

OUTDOOR RECREATION IN UTAH ECONOMIC SNAPSHOT 2019



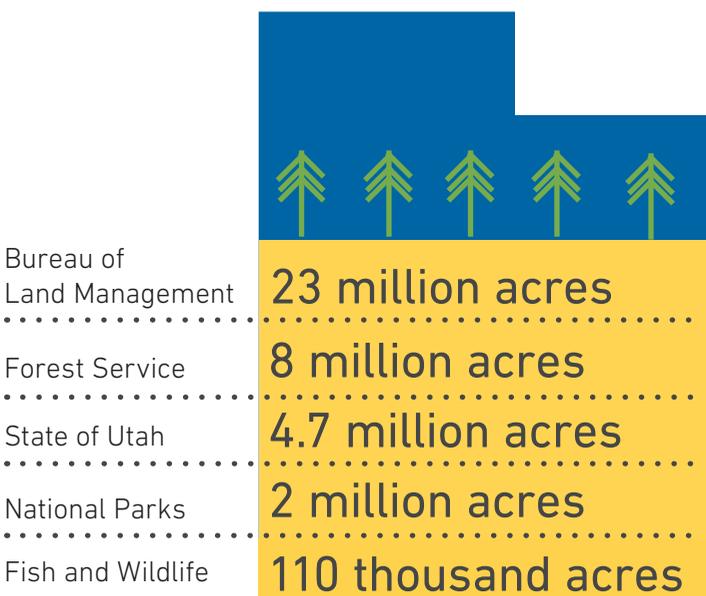
The Importance of Outdoor Recreation in Utah's Economy

Outdoor recreation is big business in Utah. In 2017, the outdoor recreation industry generated \$12.3 billion in consumer spending and directly supported 110,000 jobs throughout the state. From Arches National Park to the Wasatch Range, the variety of climate and terrain across Utah makes it a prime destination for visitors from around the country. In 2017, Utah's national park areas welcomed 15.2 million visitors, and over 4 million skier days were recorded at the state's 14 ski resorts. In the 2017/2018 ski season, out-of-state visitors spent an average of \$337 per person, per day on ski and snowboarding-related activities. The state's ample opportunities for outdoor recreation have been credited for helping to attract high-quality workers and for contributing to business creation. Recognizing the vital importance of the outdoor recreation economy, the State of Utah launched the nation's first state-level Office of Outdoor Recreation in 2013.

Public land is the backbone of Utah's outdoor recreation economy. With 13 national park areas, and millions of acres of BLM and Forest Service land, visitors have almost unlimited access to outdoor recreation activities. As travelers explore these land resources, they shop at local stores, stay at local hotels, and support the many gateway communities around the state.

Breakdown of Federal and State Land Ownership in Utah

Roughly 70 percent of Utah is public land. The Bureau of Land Management is the largest holder of 23 million acres.



Source: "Elevating Outdoor Recreation Together", Brooke Sausser; Institute of Outdoor Recreation and Tourism at Utah State University

Outdoor Recreation is Big Business in Utah

The outdoor recreation industry in Utah generates \$12.3 billion in consumer spending every year.



Outdoor Recreation Drives Tourism Spending



Source: Ski Utah

Utah's National Parks are a Boon to the Economy

National Parks in Utah are a strong economic driver for many of the state's rural communities. \$1.1 billion was spent by park visitors in 2017.



13
Parks
in Utah run by the
National Park Service

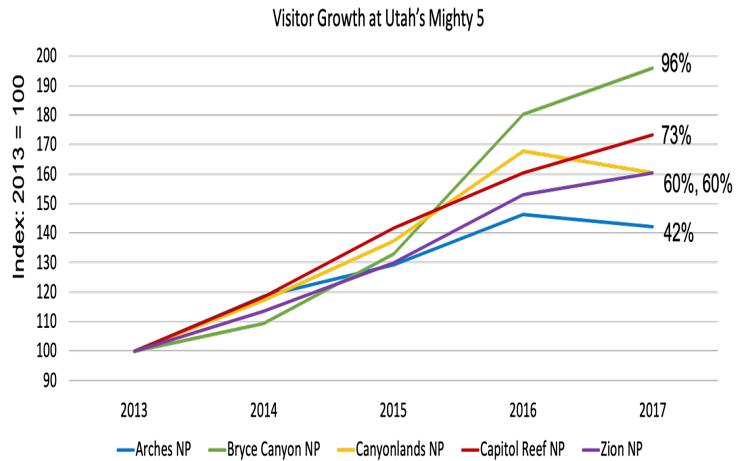
15.2
million
recreation visits to
Utah's national park
areas in 2017

\$1.1
billion
in spending by
visitors in Utah's
national park areas

Source: National Park Service Visitor Statistics

Utah's Mighty 5 Seeing Tremendous Growth

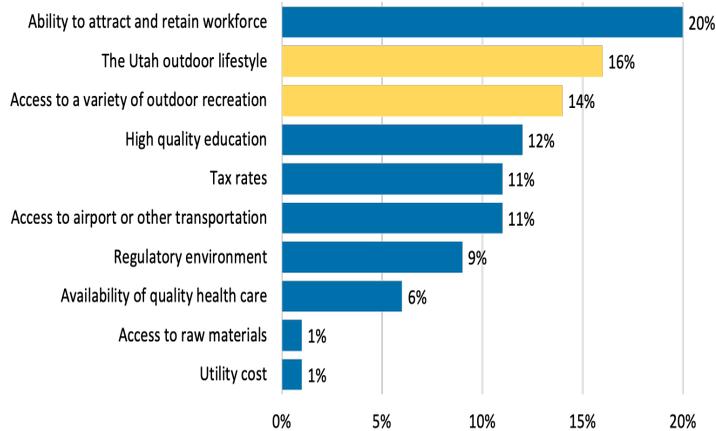
Since the launch of the Mighty 5 marketing campaign in 2013, visits to Utah's National Parks have exploded. Visits to Bryce Canyon alone have risen by 96 percent since 2013, and all of the Mighty 5 have seen visitor growth of at least 40 percent.



Source: National Park Service Visitor Statistics

Outdoor Recreation is a Big Plus for Utah Companies

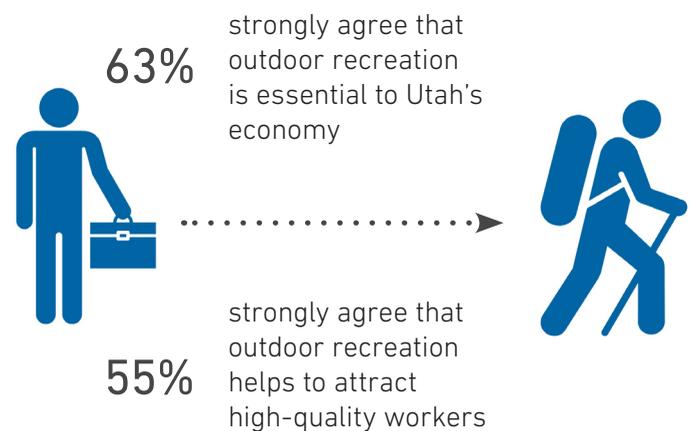
When asked the reasons for choosing to be located in Utah, "the Utah outdoor lifestyle" and "access to a variety of outdoor recreation" were ranked in the top three by business leaders.



Source: "Utah Outdoor Partners Survey of Businesses," Marin Christensen and Samantha Ball; Kem C. Gardner Policy Institute.

Recreational Opportunities Attract Quality Employees

Business leaders strongly agree that Utah's abundance of outdoor recreation helps to attract high-quality employees and improve the economy.



Source: "Utah Outdoor Partners Survey of Businesses," Marin Christensen and Samantha Ball; Kem C. Gardner Policy Institute.

Utah is an Outdoor Haven for US Athletes and Teams

U.S. Ski & Snowboard, U.S. Speedskating, and USA Climbing (tbd) take advantage of the state's strong outdoor heritage and training opportunities for their athletes.



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