

# **ECONOMIC PROFILE**

## ***Tourism***

### **Park City & Summit County Utah**

Prepared by  
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CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

## **TOURISM**

The travel and tourism industry is made up of a combination of several major industries that provide goods and services demanded when traveling away from home. These industries include accommodations, dining, retail, transportation services, recreation and entertainment, among others. Tourism also crosses into construction, manufacturing, health care, government, public utilities, real estate and agriculture. The fact that each of these goods and services are produced and consumed by both travelers and non-travelers complicates measurement of dollars generated and numbers of individuals served.

That said, in Summit County, tourism is the largest single component of the economic base. In 2014 it provided approximately 8,889 jobs in travel and recreation-related employment, nearly one-half of total employment. Visitor spending is estimated at well over \$500 million annually. Total tourism-related tax revenues increased 27.8% in 2014, due largely to increases in Park City's resort community sales tax which provided sales tax revenues of over \$11 million (up from 7.5 million in 2013), as well as over \$6.7 million in transient room tax and over \$2 million from the restaurant tax.<sup>1</sup>

While visitors bring revenue dollars to Summit County, they also increase the cost of local service providers for basic services, such as fire, police and transportation. When local expenditures for visitors are compared to visitor revenue, however, tourism has a decidedly positive impact on Summit County residents. Visitors contribute heavily to property and sales tax revenues and thus reduce resident tax burdens, and residents enjoy a higher standard of living — 'resort style' — than they might otherwise afford.

According to research done by the Department of Employment Security, tourism's share of total employment is declining. This is because as other industries grow, so too does their share of the market. This is evidence that the county's economy is progressing toward healthy diversification. Seasonal fluctuations in employment levels are not as significant as they once were, and employment levels do not decrease as drastically during the 'off season.' This is due in part to an increase in the tourism industry during the summer months as well as to gains in other industries.

<sup>1</sup>Kem C. Gardner Policy Institute, University of Utah, 2015 Summit County Travel & Tourism Profile; Utah State Tax Commission (Gross Leisure & Hospitality Taxable Sales, 2014)  
*Updated March 2016*

## State of Utah Tourism Profile

### U.S. Tourism Ranking: 33rd\*

	2013	2014	% Change
Utah Population	2,900,872	2,942,902	1.4%
U.S. Population	316,128,839	318,857,056	0.9%
Tourism-Related Tax Revenues (Fiscal Year; In Millions)	\$117.6	\$130.5	11.0%
Leisure & Hospitality Taxable Sales (Calendar Year; In Millions)	\$5,575.4	\$6,034.8	8.2%
Leisure & Hospitality Jobs	123,521	128,067	3.7%
Leisure & Hospitality Wages (Millions)	\$2,059.6	\$2,193.4	6.5%
Average Annual Hotel Occupancy Rate	58.5%	60.1%	1.6%
Total Skier Days (14 Utah Resorts)	4,161,585	3,946,762	-5.2%
Total State Park Visitation (July-May)	3,019,093	3,661,226	21.3%
Total National Park Visitation	6,328,040	7,239,149	14.4%

\*Compared to all 50 U.S. States; based on share of private leisure and hospitality jobs to total private jobs.

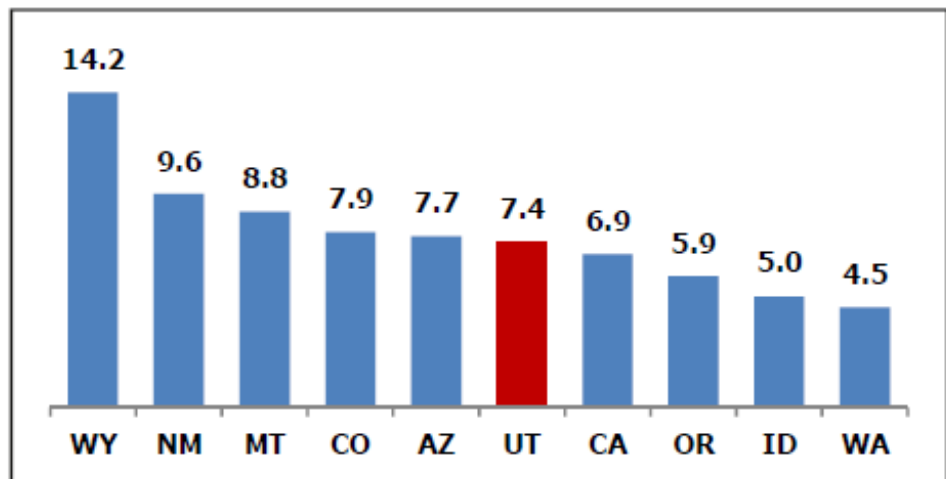
†The "Leisure and Hospitality" sector includes NAICS 71 and 72.

Source: Kem C. Gardner Policy Institute, University of Utah 2015 Utah Tourism Report

<http://gardner.utah.edu/utah-travel-tourism/>

Data Current March 2016

### Travel-Generated Employment Share of Total Private Industry Employment, Ten Western States, 2012



Source: U.S. Travel Association; Kem C. Gardner Policy Institute, University of Utah, 2015 Utah Tourism Report  
Data Current March 2016

### Summit County Tourism Profile

**Statewide Tourism Ranking: 4th\***

	2013	2014	% Change
Summit County Population	38,453	39,105	1.7%
Utah Population	2,900,872	2,942,902	1.4%
Tourism-Related Tax Revenues (Fiscal Year; In Thousands)	\$15,735.6	\$20,104.5	27.8%
Leisure & Hospitality Taxable Sales (Calendar Year; In Millions)	\$488.7	\$542.4	11.7%
Leisure & Hospitality Jobs	8,773	8,889	1.3%
Leisure & Hospitality Wages (Millions)	\$228.4	\$246.1	7.7%
Average Annual Hotel Occupancy Rate (Summit County)	38.4%	38.2%	-0.2%

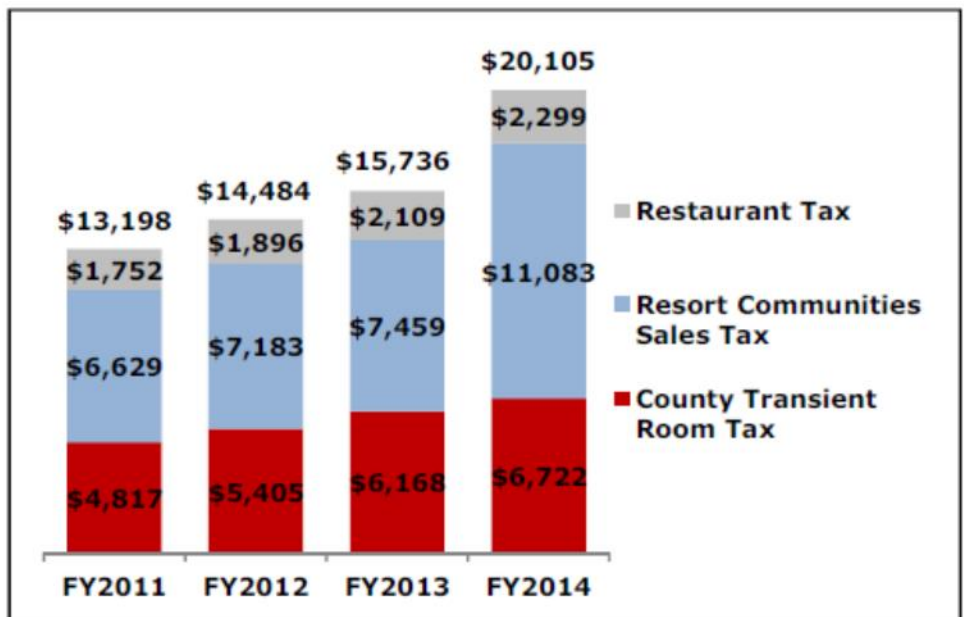
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<sup>1</sup>The "Leisure and Hospitality" sector includes NAICS 71 and 72.

Source: Kem C. Gardner Policy Institute, University of Utah 2015 Summit County Travel & Tourism Profile  
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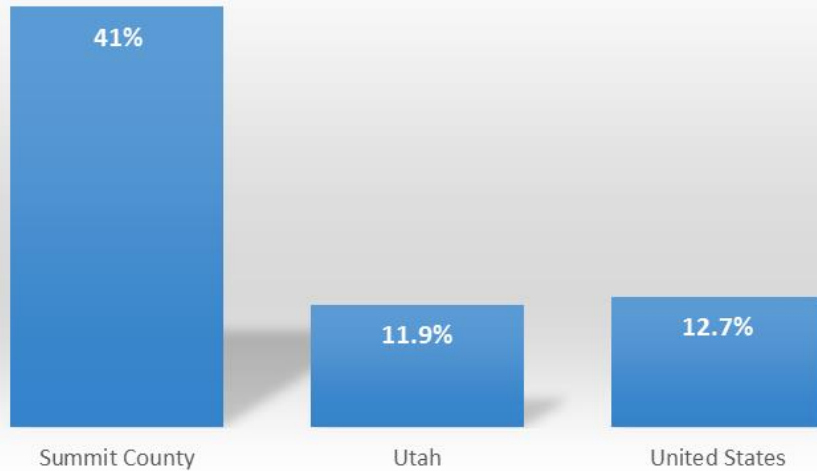
Data Current March 2016

### Summit County Tourism-Related Tax Revenue (in thousands of dollars)



Source: Utah Tax Commission; Kem C. Gardner Policy Institute, University of Utah 2015 Summit County Travel & Tourism Profile  
 Data Current March 2016

## Private Leisure & Hospitality Share of Total Employment 2014



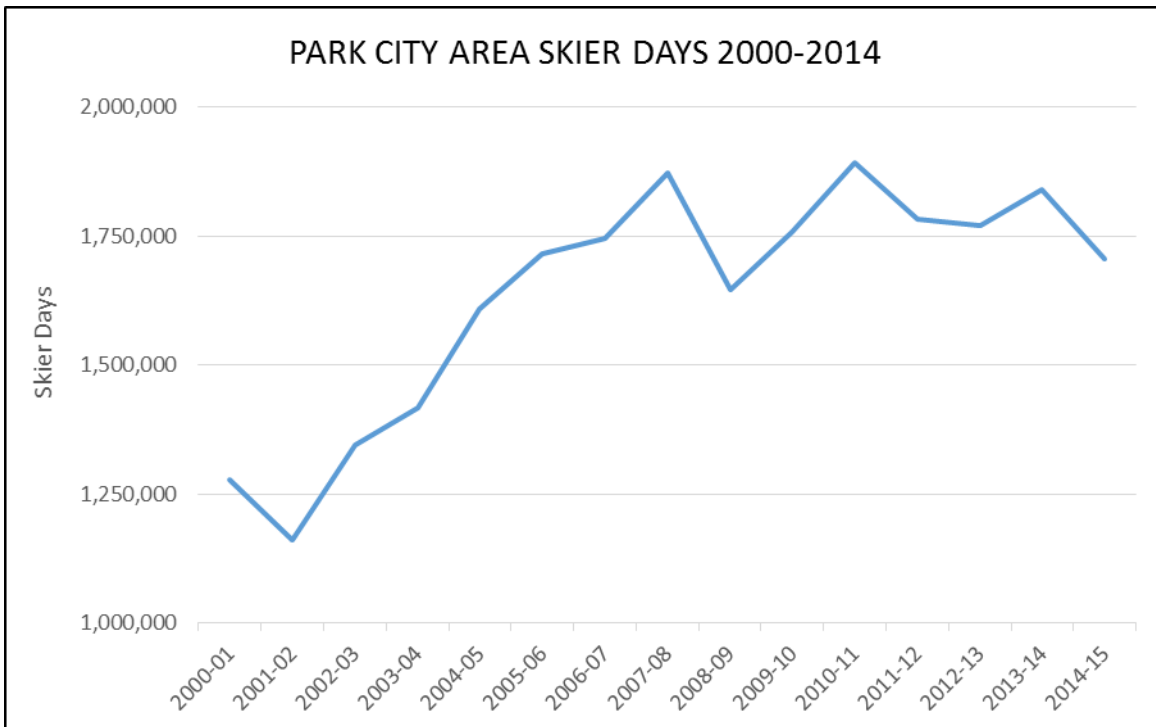
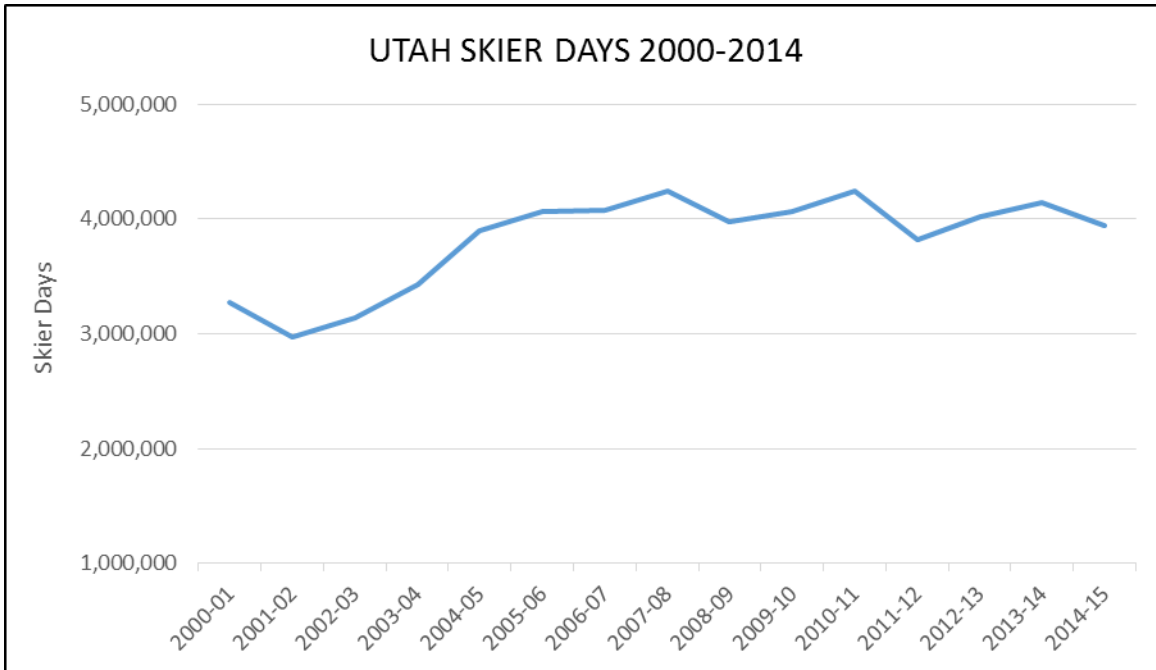
Source: U.S. Bureau of Labor Statistics; Utah Department of Workforce Services; Kem C. Gardner Policy Institute, University of Utah 2015 Summit County Travel & Tourism Profile Data Current March 2016

### Land Ownership Summit County and State of Utah

	Summit County		State of Utah	
	Number of Acre	% Total	Number of Acre	% Total
<b>Total Acres in County</b>	<b>1,197,985</b>	<b>100.00%</b>	<b>52,809,309</b>	<b>100.00%</b>
<b>Federal Government</b>	<b>517,466</b>	<b>43.2%</b>	<b>34,740,016</b>	<b>65.8%</b>
Bureau of Land Management (BLM)	673	0.1%	22,806,752	43.2%
US Forest Service	516,793	43.1%	8,109,117	15.4%
National Park Service	---	---	1,950,709	3.7%
National Wildlife Refuge	---	---	62,123	0.1%
Other*	---	---	1,811,315	3.4%
<b>State Government</b>	<b>27,582</b>	<b>2.2%</b>	<b>4,149,951</b>	<b>7.9%</b>
Utah State Parks & Recreation	768	0.1%	89,605	0.2%
Utah State Wildlife & Reserves	17,147	1.4%	446,969	0.8%
State Trust Lands	8,667	0.7%	3,423,726	6.5%
Other**	---	---	362	0.0%
<b>American Indian</b>	<b>---</b>	<b>---</b>	<b>2,444,046</b>	<b>4.6%</b>
<b>Private**</b>	<b>655,782</b>	<b>54.7%</b>	<b>11,475,296</b>	<b>21.7%</b>

\* Includes Military and Bankhead Jones land  
Data Current as of March 2016

\*\* Includes State Sovereign and UDOT land



### Skier Days - Park City Area & Utah with Park City Market Share

Year	Skier Days Utah	Percent Change	Skier Days Park City Area*	Percent Change	Market Share of Utah
1987-88	2,368,985	-2.90%	767,786	6.10%	32.40%
1988-89	2,572,154	8.58%	887,314	15.57%	34.50%
1989-90	2,491,230	-3.15%	861,242	-2.94%	34.57%
1990-91	2,751,551	10.45%	943,040	9.50%	34.27%
1991-92	2,560,805	-6.93%	788,830	-16.35%	30.80%
1992-93	2,850,000	11.29%	970,000	22.97%	34.04%
1993-94	2,810,000	-1.40%	992,000	2.27%	35.30%
1994-95	3,113,072	10.79%	1,137,589	14.68%	36.54%
1995-96	2,954,690	-5.09%	1,055,857	-7.18%	35.73%
1996-97	3,042,767	2.98%	1,211,189	14.71%	39.81%
1997-98	3,101,735	1.94%	1,204,399	-0.56%	38.83%
1998-99	3,144,328	1.37%	1,203,905	-0.04%	38.29%
1999-00	2,976,796	-5.33%	1,158,911	-3.74%	38.93%
2000-01	3,278,291	10.13%	1,278,796	10.34%	39.01%
2001-02	2,974,574	-9.26%	1,161,734	-9.15%	39.06%
2002-03	3,141,212	5.60%	1,343,941	15.68%	42.78%
2003-04	3,429,141	9.17%	1,418,345	5.54%	41.36%
2004-05	3,895,578	13.60%	1,608,332	13.39%	41.29%
2005-06	4,062,188	4.28%	1,715,536	6.67%	42.23%
2006-07	4,082,094	0.49%	1,746,333	1.80%	42.78%
2007-08	4,249,190	4.09%	1,871,540	7.17%	44.04%
2008-09	3,972,984	-6.50%	1,645,233	-12.09%	41.41%
2009-10	4,070,822	2.46%	1,756,694	6.77%	43.15%
2010-11	4,247,510	4.34%	1,890,763	7.63%	44.51%
2011-12	3,825,090	-9.95%	1,782,212	-5.74%	46.59%
2012-13	4,018,812	5.06%	1,770,069	-0.68%	44.04%
2013-14	4,148,573	3.23%	1,838,641	3.87%	44.32%
2014-15	3,946,762	-4.86%	1,705,492	-7.24%	43.21%

\*Includes Deer Valley Resort, Canyons Resort and Park City Mountain Resort.  
 Calculated by Ski Utah & Park City Chamber Bureau. Percentages are rounded up.

### Park City Tourism Profile

	2010	2011	2012	2013	2014	2015
Total Spending by Travelers State of Utah (millions) <sup>1</sup>	\$6,999	\$7,157	\$7,589	\$7,606	\$7,805	n/a
Total Tourism Related Tax Revenue (millions) <sup>2</sup>	\$93.8	\$97.5	\$111.8	\$120.0	\$133.6	n/a
Total Visitor Nights <sup>3</sup>	3,007,970	3,118,065	3,071,015	3,086,547	3,101,293	2,784,091
Winter (Nov-April)	1,655,808	1,743,652	1,665,093	1,693,814	1,715,323	1,726,938
Summer (May-Oct)	1,301,584	1,367,643	1,399,345	1,410,877	1,376,901	1,493,543
Total Overnight Visitors <sup>4</sup>	537,138	545,925	503,445	505,991	508,409	456,408
Winter (Jan-April, Nov-Dec)	280,645	277,842	248,521	252,808	256,018	257,752
Summer (May-Oct)	232,425	234,873	249,883	251,942	245,875	266,704

#### Employment

Tourism provides nearly 9,000 jobs and accounts for over 40% of Summit County's total employment. Tourism also indirectly supports other industries, such as construction, real estate, insurance, building supplies, automotive, etc.

Sources: <sup>1</sup> and <sup>2</sup> Kem C. Gardner Policy Institute, University of Utah 2015 Utah Tourism Report (<http://gardner.utah.edu/utah-travel-tourism>)

<sup>3</sup> and <sup>4</sup> Park City Chamber/Bureau

<sup>3</sup> = Visitor nights are based on occupancy rates and pillow counts

<sup>4</sup> = Number of visitors (visitor nights divided by avg length of stay) (length of stay figured during summer and winter surveys-years between surveys are averaged)

Winter figures are based on Nov-April seasonal dates. Summer figures are based on May-Oct of the same year.

Due to rounding, year totals may differ as compared to seasons.

*Updated March 2016*



## Park City Overnight Visitor Profile

### Winter Overnight Visitor 2012-2013

61% Male 39% Female  
 Average Age: 43.8  
 Repeat Visitors 77%  
 Avg Length of Stay 6.7 nights  
 Avg Days Skied/Snowboarded: 5.8  
 Avg Party Size 4.1 people

#### Household Income

> \$50,000 9%    \$50,000-99,999 14%  
 \$100,000-149,999 20%  
 \$150,000-199,999 13%    \$200,000+ 43%

#### State of Residence

California 9.5%    New York 6.5%  
 Florida 6.5%    Texas 5.0%  
 International 8.6%

#### Family/Marital Status

Married with Children 38%  
 Empty Nesters 19%  
 Single No Children 22%  
 Couple, No Children 18%

#### Accommodations

Condo/Vacation Home 33%  
 Hotel/Motel/Lodge 23%  
 Family & Friends 17%  
 Timeshare 12%  
 Owned Condo/Vacation Home 11%  
 Using a Friend's Condo; Not with Friends 3%  
 Bed & Breakfast 1%

#### Per Person Daily Expenditure Excluding Airfare

\$378.00

### Summer Overnight Visitor 2014

49% Male 51% Female  
 Average Age: 46  
 Repeat Visitors 49%  
 Average Mean Length of Stay 5.43 nights  
 Traveling with family: 62%  
 Avg. Time Trip was Planned: 2-3 months

#### Household Income

> \$50,000 11%    \$50,000-\$99,999 24%  
 \$100,000-199,999 26%    \$200,000+ 13%  
 Declined 26%

#### State of Residence

California 22%    Arizona 9%  
 Texas 7%    Colorado 3%    Florida 5%  
 New York 4%    International 5%

#### Family/Marital Status

Married 70%    Single, Never Married 24%  
 Other 6%

#### Accommodations

Hotel 47%    Rental Home/Condo 31%  
 Family & Friends 16%    Bed & Breakfast 1%  
 Camp/RV Park 2%    Other 3%  
 Average nightly lodging expense: \$93.10

#### Main Purpose for Visit

Recreation 55%    Social 28%  
 Business 3%    Retail 9%    Arts & Culture 4%

#### Specific activities while in Park City

Hiking 69%    Alpine Slide 51%  
 Alpine Coaster/Zipline 50%    Olympic Venues 40%  
 Biking 38%    Swimming 35%  
 Scenic Lift/Gondola Ride 30%

#### Per Person Daily Expenditure Excluding Airfare

\$302.02

Source Winter Info: Ski Utah Skier & Snowboard Survey 2012-13

Source Summer Info: Park City Chamber/Bureau 2014 Summer Visitor Study

Prepared by the Office of New Urban Mechanics, Utah Valley University

Updated March 2016

In 2013 and 2014, Summit County accommodations' occupancy rates were highest between December and March and June through September, with lows in April, May, October and November. In 2014, the average annual occupancy rate increased 6% in August, while at the same time decreased 6% in September and 4% in December. While the annual occupancy rate remained flat, the average daily room and revenue per available room rates declined 12.7% and 4.2%, respectively.

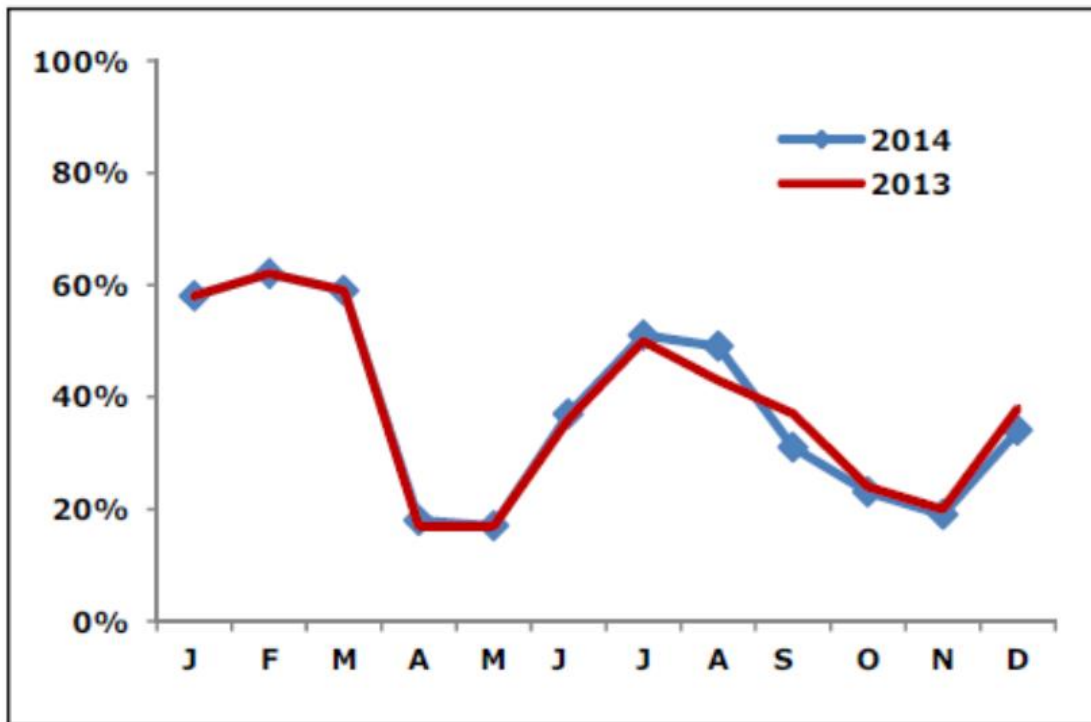
*Kem C. Garner Policy Institute, University of Utah 2015 Summit County Travel & Tourism Profile*

<b>Occupancy and Room Rates Summit County vs. State of Utah</b>			
<b>Summit County</b>			
	2013	2014	% Change
Occupancy Rate	38.4%	38.2%	-0.2%
Average Daily Room Rate	\$300.00	\$262.00	-12.7%
Revenue Per Available Room	\$120.00	\$115.00	-4.2%
<b>Statewide</b>			
	2013	2014	% Change
Occupancy Rate	58.5%	60.1%	1.6%
Average Daily Room Rate	\$92.13	\$96.09	4.3%
Revenue Per Available Room	\$53.91	\$57.64	6.9%

Source: DestiMetrics; Smith Travel Research; Kem C. Gardner Policy Institute, University of Utah 2015 Utah Tourism Report

Updated March 2016

### Summit County Hotel Occupancy Rates by Month



Source: DestiMetrics; Kem C. Gardner Policy Institute, University of Utah 2015  
Utah Tourism Report  
Data Current March 2016

**Park City Nightly Lodging Inventory**

	<b>Units</b>	<b>Pillows</b>
Hotel	1,841	3,682
Studio	836	2,090
One Bedroom	1,251	3,128
Two Bedroom	1,499	6,746
Three Bedroom	684	4,446
Four Bedroom	320	2,720
Five Bedroom	83	1,038
Six Bedroom	40	580
Seven Bedroom	7	116
Nine Bedroom	0	0
<b>Total</b>	<b>6,561</b>	<b>24,544</b>

Source: Park City Chamber/Bureau  
*Updated March 2016*

**Park City Timeshare Lodging Inventory**

	<b>Units</b>	<b>Pillows</b>
Hotel	36	72
Studio	168	420
One Bedroom	293	733
Two Bedroom	476	2,142
Three Bedroom	22	143
Four Bedroom	26	221
<b>Total</b>	<b>1,021</b>	<b>3,731</b>

Source: Park City Chamber/Bureau  
*Updated March 2016*

**Park City Restaurants**

<b>Location</b>	<b># of Restaurants</b>
Canyons	11
Deer Valley	15
Kimball Junction	31
Main Street	70
Park City Mountain Resort	6
Prospector/Bonanza	12
Quarry Village	4
Redstone Center	6
Snow Creek	4
Other	5
<b>Total</b>	<b>164</b>

Sources: Park City Chamber/ Bureau  
 Mountain Express Magazine Menu Guide  
*Updated March 2016*