

*Love*

UTIA Quarterly Survey  
Q4 2023 Report  
March 2024



## Report Goal

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- In working with Love Communications, the goal of this report is to provide membership with the results of the survey that was delivered in Q4 of 2023, in addition to supplying travel trends impacting the industry as large.
- This is meant to be an ongoing project that provides membership with actionable insights about how visitation is ebbing and flowing around the state, and the country.



**UTAH TOURISM INDUSTRY ASSOCIATION**

*Tourism Works™*

# Report Breakdown

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- ***Q4 2023 Survey Results Summary***

Overview of the key findings from the most recent survey deployment to UTIA membership.

- ***Travel Trends Update***

An update on travel trends that will be most important for individuals in the state of Utah to know.

- ***Next Steps***

Recommendations for future survey deployments and how to refine these reports moving forward.





Q4 2023 Survey  
Results Summary

## Distribution Summary

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27

*Completed survey responses among membership after data cleaning was completed.*

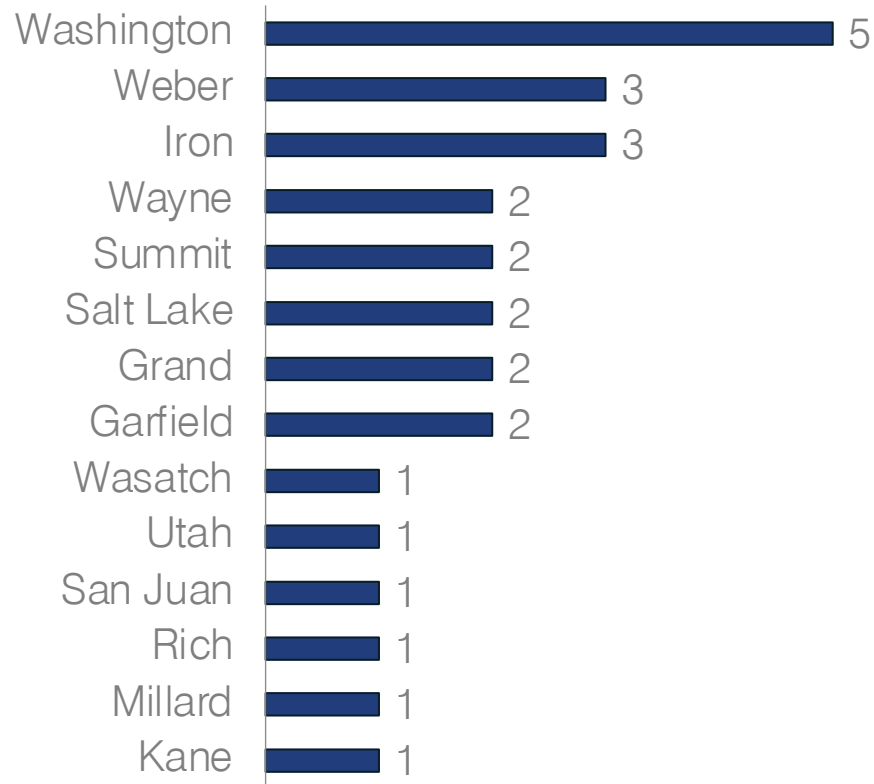
8

*Individuals supplied their email denoting that they wished to receive the results of this survey and a trends in tourism research report.*

# County Representation

*What county do you live in?*

■ # of Respondents



10

*Responses from  
Northern Counties*

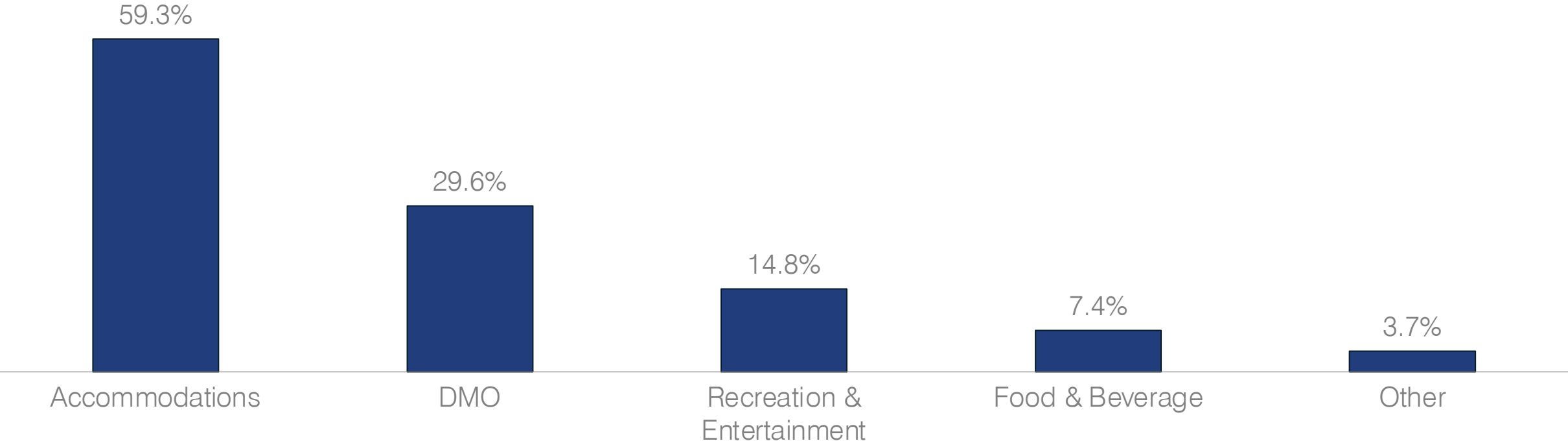
17

*Responses from  
Southern Counties*

# Organization Representation

*How would you best describe the sector of the tourism and travel industry that your organization represents? Please select all that apply*

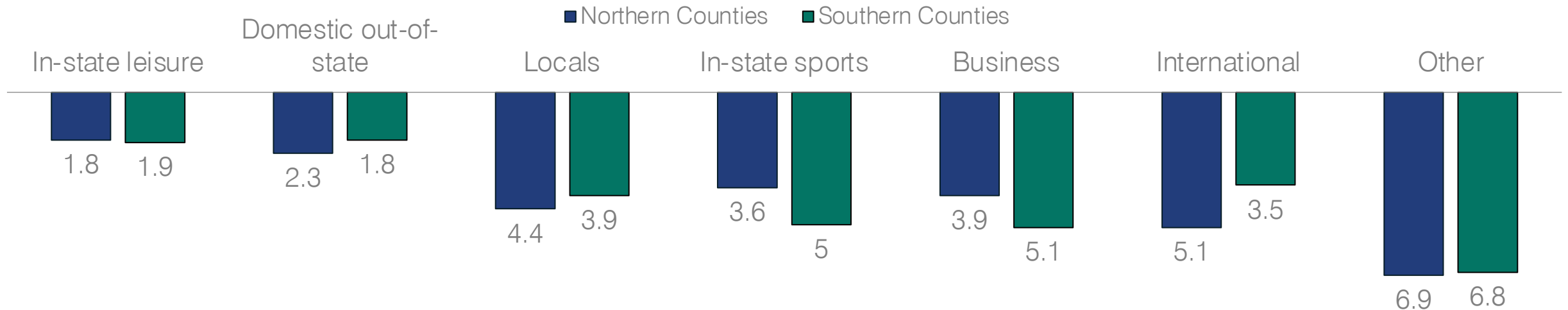
■ % of Respondents



# Traveler Frequency by Region

We are seeing that *domestic out-of-state and International travel is higher in Southern Counties*, while *In-State Sports and Business travel is higher in Northern Counties*. In the below graph, the lower the number, the more often the type of travelers listed is seen!

*In an average year, what types of travelers/patrons/customers does your organization most often see in your area on a scale of 1 to 7?*





# Reported Traveler Origin Points

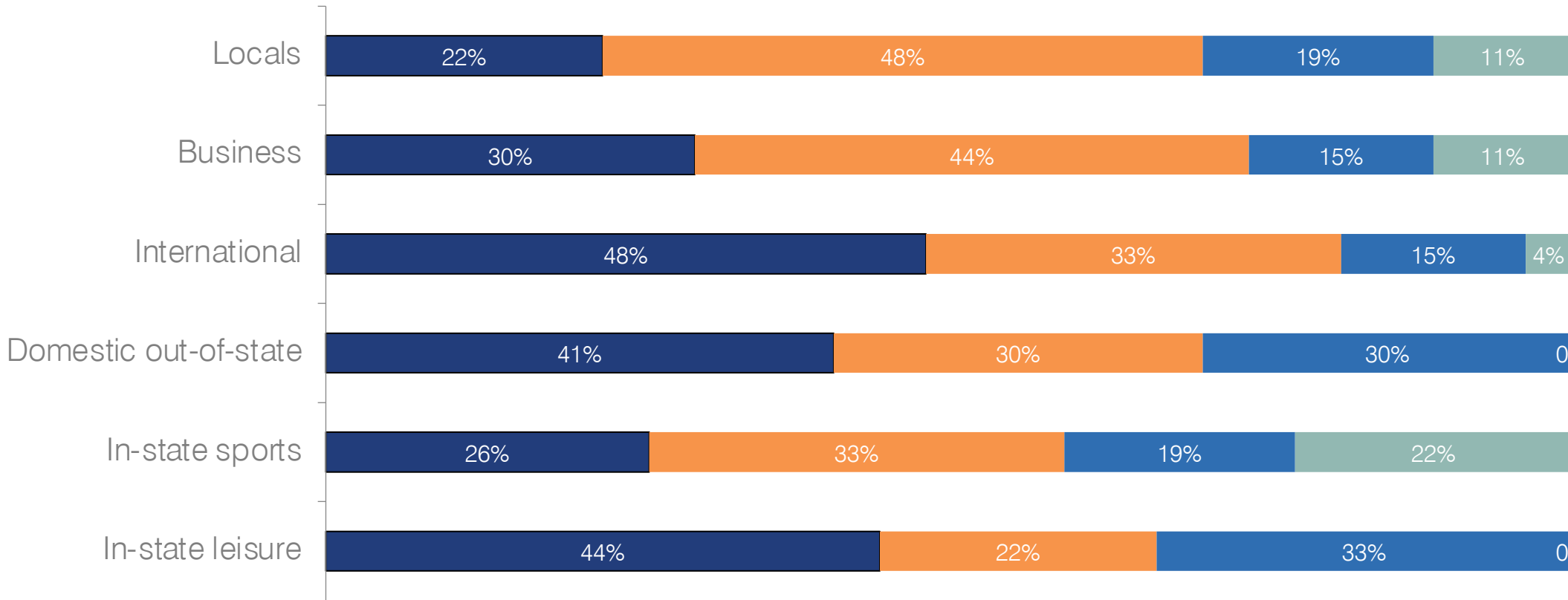
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- ***In-State Leisure Travelers***: PC, Salt Lake City, Ogden, Utah Valley, Davis, Weber, and Washington Counties, Zion, Bryce, St. George, Beaver
- ***In-State Sports Travelers***: Wasatch Front
- ***Domestic Out-of-State Travelers***: West Coast, Southwest, East, Midwest, California, Nevada, Arizona, Colorado, Washington, Oregon, Las Vegas, Florida, Texas, Idaho, Montana
- ***Business Travelers***: Nevada, California, Arizona, Colorado, and Idaho
- ***International Travelers***: Germany, Netherlands, France, Italy, Canada, UK, Australia, and Benelux Countries.

# Q4 2023 Observed Visitation Trends

## Reported Q4 2023 Visitation Trends

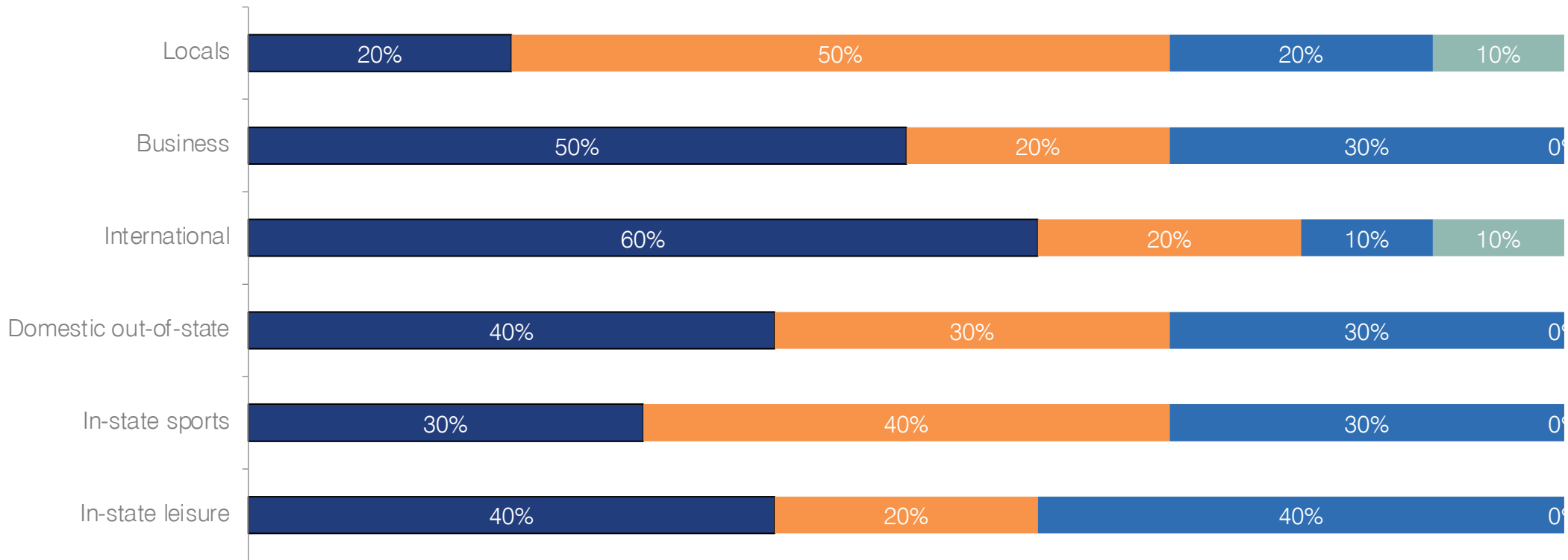
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# Q4 2023 Northern Counties Visitation Trends

*Reported Q4 2023 Visitation Trend Changes for Northern Counties*

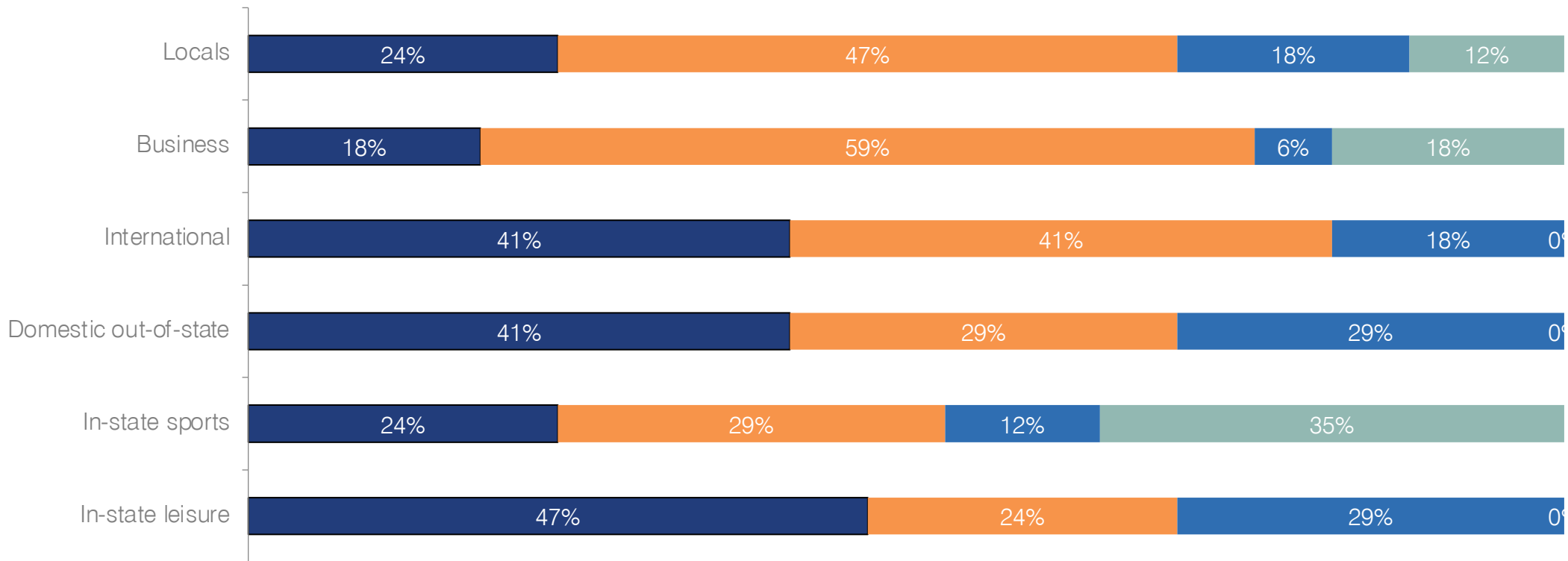
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# Q4 2023 Southern Counties Visitation Trends

*Reported Q4 2023 Visitation Trend Changes for Southern Counties*

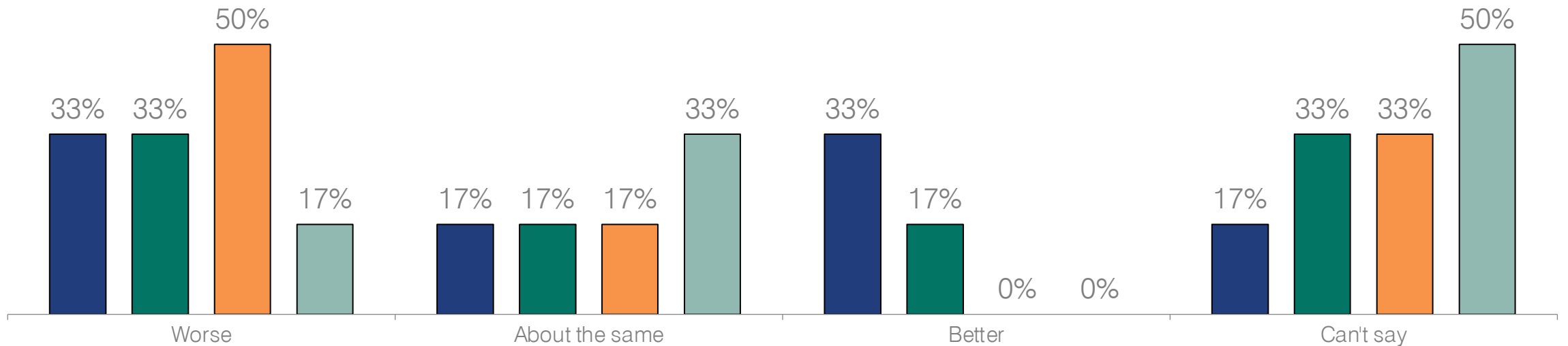
■ Decrease ■ Remain the same ■ Increase ■ N/A



# DMO Metric Projections

*Thinking about the upcoming quarter (January through March), how confident are you in the following metrics below being better or worse than what you observed in the same period last year?*

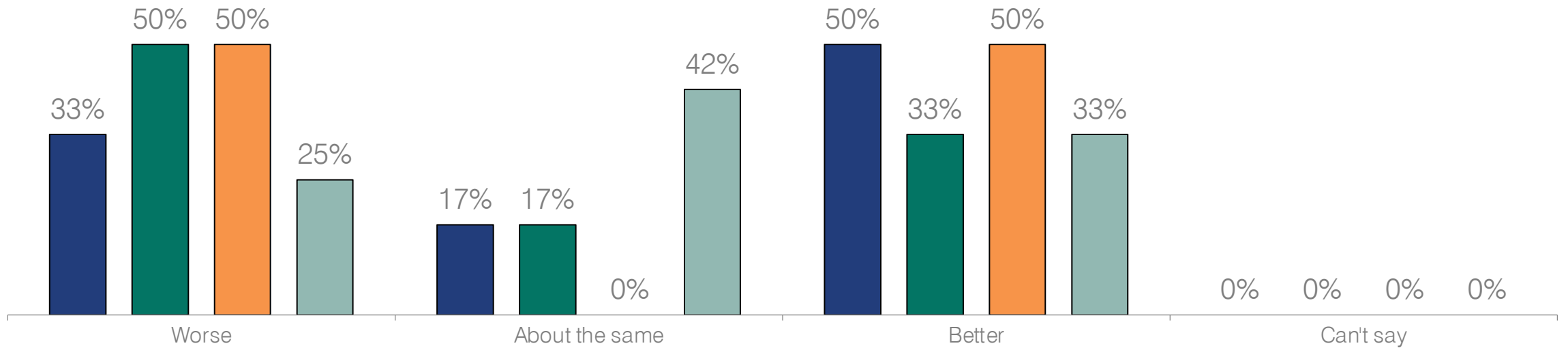
■ ADR ■ REVPAr ■ Occupancy Rate ■ Length of Stay



# Accommodations Metric Projections

*Thinking about the upcoming quarter (January through March), how confident are you in the following metrics below being better or worse than what you observed in the same period last year?*

■ ADR ■ REVPAr ■ Occupancy Rate ■ Length of Stay





# Travel Trends Update

# Travel Trends Overview

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- Love Communications synthesizes a variety of travel trends that are occurring the nation at-large and compiles them into one clean report using the data sources listed on the right.
- Within this report are some highlights pertinent to membership, with the goal to be looking forward into Q4 2023.

**Skift.**



Tripadvisor



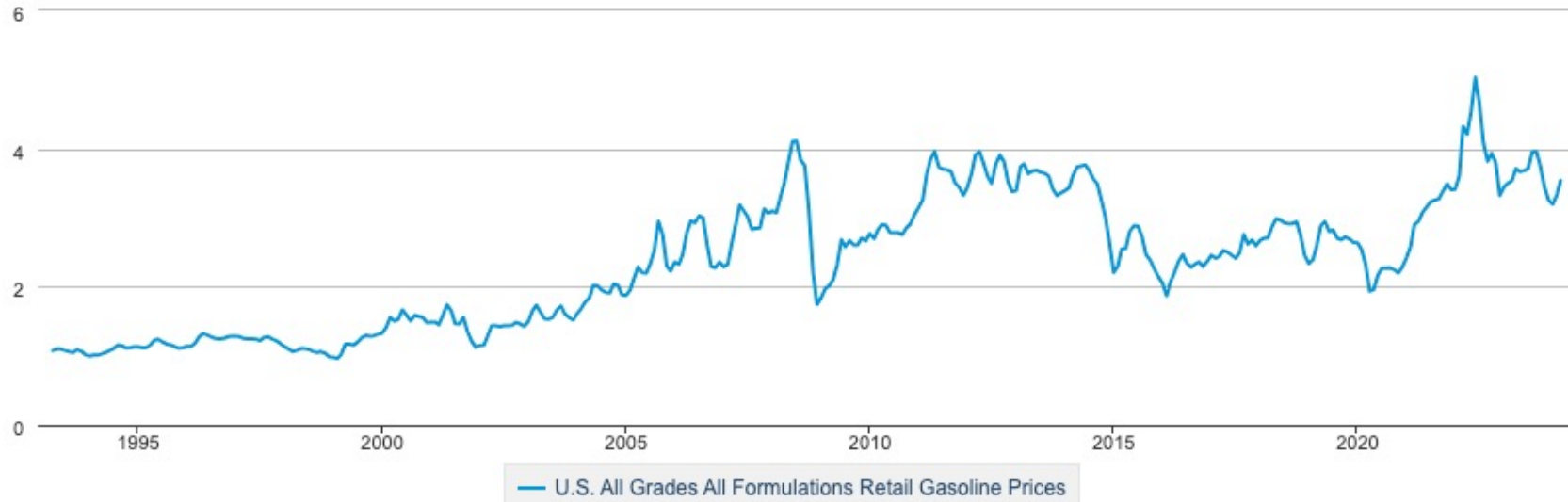


# Gas Prices Nationwide

**U.S. All Grades All Formulations Retail Gasoline Prices**

[↓ DOWNLOAD](#)

Dollars per Gallon



Gas prices continue to climb, with the below chart showing then rolling average over the last thirty years or so.

**34.2%** of travelers feel that now is a good time to spend money on leisure travel. In July of 2021, **45.1%** of travelers felt that it was a good time to spend money on leisure travel.

# Travel Deterrents

Travel, personal financial reasons, and the cost of airfare are the main reasons people aren't traveling.

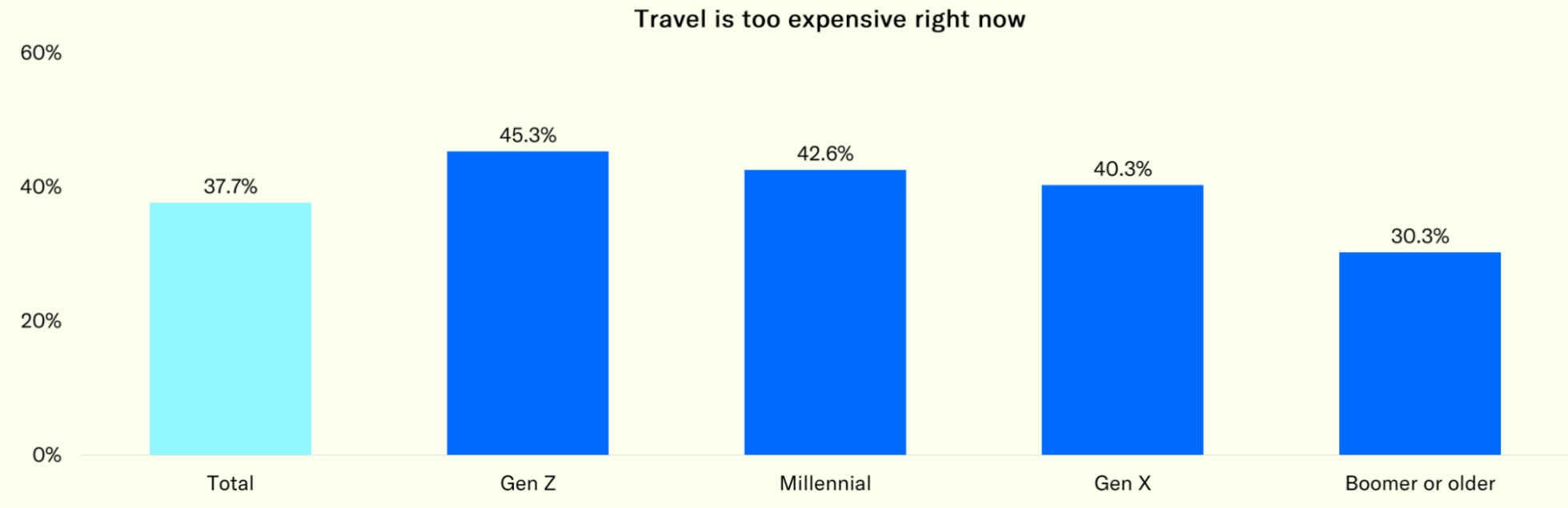


# Travel Expense Deterrent by Generation

This trend is most prominent among the younger generations who have less disposable income.

**Question:**

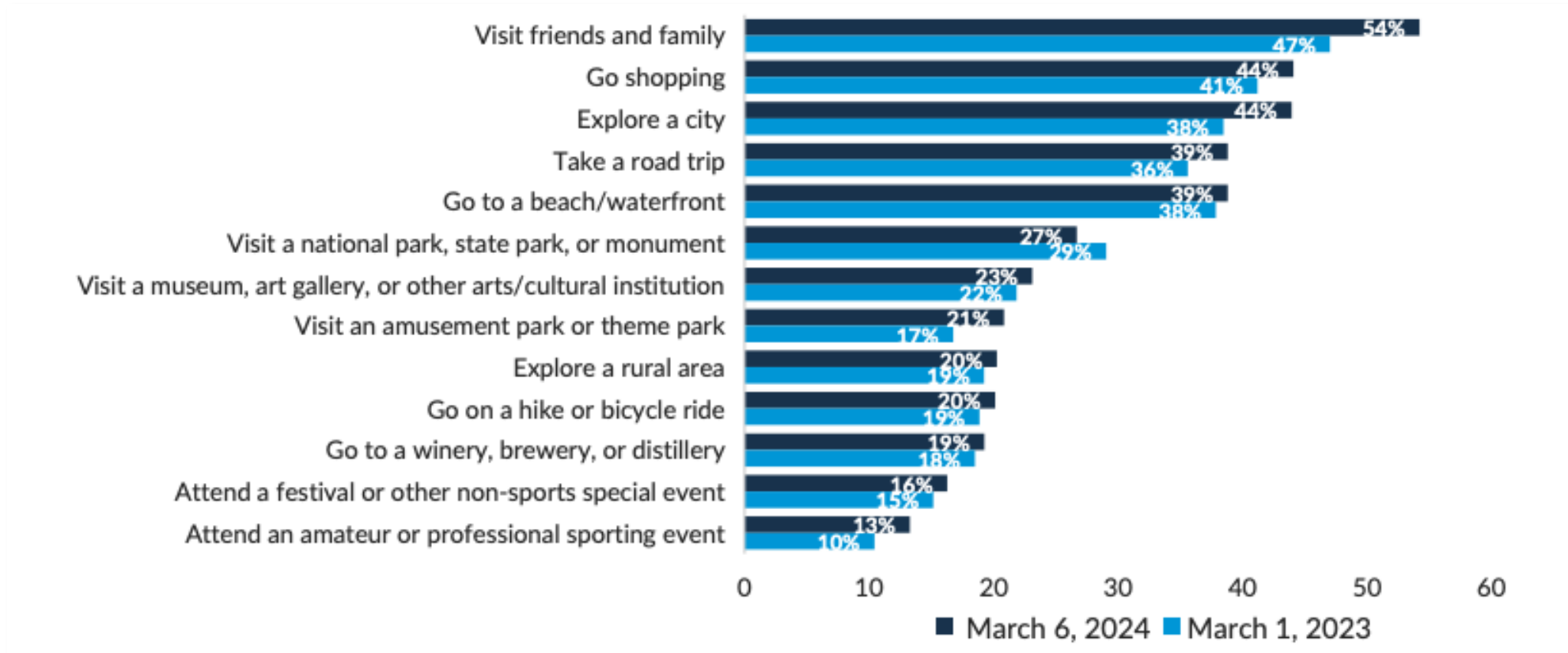
In the PAST SIX (6) MONTHS, which (if any) of the following have kept you from traveling more than you would have otherwise preferred? (Select all that apply). Base: Respondents who selected "Travel is too expensive right now."



**86.6%** of survey respondents consider themselves excited about leisure travel in the next 12 months.

# Travel Reasons

Visiting friends and family, shopping, and exploring a city are the main reasons for individuals traveling.



# Conclusions

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- We continue to see that Southern Utah respondents drive most of the sample relative to Northern Utah which is certainly skewing some of our results.
- We did see a small decrease in the number of respondents that were collected relative to last quarter.
- That said the combined wave-over-wave report shows that there has been an increase in international and domestic out-of-state travel and a small decrease in local visitors.
- At a travel trends level, travel being too expensive and personal financial reasons remain the top two deterrents to travel, something to pay attention to is the increase in the percentage of people listing work as a deterrent to travel. With that said, 86.6% of survey respondents consider themselves excited about travel in the next 12 months.

*Love*