

TOURISM



REPORT

2021

TOURISM TAX REVENUE

2020	2021	% Change
Washington Co. TRT		
\$8.7 Million	\$15.3 Million	75%
Total State TRT		
\$53.7 Million	\$87.8 Million	63%

VISITATION

Park	2020	2021	% Change
Gunlock	114,923	73,354	-36.2%
Quail Creek	295,290	422,068	42.9%
Sand Hollow	1,315,668	1,538,617	16.9%
Snow Canyon	597,883	858,748	43.6%
Zion	3,591,254	5,039,835	40.3%
Airport	180,102	325,853	80.9%

INTERNATIONAL SPENDING

Utah: \$117.3 Million		Wash Co: \$3.3 Million	
Top 5 Spending Markets in Utah			
2020		2021	
Canada	\$45.9M	Canada	\$29M
China	\$17.8M	China	\$20.5M
Australia	\$8.2M	Mexico	\$10M
UK	\$7.8M	Korea	\$4.4M
Mexico	\$7M	France	\$4.1M

LODGING

	2020	2021
Lodging Revenue	\$205,163,224	\$359,838,776
Occupancy Rate	52%	67%
Average Room Rate	\$94.32	\$132.25
Total Hotel Rooms	6,337	6,493

TRAVEL & TOURISM JOBS IN WASHINGTON CO.

2020	2021	Percent Change
9,651	*11,097	15%

*Preliminary Figures

VISITOR SPENDING BY REGION

St. George	Hurricane Valley	Springdale/Zion
Domestic		
45%	23%	31%
International		
44%	23%	32%

Source: Visa Destination Insights

