

A nighttime photograph of the Utah State Fair, featuring a large Ferris wheel and various illuminated structures. The image is overlaid with a semi-transparent blue filter. The text is centered in white.

# Utah State Fair

# Utah State Fairpark & Event Center

## Economic & Fiscal Impact Analysis



**JOHNSON  
CONSULTING**

**March 2026**

## Table of Contents



SECTION	<b>1</b>	PAGE 4: Summary of Impacts
SECTION	<b>2</b>	PAGE 8: Introduction
SECTION	<b>3</b>	PAGE 11: Demand & Visitation Analysis
SECTION	<b>4</b>	PAGE 17: Economic & Fiscal Impact Analysis



## Transmittal Letter (March 2, 2026)

### Re. Utah State Fair & Utah State Fairpark & Event Center – Economic & Fiscal Impact Analysis

C.H. Johnson Consulting, Inc. (Johnson Consulting) is pleased to submit this report regarding the economic and fiscal impact of the Utah State Fair and Utah State Fairpark & Event Center in Salt Lake City, UT.

Johnson Consulting has no responsibility to update this report for events and circumstances occurring after the date of this report. Johnson Consulting used sources deemed to be reliable but cannot guarantee their accuracy. Moreover, some of the estimates and analyses presented in this study are based on trends and assumptions, which can result in differences between projected results and actual results. Because events and circumstances frequently do not occur as expected, those differences may be material. This report is intended for the Clients' internal use and to support funding and grant applications. It cannot be used for project underwriting purposes without Johnson Consulting's written consent.

We have enjoyed serving you on this engagement and look forward to providing you with continuing service.

Sincerely,

*C.H. Johnson Consulting, Inc.*

C.H. Johnson Consulting, Inc.

An aerial night view of a bustling fairground. The scene is filled with various rides, including a tall drop tower, a Ferris wheel, and several roller coasters. Numerous stalls and tents are scattered throughout the area, and a large crowd of people is visible. The lighting is a mix of bright white and colorful lights from the rides and stalls. The overall atmosphere is festive and lively.

# | 1. Summary of Impacts

## Key Highlights – Year-Round

- Including both the Fair and Non-Fair events and activities, Utah State Fairpark & Event Center attracted a total of **785,636 visitors in 2025**.
- **11.8 percent of total visitors originated from outside of Utah** and overnight visitors generated demand for **51,220 room nights** in area hotels.
- Visitors to the Fairpark & Event Center generated an estimated **\$264.2M in total spending**, **\$79.1M in increased earnings** and supported **1,840 ongoing jobs** on an annual basis throughout the economy.
- The total fiscal impact of the Fairpark & Event Center is estimated to amount to **\$17.5M in sales, lodging and rental car tax revenues** to City, County and State jurisdictions.

## Utah State Fair | Utah State Fairpark & Event Center Estimated Economic & Fiscal Impact

2025



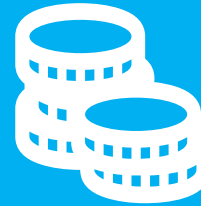
**785,636**  
VISITORS

**51,220**  
hotel room nights generated



**11.8%** of visitors originated from outside of Utah

**\$264.2**  
MILLION



economic impact on the local economy

**1,840** Ongoing jobs sustained



**\$79.1** MILLION  
Wages created



**\$16.8**  
MILLION

State & Local sales tax revenues generated



**\$747,121**

Local hotel tax revenues generated



**\$17.5**  
MILLION

State & Local fiscal impact



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## Key Highlights - Fair

- The **2025 Utah State Fair** attracted **302,205** visitors over 11 days.
- While only **3.6 percent** of visitors originated from **outside of Utah**, overnight visitors generated demand for **7,030 room nights** in area hotels.
- Visitors to the Fair generated an estimated **\$65.0M** in total spending, **\$19.7M** in increased earnings and supported approximately **430 ongoing jobs** on an annual basis throughout the economy.
- The total fiscal impact of the Fair is estimated to amount to **\$2.5M** in sales, lodging and rental car tax revenues to City, County and State jurisdictions.

## Utah State Fair

### Estimated Economic & Fiscal Impact

2025



**302,205**  
VISITORS

**7,030**

hotel room nights generated

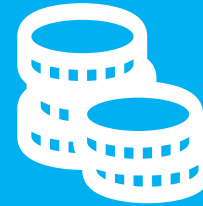


**3.6%**

of visitors originated from outside of Utah

**\$65.0**  
MILLION

economic impact on the local economy



**430**

Ongoing jobs sustained



**\$19.7** MILLION

Wages created



**\$2.3**  
MILLION

State & Local sales tax revenues generated



**\$164,660**

Local hotel tax revenues generated



**\$2.5**  
MILLION

State & Local fiscal impact



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## Key Highlights – Non-Fair Events

- In addition to the Fair, Utah State Fairpark & Event Center attracted **483,431 visitors to Non-Fair events and activities.**
- **17.0 percent of Non-Fair visitors originated from outside of Utah** and overnight visitors generated demand for **44,190 room nights** in area hotels.
- Visitors to Non-Fair events and activities at the Fairpark & Event Center generated an estimated **\$199.5M in total spending, \$59.7M in increased earnings and supported 1,390 ongoing jobs** on an annual basis throughout the economy.
- The total fiscal impact of Non-Fair events and activities is estimated to amount to **\$15.0M in sales, lodging and rental car tax revenues** to City, County and State jurisdictions.

## Utah State Fairpark & Event Center Estimated Economic & Fiscal Impact

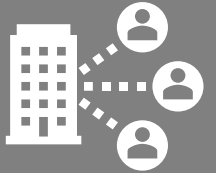
2025



**483,431**  
VISITORS

**44,190**

hotel room nights generated

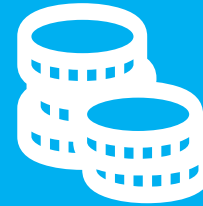


**17.0%**

of visitors originated from outside of Utah

**\$199.5**  
MILLION

economic impact on the local economy



**1,390**

Ongoing jobs sustained



**\$59.7** MILLION

Wages created



**\$14.5**  
MILLION

State & Local sales tax revenues generated



**\$582,460**

Local hotel tax revenues generated



**\$15.0**

MILLION

State & Local fiscal impact



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# | 2. Introduction



## Introduction

Johnson Consulting was retained by the State Fair Park Authority to provide an independent economic and fiscal impact analysis of the Utah State Fair and year-round operations of Utah State Fairpark & Event Center in Salt Lake City, UT. The Utah State Fair, which runs for 11 days in early- to mid-September, is the largest single event held at the Fairpark & Event Center and is also one of the largest annual events in the region. The 65-acre Fairpark & Event Center is anchored by the 10,420-seat Days of '47 outdoor arena and 26,000 SF Grand Building, supplemented by several smaller indoor event facilities, over 300,000 SF of outdoor green space that is utilized for events, numerous barns, and parking. In addition to the annual State Fair, the Fairpark & Event Center hosts a variety of events and activities throughout the year, reflecting its mission to preserve Utah's heritage, meet tomorrow's future today, and showcase agriculture and innovative technology.

## Methodology

In order to develop economic and fiscal impact estimates, Johnson Consulting performed the following tasks:

1. Analyzed current and historic attendance and revenue and expense data, provided by Management of the Fairpark & Event Center, for 2022-2025, noting that financial data for 2025 is non-audited.
2. Developed visitor origin and spending estimates for the Fair and Non-Fair events and activities, based upon data provided by Management of the Fairpark & Event Center, and expanded upon using metrics reported at comparable facilities and data sourced from Placer.ai, which is a location analytics platform that provides aggregated location data based upon visit trends, trade areas, and demographics. For simplicity, our estimates are focused on the past 3 years (2023-2025).
3. Performed an economic and fiscal impact analysis of the Fair and Non-Fair Events using a U.S. Bureau of Economics (BEA) input-output model specifically purchased from the BEA. An input-output model analyzes the commodities and income that normally flow through the various sectors of the economy as a result of the activities at the Fairpark & Event Center.
4. Calculated tax revenues by jurisdiction – Salt Lake City, Salt Lake County, and the State of Utah.

# Methodology

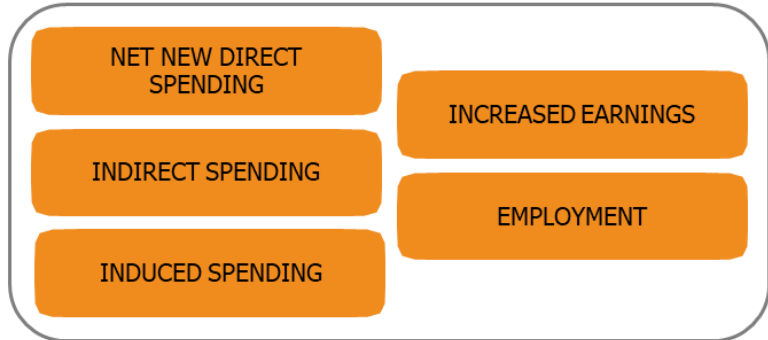
**Elements** UTAH STATE FAIR UTAH STATE FAIRPARK & EVENT CENTER

**Metrics** VISITATION; ESTIMATED SPENDING PER VISITOR

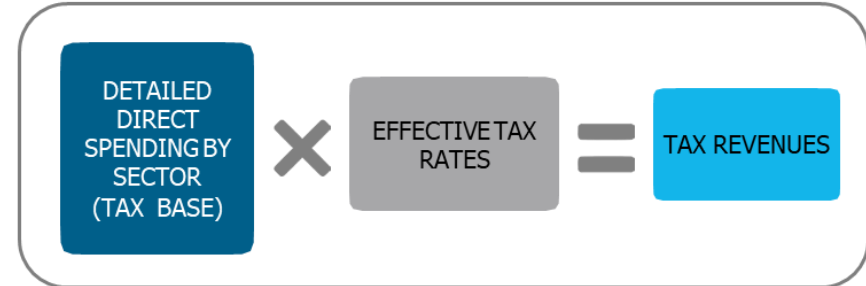


BEA [MULTIPLIER RATES]

## Economic Impact



## Fiscal Impact



An aerial night view of a bustling fairground. The scene is filled with various rides, including a tall drop tower, a Ferris wheel, and several roller coasters. Numerous stalls and tents are scattered throughout the area, and a large crowd of people is visible. The lighting is a mix of bright white and colorful lights from the rides and stalls. The overall atmosphere is festive and lively.

# 3. Demand & Visitation Analysis

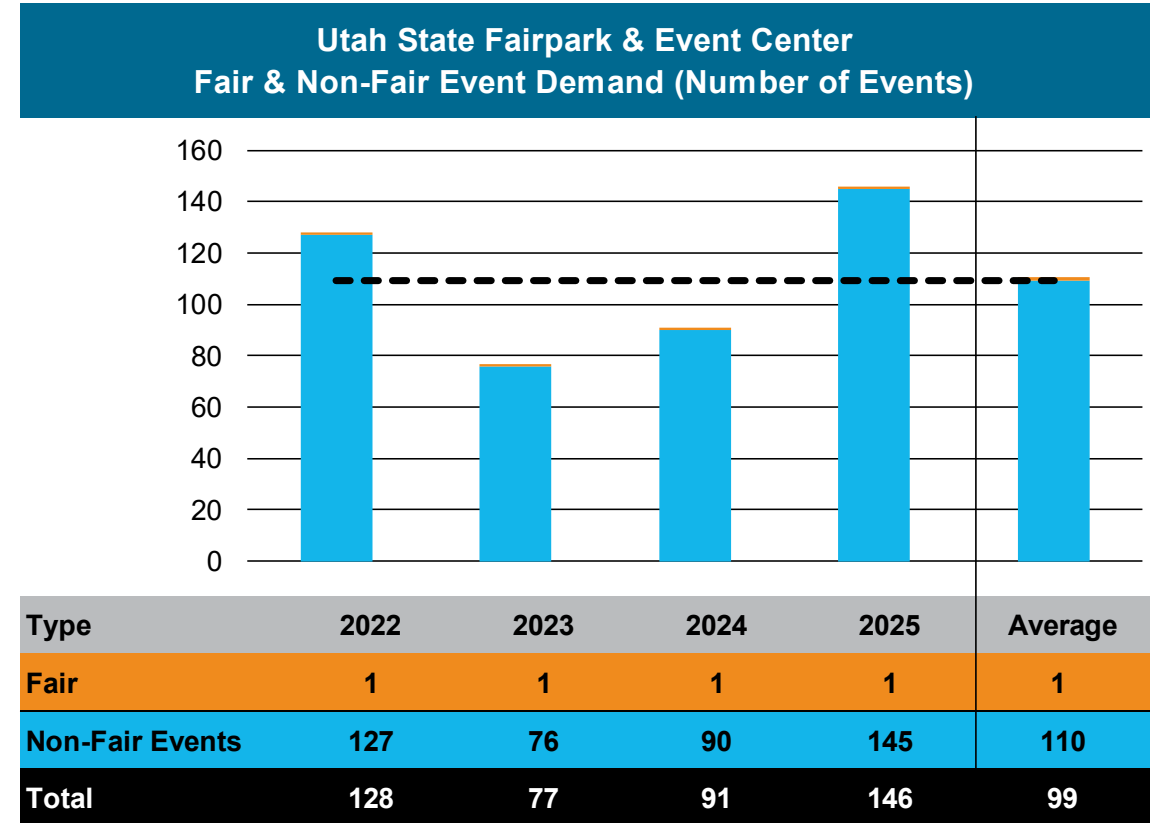
## Introduction

In order to calculate the economic and fiscal impact of the Utah State Fair and year-round operations of Utah State Fairpark & Event Center, it is important to understand their performance from an historical perspective. The following analysis considers key metrics related to the Fair and Non-Fair events and activities that directly influence economic and fiscal impact, including events, attendance, visitor origin which influences the propensity for visitors to stay overnight and informs the propensity for visitors to spend money elsewhere in the local area, and financial performance, particularly revenues which comprise direct spending by event attendees, participants, and vendors.

## Events

Management of the Utah State Fairpark & Event Center reports event demand as total number of events. These events include a mix of single- and multi-day events and activities. As previously noted, the Utah State Fair is the largest event held at the Fairpark & Event Center, spanning 11 days each year in early- to mid-September.

In addition to the annual Fair, the Fairpark & Event Center hosted 145 Non-Fair events in 2025, including a mix of consumer shows, tradeshow, livestock and rodeo events, trainings, festivals, and social events. This represented a substantial increase over 2024 (90 events) and 2023 (77 events). Overall, between 2022 and 2025, the total number of Non-Fair events at the Fairpark & Event Center increased at an average annual rate of 4.5 percent.



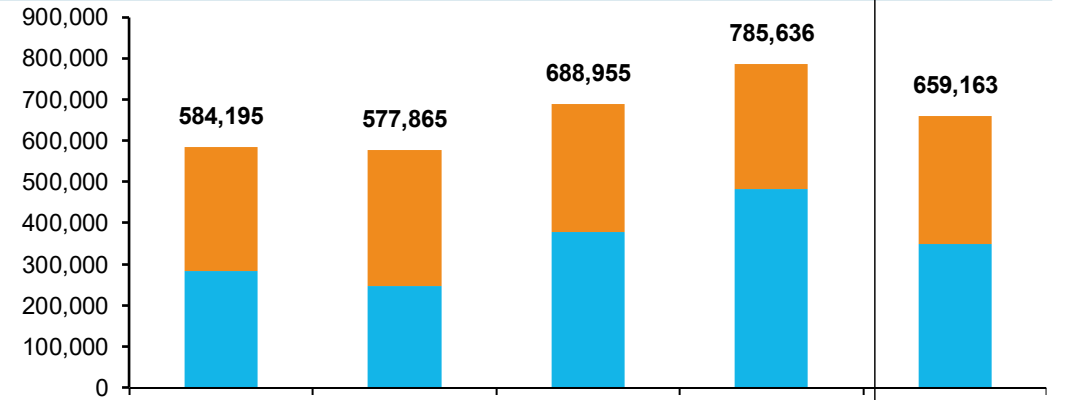
Source: Utah State Fairpark & Event Center

## Attendance

In 2025, the annual Fair attracted 302,205 visitors, based on data provided by Management of the Fairpark & Event Center, down slightly from 2024, when the Fair attracted 310,000 visitors. Overall, between 2022 and 2025, attendance at the Fair has averaged 308,441 visitors annually.

Non-Fair events attracted an estimated 483,431 attendees in 2025, representing a considerable increase over 2024 (378,955 attendees). This equates to an average of 3,334 attendees per event, lower than 2024 estimates (4,211 attendees per event) but generally in line with the overall 2022-2025 average of 3,261 attendees per event. Overall, between 2022 and 2025, attendance at Non-Fair Events increased at an average annual rate of 19.4 percent.

Utah State Fairpark & Event Center  
Fair & Non-Fair Event Attendance (Number of Visitors)



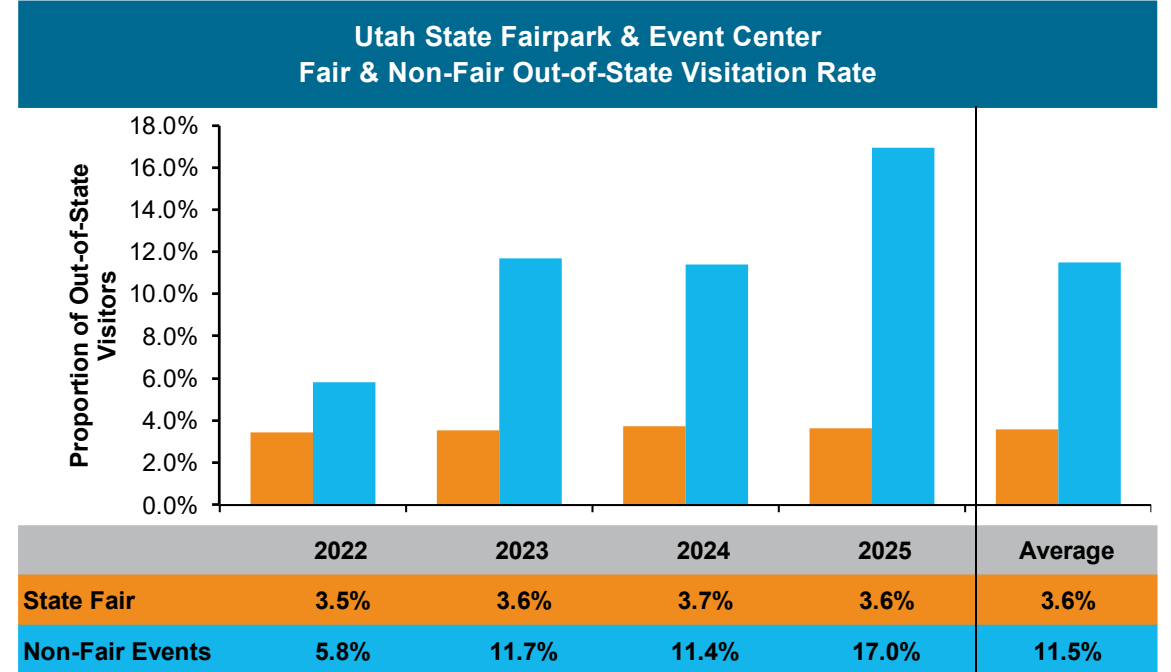
	2022	2023	2024	2025	Average
<b>State Fair</b>	300,000	330,000	310,000	302,205	310,551
<b>Non-Fair Events</b>	284,195	247,865	378,955	483,431	348,612
<i>Av. per Non-Fair Event</i>	2,238	3,261	4,211	3,334	3,261
<b>Total</b>	<b>584,195</b>	<b>577,865</b>	<b>688,955</b>	<b>785,636</b>	<b>659,163</b>

Source: Utah State Fairpark & Event Center, Placer.ai

## Visitor Origin

For the purposes of this analysis, it is important to determine where visitors to both the Fair and Non-Fair events likely originate from, as this directly influences their propensity to stay overnight in area hotels and spend money elsewhere in the local and regional economies beyond the boundaries of the Fair/ Fairpark & Event Center and itself, and informs the share of non-local spending that is attracted to the City, County and State.

Based upon data from Placer.ai, it is estimated that in 2025, approximately 3.6 percent of visitors to the annual Fair originated from outside of Utah. This is consistent with 2024 and with the overall average observed between 2022 and 2025 (3.6 percent). Visitors from Out-of-State to Non-Fair events at the Fairpark & Event Center were estimated to account for 17.0 percent of total Non-Fair visitors in 2025, representing a considerable increase over 2024 (11.7 percent) and exceeding the 2022-2025 average of 11.5 percent.

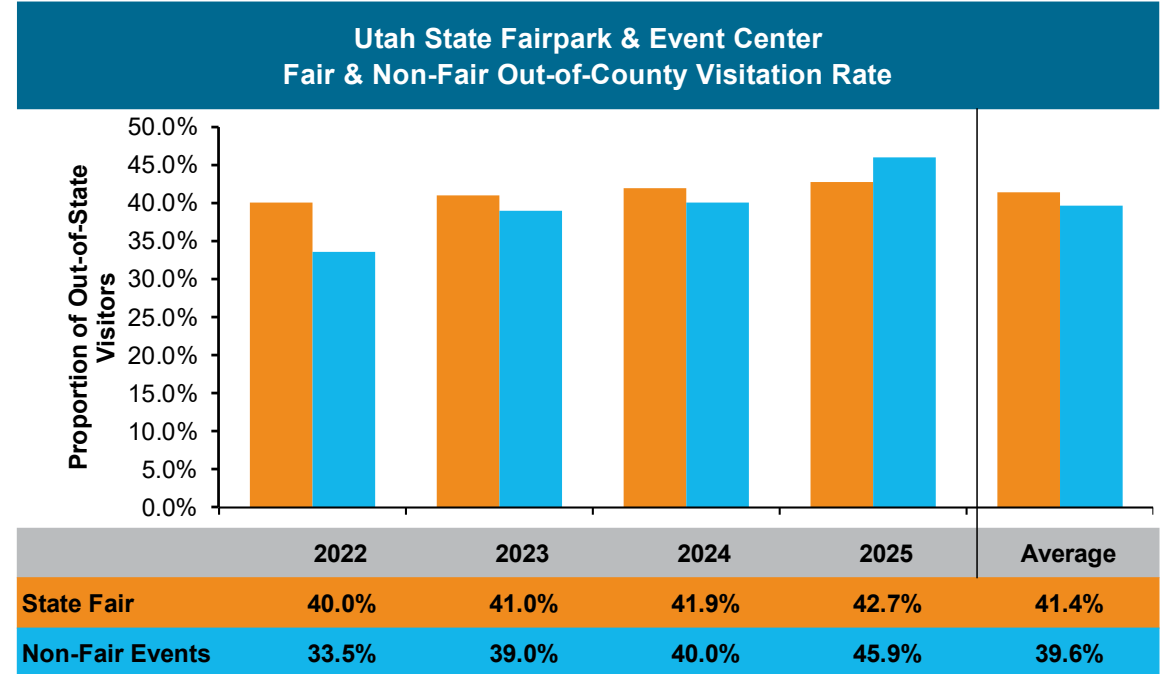


Source: Utah State Fairpark & Event Center, Placer.ai

## Visitor Origin

Based upon data from Placer.ai, it is estimated that in 2025, approximately 42.7 percent of visitors to the annual Fair originated from outside of Salt Lake County, which far exceeded the proportion of Out-of-State visitors (3.6 percent). This is slightly higher than but generally consistent with 2024 and the overall average observed between 2022 and 2025 (41.1 percent).

Out-of-County visitors to Non-Fair events at the Fairpark & Event Center were estimated to account for 45.9 percent of total Non-Fair visitors in 2025, representing an increase over 2024 (40.0 percent), exceeding the 2022-2025 average of 39.6 percent and continuing the upward trend observed since 2022. Again, this figure is higher than the estimated proportion of Out-of-State visitors to Non-Fair events in 2025 (17.0 percent).



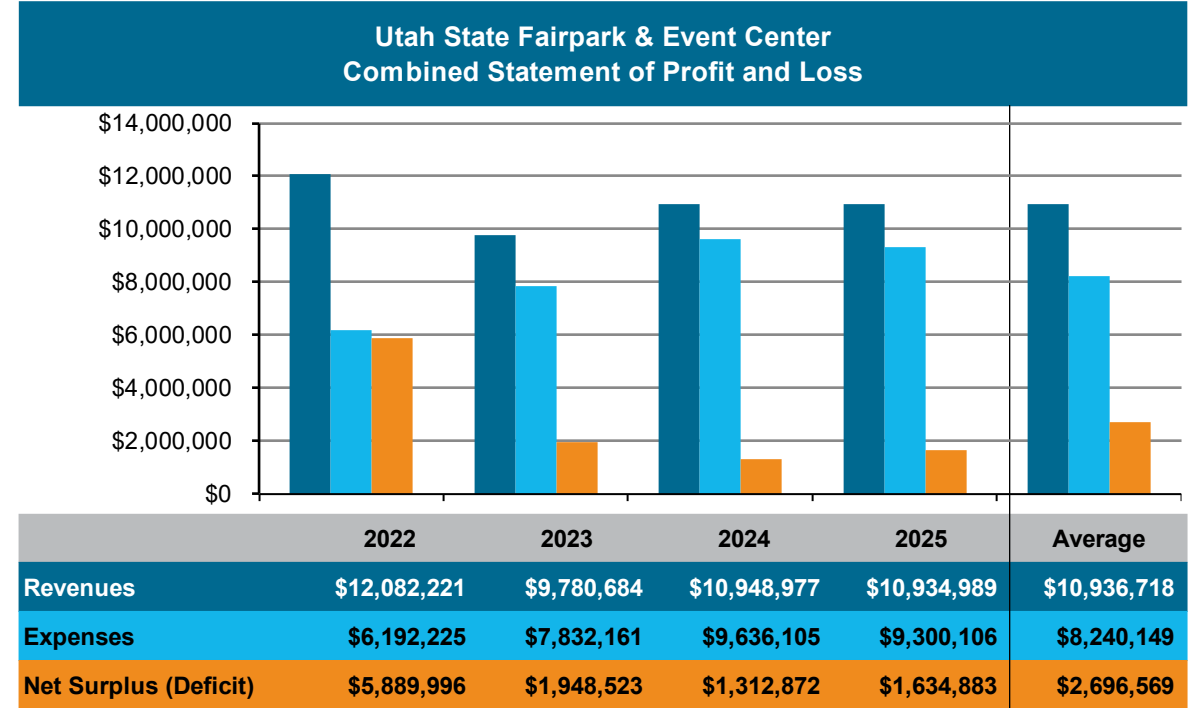
Source: Utah State Fairpark & Event Center, Placer.ai

## Financial Performance

In 2024, which is the most recent audited financial statement, the Utah State Fair Corporation reported revenues of \$10.9M and expenses of \$9.6M, resulting in an operating profit of \$1.3M. This represented a slight decline from 2023, when a net operating profit of \$1.9M was reported. Note that this decline was primarily due to the Corporation reinvesting prior years' surpluses into a handful of capital projects, as well as increasing annual contributions to the livestock show. Notwithstanding this, total revenues in 2024 were generally in line with the average reported between 2022 and 2025, with 2025 (non-audited) revenues also being consistent with both 2024 and the 2022-2025 average.

## Implications

The analysis of key visitation and revenue metrics presented above provides a basis for assumptions that are deemed reasonable for calculating the estimated economic impact of the annual Fair and year-round operations of the Fairpark & Event Center, as described in the following section of this report.



Source: Utah State Fairpark & Event Center

An aerial night view of a bustling fairground or carnival. The scene is filled with various rides, including a tall drop tower, a Ferris wheel, and several roller coasters. Numerous stalls and tents are scattered throughout the area, and a large crowd of people is visible, particularly in the foreground and around the rides. The lighting is a mix of the bright, colorful lights of the rides and the darker, ambient lights of the night. The overall atmosphere is one of a busy, festive event.

# 4. Economic & Fiscal Impact Analysis

## Definitions

Various transactions occurring at the Utah State Fair and Utah State Fairpark & Event Center generate ongoing, annual economic and fiscal impacts to the local economy. Initial transactions occurring on-site 'ripple out' and generate indirect spending, induced spending, increased earnings, and employment, as well as various tax revenues for the local, regional, and State economies.

Economic impact is defined as incremental new spending in an economy that is the direct result of certain activities, facilities, or events, as follows:

- **Direct Spending:** An expression of spending that occurs as a direct result of events and activities at the Fairpark & Event Center. For example, an event attendee's expenditures on event tickets, hotel rooms, shopping, and meals are direct spending.
- **Indirect Spending:** Consists of re-spending of initial or direct expenditures, or the supply of goods and services resulting from initial spending at the Fairpark & Event Center. For example, an event attendee's direct expenditure on a restaurant meal causes the restaurant to purchase food and other items from suppliers. The portion of these restaurant purchases that are within the local, regional, or State economies is counted as an indirect spending.
- **Induced Spending:** Represents changes in local consumption due to personal spending by employees whose incomes are affected by direct and indirect spending. For example, a waiter at a restaurant may spend more because they earn more. The amount of the increased income the waiter spends in the local economy is induced spending.
- **Total Spending:** The sum of direct spending, indirect spending, and induced spending.
- **Increased Earnings:** Measures increased employee and worker compensation related to the events and activities at the Fairpark & Event Center. This figure represents increased payroll expenditures, including benefits paid to workers locally. It also expresses how the employees of local businesses share in the increased outputs.
- **Employment:** Measures the number of ongoing jobs supported by events and activities at the Fairpark & Event Center throughout the economy on an annual basis.

## Definitions

Indirect and induced spending, increased earnings, and employment are estimated using a set of multiplier rates. These figures are derived from a U.S. Bureau of Economics (BEA) input-output model (RIMS II) specifically purchased from the BEA. An input-output model analyzes the commodities and income that normally flow through various sectors of the economy.

Salt Lake County, UT Economic Impact Multipliers	
Impact	Multiplier
Indirect Spending	0.444 per \$1 of direct spending
Induced Spending	0.568 per \$1 of direct spending
Increased Earnings	0.602 per \$1 of direct spending
Employment (Ongoing Jobs)	14.043 per \$1 million of direct spending

Source: BEA, Johnson Consulting

Fiscal impact analysis measures the estimated tax revenues resulting from direct spending on certain activities or events. For this analysis, fiscal impact estimates focus on major categories of tax revenues that are directly affected by a visitor's activity.

Utah State Fairpark & Event Center Applicable Tax Rates	
	Rate
<b>Sales &amp; Use Tax</b>	
State Sales Tax	4.85% of total spending
County Sales Tax	0.25% of total spending
Salt Lake City	1.00% of total spending
Mass Transit Tax	0.55% of total spending
County Option Transportation	0.25% of total spending
Transportation Infrastructure	0.25% of total spending
Botanic, Cultural Zoo Tax (County)	0.10% of total spending
<b>Transient Room Tax (TRT)</b>	
State TRT	0.32% of spending on lodging
County TRT	4.25% of spending on lodging
City TRT	1.00% of spending on lodging
Tourism TRT	0.5% of spending on lodging
<b>Rental Car Tax<sup>1</sup></b>	
State Rental Car Tax	2.5% per total spent on rental
County Rental Car Tax (Tourism Tax)	7.0% per total spent on rental

1. Vehicle rentals of <30 days; Sales tax also applicable

Source: Utah State Tax Department

## Visitor Origin Assumptions

Of the 302,205 attendees to the Fair in 2025, **Out-of-County visitors** (meaning those who originated from outside of Salt Lake County) are estimated to have **totaled 129,000 attendees**. This represents 42.7 percent of total attendees, with the balance of attendees (57.3 percent) assumed to be County residents. In the same year, **Out-of-State visitors** are estimated to have **totaled 11,022 attendees**, representing 3.6 percent of total attendees.

Data from Placer.ai show that the proportions of both **Out-of-County** and **Out-of-State** visitors to the Fair have remained fairly consistent over recent years.

Of the 483,431 attendees to the Non-Fair events at the Fairpark & Event Center in 2025, **Out-of-County visitors** are estimated to have **totaled 221,881 attendees**, representing 45.9 percent of total attendees. In the same year, **Out-of-State visitors** are estimated to have **totaled 81,972 attendees**, representing 17.0 percent of total attendees.

Data from Placer.ai show that the proportions of both **Out-of-County** and **Out-of-State** visitors to Non-Fair events increased significantly in 2025. Note that this increase is largely attributable to two major events hosted at the Fairpark in 2025, namely the X Games and Red West Music Festival.

### Utah State Fairpark & Event Center Key Assumptions - Out-of-State Visitors (2023-2025)

	2023	2024	2025	Notes
<b>FAIR</b>				
<b>Total Attendance/ Visitors</b>	330,000	310,000	302,205	Actual figures reported by Management of Fairpark & Event Center
<b>% Out-of-County Visitors<sup>1</sup></b>	41.0%	41.9%	42.7%	
<b>Out-of-County Visitors</b>	135,185	129,896	129,000	Reflects data from Placer.ai; Considered reasonable and conservative
<b>% Out-of-State Visitors<sup>2</sup></b>	3.6%	3.7%	3.6%	
<b>Out-of-State Visitors</b>	11,723	11,489	11,022	
<b>NON-FAIR EVENTS</b>				
<b>Events</b>	76	90	145	Actual figures reported by Management of Fairpark & Event Center
<b>Total Attendance/ Visitors</b>	247,865	378,955	483,431	Actual figures reported by Management of Fairpark & Event Center
<b>Average Attendance per Event</b>	3,261	4,211	3,334	Attendance divided by number of events
<b>% Out-of-County Visitors<sup>1</sup></b>	39.0%	40.0%	45.9%	
<b>Out-of-County Visitors</b>	96,682	151,647	221,881	Reflects data from Placer.ai; Considered reasonable and conservative
<b>% Out-of-State Visitors<sup>2</sup></b>	11.7%	11.4%	17.0%	
<b>Out-of-State Visitors</b>	29,034	43,185	81,972	

1. Defined out visitors originating from outside of Salt Lake County away

2. Defined out visitors originating from outside of Utah

Source: Utah State Fairpark & Event Center, Placer.ai, Johnson Consulting

## Room Night Assumptions

Visitors to the **Fair generated** an estimated demand for **7,030 room nights** in 2025, indicating that 2.8 percent of visitors stayed in area hotels. This was fairly consistent with 2024 but represented a decrease from 2023 (when 4.1 percent of visitors stayed in area hotels generating demand for 11,248 room nights), which may be indicative of a higher proportion of visitors choosing to stay at the adjacent KOA campgrounds. These estimates are based upon an average occupancy of 1.8 persons per room, reflecting the family-oriented nature of the annual Fair.

Visitors to **Non-Fair events generated** an estimated demand for an **additional 44,191 room nights** in 2025, indicating that 9.8 percent of visitors stayed in area hotels. Consistent with the increase in Out-of-County and Out-of-State visitors in 2025, the proportion of overnight visitors to Non-Fair events increased significantly in 2025.

Utah State Fairpark & Event Center Key Assumptions - Room Night Generation				
	2023	2024	2025	Notes
<b>FAIR</b>				
<b>Total Attendance/ Visitors</b>	330,000	310,000	302,205	
<b>% Visitors Staying Overnight<sup>1</sup></b>	4.1%	2.6%	2.8%	Reflects data from Placer.ai for Fair attendees who visited a hotel before and/ or after the Fair as a proportion of Total Visitors; Adjusted
<b>Visitors Staying Overnight<sup>1</sup></b>	13,498	8,115	8,436	Total Visitors multiplied by % staying overnight
<b>Average Length of Stay (Nights)</b>	1.5	1.5	1.5	Estimated based on data from Placer.ai
<b>Guest Room Occupancy (Hotel Guests per Room)</b>	1.8	1.8	1.8	Reflecting family-oriented nature of the Fair
<b>Room Nights</b>	11,248	6,762	7,030	Reflects data from Placer.ai for Fair attendees who visited a hotel before and/ or after the Fair
<b>NON-FAIR EVENTS</b>				
<b>Total Attendance/ Visitors</b>	247,865	378,955	483,431	
<b>% Visitors Staying Overnight<sup>1</sup></b>	5.7%	4.9%	9.8%	Reflects data from Placer.ai for Fair attendees who visited a hotel before and/ or after visiting the Fairpark & Event Center as a proportion of Total Visitors; Adjusted
<b>Visitors Staying Overnight<sup>1</sup></b>	14,105	18,557	47,137	Total Visitors multiplied by % staying overnight
<b>Average Length of Stay (Nights)</b>	1.5	1.5	1.5	Estimated based on data from Placer.ai
<b>Guest Room Occupancy (Hotel Guests per Room)</b>	1.6	1.6	1.6	Reflecting varying nature of many events and activities occurring at the Fairpark & Event Center but maintaining a focus on family-oriented events
<b>Room Nights</b>	13,223	17,397	44,191	Reflects data from Placer.ai for Fair attendees who visited a hotel before and/ or after the Non-Fair event/ activity at the Fairpark & Event Center

<sup>1</sup>. Defined as visitors who stay overnight in hotels and thus are generating room nights; Excludes people staying at campgrounds and with family/ friends

Source: Utah State Fairpark & Event Center, Placer.ai, Johnson Consulting

## Spending Assumptions

The following estimates of economic and fiscal impact include 3 categories of spending – 1). On-Site Spending; 2). Off-Site Spending; and 3). Other Operational Spending. Key assumptions are as follows:

**1. On-Site Spending:** This reflects spending by visitors to the Fair. The assumptions reflect actual per capita spend, revenues and total visitation reported by Management of the Fair, supplemented by data from comparable Fairs since not all spending that occurs on-site is retained by the Fair. Estimated on-site spending equates to a per capita spending amount of \$37.60 in 2025. Overall, between 2023 and 2025, per capita spending at the Fair is estimated to have remained fairly stable.

Utah State Fairpark & Event Center Key Assumptions - Per Diem Spending						
	2021	2022	2023	2024	2025	Notes
<b>FAIR</b>						
<b>1. Spending at Fair</b>						
Per Capita Spending (On-Site)	\$31.94	\$32.93	\$37.22	\$37.70	\$37.60	Reflects data provided by Management of Fairpark & Event Center
<b>2. Spending Outside Fair by Attendees</b>						
Per Diem Spending - Lodging	\$128.66	\$132.52	\$136.50	\$145.05	\$149.43	Reflects published data from U.S. General Services Administration for Salt Lake City, adjusted to account for premium ADR reported by CoStar
Per Diem Spending - Meals	\$64.00	\$64.00	\$64.00	\$68.00	\$80.00	Reflects published data from U.S. General Services Administration for Salt Lake City
Per Capita Spending - Concessions (On-Site)	\$22.30	\$24.46	\$27.43	\$26.19	\$28.88	Reflects data provided by Management of Fairpark & Event Center net of other categories of on-site spending
Per Capita Spending - Meals (Net of Onsite Spend)	\$41.70	\$39.54	\$36.57	\$41.81	\$51.12	Adjusted to account for Per Capita Spending on Concessions at the Fair
Retail & Transportation/ Other Incidentals	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	Reflects published data from U.S. General Services Administration for Salt Lake City; Non-inflated
<b>3. Other Operational Spending</b>						
Estimated Revenues	\$4,323,713	\$6,434,508	\$5,208,801	\$5,830,988	\$5,823,538	Estimated based on 2025 P&L figures reported by Management of Fairpark & Event Center reflecting the proportion of revenues derived from Fair
Less Per Capita Spending (On-Site)	\$787,461	\$1,171,891	\$948,658	\$1,061,975	\$1,060,618	Estimated based on 2025 P&L figures reported by Management of Fairpark & Event Center
Estimated Expenditures	\$4,323,713	\$6,434,508	\$5,208,801	\$5,830,988	\$5,823,538	Estimated based on 2025 P&L figures reported by Management of Fairpark & Event Center assuming proportion of total expenditures related to Fair

Source: Utah State Fairpark & Event Center, Placer.ai, Johnson Consulting

## Spending Assumptions

As it relates to on-site spending by attendees at Non-Fair events and activities, the assumptions reflect actual spending and total visitation at a representative sample of events, as reported by Management of the Fairpark & Event Center.

Estimated on-site spending equated to a per capita spending amount of \$42.31 in 2025. Overall, between 2023 and 2025, per capita spending at Non-Fair events is estimated to have remained fairly stable.

Utah State Fairpark & Event Center Key Assumptions - Per Diem Spending						
	2021	2022	2023	2024	2025	Notes
<b>NON-FAIR EVENTS</b>						
<b>1. Spending at Facility</b>						
Per Capita Spending (On-Site)	\$40.36	\$40.99	\$41.64	\$42.31	\$42.31	Reflects data provided by Management of Fairpark & Event Center for a representative sample of Non-Fair events
<b>2. Spending Outside Facility by Attendees</b>						
Per Diem Spending - Lodging	\$128.66	\$132.52	\$136.50	\$145.05	\$149.43	Reflects published data from U.S. General Services Administration for Salt Lake City, adjusted to account for premium ADR reported by CoStar
Per Diem Spending - Meals	\$64.00	\$64.00	\$64.00	\$68.00	\$80.00	Reflects published data from U.S. General Services Administration for Salt Lake City
Per Capita Spending - Meals (Net of Onsite Spend)	\$23.64	\$23.01	\$22.36	\$25.69	\$37.69	Adjusted to account for Per Capital Spending on food and beverages at Non-Fair events
Retail & Transportation/ Other Incidentals	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	Consistent with Fair spending in the interest of being conservative; Non-inflated
<b>3. Other Operational Spending</b>						
Estimated Revenues	\$3,268,127	\$4,863,595	\$3,937,131	\$4,407,417	\$4,401,786	Estimated based on 2025 P&L figures reported by Management of Fairpark & Event Center reflecting the proportion of revenues derived from Non-Fair activities
Less Per Capita Spending (On-Site)	\$2,108,114	\$3,446,367	\$2,091,980	\$1,917,634	\$4,401,786	All Non-Fair revenues other than Building Rental are considered to be spending on-site
Estimated Expenditures	\$5,452,797	\$23,735,705	\$22,253,258	\$33,984,385	\$42,149,055	Estimated based on 2025 P&L figures reported by Management of Fairpark & Event Center and production costs for a representative sample Non-Fair events

Source: Utah State Fairpark & Event Center, Placer.ai, Johnson Consulting

## Spending Assumptions

- 2. Off-Site Spending:** This reflects spending by Fair and Non-Fair attendees elsewhere in the local market. Assumptions are derived primarily from published per diem rates from the U.S. General Services Administration (GSA). Specifically for spending on lodging, GSA rates are adjusted to reflect annual Average Daily Rates (ADR) published by CoStar, which maintains a database of commercial real estate information including data from Smith Travel Research, which is an independent hotel research firm whose statistics are widely used within the industry.

Spending on lodging relates only to those visitors who stay overnight at hotels and, in the interest of being conservative, spending on meals is applied primarily to overnight visitors, with a small allowance for local visitors, and is calculated net of spending on food and beverages at the Fair and Non-Fair events at the Fairpark & Event Center. Car rental spending is applied to only a small proportion of out-of-town visitors who stay overnight, also in the interest of being conservative.

- 3. Other Operational Spending:** This reflects estimated revenues and expenditures associated with the Fair and Non-Fair events and activities at the Fairpark & Event Center that are not otherwise accounted for in On-Site Spending.

## Impact Estimates - Fair

Reflecting the calculations, assumptions and multipliers described above, visitors to the 2025 Utah State Fair were estimated to generate close to \$32.2M in direct spending, **\$65.0M in total spending, \$19.7M in increased earnings, and support 427 ongoing jobs annually** throughout the economy.

By way of reference, the Utah Sports Commission estimated that the 2025 Monster Jam World Finals XXIV generated \$90.M of economic impact, while the 2025 Monster Energy AMA Supercross Championship Final generated \$58.0M of economic impact. These figures are consistent with the scale of impact estimated for the 2025 Utah State Fair, reflecting the role of these major events in generating economic impact for the local, regional and State economies.

In 2025, the total fiscal impact of the Utah State Fair was estimated to amount to close to **\$2.5M in sales, lodging and rental car tax revenues** to City, County and State jurisdictions.

Utah State Fairpark & Event Center Estimated Economic and Fiscal Impact - FAIR ONLY				
		2023	2024	2025
<b>Activity Volume</b>				
Attendance		330,000	310,000	302,205
Room Nights		11,248	6,762	7,030
<b>Est. Spending Volume (\$000)</b>				
- Spending at Fair		\$12,282	\$11,688	\$11,363
<b>- Spending outside Fair</b>				
Lodging		\$3,350	\$2,686	\$2,713
Meals		5,946	5,242	5,310
Any Others		6,446	6,055	5,914
Subtotal		\$15,742	\$13,983	\$13,937
- Other Operational Spending		\$6,157	\$6,893	\$6,884
<b>Total Spending</b>		<b>\$34,181</b>	<b>\$32,563</b>	<b>\$32,184</b>
<b>Economic Impact (\$000)</b>		<u>Multipliers</u>		
Direct Spending		\$34,181	\$32,563	\$32,184
Indirect Spending	0.4418	15,100	14,385	14,217
Induced Spending	0.5779	19,755	18,820	18,600
<b>Total Spending</b>		<b>\$69,036</b>	<b>\$65,768</b>	<b>\$65,002</b>
Increased Earnings	0.6131	\$20,957	\$19,965	\$19,732
Employment (Ongoing Jobs)	13.2645	481	445	427
<b>Fiscal Impact (\$000)</b>		<u>Tax Rates</u>		
<b>Sales &amp; Use Tax</b>				
State Sales Tax	4.85%	\$1,657.8	\$1,579.3	\$1,560.9
County Sales Tax	0.25%	85.5	81.4	80.5
Salt Lake City	1.00%	341.8	325.6	321.8
Mass Transit Tax	0.55%	188.0	179.1	177.0
County Option Transportation	0.25%	85.5	81.4	80.5
Transportation Infrastructure	0.25%	85.5	81.4	80.5
Botanic, Cultural Zoo Tax (County)	0.10%	34.2	32.6	32.2
<b>Transient Room Tax (TRT)</b>				
State TRT	0.32%	\$10.7	\$8.6	\$8.7
County TRT	4.25%	142.4	114.1	115.3
City TRT	1.00%	33.5	26.9	27.1
Tourism TRT	0.50%	16.8	13.4	13.6
<b>Rental Car Tax</b>				
State Rental Car Tax	2.50%	\$0.3	\$0.3	\$0.5
County Rental Car Tax (Tourism Tax)	7.00%	0.7	0.7	1.5
<b>Total</b>		<b>\$2,683</b>	<b>\$2,525</b>	<b>\$2,500</b>

Source: Utah State Fairpark & Event Center, BEA, Johnson Consulting

## Impact Estimates – Non-Fair

Reflecting the calculations, assumptions and multipliers described above, visitors to the Non-Fair events at the Utah State Fairpark & Event Center in 2025 were estimated to generate close to \$99.1M in direct spending, **\$199.5M in total spending, \$59.7M in increased earnings, and support 1,392 ongoing jobs annually** throughout the economy.

During the same year, the total fiscal impact of Non-Fair events and activities at the Fairpark & Event Center was estimated to amount to **\$15.0M in sales, lodging and rental car tax revenues** to City, County and State jurisdictions.

Utah State Fairpark & Event Center Estimated Economic and Fiscal Impact - NON-FAIR EVENTS ONLY			
	2023	2024	2025
<b>Activity Volume</b>			
Attendance	247,865	378,955	483,431
Room Nights	13,223	17,397	44,191
<b>Est. Spending Volume (\$000)</b>			
- Spending at Facility	\$10,322	\$16,035	\$20,455
- Spending outside Facility			
Lodging	\$3,251	\$4,801	\$9,596
Meals	4,875	7,360	12,468
Any Others	5,009	7,755	10,069
Subtotal	\$13,135	\$19,916	\$32,132
- Other Operational Spending	\$24,345	\$35,902	\$46,551
<b>Total Spending</b>	<b>\$47,803</b>	<b>\$71,853</b>	<b>\$99,138</b>
<b>Economic Impact (\$000)</b>			
	<i>Multipliers</i>		
Direct Spending		\$47,803	\$71,853
Indirect Spending	0.4440	21,225	31,903
Induced Spending	0.5679	27,149	40,809
<b>Total Spending</b>		<b>\$96,177</b>	<b>\$144,565</b>
Increased Earnings	0.6025	\$28,801	\$43,291
Employment (Ongoing Jobs)	14.0430	712	1,039
<b>Fiscal Impact (\$000)</b>			
	<i>Tax Rates</i>		
<b>Sales &amp; Use Tax</b>			
State Sales Tax	4.85%	\$4,664.6	\$7,011.4
County Sales Tax	0.25%	240.4	361.4
Salt Lake City	1.00%	961.8	1,445.6
Mass Transit Tax	0.55%	529.0	795.1
County Option Transportation	0.25%	240.4	361.4
Transportation Infrastructure	0.25%	240.4	361.4
Botanic, Cultural Zoo Tax (County)	0.10%	96.2	144.6
<b>Transient Room Tax (TRT)</b>			
State TRT	0.32%	\$10.4	\$15.4
County TRT	4.25%	138.2	204.0
City TRT	1.00%	32.5	48.0
Tourism TRT	0.50%	16.3	24.0
<b>Rental Car Tax</b>			
State Rental Car Tax	2.50%	\$0.8	\$0.8
County Rental Car Tax (Tourism Tax)	7.00%	2.3	4.6
<b>Total</b>		<b>\$7,173</b>	<b>\$10,775</b>
			<b>\$15,050</b>

Source: Utah State Fairpark & Event Center, BEA, Johnson Consulting

## Impact Estimates – Combined

Reflecting the calculations, assumptions and multipliers described above, visitors to the Utah State Fairpark & Event Center, including visitors to the annual Fair and Non-Fair events and activities in 2025, were estimated to generate a total of \$131.2M in direct spending, **\$264.2M in total spending, \$79.1M in increased earnings, and support 1,844 ongoing jobs annually** throughout the economy.

During the same year, the total fiscal impact of all events and activities at the Fairpark & Event Center was estimated to amount to **\$17.5M in sales, lodging and rental car tax revenues** to City, County and State jurisdictions.

Overall, between 2023 and 2025, the economic impact of Utah State Fairpark & Event Center increased at an average annual rate of 26.6 percent and the fiscal impact increased at an average annual rate of 33.4 percent.

Utah State Fair/ Utah State Fairpark & Event Center Total Estimated Economic and Fiscal Impact				
	2023	2024	2025	
<b>Activity Volume</b>				
Attendance (Non-Fair)	247,865	378,955	483,431	
Attendance (Fair)	330,000	310,000	302,205	
Attendance	577,865	688,955	785,636	
Room Nights	24,471	24,160	51,221	
<b>Est. Spending Volume (\$000)</b>				
Spending at Facility (Non-Fair)	\$10,322	\$16,035	\$20,455	
Spending at Facility (Fair)	\$12,282	\$11,688	\$11,363	
<b>1. Spending at Facility</b>	<b>\$22,604</b>	<b>\$27,722</b>	<b>\$31,818</b>	
<b>2. Spending outside Facility</b>				
Lodging	\$6,602	\$7,487	\$12,308	
Meals	10,821	12,602	17,778	
Any Others	11,455	13,810	15,983	
Subtotal	\$28,877	\$33,899	\$46,069	
<b>3. Other Operational Spending</b>	<b>\$30,503</b>	<b>\$42,795</b>	<b>\$53,435</b>	
<b>Total Spending</b>	<b>\$81,984</b>	<b>\$104,416</b>	<b>\$131,322</b>	
<b>Economic Impact (\$000)</b>				
	<u>Multipliers</u>			
Direct Spending		\$81,984	\$104,416	\$131,322
Indirect Spending	0.4440	36,402	46,362	58,309
Induced Spending	0.5679	46,563	59,303	74,584
<b>Total Spending</b>		<b>\$164,948</b>	<b>\$210,081</b>	<b>\$264,215</b>
Increased Earnings	0.6025	\$49,395	\$62,910	\$79,121
Employment (Ongoing Jobs)	14.0430	1,221	1,510	1,844
<b>Fiscal Impact (\$000)</b>				
	<u>Tax Rates</u>			
<b>Sales &amp; Use Tax</b>				
State Sales Tax	4.85%	\$6,322.4	\$8,590.7	\$11,234.9
County Sales Tax	0.25%	325.9	442.8	579.1
Salt Lake City	1.00%	1,303.6	1,771.3	2,316.5
Mass Transit Tax	0.55%	717.0	974.2	1,274.1
County Option Transportation	0.25%	325.9	442.8	579.1
Transportation Infrastructure	0.25%	325.9	442.8	579.1
Botanic, Cultural Zoo Tax (County)	0.10%	130.4	177.1	231.6
<b>Transient Room Tax (TRT)</b>				
State TRT	0.32%	\$21.1	\$24.0	\$39.4
County TRT	4.25%	280.6	318.2	523.1
City TRT	1.00%	66.0	74.9	123.1
Tourism TRT	0.50%	33.0	37.4	61.5
<b>Rental Car Tax</b>				
State Rental Car Tax	2.50%	\$1.1	\$1.0	\$2.2
County Rental Car Tax (Tourism Tax)	7.00%	3.0	2.9	6.1
<b>Total</b>		<b>\$9,856</b>	<b>\$13,300</b>	<b>\$17,550</b>

Source: Utah State Fairpark & Event Center, BEA, Johnson Consulting

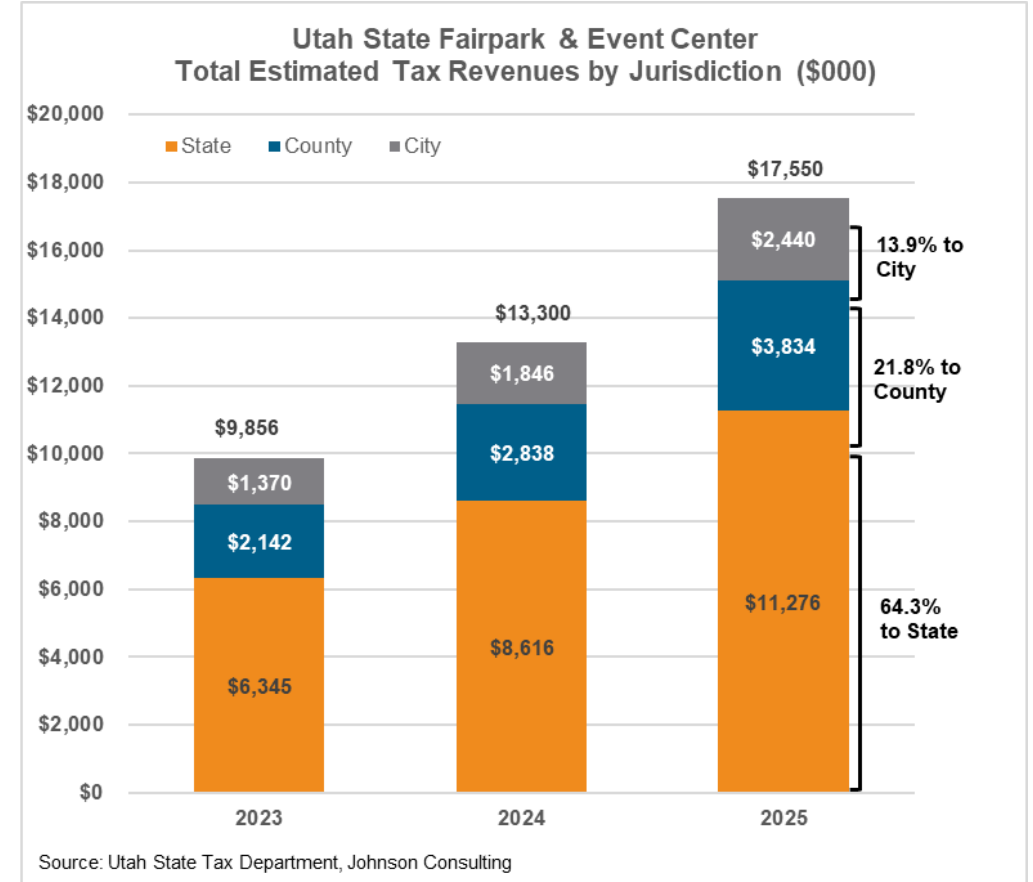
## Fiscal Impact by Jurisdiction

Of the estimated **\$21.8M in tax revenues** generated by Fair and Non-Fair events and activities at Utah State Fairpark & Event Center in 2025, it is estimated that \$11.3M (or 64.3 percent) was collected by the State, \$3.8M (or 21.8 percent) was collected by Salt Lake County and \$2.4M (or 13.9 percent) was collected by Salt Lake City.

## Conclusion

Fairs and Fairgrounds are cherished assets for their host communities but their true value to local, regional and State economies is often misunderstood. Key to communicating the value of Fairs and Fairgrounds is demonstrating their economic and fiscal impact, which in the majority of cases far outweighs any operating deficit or capital needs that may be incurred year-over-year.

The impact of Utah State Fair and year-round operations of Utah State Fairpark & Event Center is significant – estimated to amount to **\$264.2M in total spending, \$79.1M in increased earnings, and support 1,844 ongoing jobs annually** throughout the economy. annually in 2025, while also generating **\$17.5M in tax revenues** to City, County and State jurisdictions. This reflects the role of the Utah State Fair and Utah State Fairpark & Event Center as entertainment, tourism and economic development assets and invaluable resources for Salt Lake City, Salt Lake County, and the State of Utah.



An aerial night view of a bustling fairground. The scene is filled with various rides, including a tall drop tower, a Ferris wheel, and several roller coasters. Numerous stalls and tents are scattered throughout the area, and a large crowd of people is visible. The entire image is overlaid with a semi-transparent blue filter. A white vertical line is positioned to the left of the text.

# About The Author

## About Johnson Consulting

Johnson Consulting, Inc. is a corporation founded in 1996 in Chicago, IL. Since inception, Johnson Consulting has conducted numerous engagements in the U.S. and abroad, including community development projects that comprise event and entertainment, tourism, hotel, commercial and retail uses. Our professionals have worked in real estate, tourism, and hospitality planning for over 35 years. The majority of our work is focused on market analysis, financial analysis, operational reviews, and economic and fiscal impact analyses.

The breadth and depth of Johnson Consulting's experience and our unique qualifications include:

- Commitment to providing governments, developers, and not-for-profits with real estate market and financial analysis for urban and destination-oriented projects.
- Experience in over 2,000 communities on similar engagements, including numerous event, entertainment, recreation, cultural and tourism assets, that have resulted in multi-faceted projects that are supportive of strategic objectives and achieve the desired return on investment and "return on vision", while protecting against risk.
- Proven collaborative processes that utilize market data with precise analytics to empower our clients to confidently make the most informed decisions.
- An economic and tourism development mindset that ensures we would never recommend a plan that will not be fiscally responsible or not create jobs and better quality of life for area residents.
- Reputation among investors, underwriters, and developers as a trusted and objective feasibility advisor. Our market studies are frequently included in public-private partnership solicitations and utilized for underwriting.
- Johnson Consulting is committed to promoting the following values through our work: objectivity, independence, economic pragmatism, and social responsibility.



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