



2018 TOURISM REPORT

ESTIMATES BASED ON INFORMATION AVAILABLE AS OF 2/1/2019

Tourism Economics

- Travelers spent over 9.1 Billion in Utah
- \$800 million Locally from people who stay in hotels
- Creates 8500 jobs in Washington County
- Provides \$1375 in annual household tax relief

Tourism Tax Revenue

2017	2018
Washington Co. TRT:	Washington Co. TRT:
7.7 Million: ↑14.1%	8.5 Million: ↑9.7%
Total State & Local Taxes:	Total State & Local Taxes:
\$1.23 Billion	\$1.34 Billion

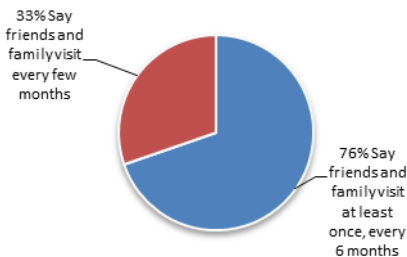
Visitation

Zion	4.2M	↓7.4%
Sand Hollow	663K	↑15.3%
Snow Canyon	277K	↓12.8%*
Gunlock	38K	↑61.1%
Quail Creek	128K	↑19.3%
Airport	277,520	↑17%
Airport had 136K passengers the year it opened; 2011		
*Change in reporting system		

Accommodations

- 1800 new rooms (2017-2019)
- 5910 total hotel rooms (up 525)- 530 New rooms coming
- 800 condos/B&B/VRBO (up 100)- 100 new units coming
- Occupancy down 3%
- Average Rates down \$4

Local Resident Insights



- 66% of those visitors stay 3-7 days
- Where they stay:
 - 67% stay with residents
 - 24% stay in a hotel

Meetings & Conventions

2017	2018
Dixie Center Events:	
57 Dixie Center Events	54 Dixie Center Events
12 New Events= 14,850 People	4 New Events= 3,100 people
230K: Out of Town Visitors	242K: Out of Town Visitors
\$60M Impact	\$63.5M Impact

Sports & Adventure

2017	2018
Sports & Adventure:	
42 Newsworthy Events	51 Newsworthy Events
116K Out of Town Visitors	149K Out of Town Visitors
\$79M Impact	\$82M Impact

Golf

2017	2018
218K Out of Town Visitors	216K Visitors
\$57.4M Impact	\$56.7M Impact

Tuacahn

2017	2018
296K Out of Town Visitors	210K Out of Town Visitors
\$103M Impact	\$73M Impact

International Spending:

Utah: \$306M	Washington County: \$62M
Top Five Spending Markets in Utah:	
China	\$138M ↓0.5%
France	\$46.4M ↓0.2%
Germany	\$46.3M ↑4%
UK	\$41.3M ↓5.2%
Australia	\$33.7M ↑7.8%

Visitors by State:

2017	2018
Utah 46%	
California 13%	
Colorado 6%	
Idaho 8%	
Nevada/Texas 5%	