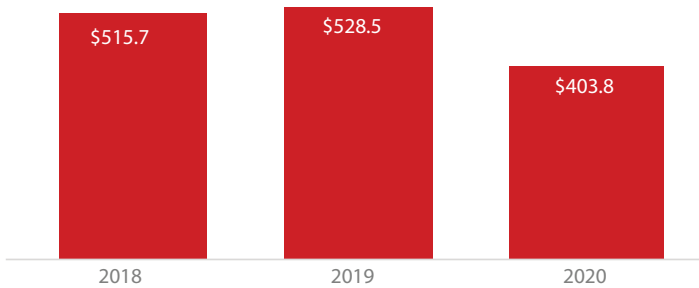


## Davis County, 2020

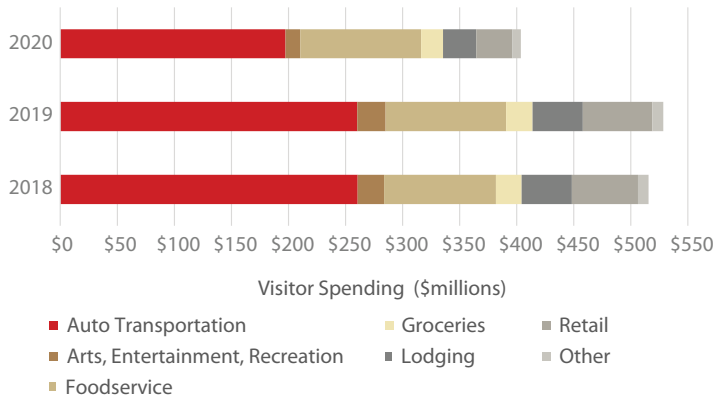
### Spending

In 2020, visitors directly spent an estimated \$403.8 million in Davis County, a -23.6% decrease from 2019.<sup>1</sup> The top three spending categories were auto transportation, foodservice, and retail. Davis County visitor spending made up 8.7% of total statewide spending.

Direct Spending Estimates (millions of dollars)



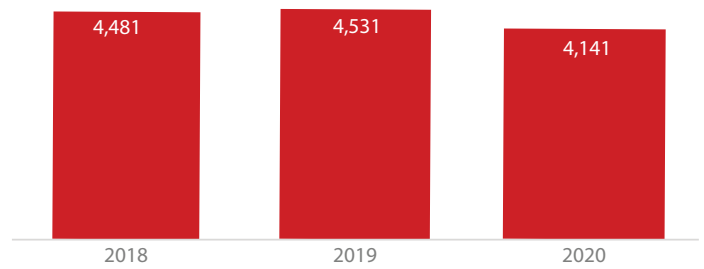
Direct Spending Estimates by Spending Category



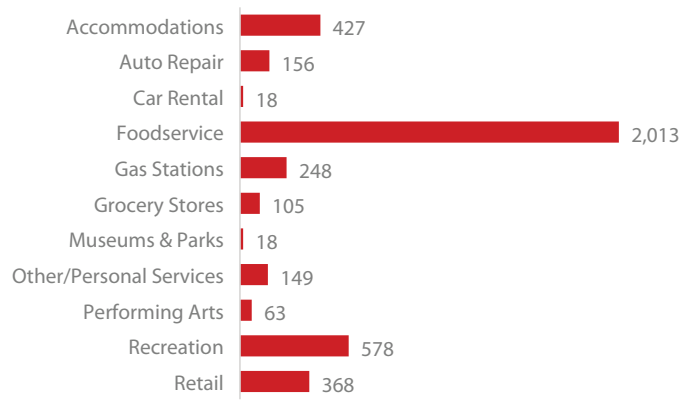
### Jobs

Visitor spending supported 4,141 direct Davis County travel and tourism jobs, a -8.6% decrease from 2019. Foodservice, recreation, and accommodations were the top three job sectors. These 4,141 direct travel and tourism jobs supported an additional 1,036 indirect and induced jobs in the county for a total 5,177 jobs.<sup>2</sup>

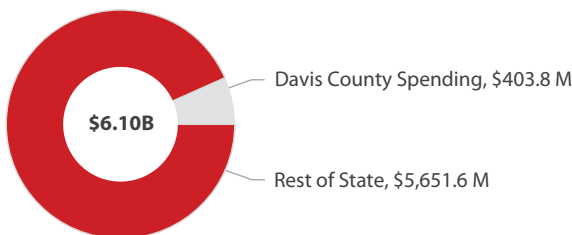
Direct Travel & Tourism Jobs



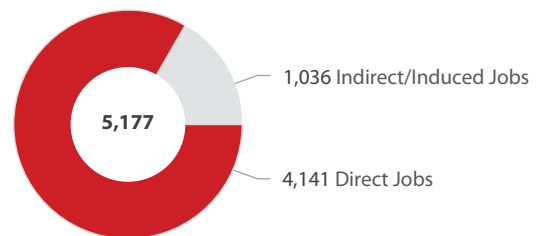
Direct Travel & Tourism Jobs by Job Type, 2020



Davis Portion of Statewide Visitor Spending, 2020



Total Travel & Tourism Jobs, 2020

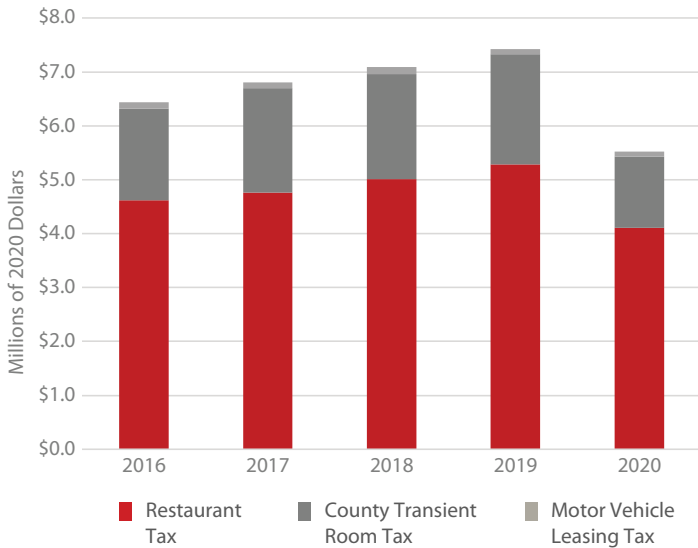


## Tax Revenue

Visitor spending generated \$59.2 million in direct tax revenue, including \$33.5 million in state and \$25.8 million in local tax revenue.<sup>3</sup> Visitor spending generated approximately \$10.3 million in additional indirect and induced state and local tax revenue, for a total of \$69.5 million.<sup>4</sup>

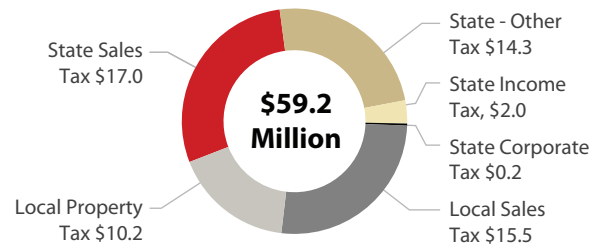
Travel and tourism-related sales tax revenue examples include transient room tax, motor vehicle rental tax, and restaurant tax. In fiscal year 2020, Davis County collected a total of \$5.5 million in these three sales taxes combined, down -25.7% from 2019 and down -14.3% over the past five years.<sup>5</sup>

### Select Local Sales Tax Revenues



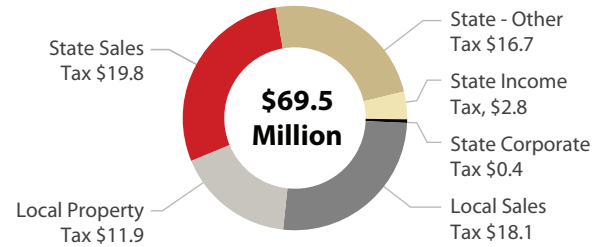
## Taxes/Direct Travel & Tourism Tax Revenue, 2020

(Based on \$403.8 million in direct spending)

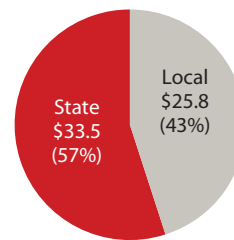


## Total Travel & Tourism Tax Revenue, 2020

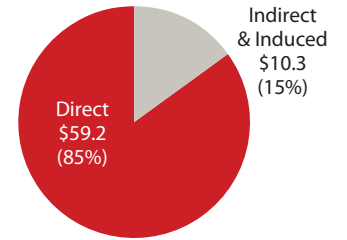
(Based on \$436.1 million in total spending)



## Direct Tax Revenue, 2020



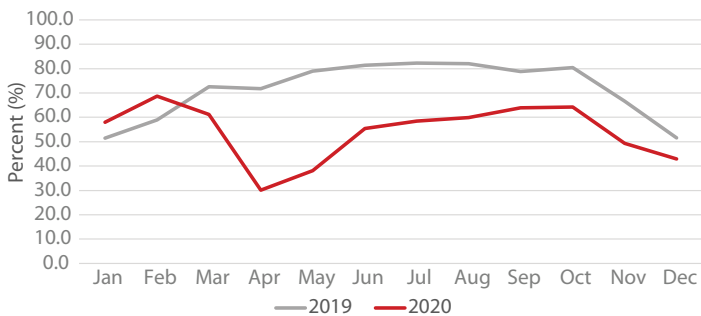
## Total Tax Revenue, 2020



## Hotel Data

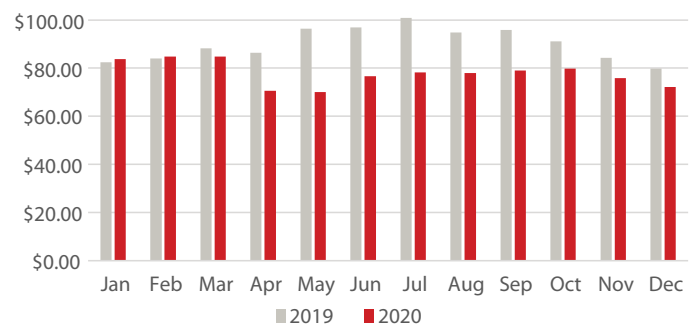
Davis County hotel occupancy rates averaged 54.2% in 2020 compared to 71.4% in 2019. October, September, August, and July (in that order) had the highest average occupancy rates.

### Average Hotel Occupancy Rate



In 2020, Davis County's average daily room rate was \$77.87 compared to \$90.11 in 2019, a -13.6% year-over-year decrease.

### Average Hotel Daily Room Rate



## Endnotes

1. This spending figure does not include public transportation spending (i.e. transportation fares and travel reservation costs). Please see Addendum A.
2. When Utah visitors purchase from Utah businesses, the businesses hire employees and purchase from other local businesses, who in turn hire employees and purchase from other local businesses. These rounds of activity produce indirect employment effects. Then, direct and indirect employees spend a portion of their wages in the local economy, spurring additional "induced" effects.

3. State tax revenue includes sales, personal income, fuel, corporate income and other taxes; local tax revenues include sales, property, and other taxes.
4. See note #2 regarding "indirect and induced."
5. Adjusted for inflation. Total spending includes direct spending in addition to indirect and induced spending effects (see note #2).