YOUR MEMBERSHIP MATTERS!
Investing in Utah’s tourism economy by supporting the efforts of Visit Salt Lake not only provides business opportunities to our members but also benefits our entire community.

VISIT SALT LAKE MISSION STATEMENT:
To improve the area economy by attracting and providing support to conventions, leisure travelers and visitors to Salt Lake County.

WHY JOIN VISIT SALT LAKE?
The Visit Salt Lake staff are industry experts, and our goal is to show you the power of partnership and how we can help your business benefit from our visitor economy!

MEET WITH A MEMBER OF OUR TEAM for more information, email memberhelp@visitsaltlake.com

MEMBER EVENTS
Educational
Social Media
Advocacy
Hospitality
Sustainability
Member Connection Networking Events
Quarterly Member Updates
Monthly Member Trainings

INDUSTRY UPDATES
Newsletters
Quarterly Booking Reports
VSL Annual Report and Marketing Plan
Legislative Updates

SALT LAKE VISITORS GUIDE
100,000 Copies Printed Annually
Available Digitally At visitsaltlake.com/visitor-guide

COMMERCE PRODUCTS
Discount Passport
Mobile-exclusive free discount program marketed to convention attendees and visitors
Salt Lake Ski Super Pass

MEMBERS ONLY FACEBOOK PAGE
The latest happenings, insights, sneak peeks and more
TOURISM BY THE NUMBERS

VISITOR IMPACT 2019
Visitors create tax revenue for our county and state.

VISITOR SPENDING
In 2019, visitors directly spent an estimated $4.62 billion in Salt Lake County, a 46.0% share of Utah’s $10.1 billion in total visitor spending, the top three spending categories being auto transportation, food service and lodging.

$10.1 BILLION

EMPLOYMENT
The visitor economy in Salt Lake County supported 48,000 direct and indirect visitor related jobs.

48,000 JOBS

TAX RELIEF
Tax revenues generated by visitors provided $1,238 of tax relief to every Salt Lake County household.

$1,238 PER HOUSE

STATEWIDE SPENDING
Visitor spending makes up 46% of total statewide spending.

46%