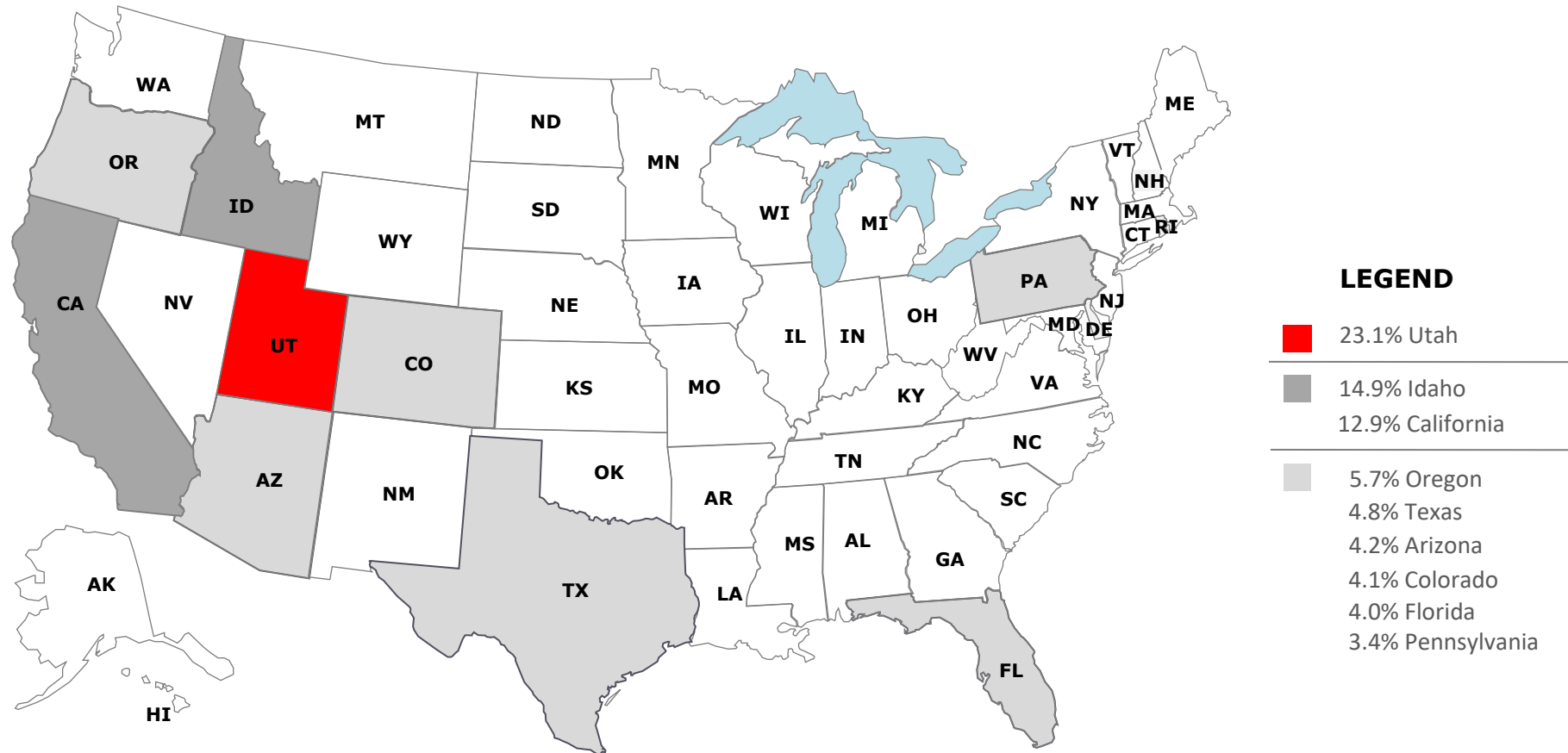


Chart 20 • Segment: 2018-2019 Overnight Leisure Person-Stays (%)

## Top Origin DMAs

### TRIP ORIGIN

	U.S.	Utah	Salt Lake County
Salt Lake City, UT	0.9%	36.5%	25.4%
Idahe Falls-Pocatello, ID	0.1%	2.8%	6.1%
Boise, ID	0.4%	4.5%	5.9%
Portland, OR	1.2%	1.7%	5.8%
Los Angeles, CA	4.9%	10.7%	5.4%
San Francisco-Oakland-San Jose, CA	2.8%	2.0%	4.6%
Phoenix, AZ	1.8%	6.5%	4.1%
Philadelphia, PA	2.6%	1.1%	3.4%
Minneapolis-St. Paul, MN	1.7%	1.0%	3.0%
Twin Falls, ID	*%	0.8%	2.9%
Top 10 Sum	16.4%	67.6%	66.6%

Chart 21 • Segment: 2018-2019 Overnight Leisure Person-Stays (%)

## Salt Lake County Avg. Party per Trip Spending by Origin DMA

TRIP ORIGIN

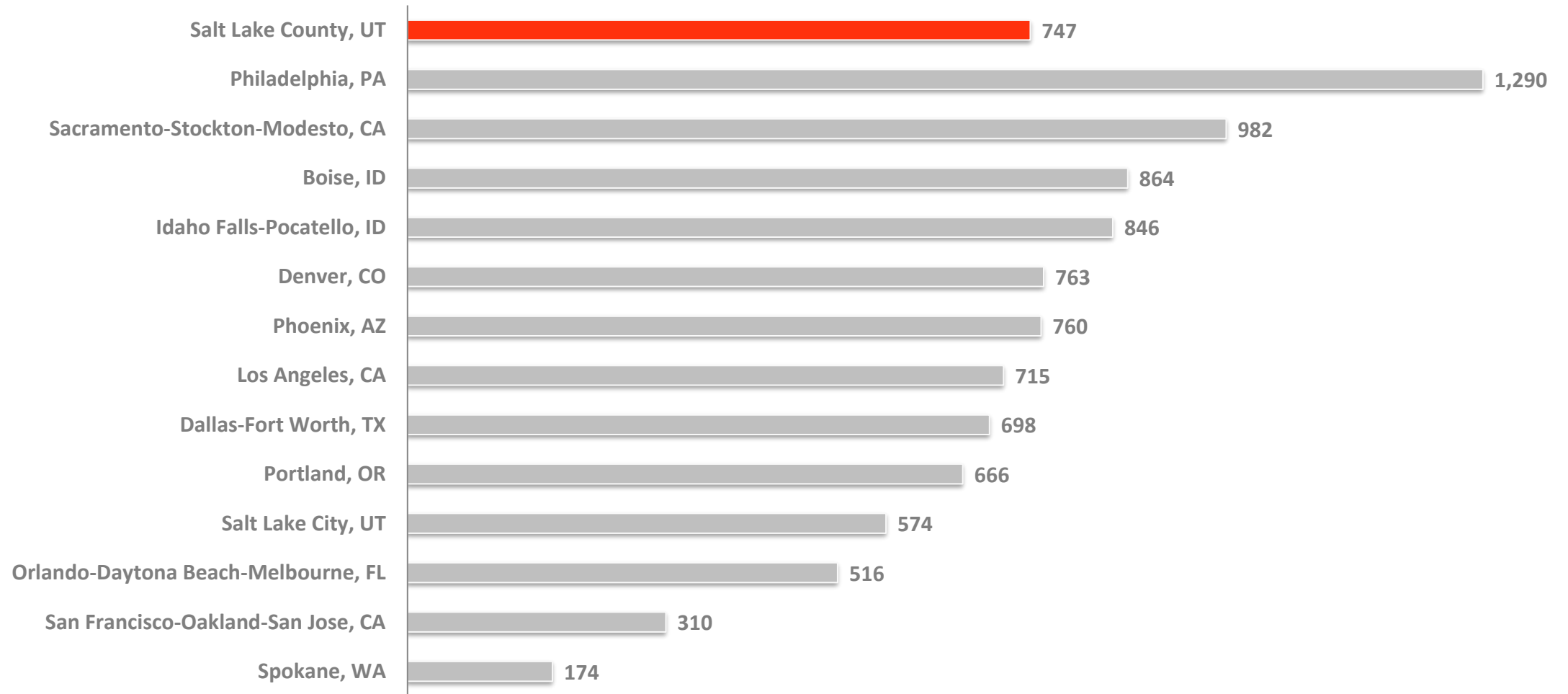


Chart 22 • Segment: 2017-2019 Overnight Leisure Stays (\$)

# Salt Lake County Origin DMA Comparison

TRIP ORIGIN

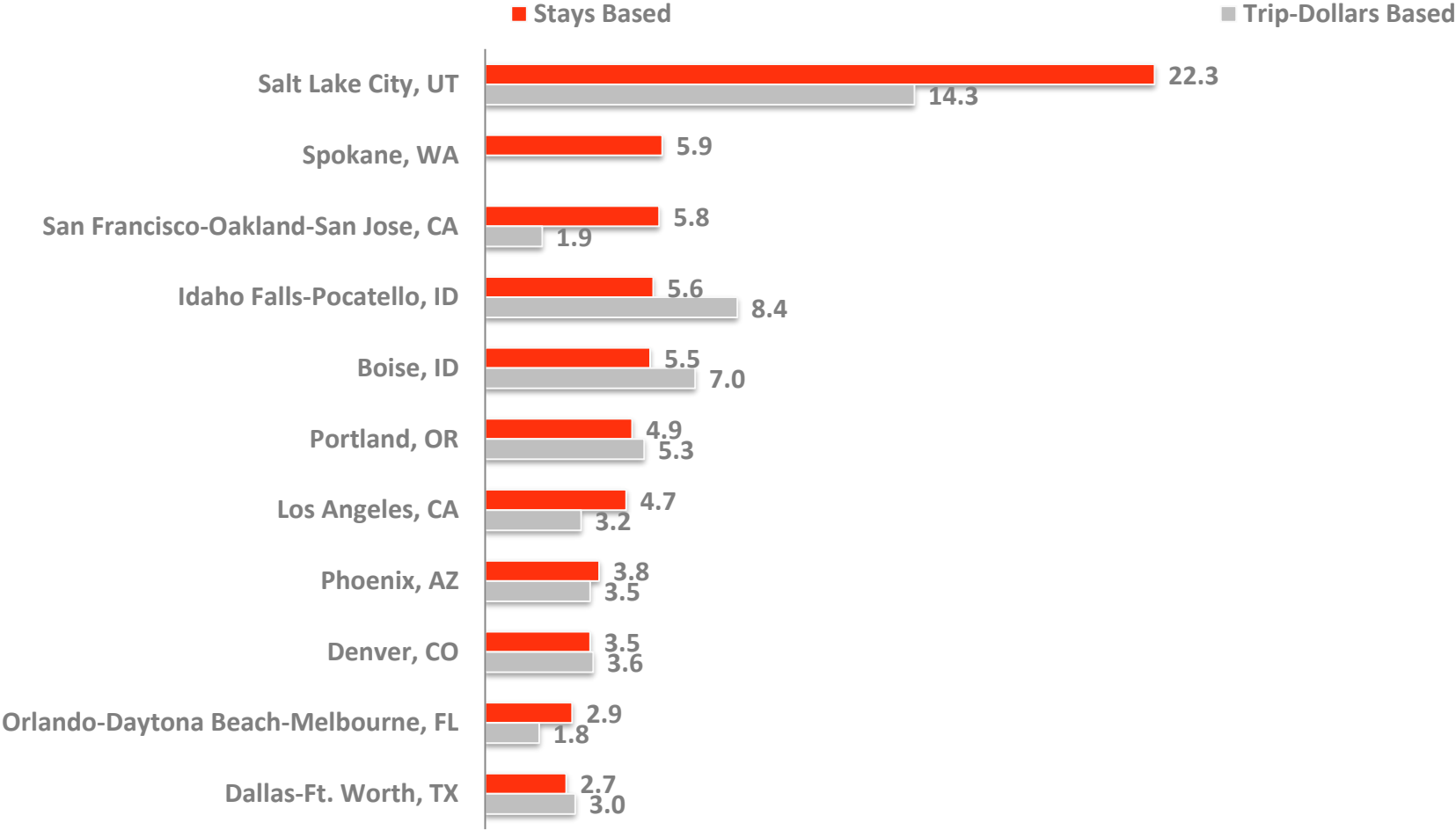


Chart 23 • Segment: 2017-2019 Overnight Leisure (%)

# Main Mode of Transportation to Destination

TRANSPORTATION

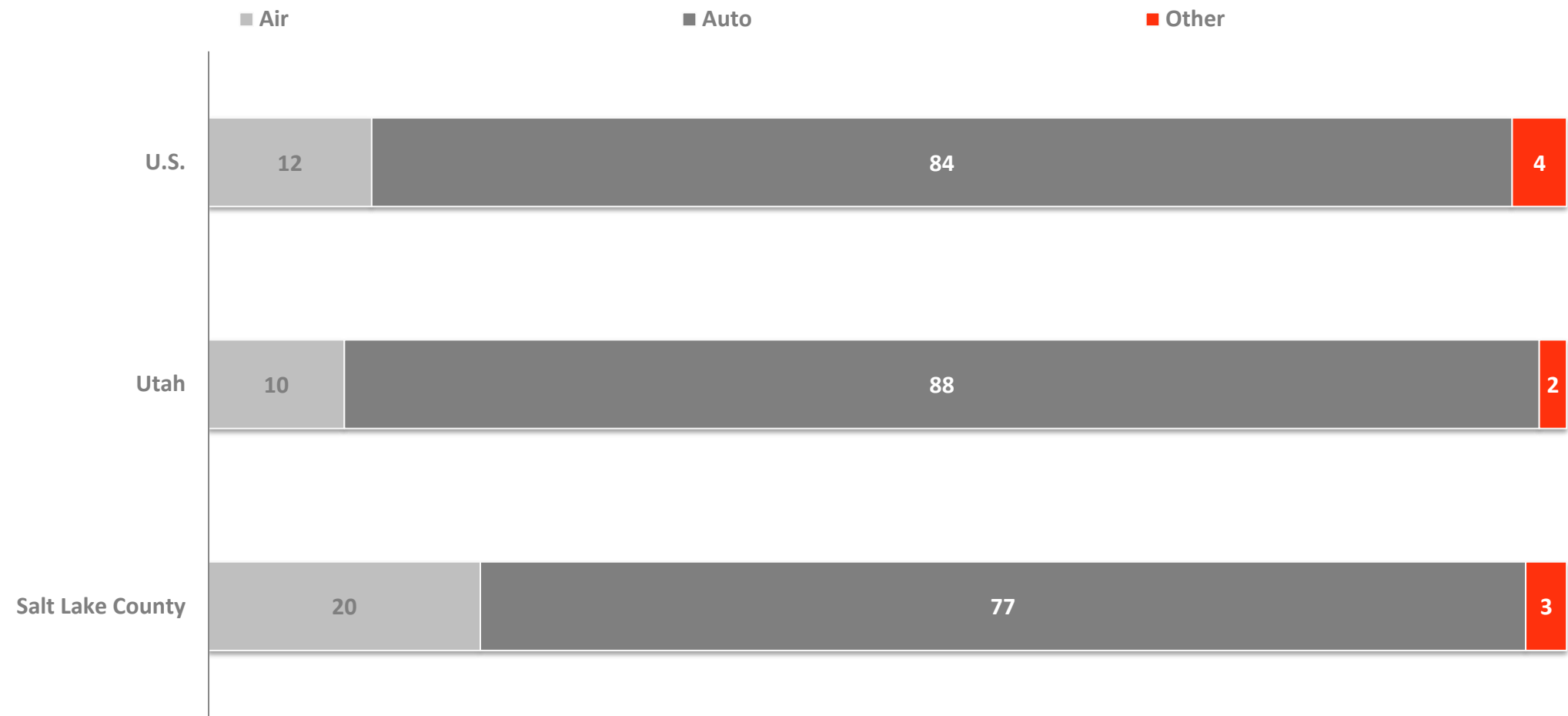


Chart 24 • Segment: 2018-2019 Overnight Leisure Person-Stays (%)

# Main Mode of Transportation within Destination

TRANSPORTATION

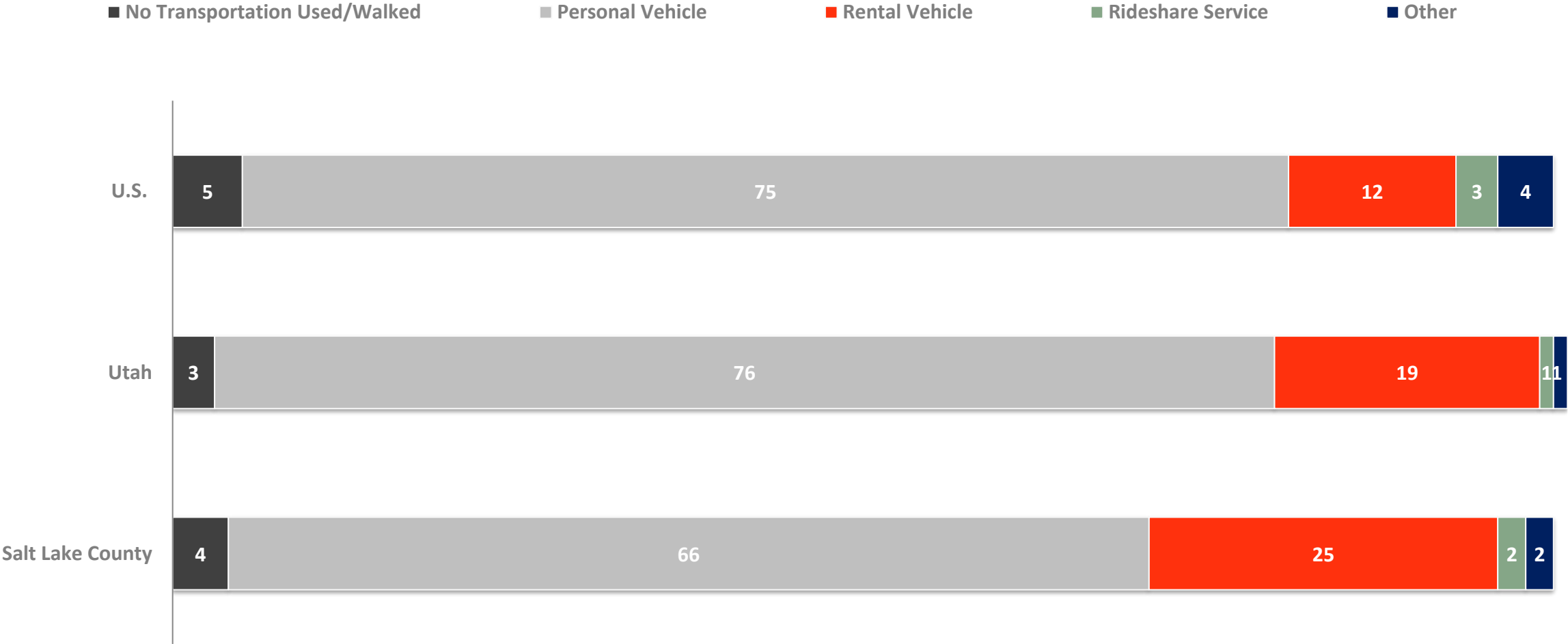


Chart 25 • Segment: 2018-2019 Overnight Leisure Person-Stays (%)



# Travel Distance by Auto

TRANSPORTATION

■ 100 miles or less   ■ 101-200 miles   ■ 201-300 miles   ■ 301-500 miles   ■ 501+ miles

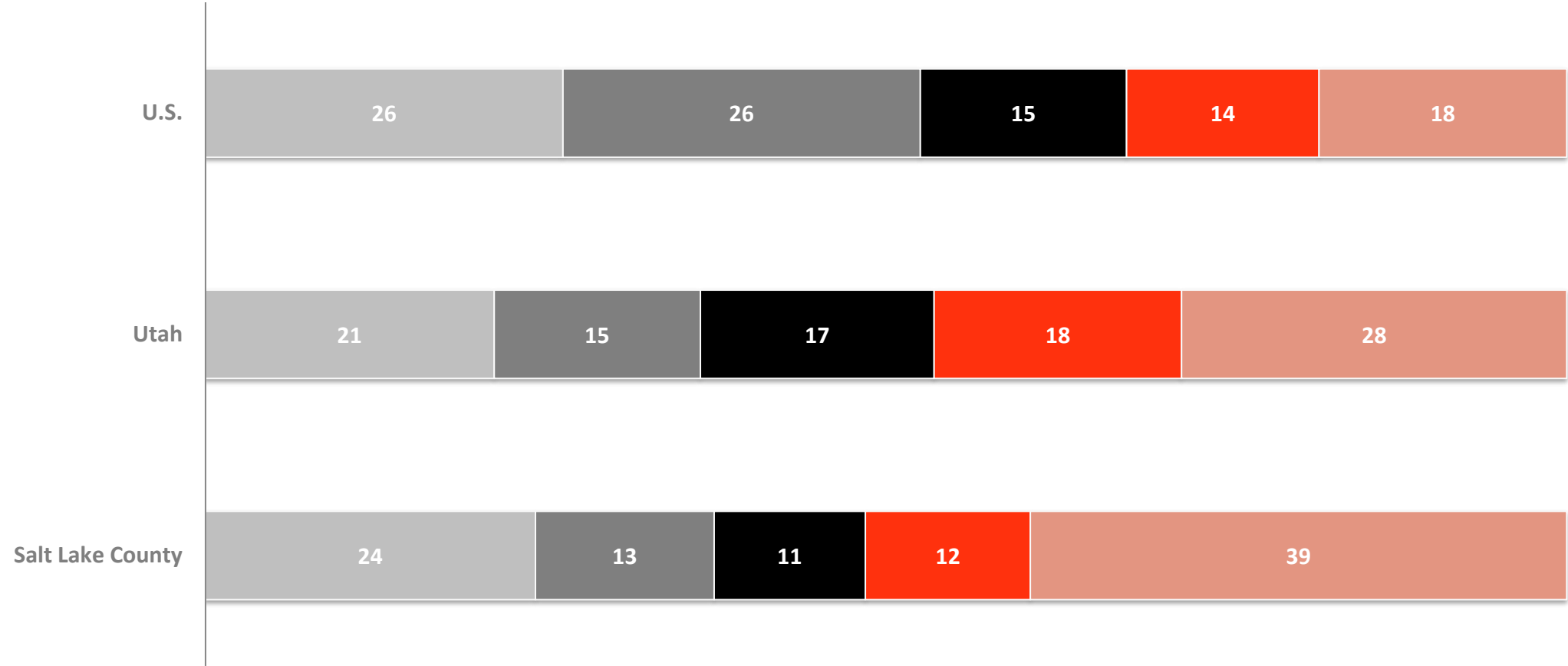


Chart 26 • Segment: 2018-2019 Overnight Leisure Person-Stays (%)

# Travel Distance by Air

TRANSPORTATION

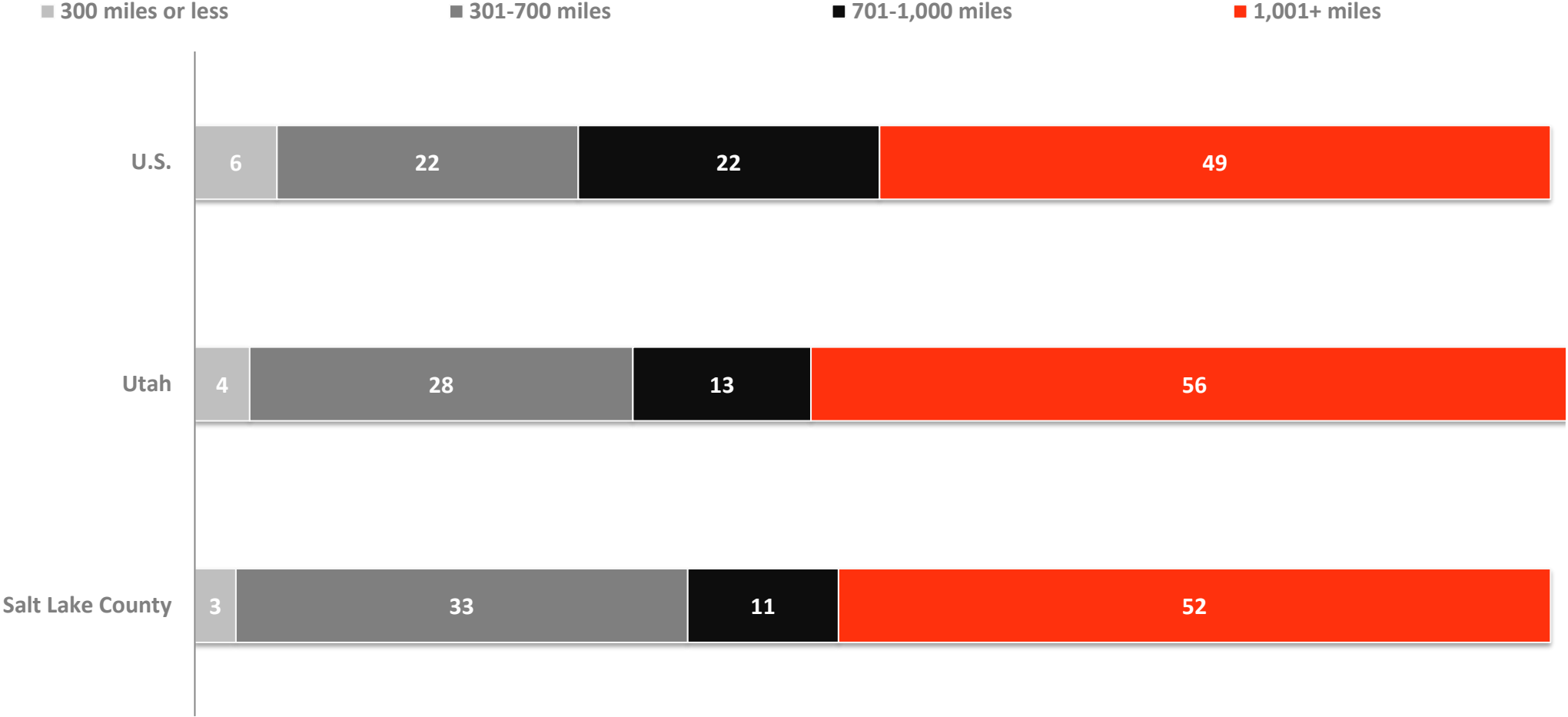


Chart 27 • Segment: 2018-2019 Overnight Leisure Person-Stays (%)

# Salt Lake County Month Trip Started

TRIP TIMING

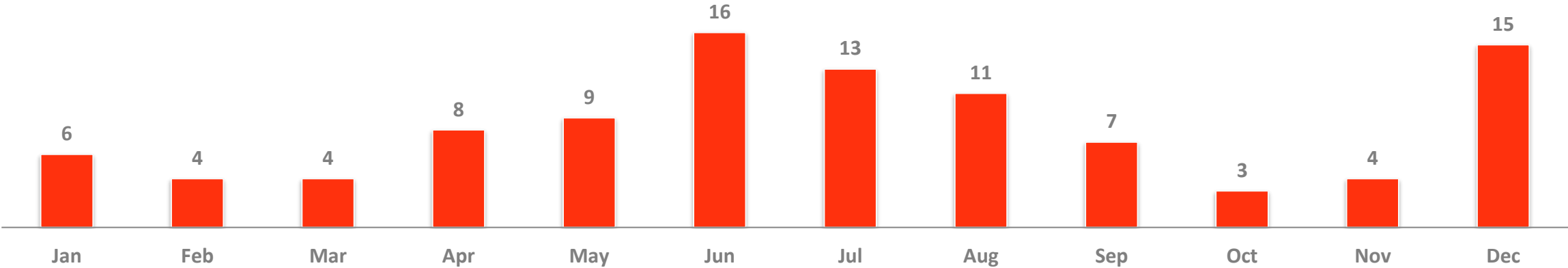


Chart 28 • Segment: 2018-2019 Overnight Leisure Person-Stays (%)

# Trip Timing by Quarter

TRIP TIMING

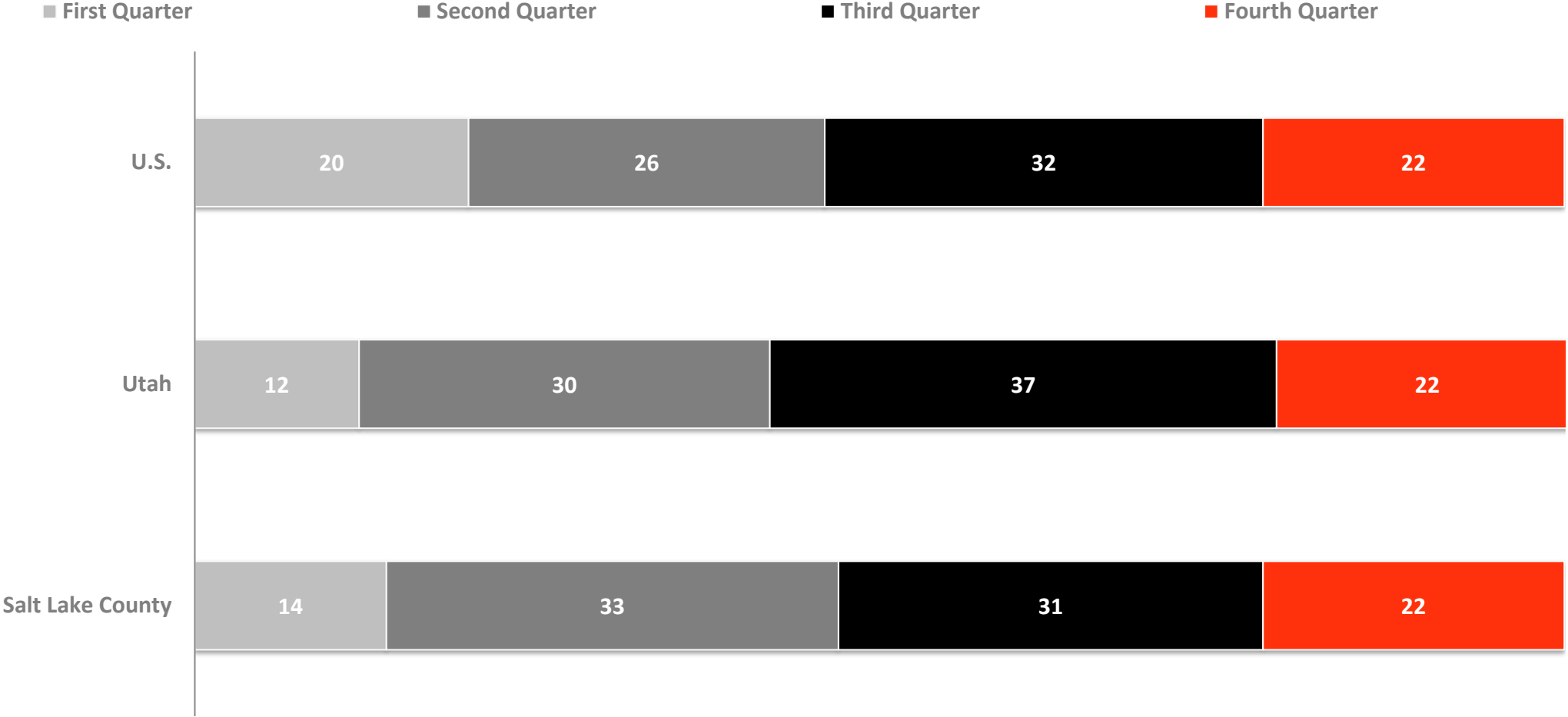


Chart 29 • Segment: 2018-2019 Overnight Leisure Person-Stays (%)

# Salt Lake County Avg. Party per Trip Spending by Quarter

TRIP TIMING

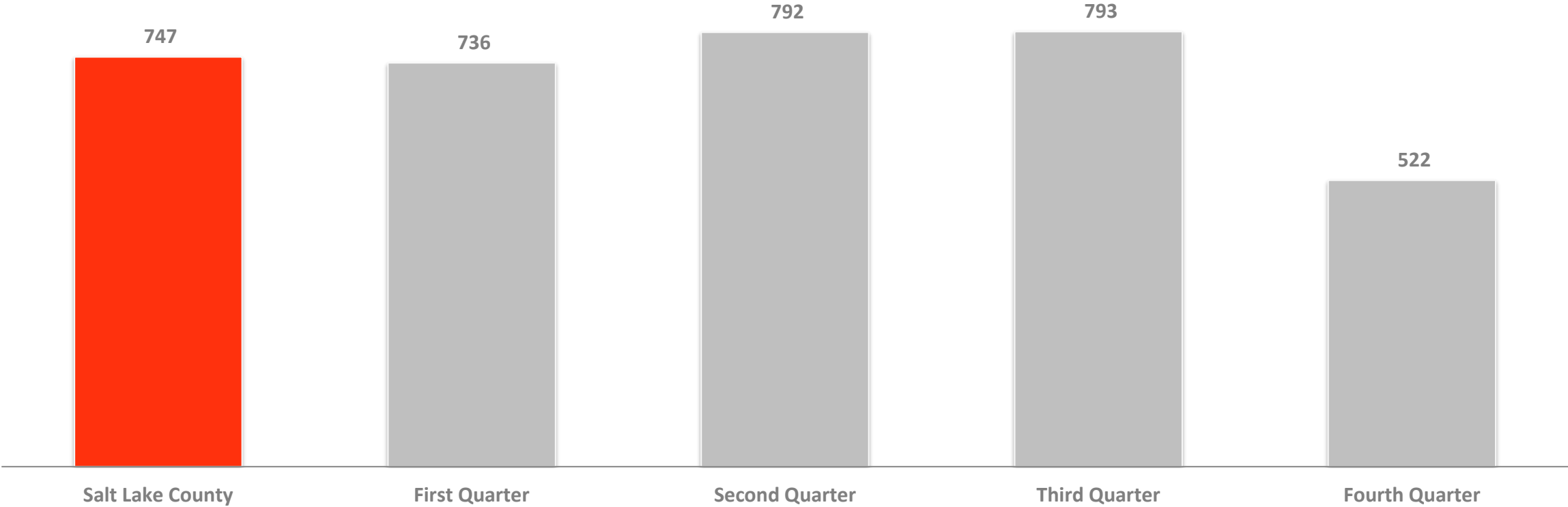


Chart 30 • Segment: 2017-2019 Overnight Leisure Stays (\$)

# Salt Lake County Trip Timing Comparison by Quarter

TRIP TIMING

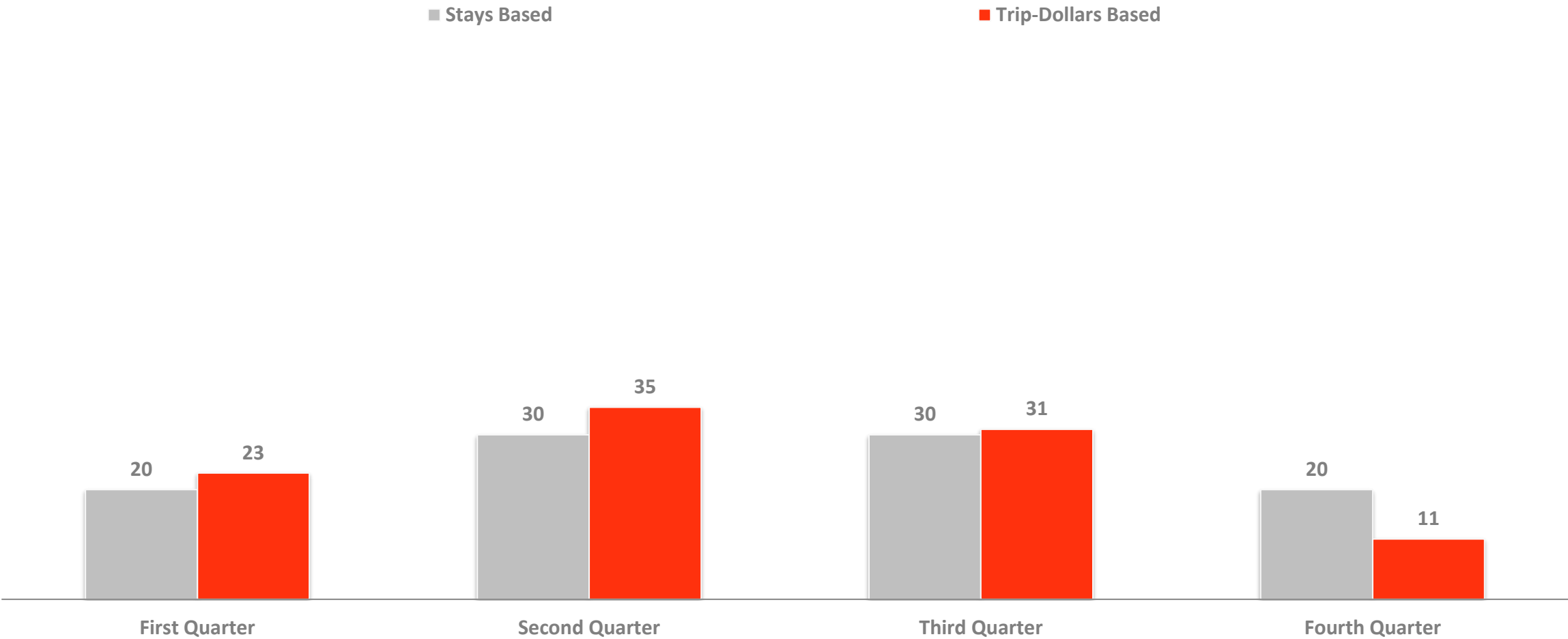


Chart 31 • Segment: 2017-2019 Overnight Leisure (%)

# Purpose of Stay Distribution

## TRIP CHARACTERISTICS

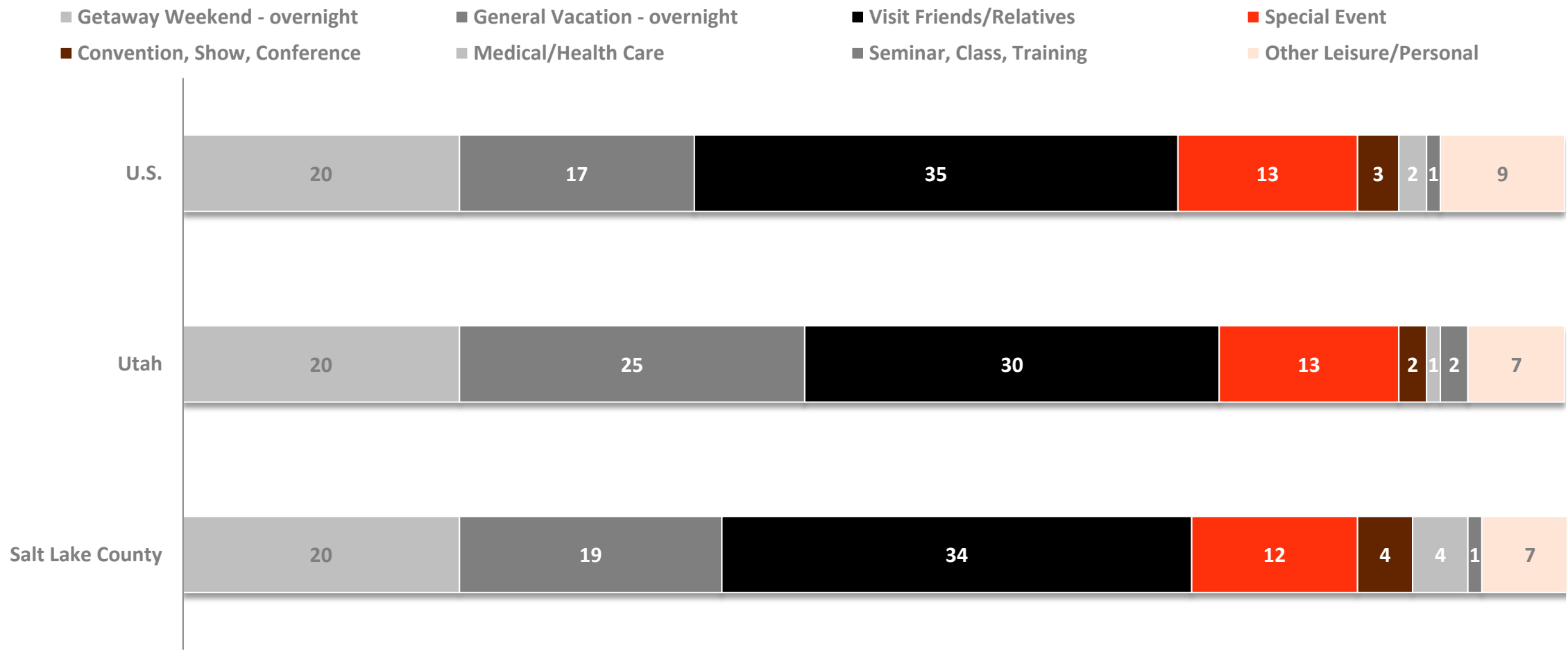


Chart 32 • Segment: 2017-2019 Overnight Leisure Stays (%)

# Salt Lake County Avg. Party per Trip Spending by Purpose of Stay

TRIP CHARACTERISTICS

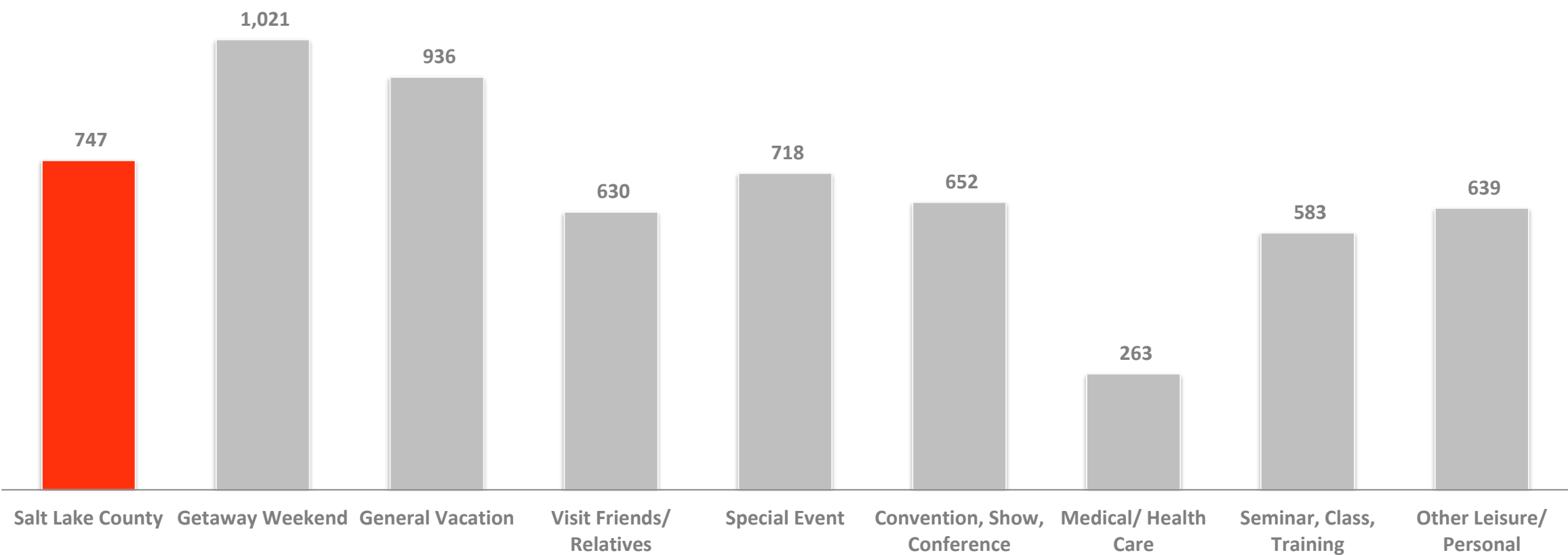


Chart 33 • Segment: 2017-2019 Overnight Leisure Stays (\$)



# Salt Lake County Purpose of Stay Comparison

## TRIP CHARACTERISTICS

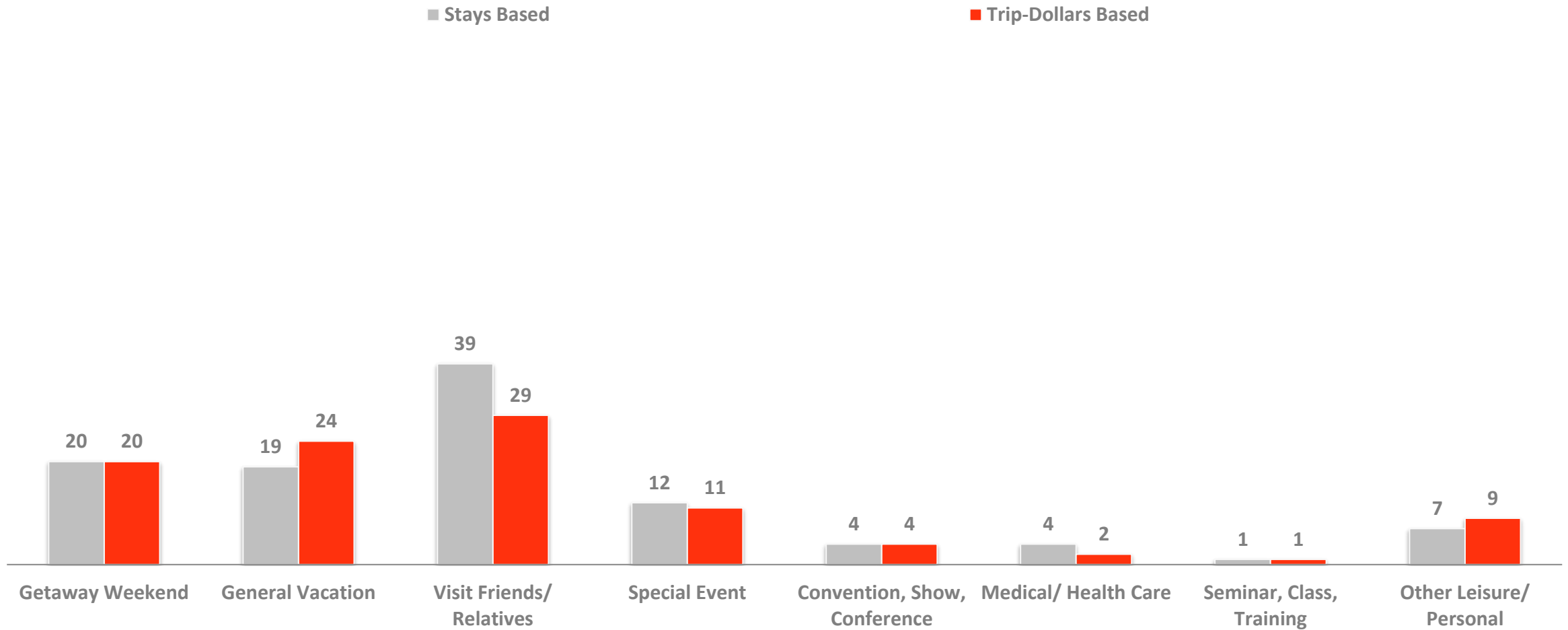


Chart 34 • Segment: 2017-2019 Overnight Leisure (%)

# Travel Party Composition

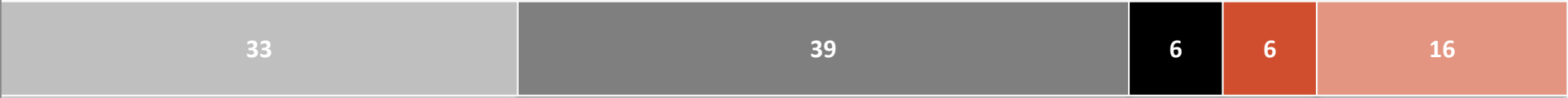
## TRIP CHARACTERISTICS

Average  
People

■ One Adult   ■ Couples   ■ MM/FF   ■ Three or More Adults   ■ Children Present

2.06

U.S.



2.49

Utah



2.25 Salt Lake County



Chart 35 • Segment: 2018-2019 Overnight Leisure Stays (%)

# Average Travel Party Size Overview

TRIP CHARACTERISTICS

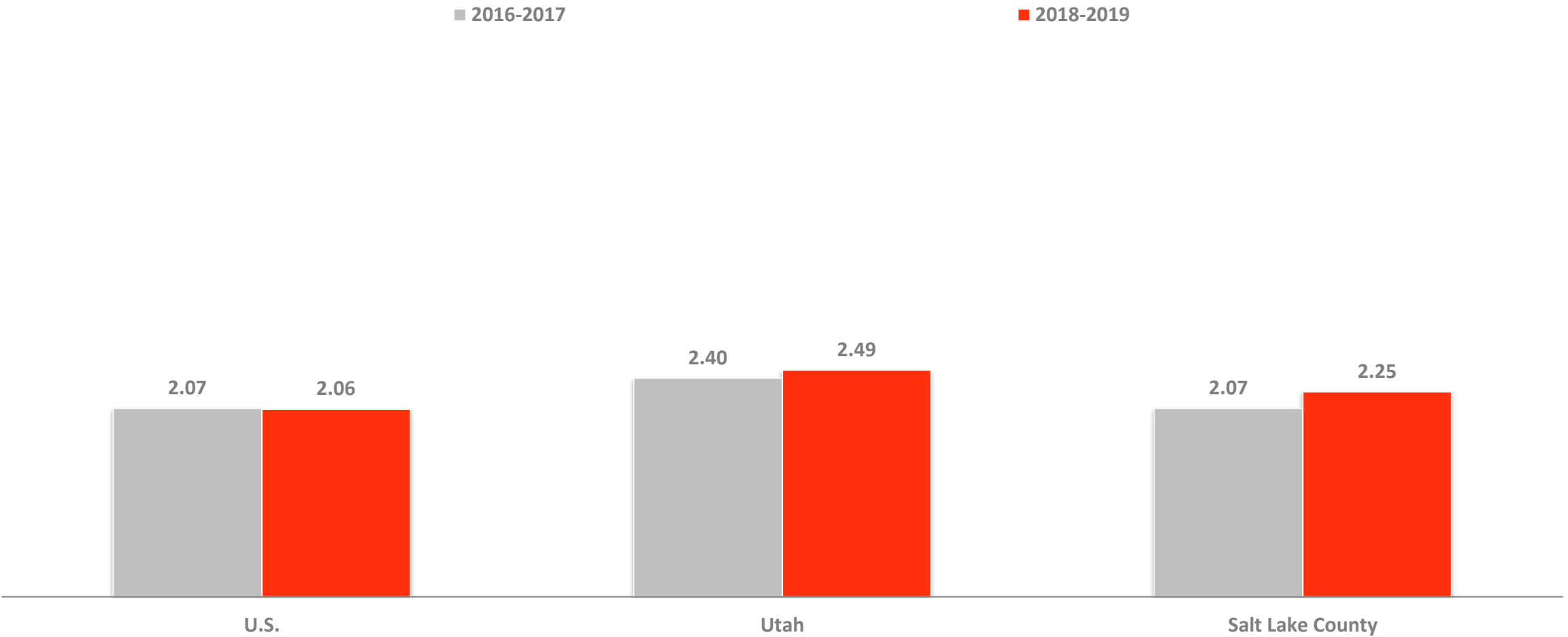


Chart 36 • Segment: 2018-2019 Overnight Leisure Stays

# Salt Lake County Avg. Party per Trip Spending by Travel Party Composition

TRIP CHARACTERISTICS

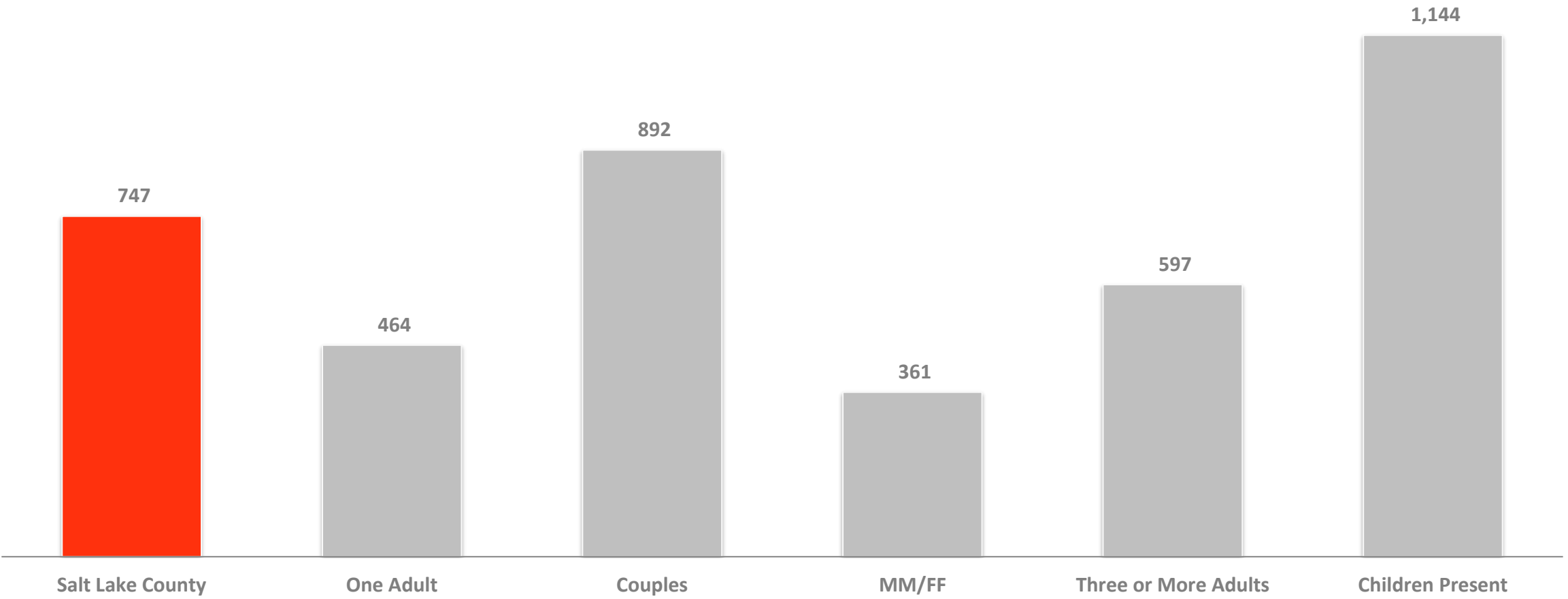


Chart 37 • Segment: 2017-2019 Overnight Leisure Stays (\$)

# Salt Lake County Travel Party Comparison

## TRIP CHARACTERISTICS

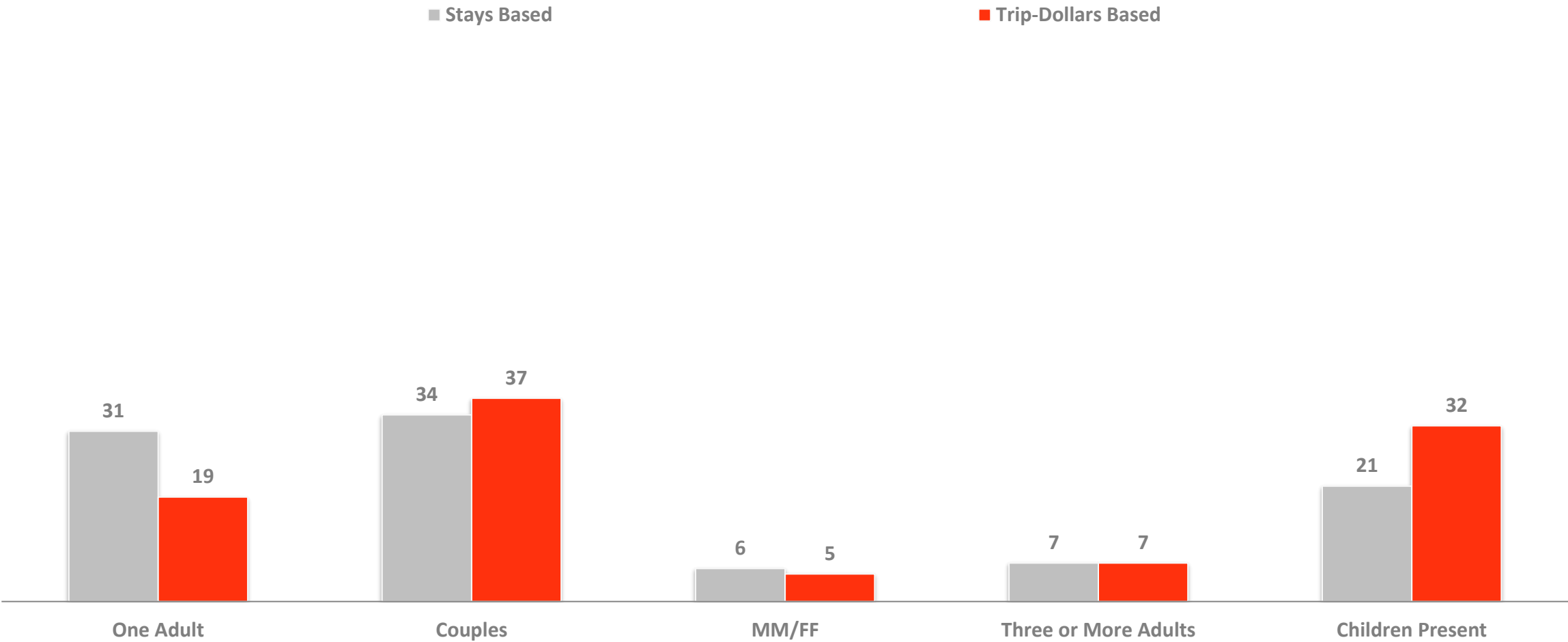


Chart 38 • Segment: 2017-2019 Overnight Leisure (%)

# Stay Length Distribution

TRIP CHARACTERISTICS

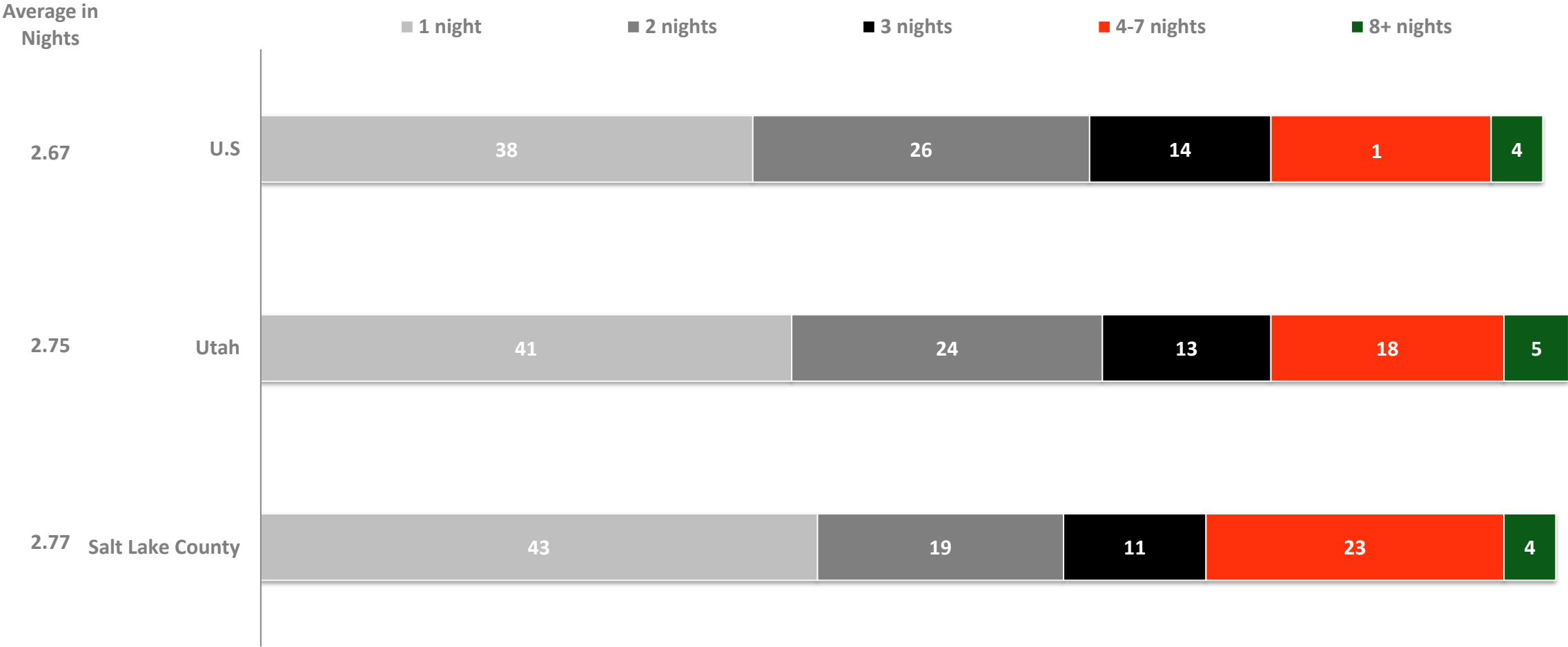


Chart 39 • Segment: 2018-2019 Overnight Leisure Stays (%)

# Average Stay Length Overview (in nights)

TRIP CHARACTERISTICS

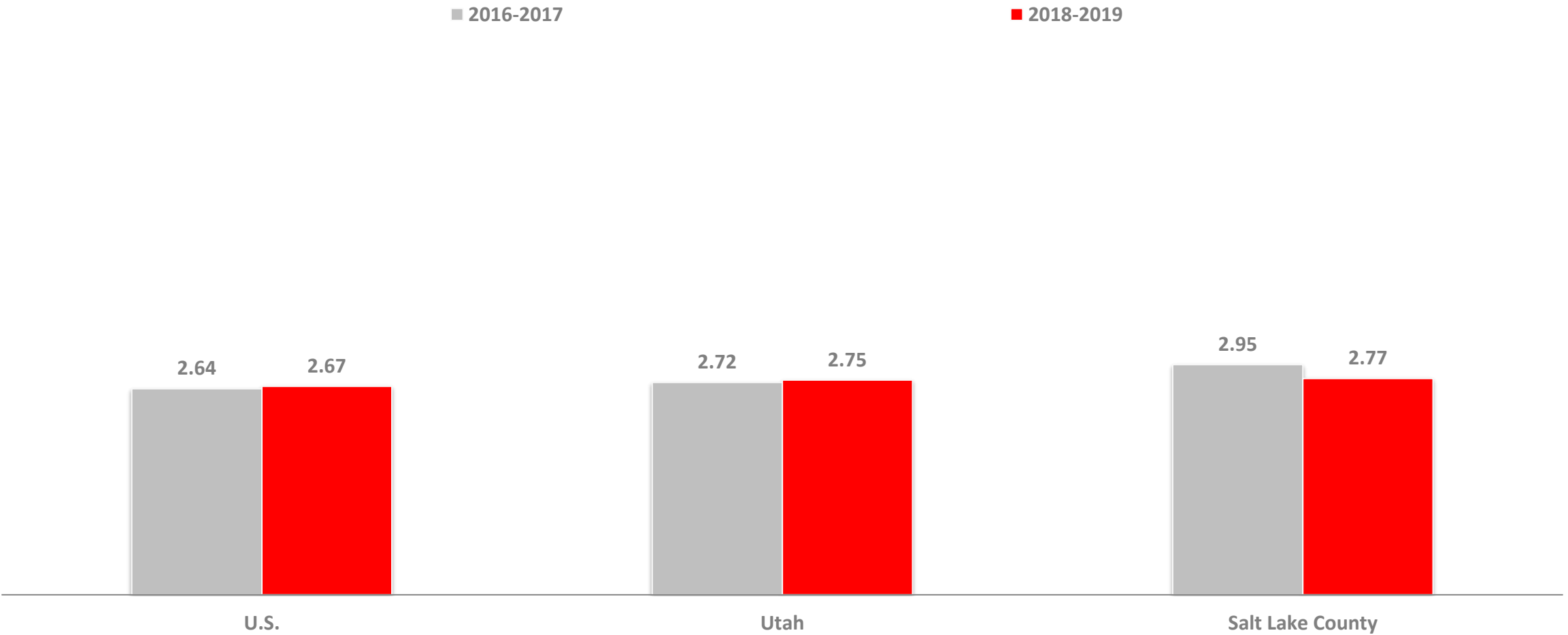


Chart 40 • Segment: 2018-2019 Overnight Leisure Stays

# Salt Lake County Avg. Party per Trip Spending by Stay Length

TRIP CHARACTERISTICS

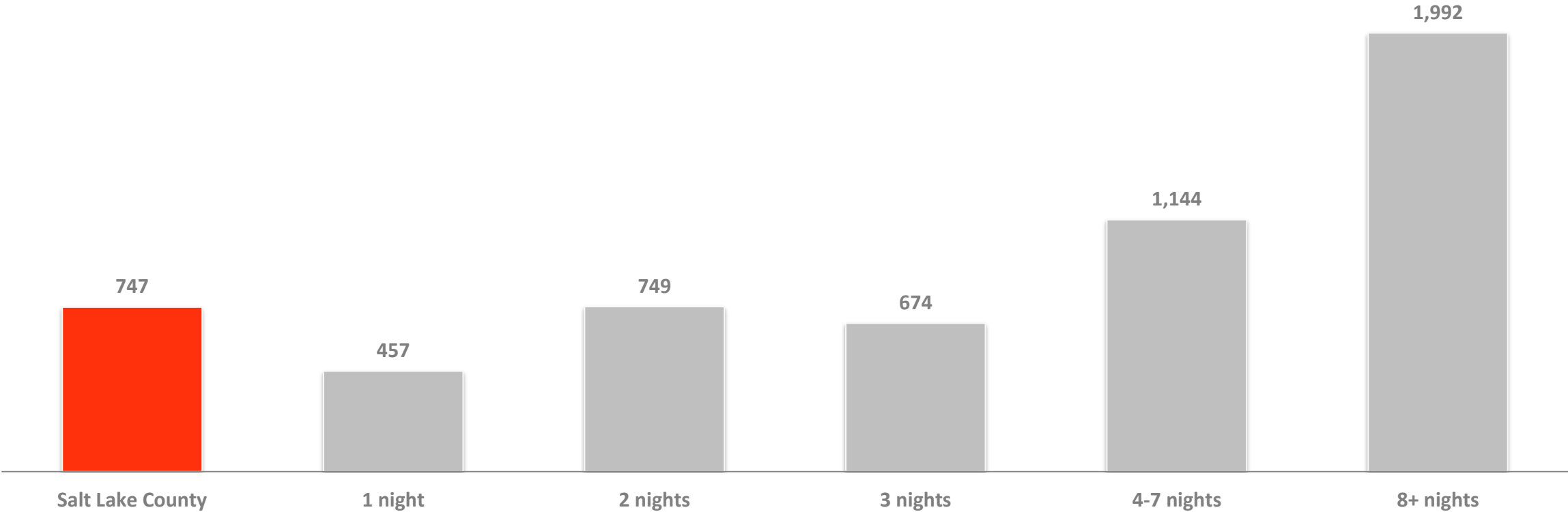


Chart 41 • Segment: 2017-2019 Overnight Leisure Stays (\$)



# Salt Lake County Stay Length Comparison

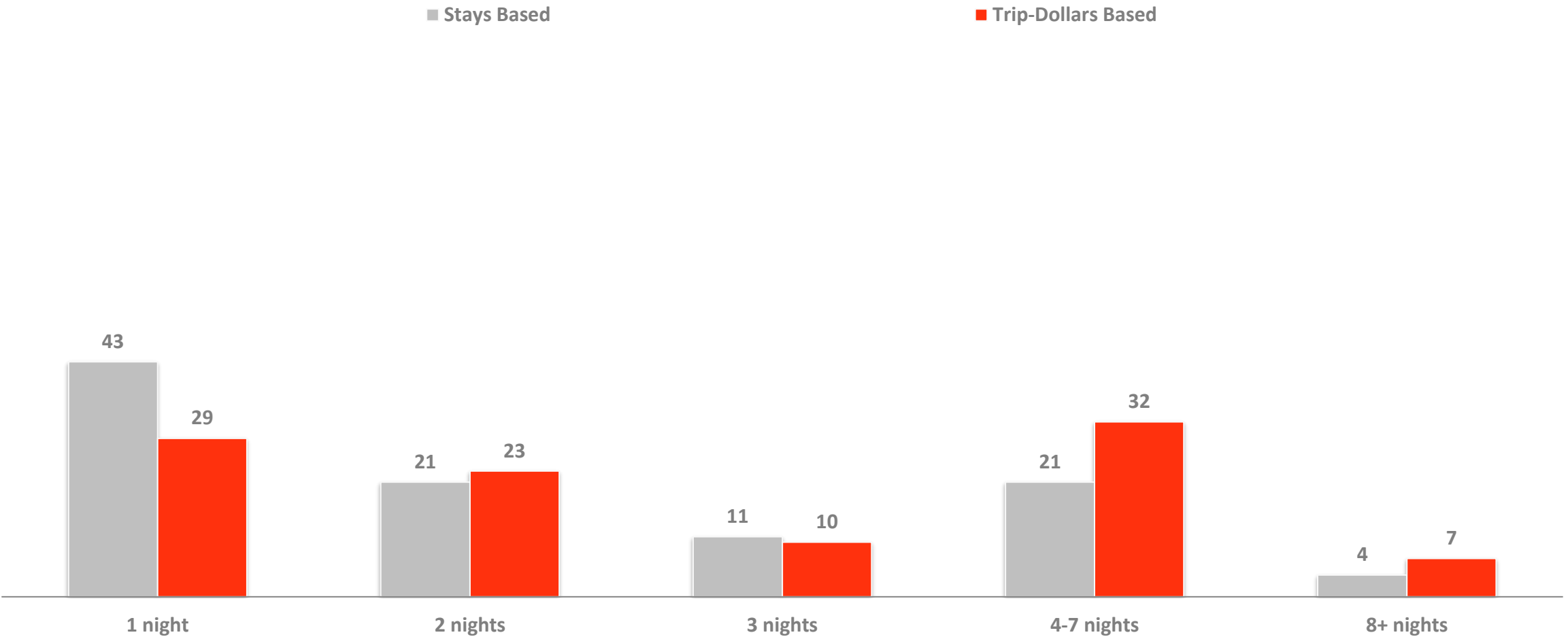


Chart 42 • Segment: 2017-2019 Overnight Leisure (%)

# Daily Spending Per Person by Category

## TRIP CHARACTERISTICS

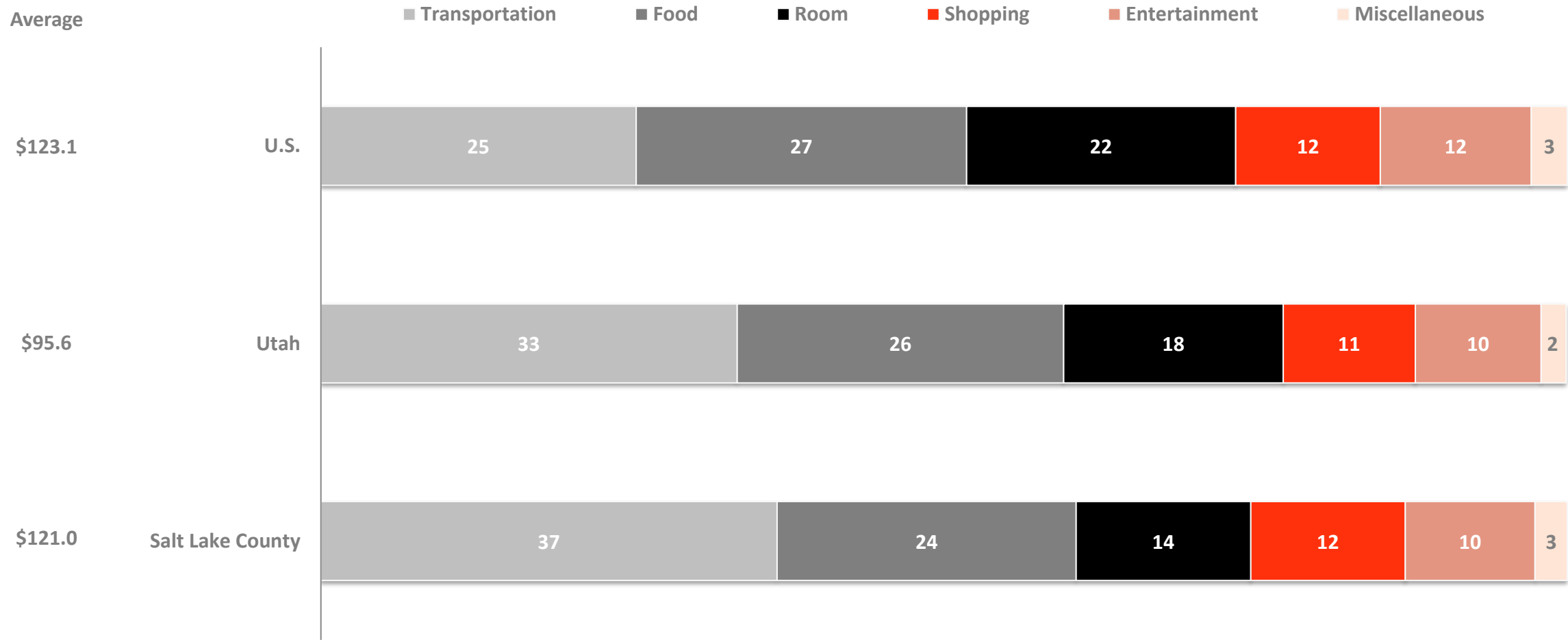


Chart 43 • Segment: 2018-2019 Overnight Leisure Person-Days (%)

# Salt Lake County Planning vs. Booking Time Frame

TRIP PLANNING

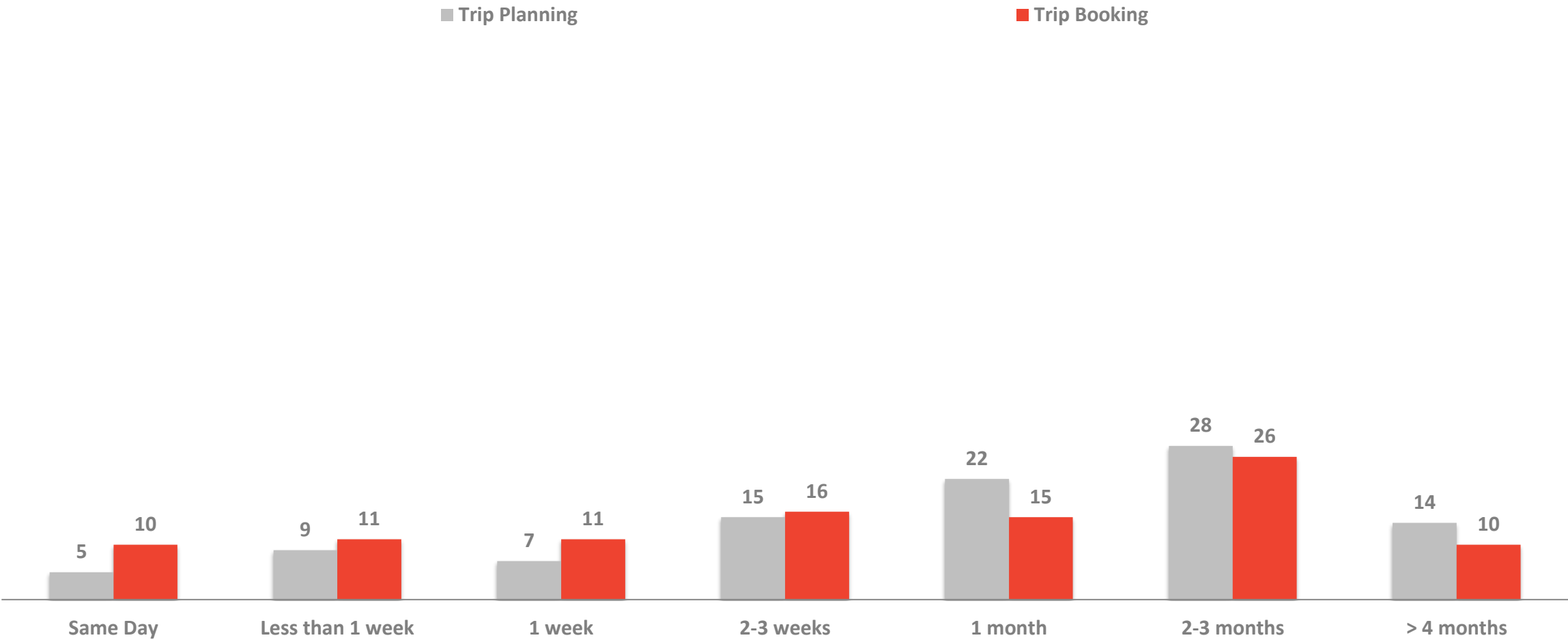


Chart 44 • Segment: 2018-2019 Overnight Leisure Stays (%)

# Trip Planning Resources Used

## TRIP PLANNING



Chart 45 • Segment: 2018-2019 Overnight Leisure Stays (%)

# Salt Lake County Activity Participation

## ACTIVITY PARTICIPATION

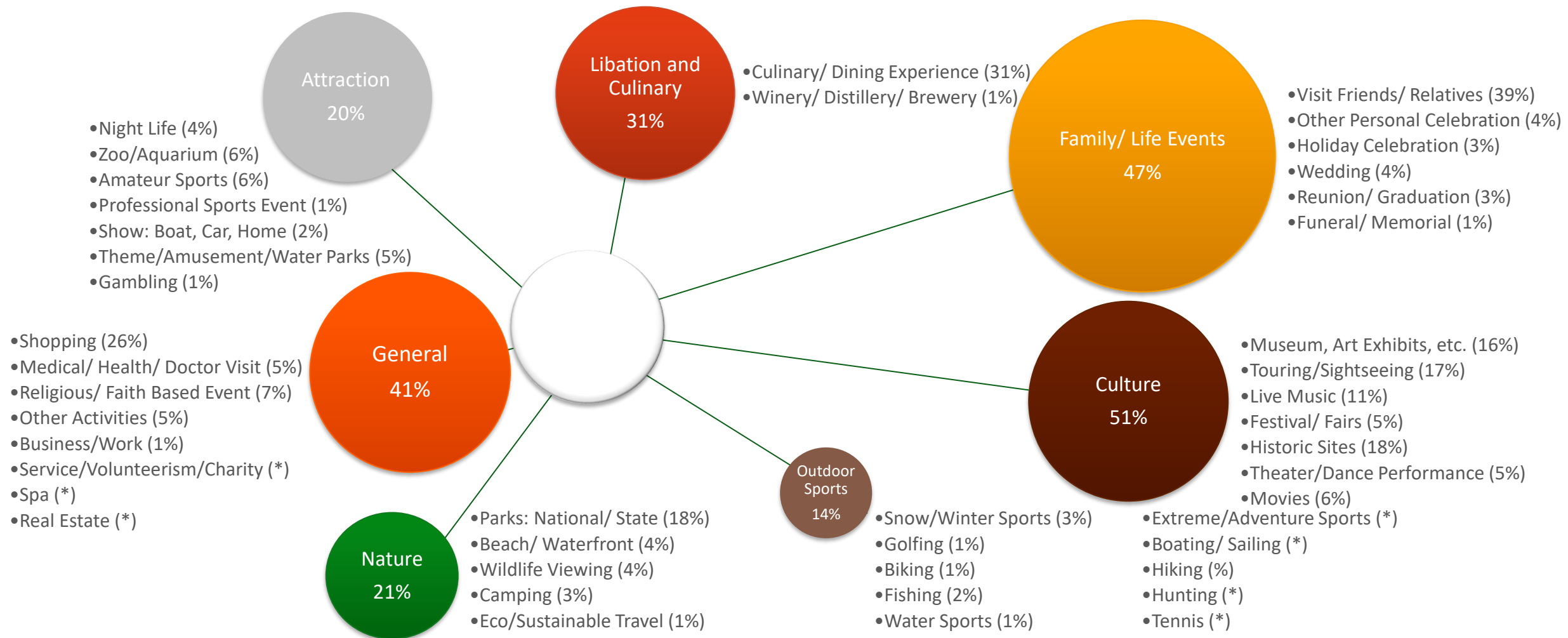


Chart 46 • Segment: 2018-2019 Overnight Leisure Stays (%)

## Top Activities at the Destination

### ACTIVITY PARTICIPATION

	U.S.	Utah	Salt Lake County
Visit Friends/Relatives (general visit)	34%	30%	39%
Culinary/Dining Experience	28%	23%	31%
Shopping	22%	22%	26%
Parks (national/state, etc.)	13%	29%	18%
Historic Sites	12%	18%	18%
Touring/Sightseeing	14%	18%	17%
Museums, Art Exhibits, etc.	9%	12%	16%
Live Music	9%	4%	11%
Hiking	5%	20%	10%
Religious/ Faith Based Conference	3%	5%	7%
Movies	6%	5%	6%
Zoo/Aquarium	4%	3%	6%
Amateur Sports (attend/participate)	4%	4%	6%
Theme/ Amusement/ Water Parks	5%	3%	5%
Festival/Fairs (state, craft, etc.)	6%	3%	5%
Medical/Health/Doctor Visit	3%	3%	5%
Theater/Dance Performance	3%	3%	5%
Nightlife (bar, nightclub etc.)	11%	3%	4%
Wedding	2%	3%	4%
Other Personal Celebration	8%	5%	4%
Wildlife Viewing	4%	7%	4%
Beach/Waterfront	17%	6%	4%

Chart 47 • Segment: 2018-2019 Overnight Leisure Stays (%)

## Top Activities at the Destination

### ACTIVITY PARTICIPATION

	U.S.	Utah	Salt Lake County
Snow/Winter Sports	1%	2%	3%
Camping	3%	9%	3%
Holiday Celebration	7%	6%	3%
Reunion/ Graduation	3%	5%	3%
Show: Boat, Car, Home	3%	1%	2%
Fishing	3%	3%	2%
Professional Sports Event	3%	1%	1%
Gambling (slots, cards, horses, etc.)	8%	2%	1%
Business/ Work	1%	3%	1%
Funeral/Memorial	2%	1%	1%
Bicycling	2%	13%	1%
Golfing	2%	3%	1%
Water Sports	2%	2%	1%
Winery/Distillery/Brewery Tours	3%	1%	1%
Eco/ Sustainable Travel	1%	1%	1%
Spa	2%	1%	*
Extreme/Adventure Sports	1%	1%	*
Real Estate (buy/sell)	1%	1%	*
Boating/Sailing	2%	2%	*
Service/Volunteerism/Charity	1%	*	*
Hunting	1%	1%	*
Tennis	*	*	*
Other Activity	3%	4%	5%

Chart 48 • Segment: 2018-2019 Overnight Leisure Stays (%)

# Salt Lake County Activity Index

## ACTIVITY PARTICIPATION

The activity index uses the U.S. to determine the average of 100 and anything above is an activity that travelers in Salt Lake County are more likely to do than visitors to the U.S. The Index is different from the share of participation in that it only reflects a traveler’s propensity to participate in an activity, relative to the propensity for average U.S. destinations.

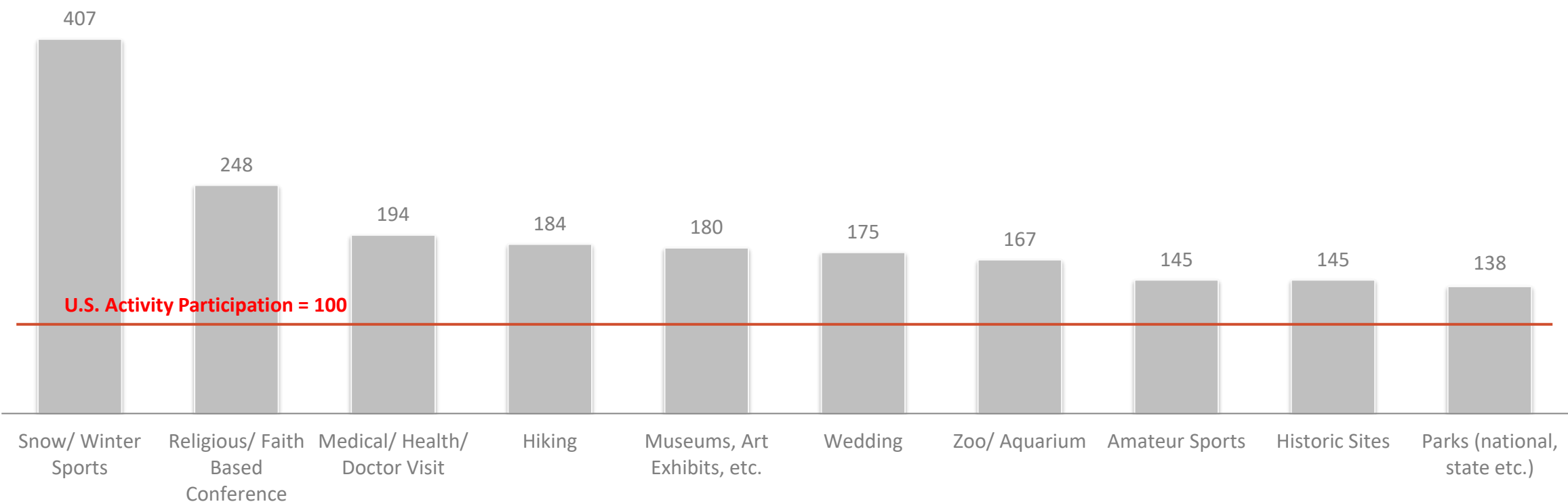


Chart 49 • Segment: 2018-2019 Overnight Leisure Stays



# Salt Lake County Activity Index

## ACTIVITY PARTICIPATION

The activity index uses the U.S. to determine the average of 100 and anything above is an activity that travelers in Salt Lake County are more likely to do than visitors to the U.S. The Index is different from the share of participation in that it only reflects a traveler’s propensity to participate in an activity, relative to the propensity for average U.S. destinations.

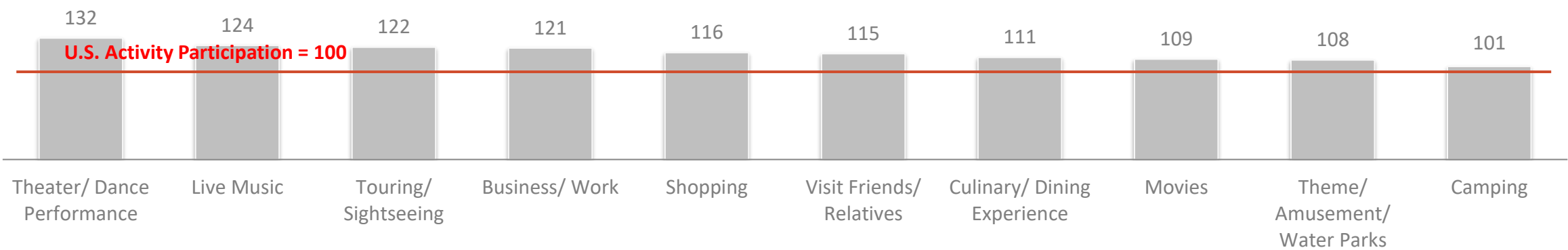


Chart 50 • Segment: 2018-2019 Overnight Leisure Stays

## Salt Lake County Avg. Party per Trip Spending by Activities

ACTIVITY PARTICIPATION

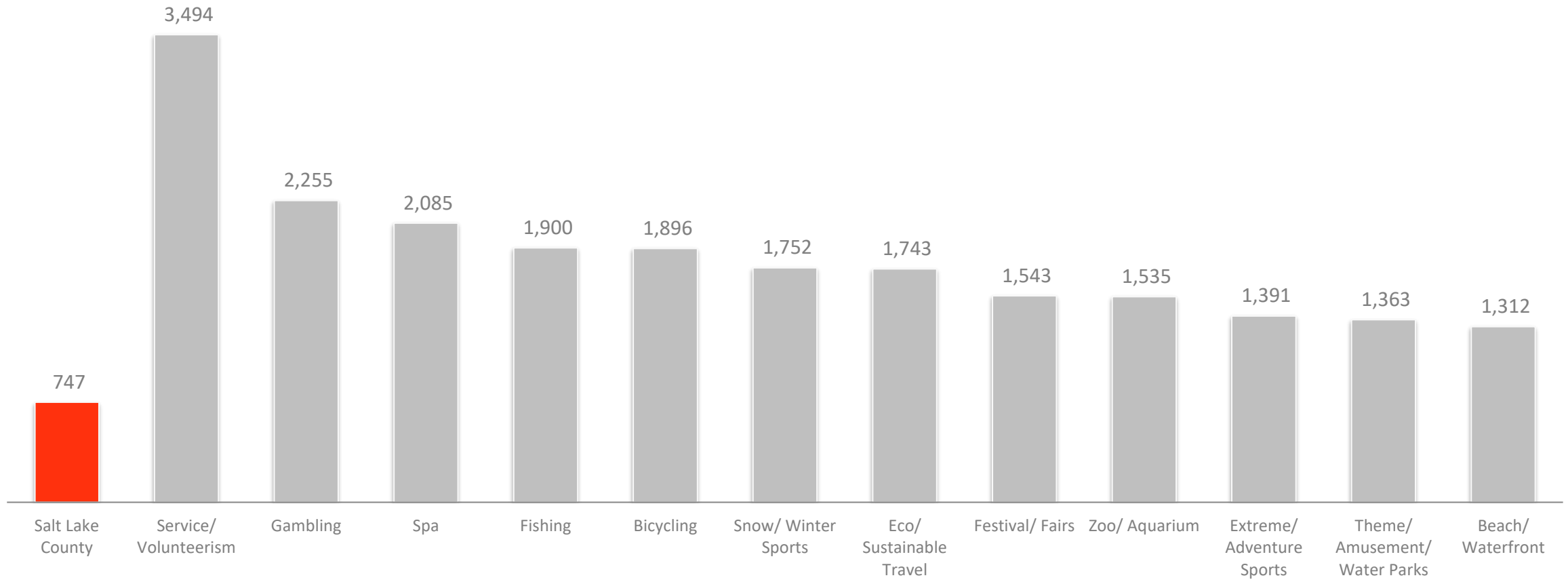


Chart 51 • Segment: 2017-2019 Overnight Leisure Stays (\$)

# Salt Lake County Activity Comparison

## ACTIVITY PARTICIPATION

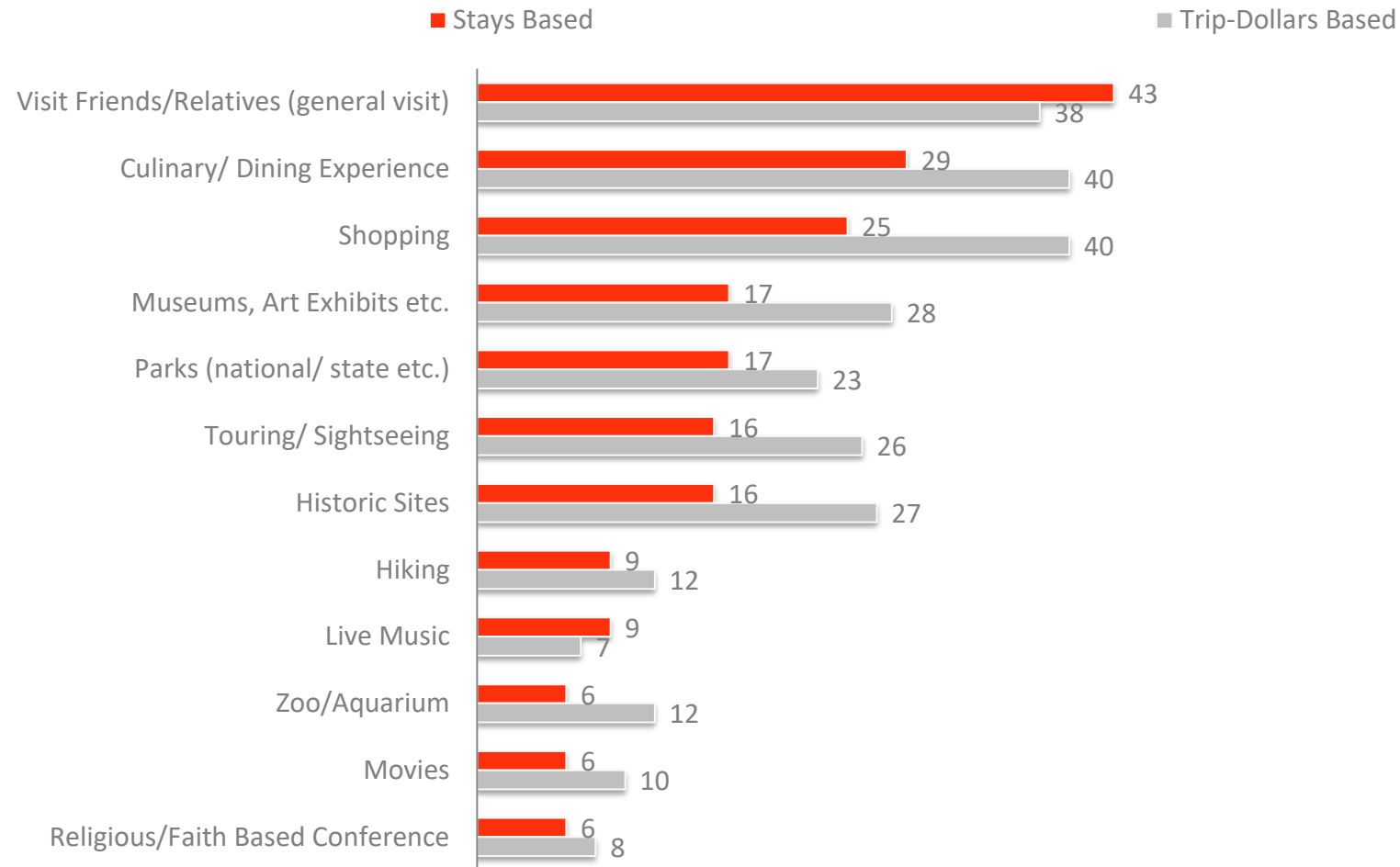


Chart 52 • Segment: 2017-2019 Overnight Leisure (%)

# Accommodation Type

ACCOMMODATION

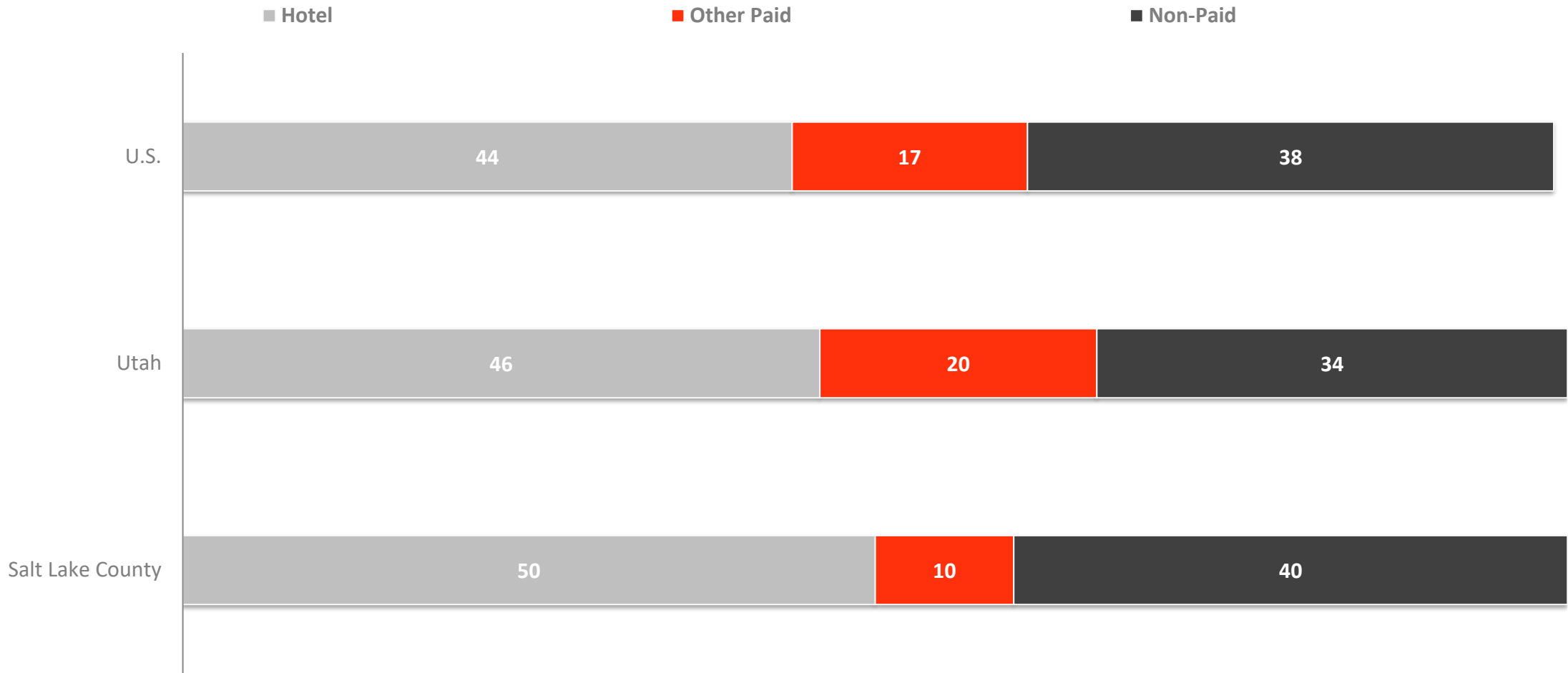


Chart 53 • Segment: 2017-2019 Overnight Leisure Stays (%)

# Salt Lake County Avg. Party per Trip Spending by Accommodation Type

ACCOMMODATION

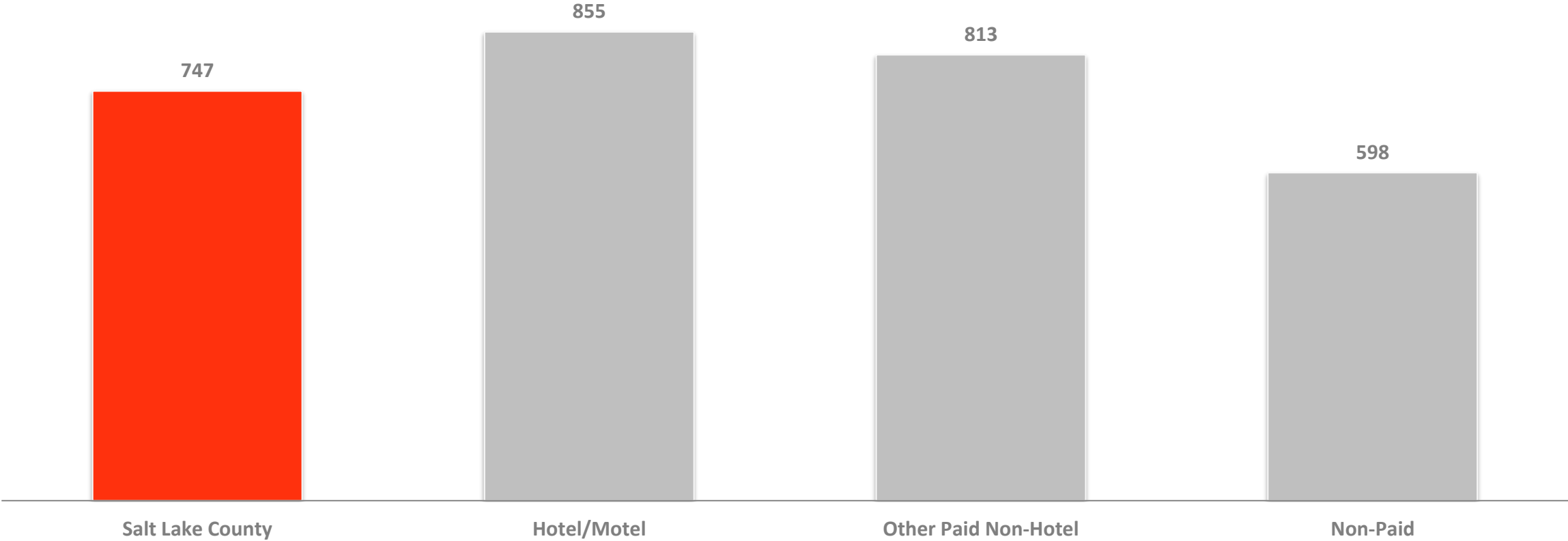


Chart 54 • Segment: 2017-2019 Overnight Leisure Stays (\$)

# Salt Lake County Accommodation Type Comparison

ACCOMMODATION

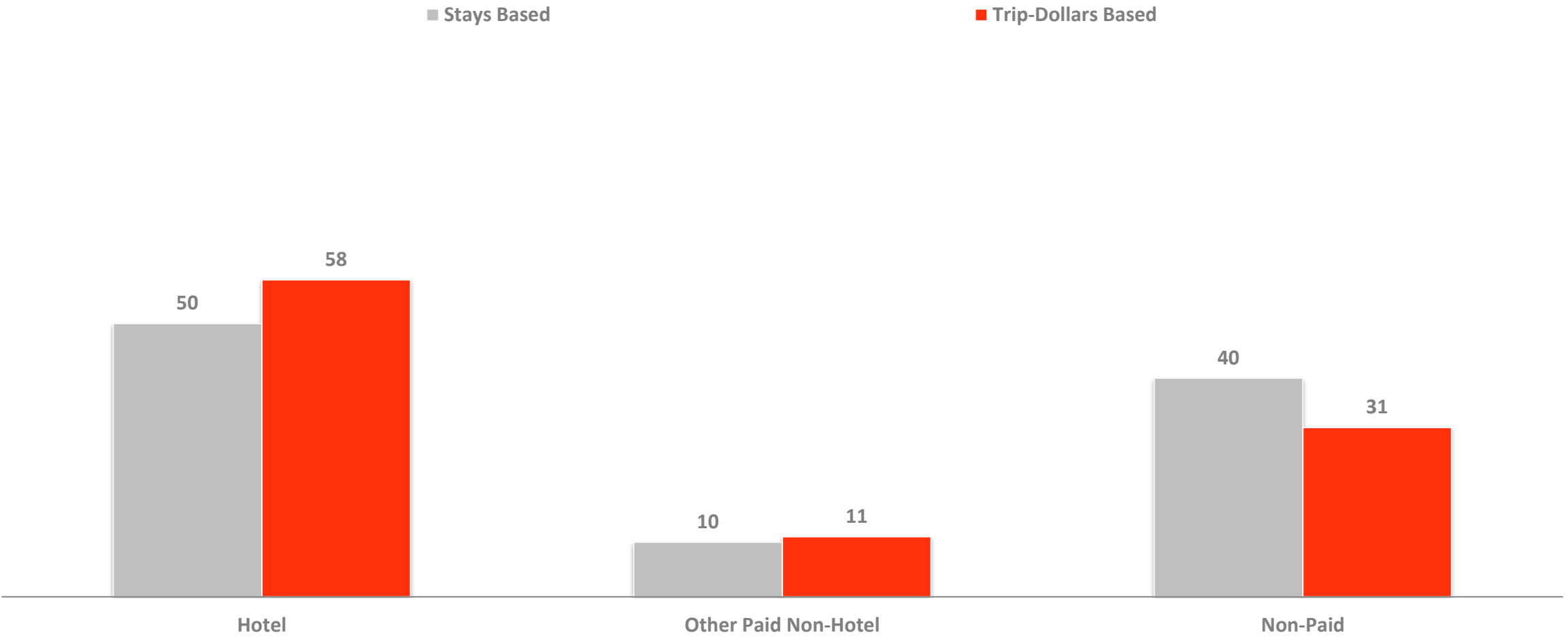
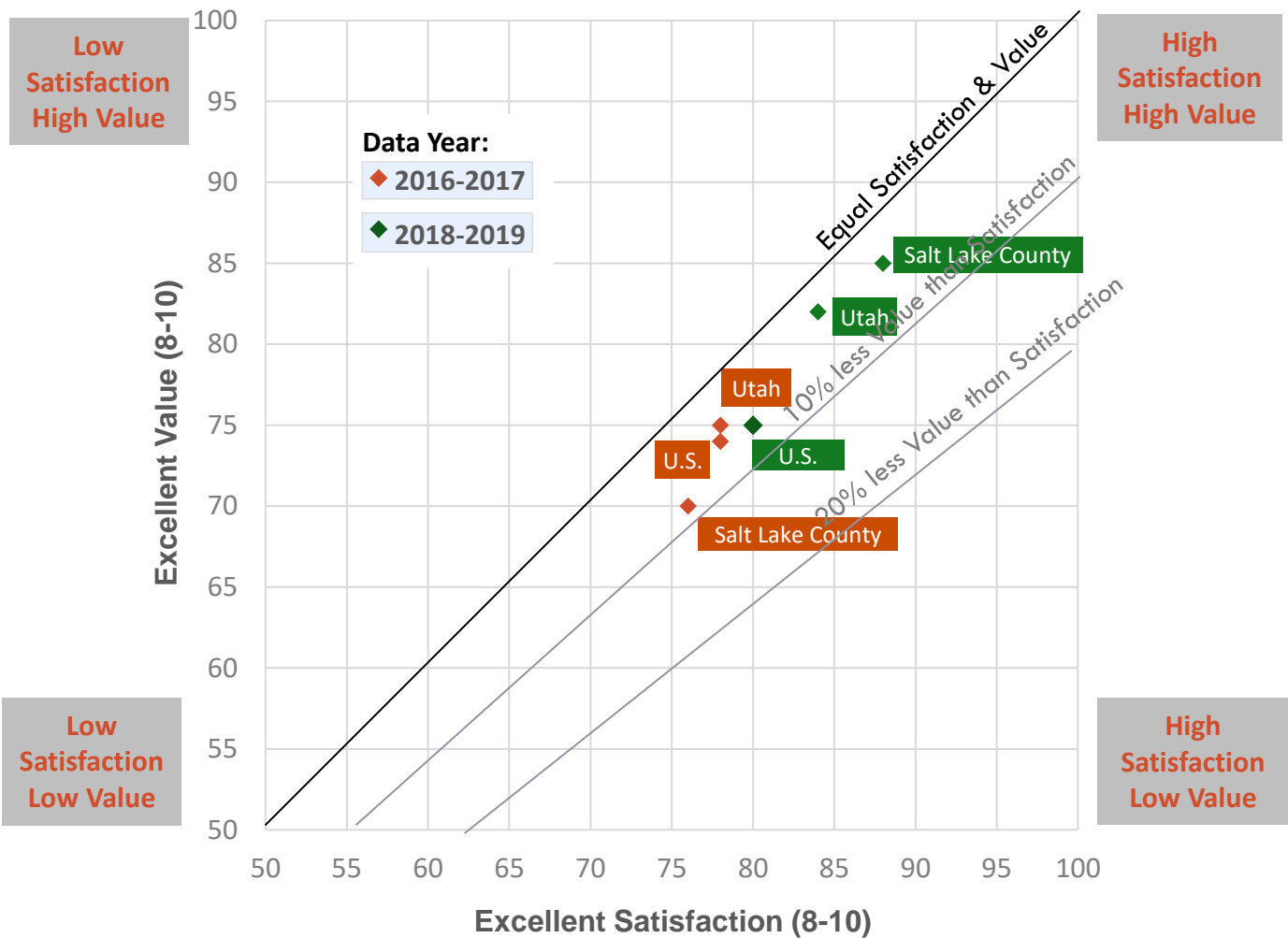


Chart 55 • Segment: 2017-2019 Overnight Leisure (%)

# Destination Ratings

## PERFORMANCE RATINGS



Satisfaction and Value ratings may be combined into a matrix which places each destination in the location where Satisfaction and Value intersect. Destinations or segments fall into one of four quadrants. Those that are in the High Satisfaction, High Value quadrant have the most loyal visitors. Those visitors are most likely not only to return, but they are likely to spend more, as well as provide invaluable word-of-mouth recommendations. The graph to the left shows these data for Salt Lake County, Utah, as well as the US average.

Chart 56 • Segment: 2018/2019 Overnight Leisure Person-Stays (%)

## Appendix



# Glossary

Household Count  
Stays

The number of unique respondents responding to the survey who visited the destination during the travel year  
Stays represent the number of distinct groups of travelers (travel parties or groups) visiting a destination on a trip, regardless of the number of people within the travel group.

Person-Stays  
Person-Days  
Trip-Dollars

The total number of people or visitors that traveled to your destination, regardless of the length of their stay.  
The total number of days that all visitors contributed to your destination.  
Using the Trip-Dollars weight shows the monetary worth/contribution of travelers to a destination’s economy as opposed to the contribution of number of trips or number of days spent at the destination.

Room-Nights  
Stay Expenditures

The number of nights spent in a room, regardless of the number of people staying in the room.  
Combines per-person spending with Person-Days to calculate the money spent on each stay to your destination.

Average Party Per Stay Spending

Includes reported expenditures of all travelers (including transportation expenditure) who spend more than \$1 on their trip to or within the destination. Individual averages for subgroups of variables, such as accommodation types or activities might be higher than the total average party per stay spending for a destination because the travelers’ spending is included only in those subgroups of variables to which the respondent replied.

Traveling Party

*Children Present:* Is defined as one or more adults accompanied by one or more persons under age 18. The child necessarily has to live in the household.

Generations  
Lifestage Definitions

*MM/FF:* Include either two females or two males from different households traveling together.  
Millennial (1981-1996), GenX (1965-1980), Boomer (1946-1964), Silent/GI (before 1945)

Lifestage	Head of HH Age (years)	HH Income	Children <18 in HH
Young & Free	18-34	Any	No
Young Family	18-34	Any	Yes
Mature & Free	35-54	Any	No
Moderate Family	35-54	Under \$75K	Yes
Affluent Family	35-54	\$75K+	Yes
Moderate Mature	55+	Under \$60K	No
Affluent Mature	55+	\$60K+	No

## Statistical References

Example:

If the car (personal vehicle) travel finding for Salt Lake County is 63% and the sample size is 548, using the chart to the right, we can say that at the 90% level of confidence the proportion ranges between 60.3% and 65.7%.

Example:

If the Personal Vehicle finding for Salt Lake County travelers is 63% in 2018-19 and was 68% in 2016-17, using the chart, we can say that the actual proportion change is statistically insignificant since the resulting Z score (-1.17) is smaller than the table Z score (+/- 1.64).

### Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

Overnight Leisure Travel	Sample Size for 2018-19	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
U.S.	86,618	0.1%	0.1%	0.1%	0.2%	0.3%
Utah	1,311	0.5%	0.8%	1.2%	1.7%	2.3%
Salt Lake County	548	0.7%	1.3%	1.8%	2.7%	3.5%

### Significance Testing

The chart below compares two proportions from different samples for statistical significance.

Instructions: Enter the proportion for each sample and sample size in the appropriate cells in the data input section, using the Z Score Table, compare the resulting Z score with the Z score corresponding to your desired confidence level. If the resulting Z score is greater than the table Z score, the difference between the two proportions is statistically significant. If the resulting Z score is lower, there is no significant difference.

Data Input	Sample 1	Sample 2	Resulting Z Score	Z score	Confidence Level
Proportion	63%	68%		(+/-) 1.96	95%
Sample Size (n)	262	235	-1.17	(+/-) 1.64	90%

## Research Methodology

DK Shifflet's **TRAVEL PERFORMANCE/Monitor<sup>SM</sup>** is a comprehensive study measuring the travel behavior of US residents. DK Shifflet contacts 50,000 distinct U.S. households monthly and has done so since 1991. DK Shifflet is able to provide current behavior and long term trended analyses on a wide range of travel.

DK Shifflet data are collected using an online methodology employing KnowledgePanel®, an address based sample panel offered by Knowledge Networks. The sample is drawn as a national probability sample and returns are balanced to ensure representation of the U.S. population according to the most recent U.S. Census. Key factors used for balancing are Origin State, Age, Income, Education, Gender, Ethnicity/race and return rates. The Knowledge Networks sample is used to create benchmark weights which are applied to surveys returned from other managed panels used by DK Shifflet.

Both traveling and non-traveling households are surveyed each month enabling DK Shifflet to generate the best estimate of travel incidence (volume) within the total U.S. population. Among those who have traveled (overnight in the past three months, and daytrips in the past month) details of their trip(s) are recorded for each month. This overlapping, repeating monthly approach boosts the observed number of trips for each travel month and controls for seasonality and telescoping biases.

### About DK Shifflet

DK Shifflet, an MMGY Global Company, is the leading U.S. consumer travel research firm. DK Shifflet is located in McLean, VA and has, for more than 30 years, provided the Industry's most complete consumer based travel data on U.S. residents and their travel worldwide. Our clients include destination marketing organizations, theme parks, auto clubs, hotel chains and more.

"Travel" is defined as either an overnight trip defined as going someplace, staying overnight and then returning home or as a day trip defined as a place away from home and back in the same day. Respondents report travel behavior for each stay of each trip; an approach that enhances reporting for specific travel events, activities and spending.

A wide variety of general travel information is collected including travel to destinations at a city level, hotel stayed in, purpose of stay and activities, expenditures, mode of transportation, party composition, length of stay, travel agent and group tour usage, satisfaction and value ratings, and demographics, including origin markets.

Several questions are asked as open-ends to ensure that the responses are not influenced by a pre-listed set of response categories. Each respondent identifies the actual destination visited with an open-end response. This is particularly significant for obtaining accurate data for smaller cities and counties and representing total travel. This increases time and expense to accurately capture these responses but quality requires it.

Extensive coding lists are updated regularly to ensure that all data is recorded accurately. DK Shifflet's Quality Control Committee conducts bi-monthly meetings to review survey results and examine methods to maintain and improve quality control.