

A rustic wooden wall with two windows. Below the windows, a banner made of wooden planks is strung across the wall. The banner features the words 'HOME GROWN' in large, white, hand-painted letters. The letters are mounted on wooden planks of various colors: 'H' is on a light pink plank, 'O' is on a red plank, 'M' is on a dark brown plank, 'E' is on a light brown plank, 'G' is on a dark brown plank, 'R' is on a light brown plank, 'O' is on a red plank, 'W' is on a dark brown plank, and 'N' is on a red plank. The background is a weathered wooden wall with two windows that have blue-tinted panes.

H O M E G R O W N

**TOOLS & RESOURCES
TO UNDERSTAND TOURISM IN YOUR COMMUNITY**

Red Emerald Resilience Training Program

TOOLS & RESOURCES

To Understand Tourism in Your Community



Denise Jordan

Marketing Analytics & Research
Manager, Utah Office of Tourism



Jennifer Leaver

Senior Research Analyst,
Kem C. Gardner Policy Institute



Jonathan Smithgall

Vice President, Digital Marketing
& Media, Love Communications

Red Emerald Resilience Training Program



UOT STRATEGY SUPPORTS COMMUNITY EFFORTS

- Quality Visitation
- Visitation Distribution
- Community-led Visitor Readiness
- Responsible Visitation



UOT - DATA!

 **Omnitrak**
- Visitor profile report

 **insights**
Strategic Marketing and Research

- Advertising effectiveness studies

 **ADARA**

- Hotel bookings - media attribution



- Surveys

UNDERSTANDING
VISITORS, RESIDENTS, STAKEHOLDERS

 **VISA** Destination Insights
- Visitor spending

 **TOURISM ECONOMICS**
AN OXFORD ECONOMICS COMPANY

- International spend & visits



- State tax information



- National & State Park visitation



- Hotel lodging information

EFFECTIVE MARKETING
ECONOMIC BENEFITS
SUSTAINABLE TOURISM



ZARTICO
- Geolocation information

 **Transparent**
- Short term rental information



Google Analytics

- Website information



Arrivalist

- Location data, media attribution



- Airport enplaned / deplaned patterns

INFORMATION RESOURCES

SENTIMENT STUDIES

TRAVEL.UTAH.GOV

KEM C. GARDNER POLICY
INSTITUTE (KCGPI)

UTAH OFFICE OF TOURISM
(UOT) BOARD MEETINGS

OTHER RESOURCES



COMMUNITY SENTIMENT

59%

Tourism's Effects:
The Positive Outweigh the Negative

69%

Agree Natural Resource Protection &
Tourism Can be Compatible

81%

The Utah Office of Tourism Should
Support Locally Led Efforts



TRAVEL.UTAH.GOV

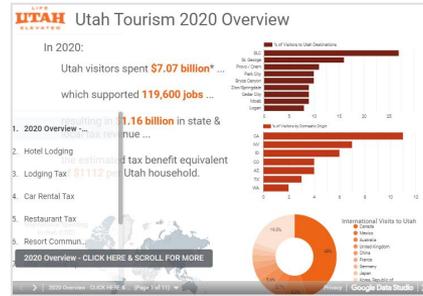
> Research > Utah Tourism Industry Metrics

Public Dashboards

Curated, Exportable Information

Visitor Profile Report

- Share of Visitors
- Source Markets & Trip Types
- Trip Characteristics
- Niche Activity Motivations
- Trip Satisfaction & Travel Intent



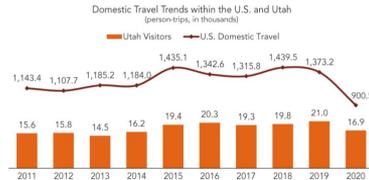
- 1 2020 Overview - CLICK H...
- 2 Hotel Lodging
- 3 Lodging Tax
- 4 Car Rental Tax
- 5 Restaurant Tax
- 6 Resort Communities Tax
- 7 International Spending
- 8 International Visits
- 9 State Parks
- 10 National Parks & Places
- 11 Airport Passengers

Utah welcomed an estimated 16.9 million visitors in CY 2020

Market Overview:

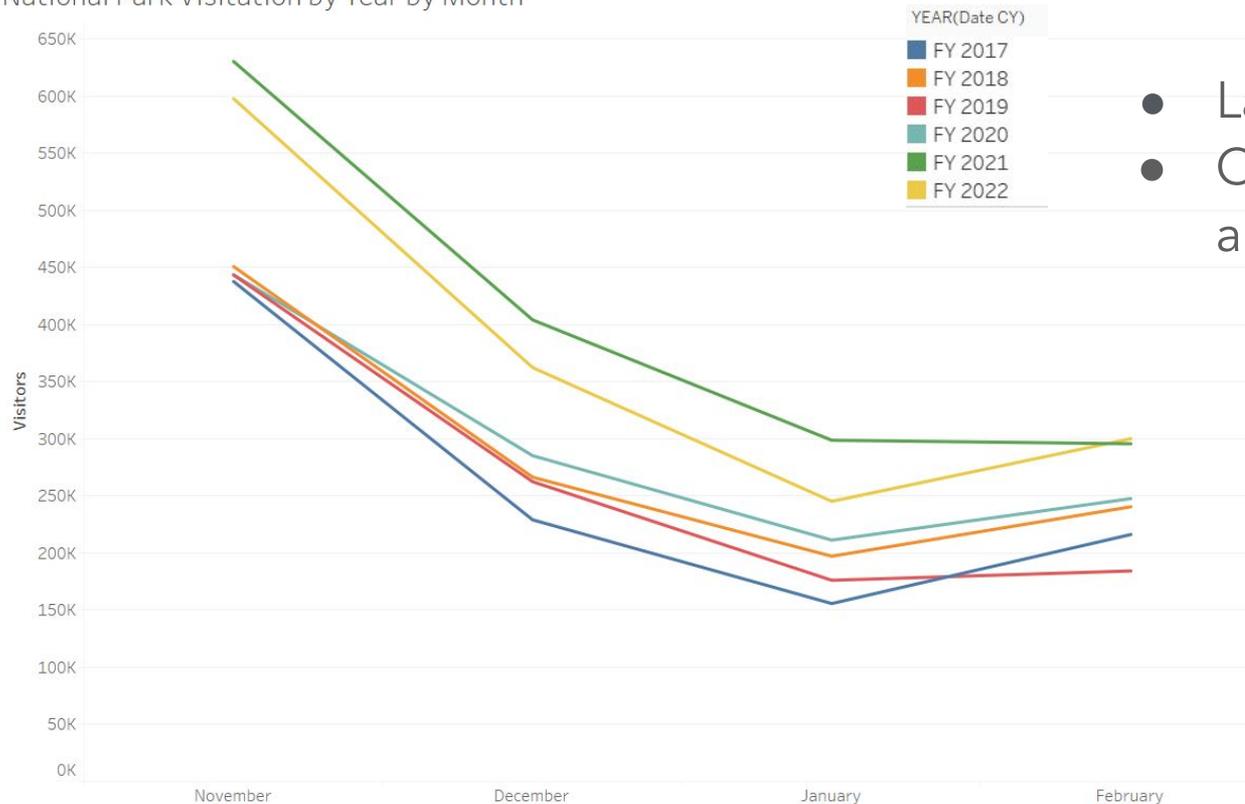
- Utah hosted 16.9 million travelers in CY 2020, a decrease of 19% from the previous year. At the same time, domestic travel within the U.S. fell 34%.
- Travel to Utah accounted for 1.9% of total domestic travel within the U.S. during 2020, which is an increase in market share from the previous year.

Utah Population General Estimate	Utah Households Census Estimate	Utah Visitors CY 2020
3,271,616	977,313	16.9 million



NATIONAL PARK VISITATION, NOV-FEB

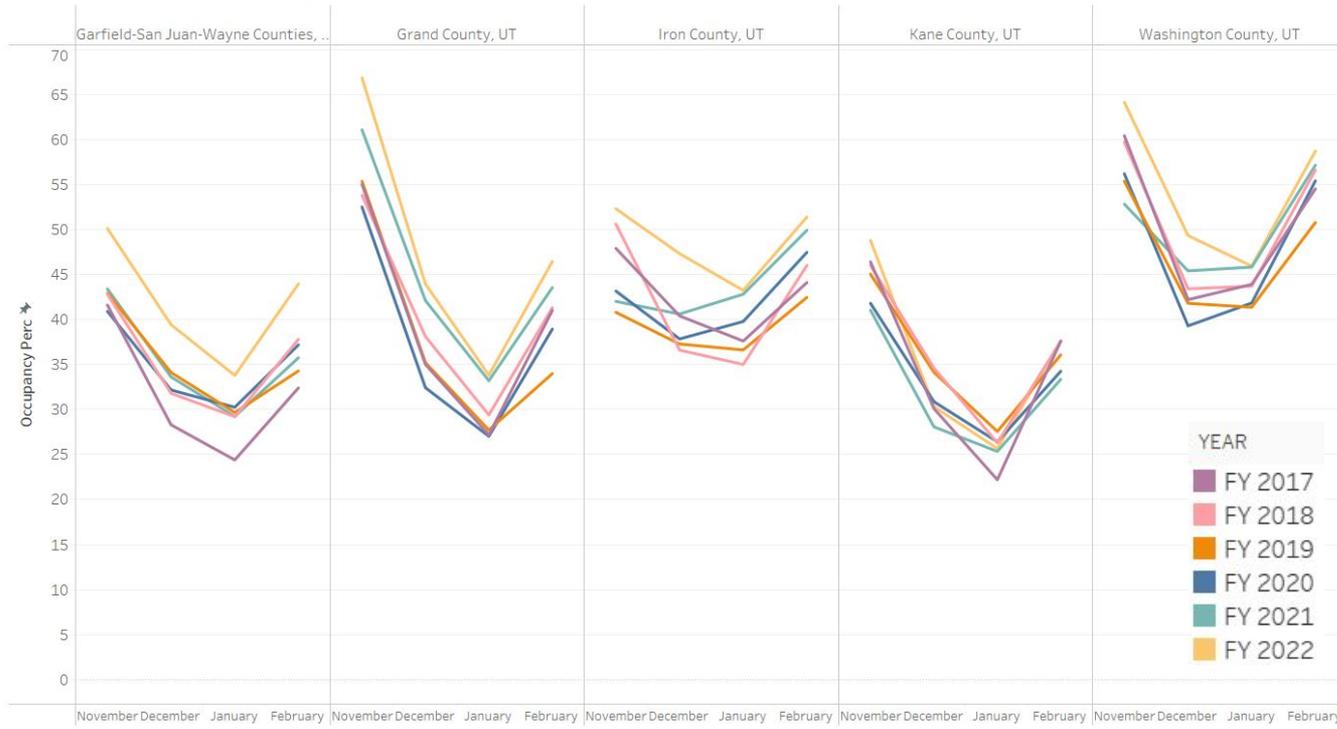
National Park Visitation by Year by Month



- Last two winters very strong
- Over time, winter share of annual FY NP visitation:
 - 10.1% (FY17)
 - 10.7% (FY18)
 - 10.2% (FY19)
 - 14.7% (FY20)
 - 14.5% (FY21)

OCCUPANCY IN GATEWAY AREAS, NOV-FEB

NP Gateway Regions Occupancy



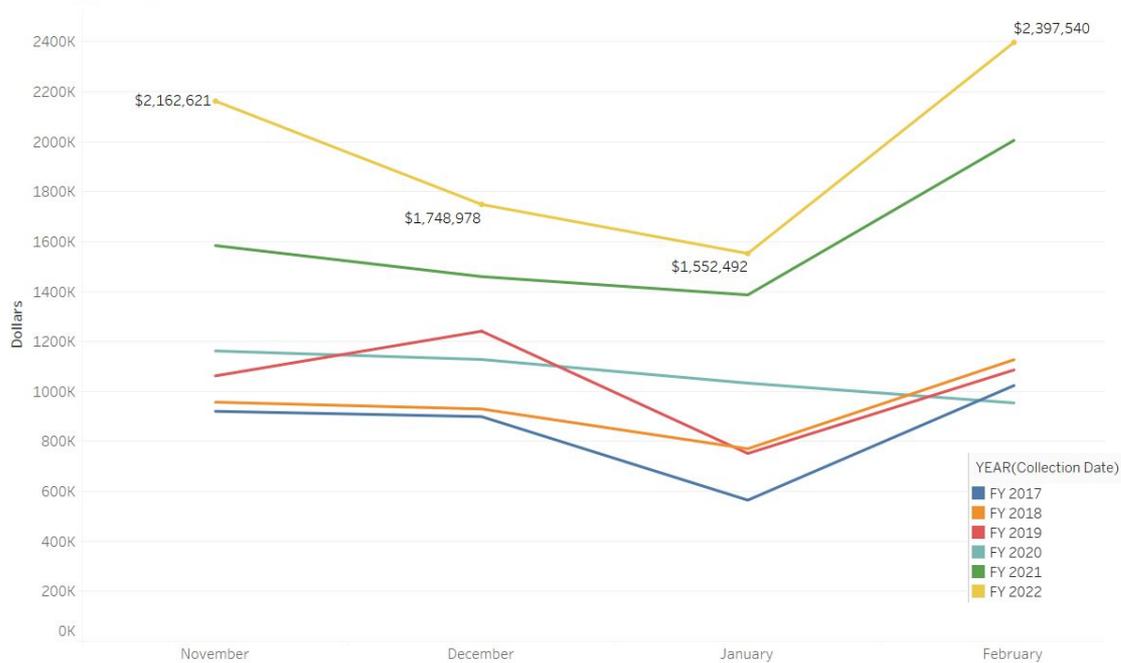
Occupancy rates in winter months continue to increase

Source: Smith Travel Research, do not publish



COUNTY TRT COLLECTIONS, NOV-FEB GATEWAY COUNTIES

TRT Collections



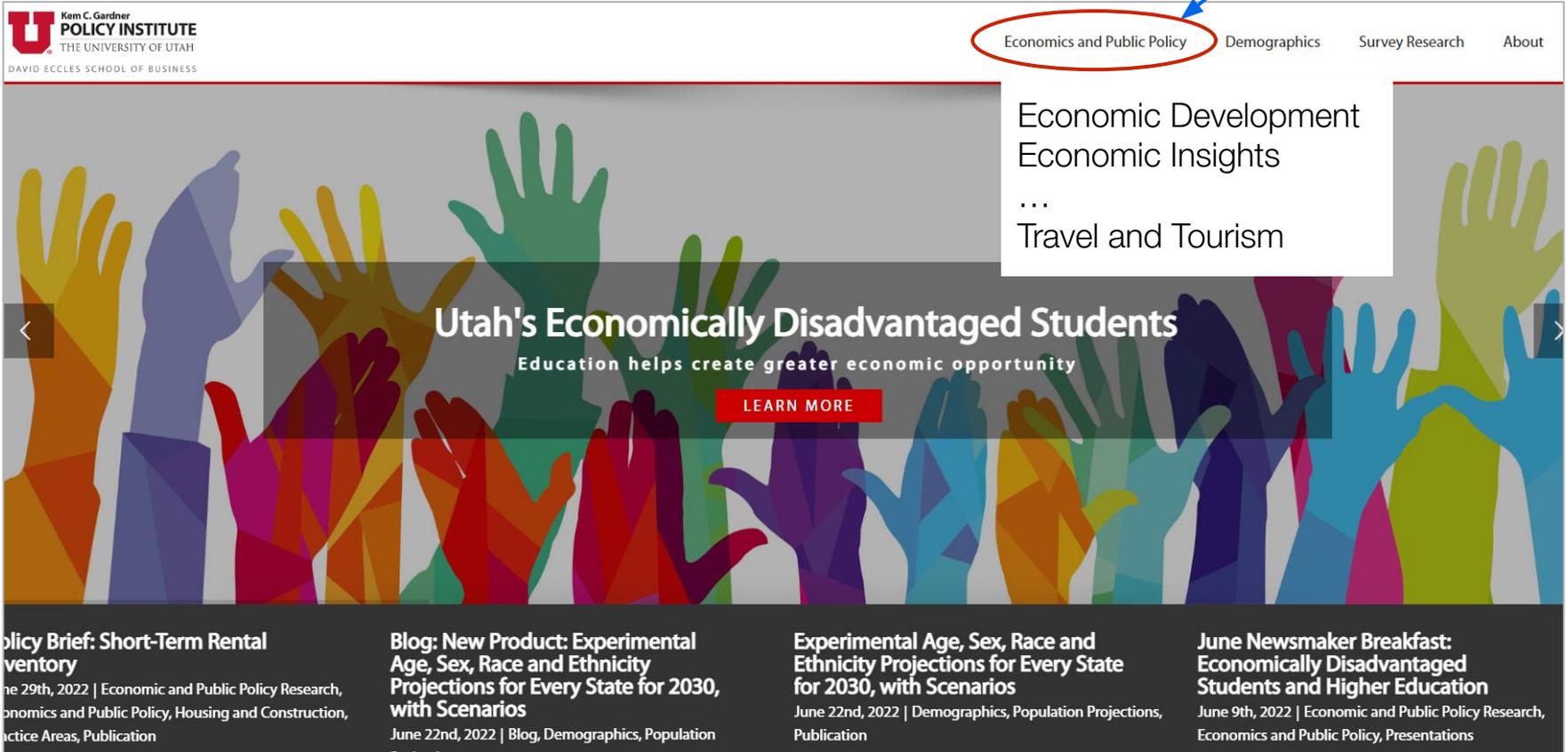
- 7-County Review
- Over time, winter share of annual FY TRT collection:
 - 17.4% (FY17)
 - 17.5% (FY18)
 - 18.3% (FY19)
 - 23.2% (FY20)
 - 19.6% (FY21)

Source: Utah State Tax Commission; 7-County review: Garfield, Grand, Iron, Kane, San Juan, Washington, Wayne



POLICY INSTITUTE / ECONOMIC PERSPECTIVE

GPI: <https://gardner.utah.edu>



Kem C. Gardner
POLICY INSTITUTE
THE UNIVERSITY OF UTAH
DAVID ECCLES SCHOOL OF BUSINESS

Economics and Public Policy Demographics Survey Research About

Economic Development
Economic Insights
...
Travel and Tourism

Utah's Economically Disadvantaged Students

Education helps create greater economic opportunity

[LEARN MORE](#)

Policy Brief: Short-Term Rental Inventory
June 29th, 2022 | Economic and Public Policy Research, Economics and Public Policy, Housing and Construction, Practice Areas, Publication

Blog: New Product: Experimental Age, Sex, Race and Ethnicity Projections for Every State for 2030, with Scenarios
June 22nd, 2022 | Blog, Demographics, Population Projections, Publication

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June Newsmaker Breakfast: Economically Disadvantaged Students and Higher Education
June 9th, 2022 | Economic and Public Policy Research, Economics and Public Policy, Presentations

GPI: <https://gardner.utah.edu>

The screenshot shows the homepage of the Gardner Policy Institute (GPI) at the University of Utah. The header includes the GPI logo and navigation links for 'Economics and Public Policy', 'Demographics', 'Survey Research', and 'About'. A dropdown menu is open, showing 'Economic Development', 'Economic Insights', and 'Travel and Tourism' (which is circled in red and pointed to by a blue arrow). The main banner features a background of colorful hands and the title 'Utah's Economically Disadvantaged Students' with the subtitle 'Education helps create greater economic opportunity' and a 'LEARN MORE' button. Below the banner are four article teasers.

Kem C. Gardner
POLICY INSTITUTE
THE UNIVERSITY OF UTAH
DAVID ECCLES SCHOOL OF BUSINESS

Economics and Public Policy Demographics Survey Research About

Economic Development
Economic Insights
...
Travel and Tourism

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COUNTY TOURISM DASHBOARDS

Travel and Tourism

The Gardner Institute produces leading travel and tourism research in Utah. We produce reports, profiles, research briefs, fact sheets, data sheets, and blogs on Utah's visitor economy. Our research informs the Utah Office of Tourism, destination marketing organizations, policymakers, and the general public.

[County Tourism Dashboard – Utah](#)

Recent Publications

2022

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2021

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COUNTY TOURISM DASHBOARDS, CONT'D

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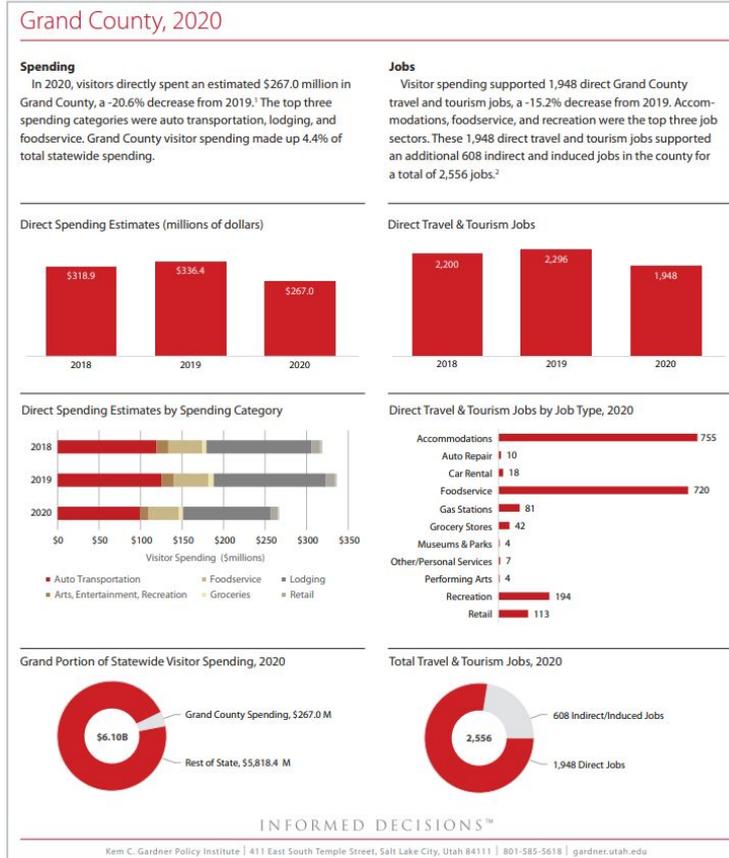
View the statewide tourism report [here](#).

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COUNTY TOURISM PROFILE REPORTS, PAGE ONE

Visitor Spending

Types
Statewide share



Jobs

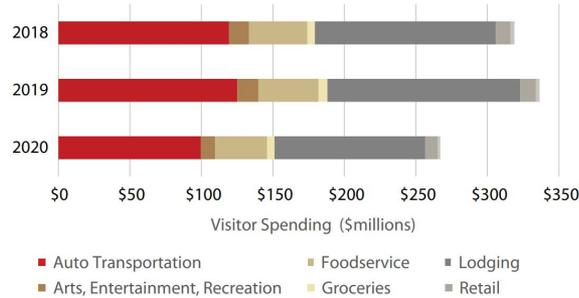
Types
Direct
Indirect / Induced

COUNTY TOURISM PROFILE REPORTS, PAGE ONE (CONT'D)

Visitor Spending

Types
Statewide share

Direct Spending Estimates by Spending Category

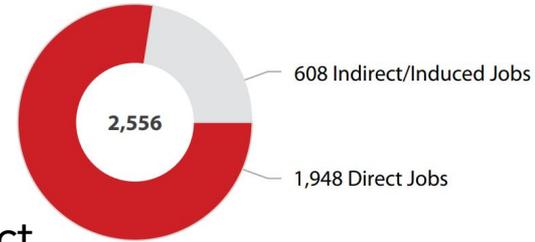


Total Travel & Tourism Jobs, 2020

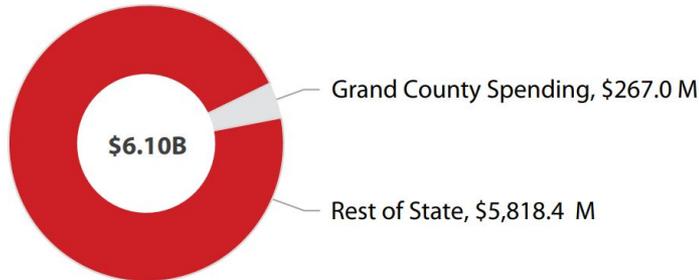
Jobs

Types

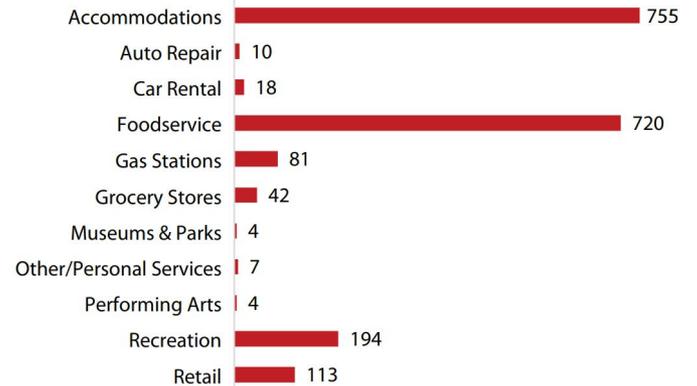
Direct
Indirect / Induced



Grand Portion of Statewide Visitor Spending, 2020



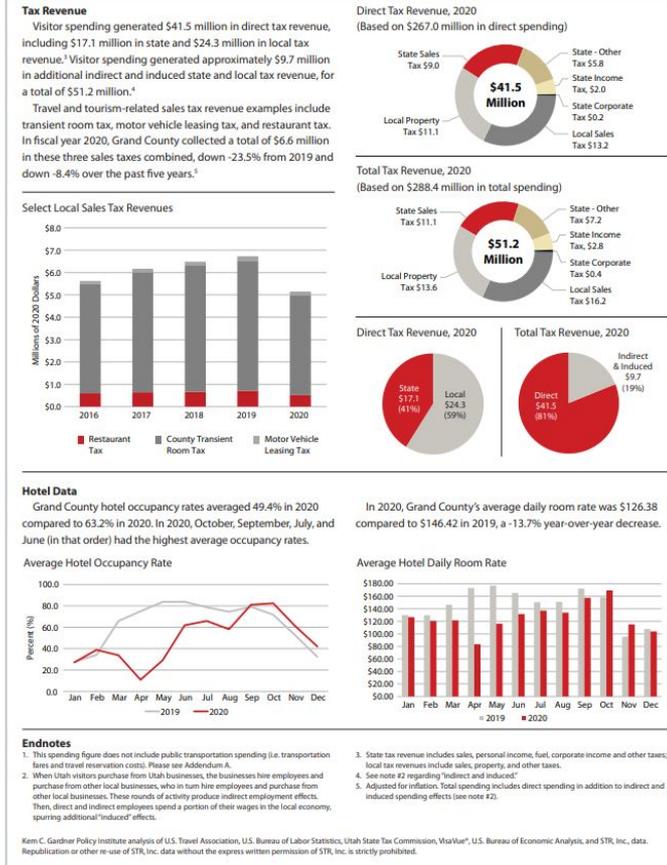
Direct Travel & Tourism Jobs by Job Type, 2020



COUNTY TOURISM PROFILE REPORTS, PAGE TWO

Tax Revenue

Tourism taxes
 County TRT
 MV leasing
 Restaurant
 Direct vs
 Indirect / Induced
 Shares
 State / local
 Direct &
 Indirect / Induced



Hotel Data

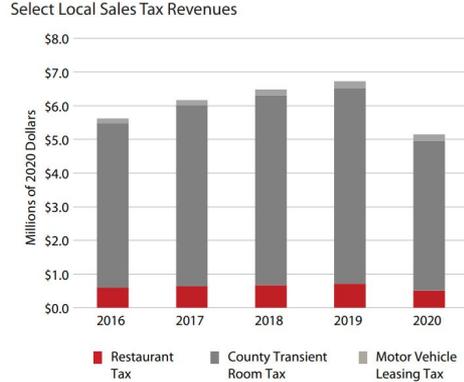
YOY
 Occupancy*
 ADR*

*if collected

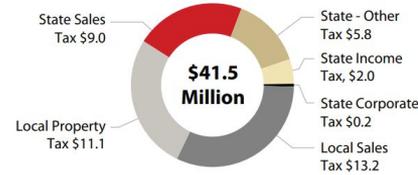
COUNTY TOURISM PROFILE REPORTS, PAGE TWO (CONT'D)

Tax Revenue

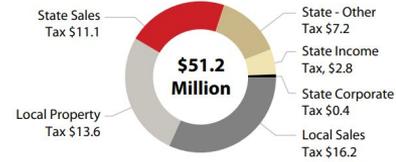
Tourism taxes
Direct vs
Indirect / Induced
Shares



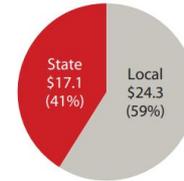
Direct Tax Revenue, 2020
(Based on \$267.0 million in direct spending)



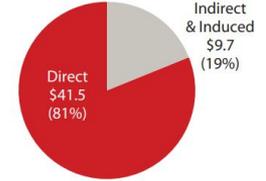
Total Tax Revenue, 2020
(Based on \$288.4 million in total spending)



Direct Tax Revenue, 2020



Total Tax Revenue, 2020

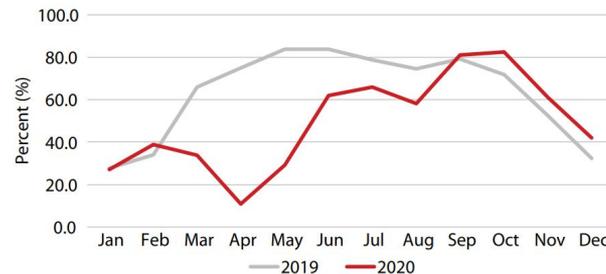


Hotel Data

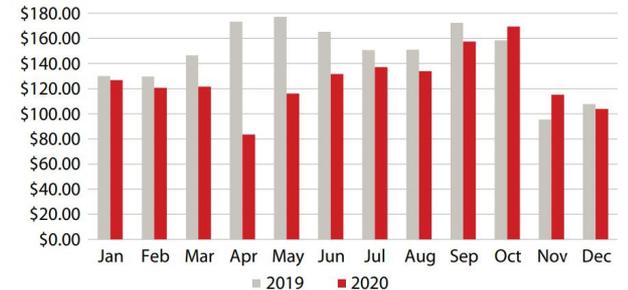
YOY
Occupancy*
ADR*

*if collected

Average Hotel Occupancy Rate



Average Hotel Daily Room Rate



TOURISM DASHBOARD

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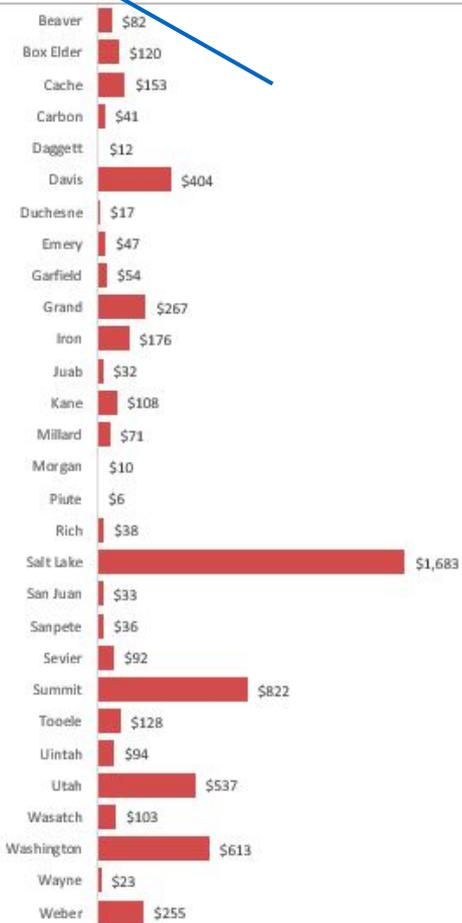
Visitor Spending

County

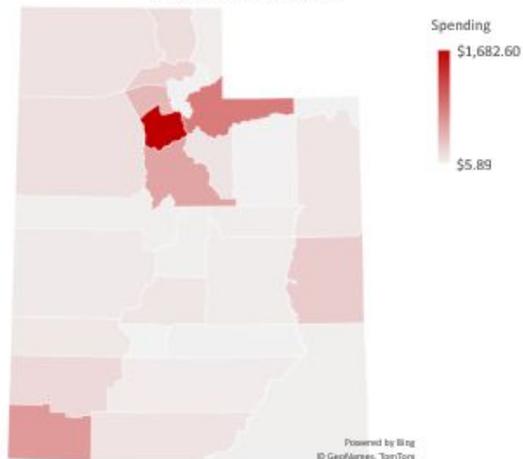


Visitor Spending by County and Year, 2020 (In \$Millions)

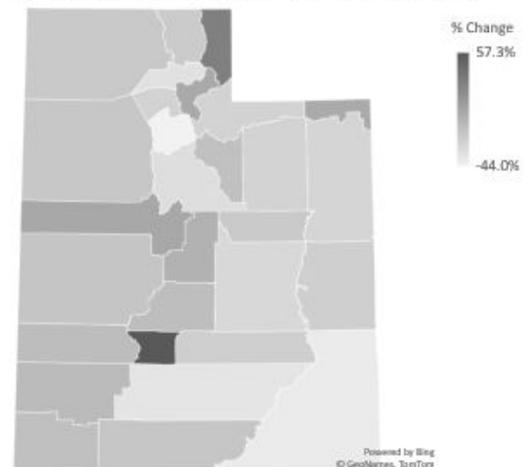
2018 2019 2020



Visitor Spending by County, 2020 (In Millions of Dollars)



Year-Over Change in Spending by County, 2019-2020



Visitor Spending

County

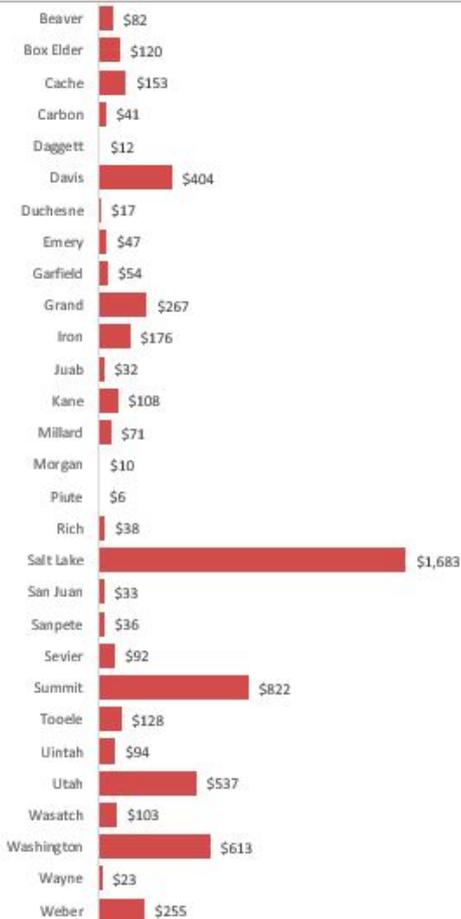
- Beaver
- Box Elder
- Cache
- Carbon
- Daggett
- Davis
- Duchesne
- Emery
- Garfield
- Grand
- Iron
- Juab
- Kane
- Millard
- Morgan
- Piute
- Rich
- Salt Lake
- San Juan
- Sanpete
- Sevier
- Summit
- Tooele
- Uintah
- Utah
- Wasatch
- Washington

Visitor Spending by County and Year, 2020 (In \$Millions)

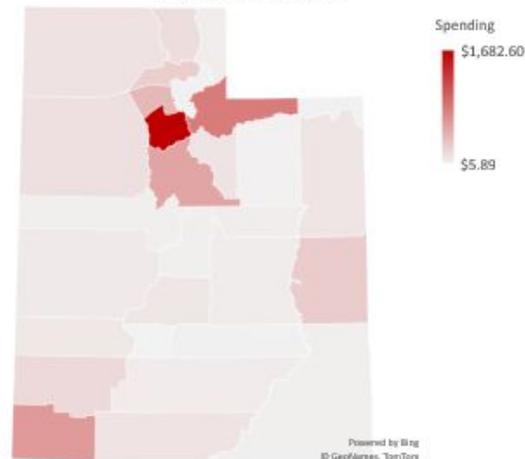
2018

2019

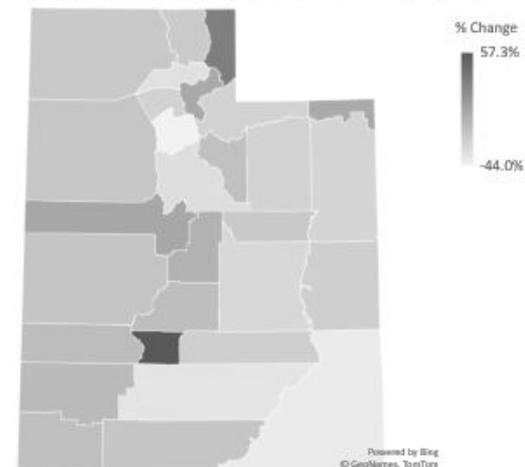
2020



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Year-Over Change in Spending by County, 2019-2020



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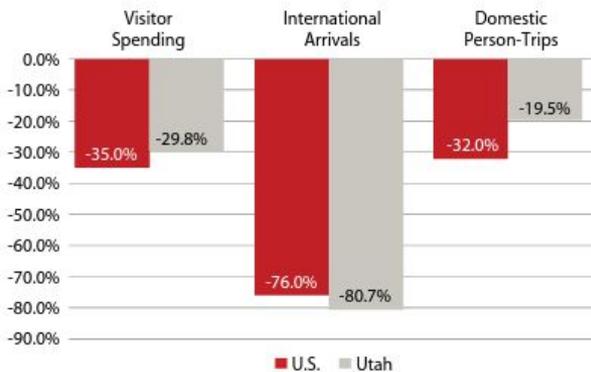
By Jennifer Leaver
Senior Research Analyst

The State of Utah's Travel and Tourism Industry 2020

Utah's travel and tourism industry—the hardest-hit industry by the 2020 COVID-19 pandemic—experienced a healthy recovery during the first half of 2021, particularly in Utah's rural areas.

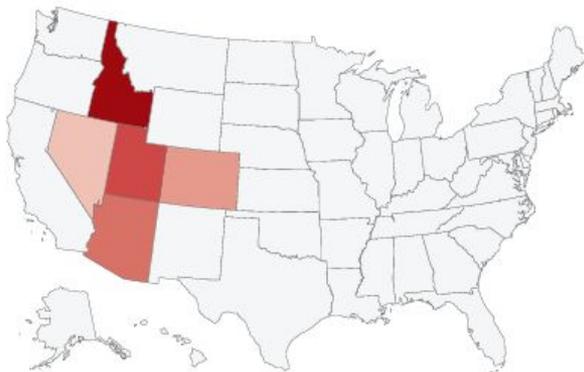
December 2021

Figure 1: U.S. vs. Utah Travel Indicators, Y-O-Y Change, 2019–2020



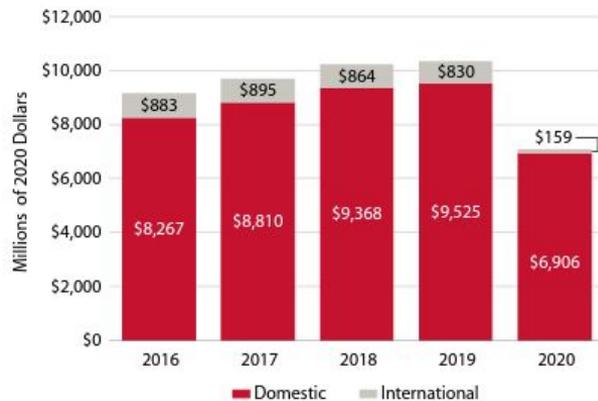
Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Travel Association, and OmniTrak Group, Inc., data

Figure 2: Year-Over Change in Visitor Spending, 2019–2020, Utah vs. Neighboring States



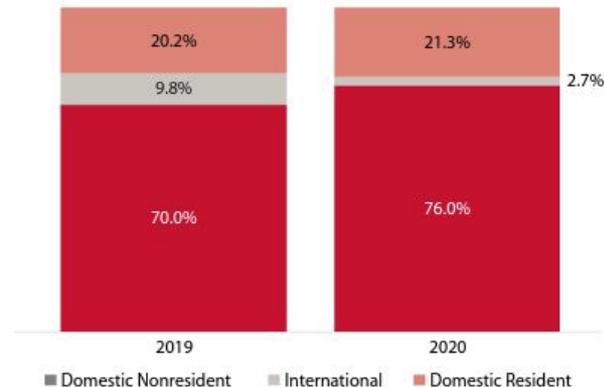
Note: The darker the shade, the greater negative percent change in spending.
Source: U.S. Travel Association

Figure 3: Direct Visitor Spending, 2016–2020



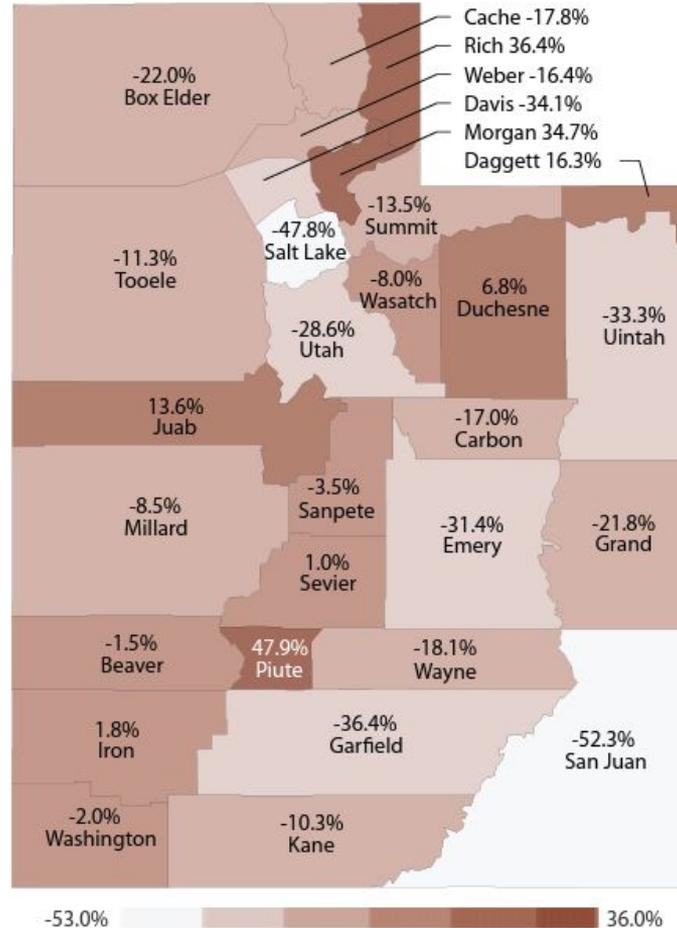
Note: Includes resident, domestic nonresident, and international visitor spending.
Source: Tourism Economics

Figure 4: Visitor Spending by Visitor Type, 2019 vs. 2020



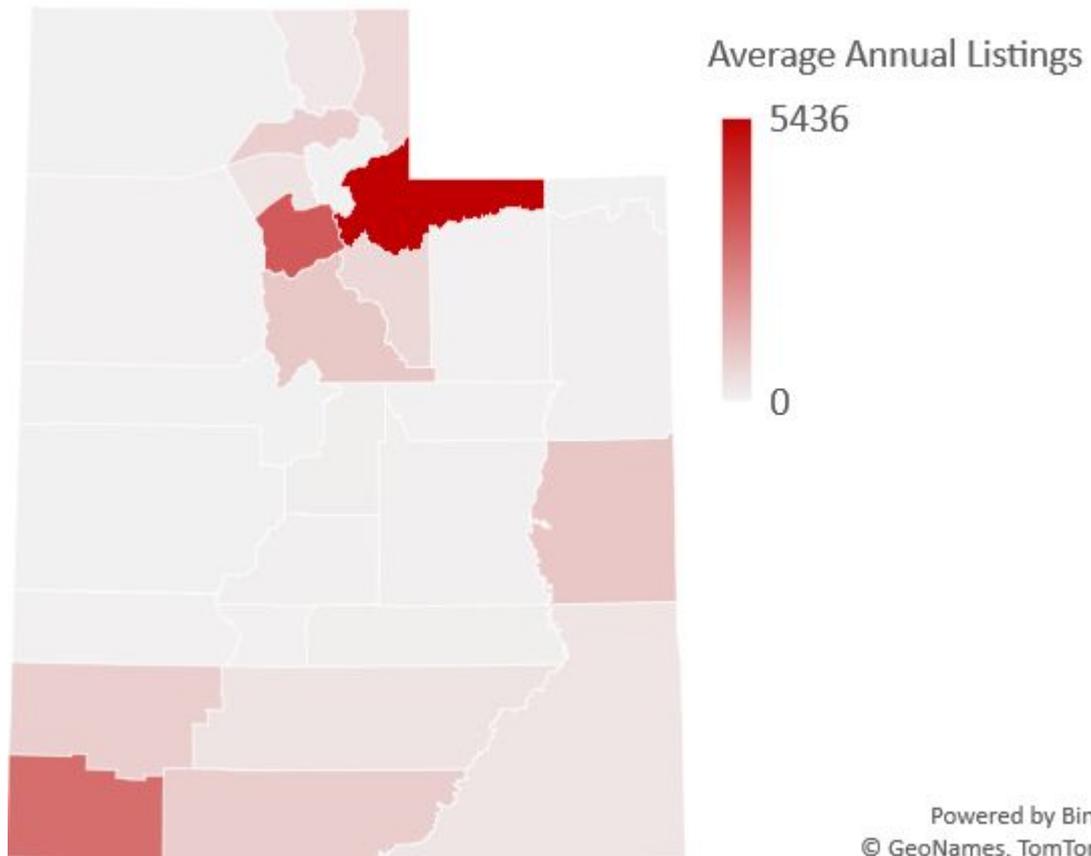
Source: Kem C. Gardner Policy Institute analysis of Tourism Economics data

Figure 29: Percent Change in Transient Room Tax Revenue by County, 2019–2020

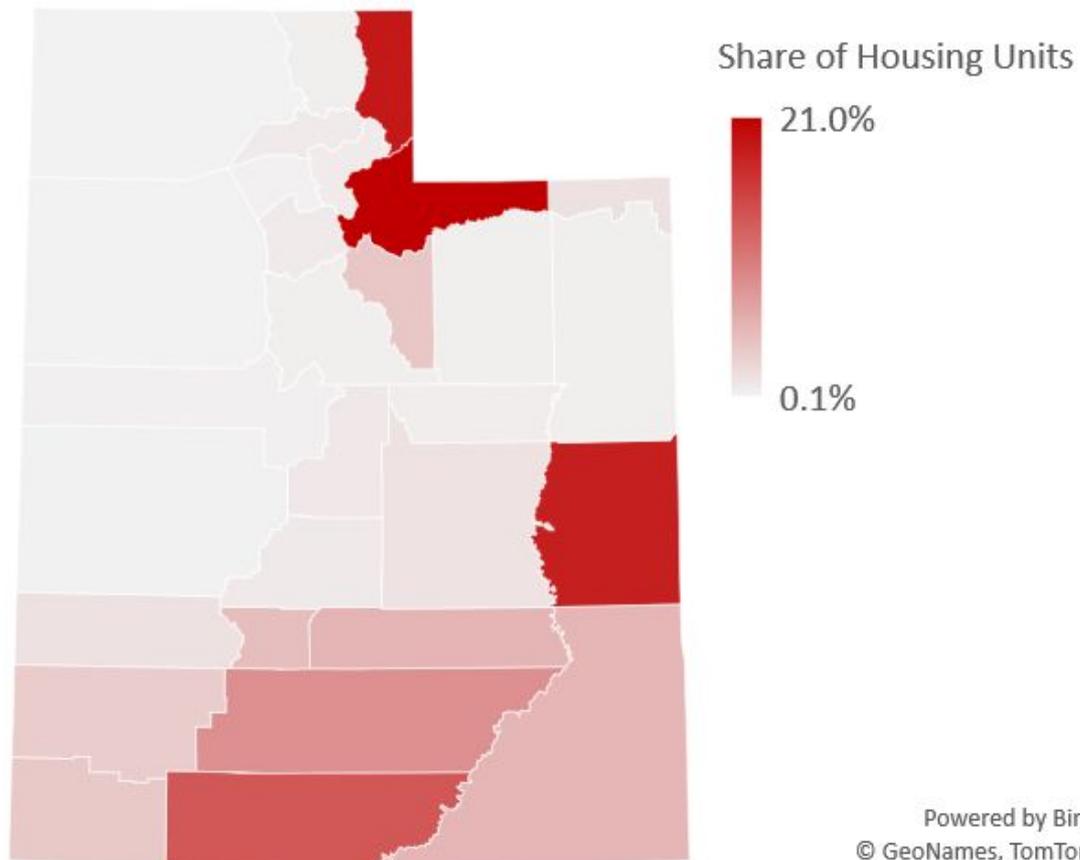


Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

Short Term Rental Data, 2020



Short Term Rental Data, 2020



GPI: <https://garder.utah.edu>

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County Tourism Dashboard – Utah

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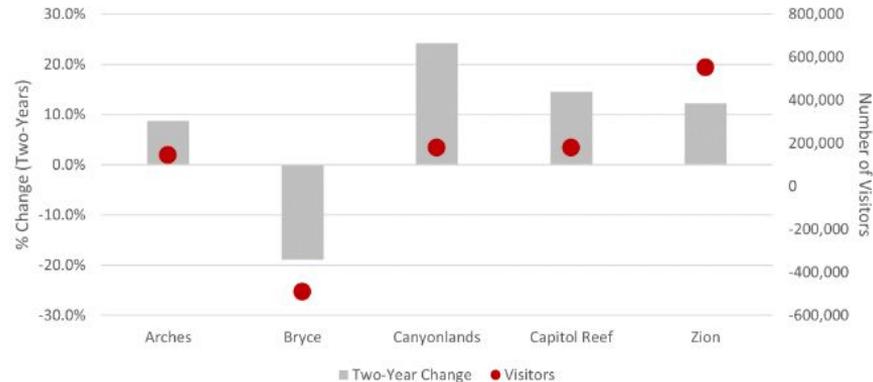
Blog: Record Utah Park Visitation Spanned Seasons and Destinations in 2021

By: Jennifer Leaver

As 2021 park visitation numbers roll in, Utah's parks appear to have remained virtually unscathed by the 2020 pandemic, with visitation spread among both seasons and destinations. For purposes of understanding 2021 park visitation in the context of "normal" visitation, I have compared 2021 with 2019 (pre-pandemic) visitation.

Utah's five national parks reported a record 11.3 million visits in 2021 compared with 10.7 million in 2019; or, over a half-million additional visits and a 5.3% increase. However, on an individual level, not every national park reported record-setting visitation. In fact, while Zion gained a half-million visitors compared with 2019, Bryce Canyon was down a half-million (see Figure 1). Canyonlands had the largest two-year percent change (24.2%), while Capitol Reef and Canyonlands each welcomed around 180,000, and Arches experienced growth consistent with the past several years (8.7%).

Figure 1. National Park Visitation by Park, Two-Year Change, 2019—2021



MEDIA PERSPECTIVE

Monthly Board Meetings

2022

Love

Topics Covered & Resources
Available:

- + Campaign Reporting
- + Travel Trends
- + Sustainable Traveler Research
- + Forecasting Tools



Example Reporting

Example: Campaign Reporting

- The Ski+ campaign (pre-roll/display/native) generated over 869k post impressions, for a total PIR of .68%.
- Our CTV campaign generated an additional 693k pageviews for VisitUtah.com. This reflects a lift in pageviews of 237% or an additional 488k pageviews.
 - a. When retargeted by Ski Utah creative we monitored an additional 37k pageviews for skiutah.com, a conversion lift 246%.
- There were over 3.4M hotel searches, resulting in a total estimated revenue of \$52.46M.
 - a. ADR \$174.77, up \$2/night since our February report.

Top Hotel Origin Markets ?

Rank	Markets	% of Booking
1	Salt Lake City, UT, US	13.0
2	Los Angeles, CA, US	6.1
3	New York, NY, US	5.7
4	San Francisco Bay Area, CA, US	4.9
5	Denver, CO, US	4.5
6	Washington, DC, US	3.5
7	Las Vegas, NV, US	2.9
8	Seattle-Tacoma, WA, US	2.6
9	Atlanta, GA, US	2.4
10	Phoenix, AZ, US	2.4

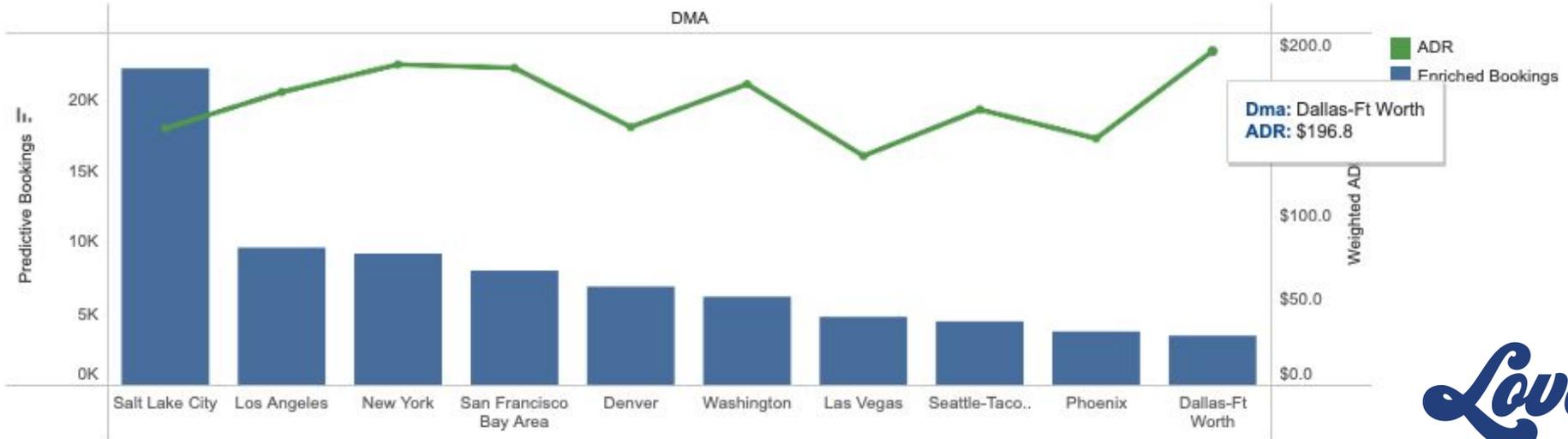


Example: Campaign Reporting

\$197

Top ADR by Market

Top 10 DMA's by **Enriched Bookings** & **ADR**



Example: Campaign Reporting



Travelers

6,449

Length of Stay (nights)

4.9

Average Daily Rate



\$ 167



40%

7.1



\$ 175



42%

5.1



\$ 153



16%

4.7

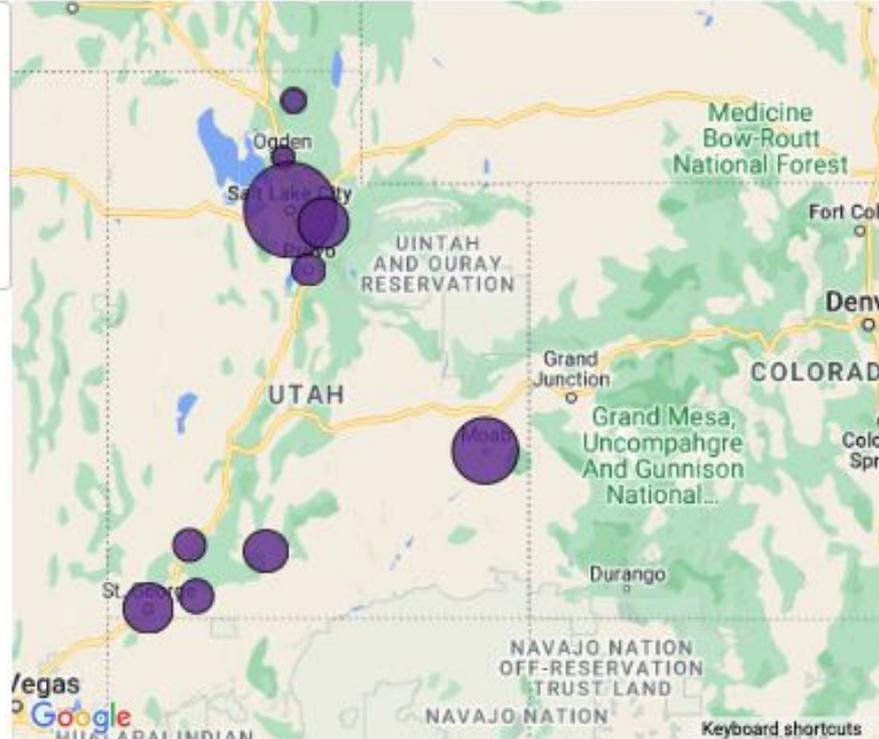


\$ 158

Example: Campaign Reporting

Top Hotel Destinations ?

Rank	Markets	% of Booking
1	Salt Lake City, UT, US	17.2
2	Moab, UT, US	10.0
3	Park City, UT, US	6.7
4	St George, UT, US	6.6
5	Bryce Canyon City, UT, US	5.2
6	Springdale, UT, US	3.9
7	Cedar City, UT, US	3.7
8	Provo, UT, US	3.5
9	Logan, UT, US	2.4
10	Ogden, UT, US	2.4



Travel Trends

Example: Travel Trends

Resources

GWJ.



Tripadvisor.

Love

Longwoods
INTERNATIONAL

Destination  Analysts

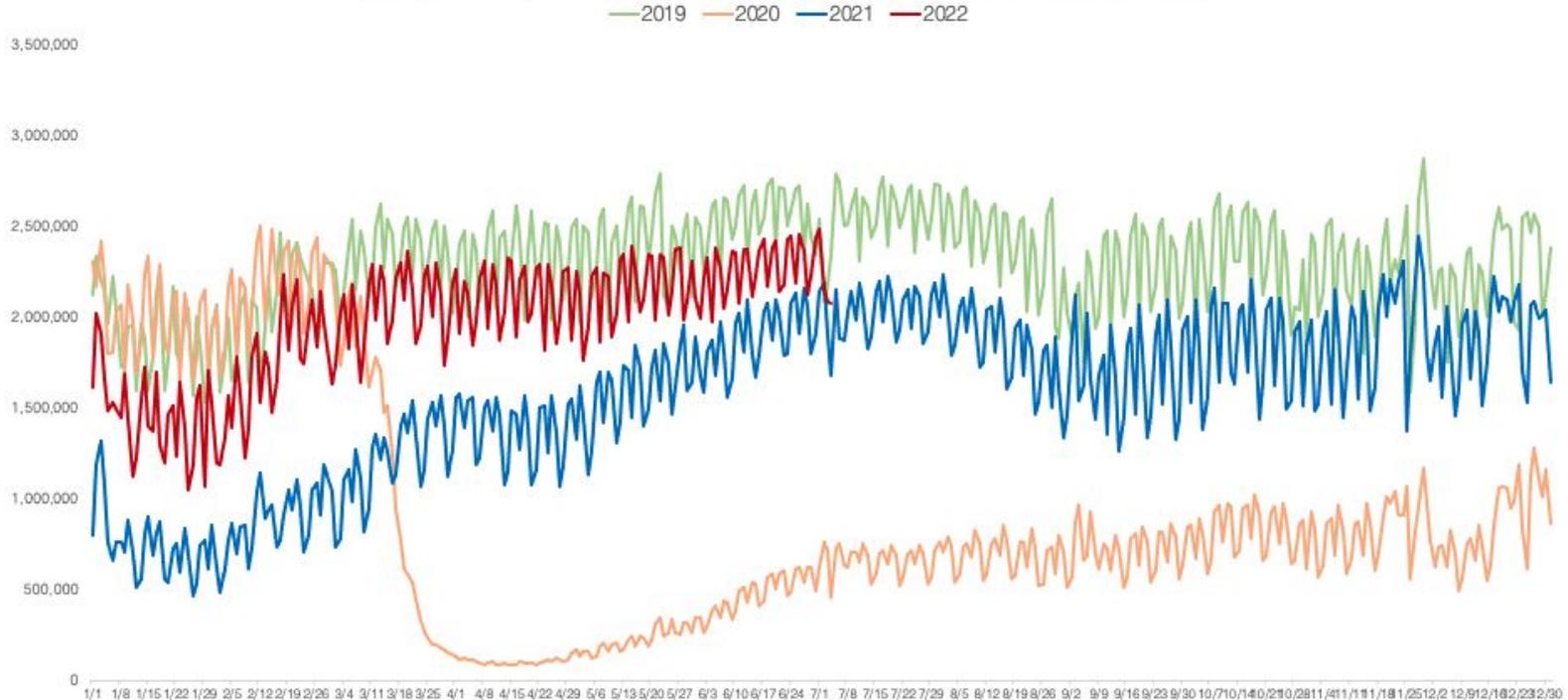
Skift.



Example: Travel Trends

June 2022

Daily Passenger Throughput at U.S. Airports (as tracked by the TSA)



Example: Travel Trends

June 2022

62% of adults said they feel that the U.S. is already in a period of contraction, with an additional 19% believing that the country is headed toward one.

Example: Travel Trends

June 2022

36.3% of survey respondents stated that the recent inflation in consumer prices has led them to cancel an upcoming trip.

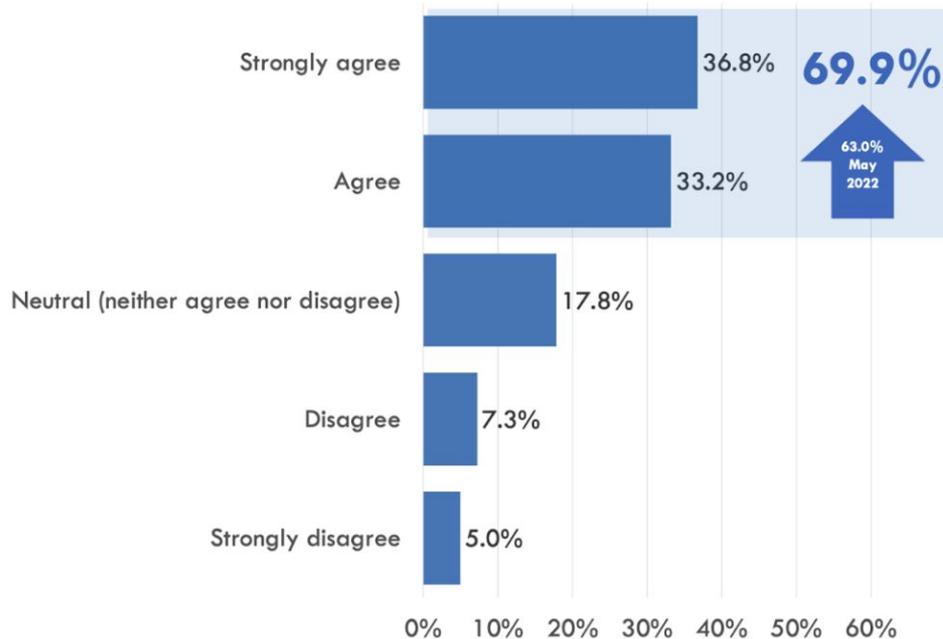
Example: Travel Trends

June 2022

Question: How much do you agree or disagree with the following statements?

If gasoline prices don't come down, I'll be staying closer to home on my road trips this spring/summer.

*(Base: All respondents, 4,002 completed surveys.
Data collected June 15-23, 2022.)*



Example: Travel Trends

June 2022

48% of travel intent on Tripadvisor is for last minute trips, within the next two weeks.

Example: Travel Trends

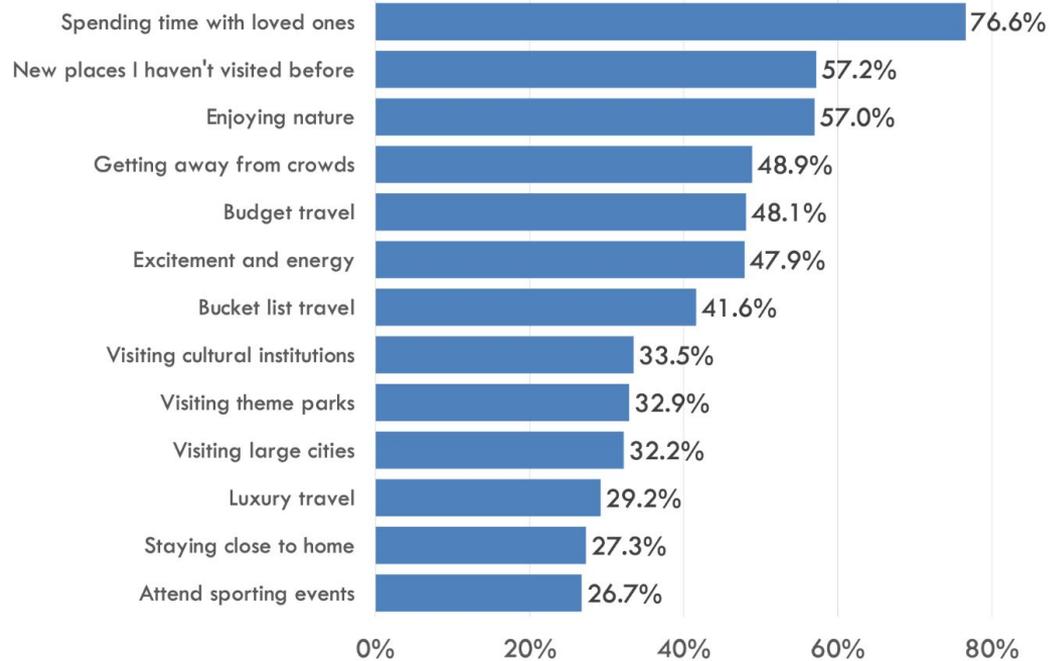
June 2022

Question: Thinking about your travel during the NEXT TWELVE (12) MONTHS, what travel experiences will you prioritize?

However you personally define each, use the scale provided to indicate how you will prioritize them.

(Base: All respondents, 4,002 completed surveys.)

Data collected June 15-23, 2022.)



Example: Travel Trends

June 2022

89% of American survey respondents have travel plans in the next six months.

Sustainable Travel Research

Unaided vs Aided

Published June of 2022



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Example: Aided Research

June 2022

Question:

How often, if ever, do you look for sustainable options when traveling? *These could be to sustain the local environment, economy, or culture.*

Example: Aided Research

June 2022

Answer:

90% of consumers look for sustainable options when traveling.



Example: Unaided Research

June 2022

Open Ended Question:

Imagine you are preparing for an overnight vacation...

What are some of the things you are taking into consideration at this point in terms of planning out your trip?



4
people

Mentioned finding out ways that they might be able to minimize their impact on the environment.

19
people

Mentioned checking how busy and/or crowded the destination will be during their trip.

Forecasting Tools

Expedia & Tripadvisor



Josh Morrison

Email: jomorrison@expediamediagroup.com



Todd Skelton

Email: tskelton@tripadvisor.com

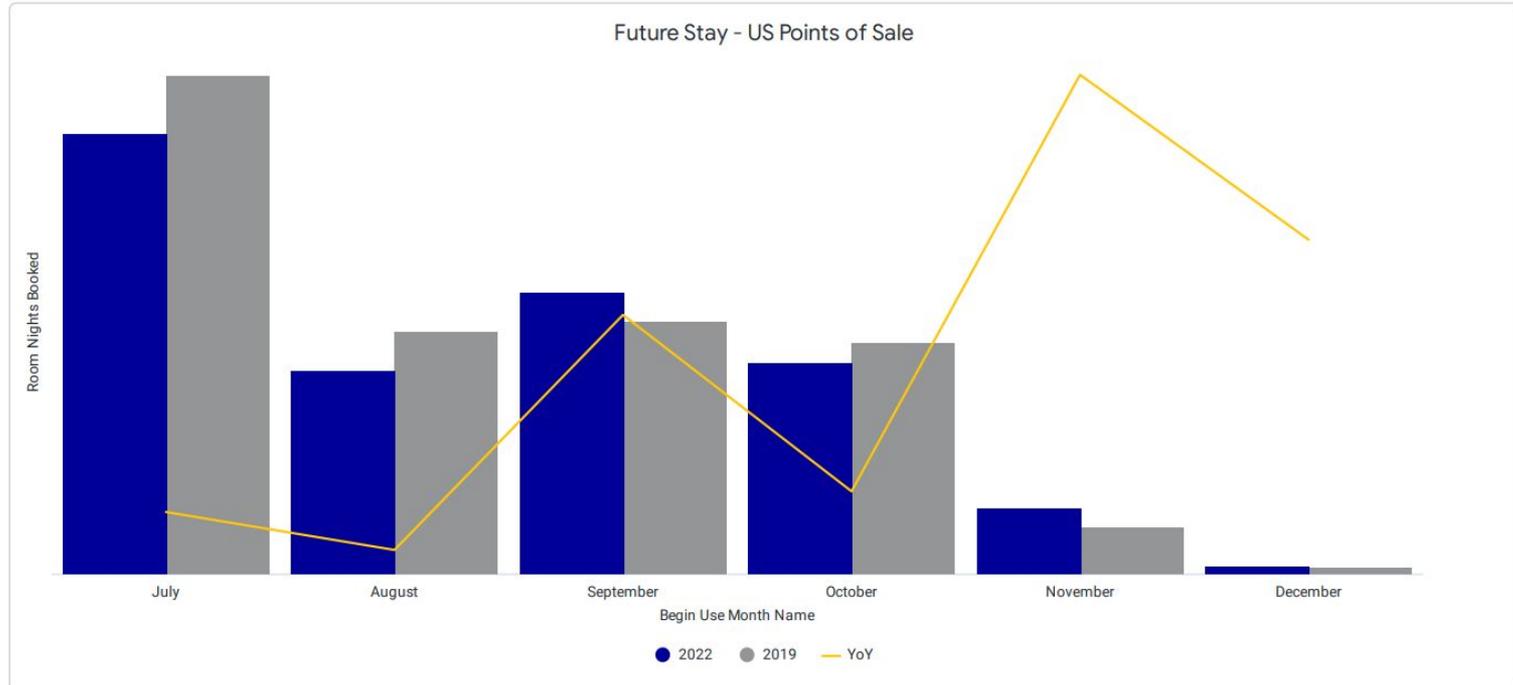
Trends Link:

tripadvisor.com/TripAdvisorInsights



Forecasting: Expedia

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THANK YOU

LIFE
UTAH
ELEVATED