

APA UTAH 2026 SPRING CONFERENCE

PROACTIVE STR MANAGEMENT FOR UTAH PLANNERS

From Reactive Enforcement to Data-Driven Policy

Kaden Figgins

Garfield County

Dave Williams






Utah Office of Tourism

Ruby's Inn, Bryce Canyon, UT

April 10, 2026 | 9:00 AM

STR Growth Has Fundamentally Outpaced Traditional Planning Tools

 20X INCREASE IN STR LISTINGS SINCE 2011

-  STR listings have increased exponentially, reshaping lodging markets across the country and state.
-  In many markets, STRs now outperform traditional hotels in total room nights and overall revenue generation.
-  Utah's rural and gateway communities — including Garfield County — are among the most impacted by this shift.
-  The pace of growth means that yesterday's zoning codes were not written for today's market realities.
-  Planners are being asked to regulate an industry that is evolving faster than ordinances can be updated.

Complaint-Driven Enforcement Leaves Planners One Step Behind

- ⚠️ Most jurisdictions operate on a reactive model: enforcement begins only after a complaint is filed.
- 🚫 Staff face an unknown number of active STR units — the actual count is often a mystery.
- ≠ A massive gap exists between what is operating on Airbnb/VRBO and what is legally permitted in local databases.
- ☰ Manually tracking hundreds of listings across 70+ booking platforms is impossible for planning staff.
- ⊗ The result: inconsistent enforcement, missed permit revenue, and community frustration.

“

"You can't manage what
you can't measure."

INTRODUCING HOST COMPLIANCE

Utah Offers Every Planner a Free, Statewide STR Monitoring Solution



FREE STATEWIDE ACCESS



Host Compliance is a monitoring platform that aggregates data from 70+ booking sites in real time.



It is available free of charge to all planners in the State of Utah, supported to ensure a level playing field for lodging.



The platform creates a live inventory of every active STR listing in your jurisdiction.



Designed specifically for planning and code enforcement professionals — no technical expertise required.








355

UNIQUE STR UNITS
MAPPED & MANAGED

IDENTIFICATION & MAPPING

See Every STR in Your Jurisdiction — Instantly and Accurately

-  Host Compliance scrapes all major platforms to surface entire homes, partial rentals, and repeat listings.
-  An interactive GIS map pinpoints exact locations, revealing clusters and hotspots across your community.
-  Planners can visually evaluate neighborhood impacts and zoning alignment at a glance.
-  Identify which STRs are operating in residential zones, agricultural zones, or overlay districts.
-  Garfield County uses this mapping to effectively manage 355 unique STR units spread across the county.

“

"If your ordinance is the rulebook, Host Compliance is the scoreboard and the referee."

MATCHING & ENFORCEMENT

Automated Cross-Referencing Transforms Enforcement From Guesswork to Evidence



The platform automatically cross-references listings with existing business licenses and STR permits.



Instantly surfaces operators who are unlicensed, expired, or underreporting their activity.



Time-stamped screenshots of listings serve as legal-grade evidence for enforcement proceedings.







Send enforcement letters with the click of a button — no manual envelope stuffing required.



Consistent, documented enforcement protects municipalities from legal challenges and

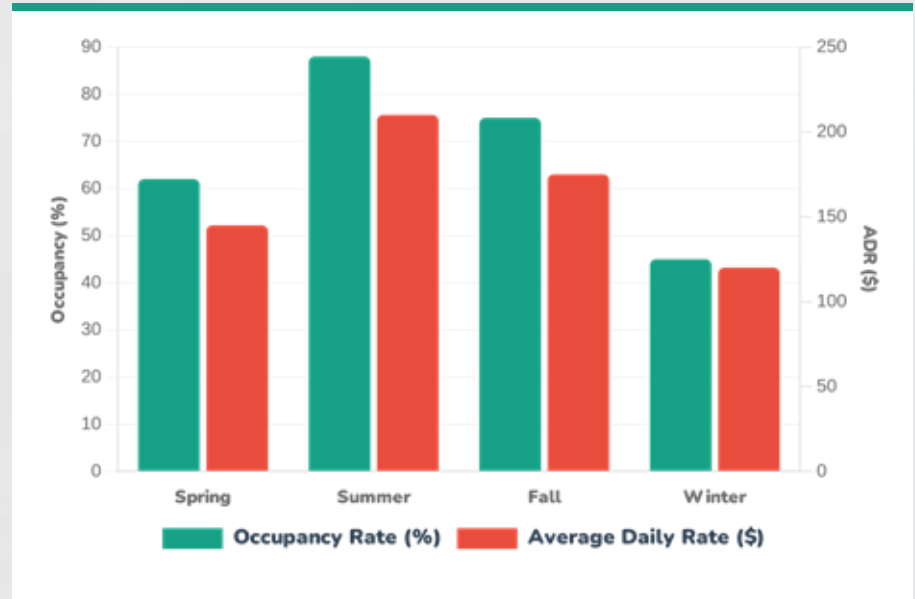
UOT Uses STR Data to Measure, Plan, and Justify Tourism Investment

-  Tracks progress on the Red Emerald Strategic Plan, focused on community-led visitor readiness.
-  Provides key performance metrics: Nights Stayed, Average Daily Rate (ADR), and Occupancy Rates.
-  Seasonal trends and density data allow planners to make defensible decisions on STR caps or overlay zones.
-  Data-backed policy eliminates reliance on anecdote and supports transparent public engagement.



Dave Williams, Utah Office of Tourism

SEASONAL STR PERFORMANCE METRICS



Nights Stayed








ADR



Occupancy

RECOUPING LOST REVENUE

Proactive STR Management Can Return Up to 20x ROI in Recovered Revenue

-  Communities that implement proactive STR monitoring can recover up to 20x ROI in recouped taxes and permit fees.
-  Host Compliance helps identify gaps in Transient Room Tax (TRT) collection — a critical revenue stream for rural communities.
-  Operators who are underreporting or not remitting TRT can be identified and brought into compliance.
-  Permit fee recovery alone often covers the cost of the program many times over.
-  For gateway communities like Garfield County, STR tax revenue directly funds tourism infrastructure and services.

20x

RETURN ON
INVESTMENT

Recovered taxes and permit fees pay for the program and then some.

SUCCESS STORIES

Summit County Resolved 400 Complaints and Collected \$1.6M in One Year

- ✓ Summit County implemented Host Compliance and achieved measurable results within the first year.
- 🗨️ 400 STR complaints resolved through systematic, data-driven enforcement.
- 💰 \$1.6 million in payments collected — including back taxes, permit fees, and penalties.
- 🛡️ Enforcement became consistent and defensible, reducing staff burden and community conflict.
- 📈 The Summit County model shows that proactive management is scalable.



1 Year

IMPLEMENTATION TIME



400

COMPLAINTS RESOLVED



\$1.6M

REVENUE COLLECTED








Kaden Figgins

GARFIELD COUNTY

Sharing firsthand implementation experience
and lessons learned from managing STRs at
the local level.

LOCAL IMPLEMENTATION

Garfield County Manages 355 STR Units Using Data, Screenshots, and Reviews

-  Garfield County currently tracks 355 unique STR units across the county using Host Compliance.
-  Staff use platform screenshots and guest reviews as part of the enforcement and compliance process.
-  The system allows a small planning team to manage a large and geographically dispersed STR inventory.
-  Zoning alignment checks are conducted regularly to ensure STRs remain in permitted areas.
-  Garfield County's experience demonstrates that rural and gateway communities can implement this effectively without large staff or budgets.

KEY TAKEAWAYS

Five Actions Every Utah Planner Can Take Starting Today



"Proactive management is not just about enforcement — it is about building a fair, transparent, and financially sustainable STR ecosystem for your community."

1

Sign up for Host Compliance

It's free to all Utah planners and requires no technical setup.

2

Map your STR inventory

Understand what is actually operating in your jurisdiction right now.

3

Identify your compliance gaps

Cross-reference listings with your permit and license database.

4

Quantify your revenue gap

Calculate uncollected TRT and permit fees to build a business case.

5

Use data to drive policy

Let STR density, seasonal trends, and occupancy data inform your next ordinance update.

A Data Deluge

Dave Williams, Associate Managing Director

LIFE
UTAH
ELEVATED

Data Types

UOT DATA SOURCES

Public Dashboards

County Profile Dash / Reports

Industry Reports

Legislative Resources

... and more!



UOT Public Dashboards



UOT Public Dashboards: travel.utah.gov/research



UOT Public Dashboards - Data Available



SECTIONS

- Tourism Overview
- Lodging
- Tourism Taxes
- International Data
- Parks Visitation
- Airport Passengers

UOT Public Dashboards - Tourism Overview



TOURISM OVERVIEW

Statewide

Visitor spending

State & Local Tax Revenue

Jobs supported by travel / tourism

Frequency / Timing

Annually

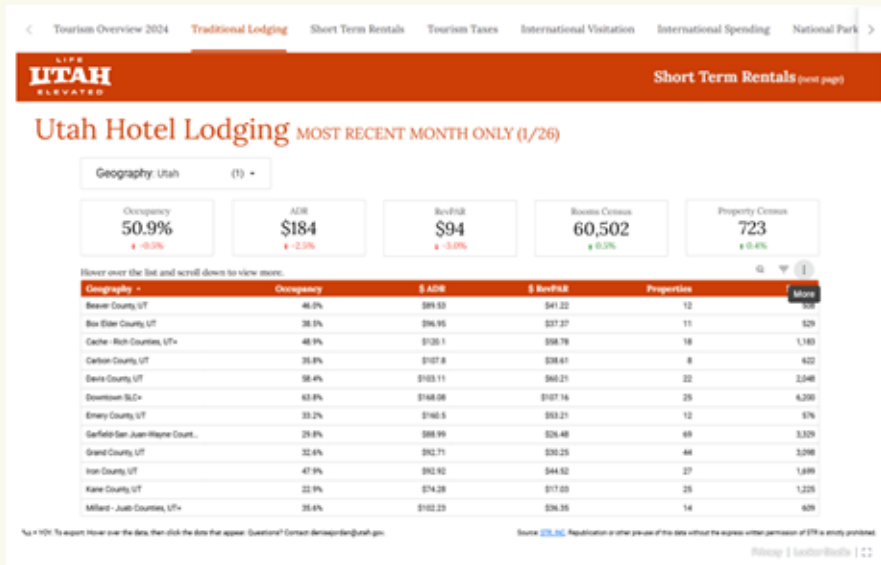
Early summer for year prior

Source(s)

Tourism Economics

Kem C. Gardner Policy Institute (GPI)

UOT Public Dashboards - Lodging: Traditional



Exportable data!
Hover above tables to see three dots.

TRADITIONAL LODGING

State & County Level Data (+/-)

Occupancy

Average Daily Rate (ADR)

Revenue Per Available Room (RevPAR)

Property & Room Quantities

Frequency / Timing

Monthly

Updated ~3rd week of month for prior month

Source(s)

Smith Travel Research

Additional

One month of data constraint

Geographical dependency for some

Select Geography Filter for specific view

UOT Public Dashboards - Lodging: Short Term Rentals

SHORT TERM RENTALS

State & County Level Data (+/-)

Occupancy

Average Daily Rate (ADR)

Property Inventory

Frequency / Timing

Monthly

Updated ~end of month for month prior

Source(s)

Lighthouse (formerly Transparent)

Additional

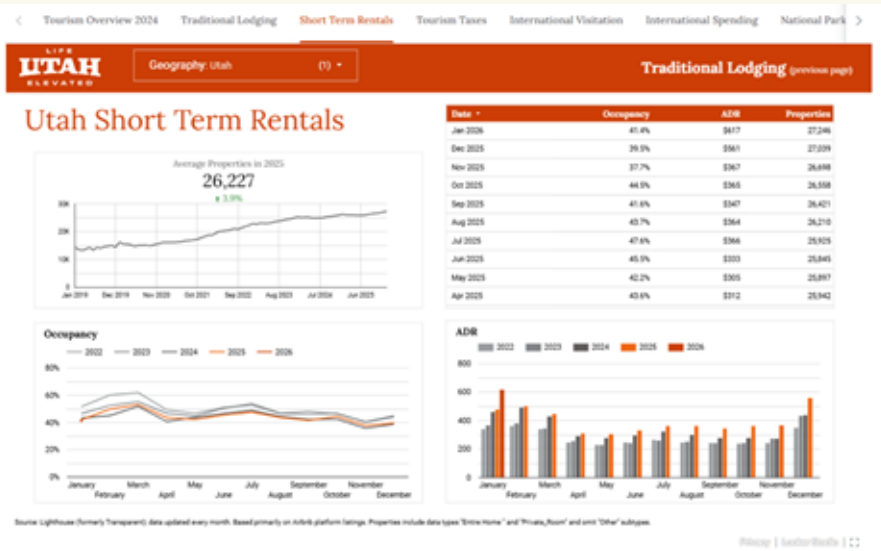
Many months / years of data availability

All counties included

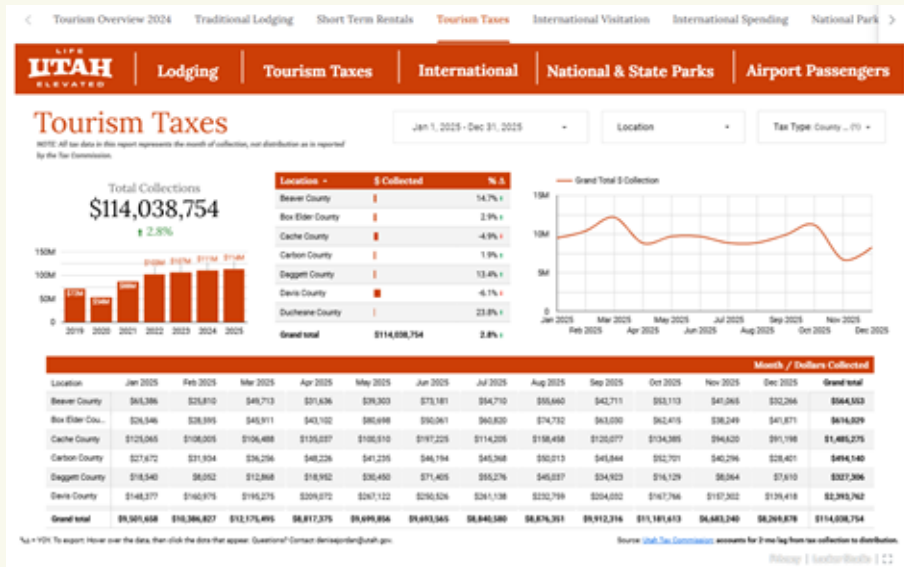
Select Geography Filter for specific view

Properties: this can mean many things

Exportable data!
Hover above tables to see three dots.



UOT Public Dashboards - Tourism Taxes



TOURISM TAXES

County and Municipality Tourism Taxes

County & Municipal TRT

Car Rental

Off Highway / Recreation Rental

Resort Community

Restaurant

Frequency / Timing

Monthly

Updated near the end of 3rd week of month

Source(s)

Utah State Tax Commission

Additional

~ Two-month lag; monthly distribution for collections two months prior

Drop downs, scroll downs

Exportable data!
 Hover above tables to see three dots.

A Data Deluge Research Respite



UOT Public Dashboards - International Visitation



Exportable data!

Hover above tables to see three dots.

INTERNATIONAL VISITATION

Statewide Data

Origin Countries

Overnight Visits

Frequency / Timing

Annually

Early summer for prior year

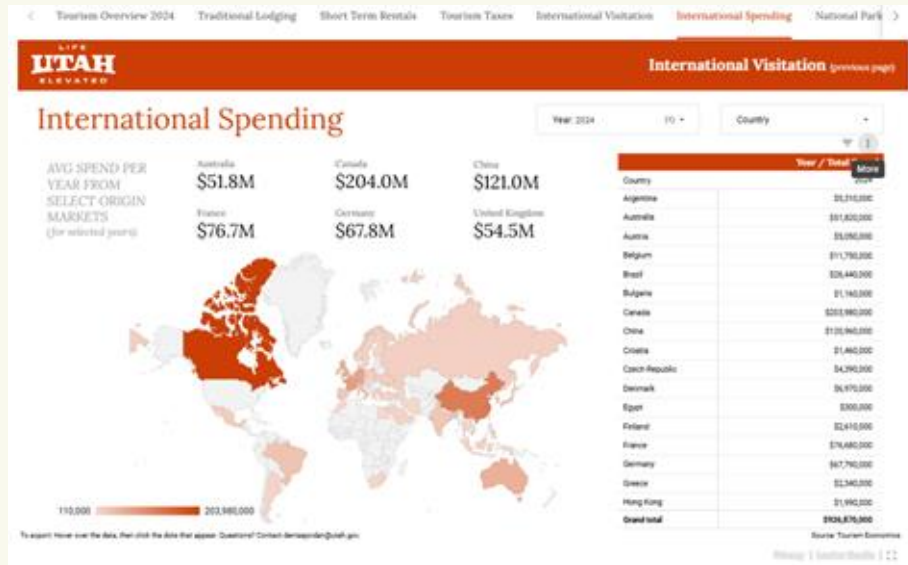
Source(s)

Tourism Economics (Oxford Economics)

Additional

Data back to 2008

UOT Public Dashboards - International Spending



Exportable data!

Hover above tables to see three dots.

INTERNATIONAL SPENDING

Statewide Data

Origin Countries

Spending

Frequency / Timing

Annually

Early summer for prior year

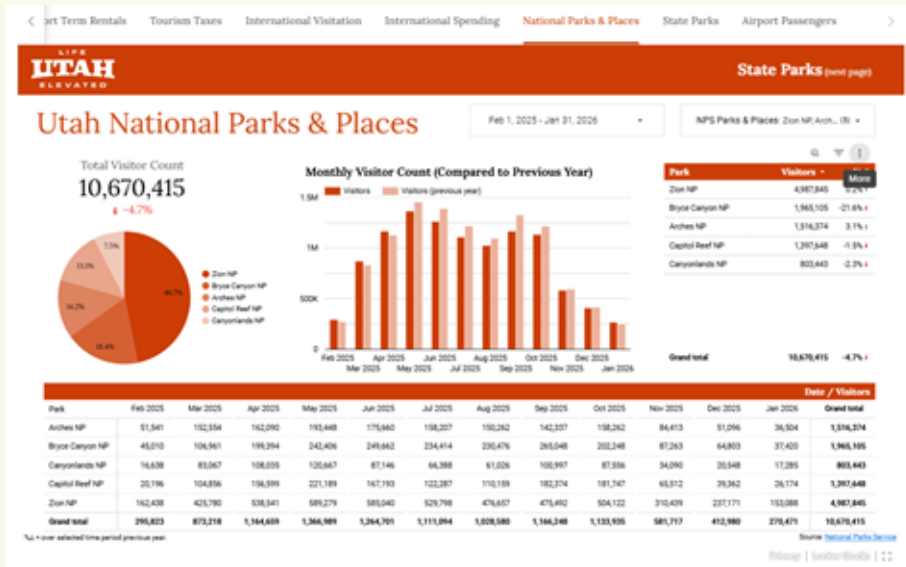
Source(s)

Tourism Economics (Oxford Economics)

Additional

Data back to 2008

UOT Public Dashboards - Park Visitation: National Parks & Places



Exportable data!
Hover above tables to see three dots.

NATIONAL PARKS & PLACES VISITATION

Mighty 5 National Parks + 8 National Places

Visitation (recreation visits)

Frequency / Timing

Monthly

M5: ~end of first week of following month; other parks / places vary

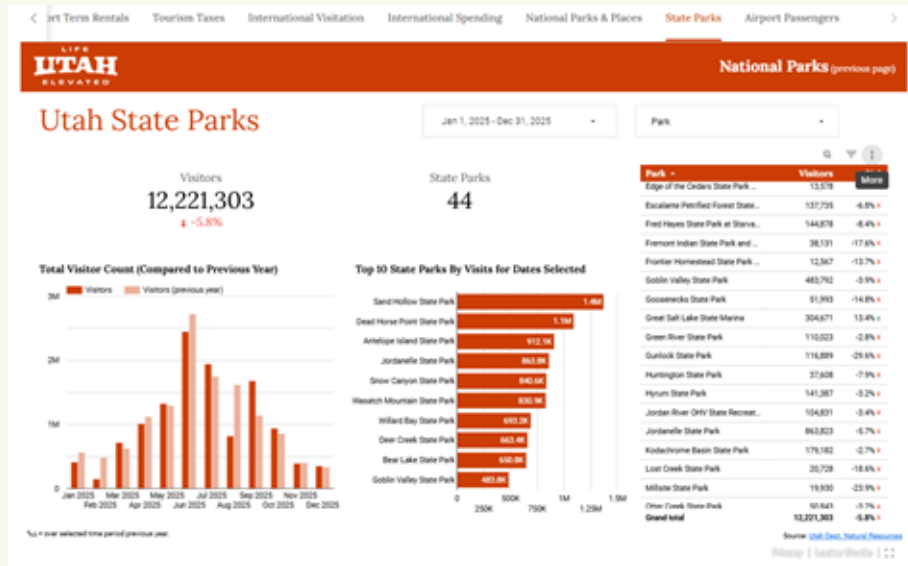
Source(s)

National Park Service

Additional

Data back to 2008

UOT Public Dashboards - Park Visitation: State Parks



Exportable data!
Hover above tables to see three dots.

UTAH STATE PARKS VISITATION

Utah State Parks: 44 parks

Visitation

Frequency / Timing

Monthly

Timing can vary

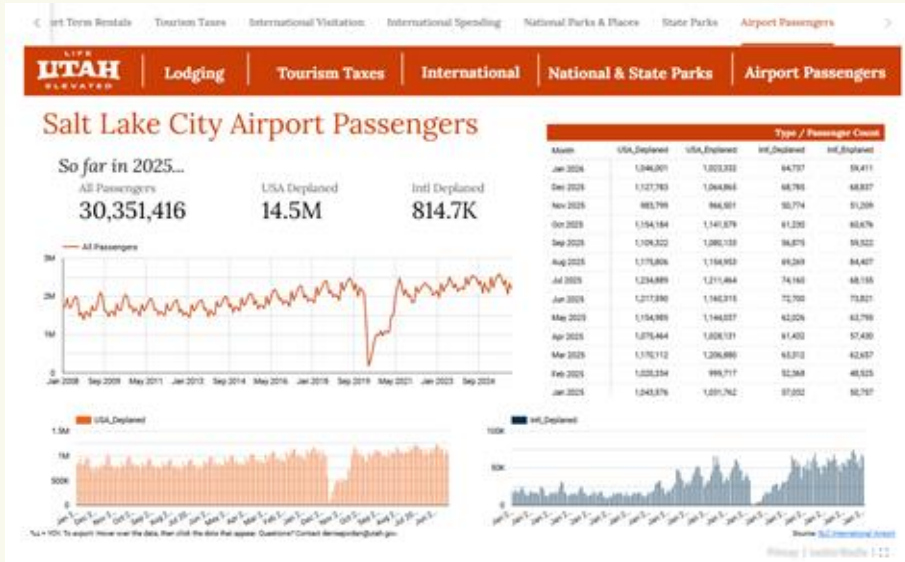
Source(s)

Utah State Parks (Utah DNR)

Additional

Some counties w/o state parks

UOT Public Dashboards - Airport Passengers



SLC INTERNAT'L AIRPORT PASSENGERS

Enplanned & Deplanned Passenger Counts

Domestic

International

Frequency / Timing

Monthly

Timing can vary

Source(s)

SLC International Airport

Additional

Unknown ultimate destination

Exportable data!

Hover above tables to see three dots.

County Profile Overview



County Profile Dashboard / Reports

COUNTY PROFILE DASHBOARD / INFO

County Travel & Tourism Economic Impacts

Visitor spending

Travel & tourism jobs

Visitor-generated state & local tax revenue

Visitor-generated / resident-generated comparisons

Tourism tax revenue over time

Lodging - hotel/motel, and short term rentals

Frequency / Timing

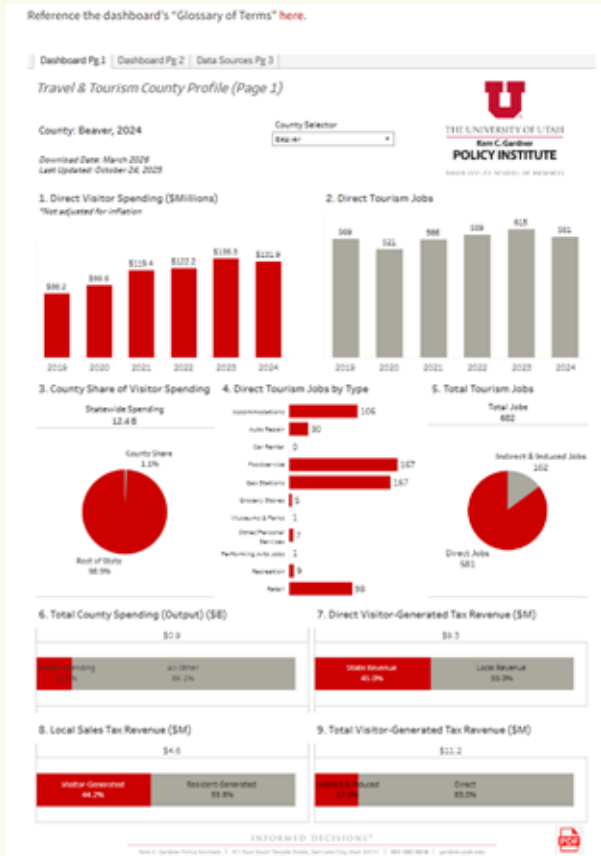
Annually

Late summer / early fall (for prior year)

Source(s)

Produced by Kem C. Gardner Policy Institute on behalf of the Utah Office of Tourism; many sources

Where to find: travel.utah.gov or gardner.utah.edu



Industry Reports



Industry Reports

travel.utah.gov/research

STATEWIDE REPORTS

State of Utah's Travel & Tourism Industry

Visitor-Generated Tax Revenue, FY24 Fact Sheet
(fiscal impacts of OOS spending)

State of Utah's Travel & Tourism Industry, 2026 Tri-
fold brochure (updated info for Day on Hill piece)

Visitor Profile Report

Quarterly Pulse of Utah's Tourism Industry Report(s)

Utah Ski Industry Economic Impacts Report



Industry Reports - travel.utah.gov/research

RESIDENT SENTIMENT

- Perceptions of tourism
- Effects of tourism
- Environmental sustainability
- UOT campaigns / initiatives awareness
- Economic importance
- Role of government
- Visitor-related tax use

AREAS

- Statewide
- Local areas



Industry Reports - Resident Sentiment

Follow Up Surveys, EDA Funding

Original Survey

21/22

Statewide

Local Areas

- 14 around state

22/23

Statewide

Local Areas

- Moab area
- Park City area
- Wasatch
- Garfield/Wayne

2024

Statewide

Local Areas

- Washington Co.
- No. Utah
- Uintah/Daggett Co.
- Kane Co.

2025

Statewide

Local Areas

- Carbon/Emery Co.
- Garfield/Wayne Co.
- Iron Co.
- Moab area
- San Juan Co
- Springdale area
- Wasatch Co.

2026

Statewide

Local Areas

- Central UT Co.
- Kane Co.
- Morgan/E. Weber area
- N. Utah
- Park City area
- Uintah/Daggett Co.
- Washington Co.

Complete

Fielding Currently

Legislative Resources: District Dashboard



Legislative District Dashboard

travel.utah.gov/legislative-resources

LIFE UTAH LEGISLATIVE DISTRICT DASHBOARD

Sen. Derrin R. Owens
Senate District 27

Walter Tom, Governor & (Jan. 20) -
Scott Latham -
Cristina Echeverria

In 2024, tourism in Utah generated...

Utah residents say...

In 2024, tourism in your district's County/ies generated...

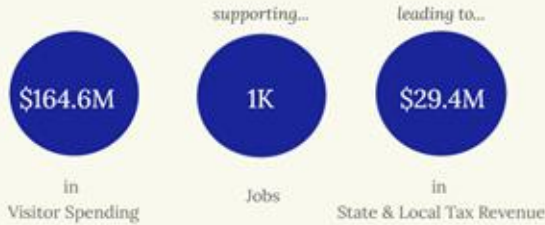
Additional county tourism taxes collected include:

Film-Influenced Utah travel generates an estimated...

UTAH FILM TRAIL

32 Markets in 20 counties

In 2024, tourism in your district's County/ies generated...



Additional county tourism taxes collected include:



Select your name at the top of dashboard to see your county/ies; select an individual county within the table to adjust overall numbers; scroll within table for longer county list if needed.

County	Visitor Spending	Total Jobs	Total Sta...
Garfield	\$164.6M	1459	\$29.4M
Juab	\$48.3M	423	\$6.9M
Kane	\$225.0M	1760	\$45.7M
Millard	\$129.5M	552	\$9.1M
Grand Total	\$2.9B	36291	\$459.9M

Cooperative Marketing Grants awarded in 2025...



To see all awardees throughout your district and statewide, visit [here](#).

Legislative District Dash Page 2

travel.utah.gov/legislative-resources

CO-OP MARKETING GRANT PROJECTS / AWARDS

PAGE SELECTION 

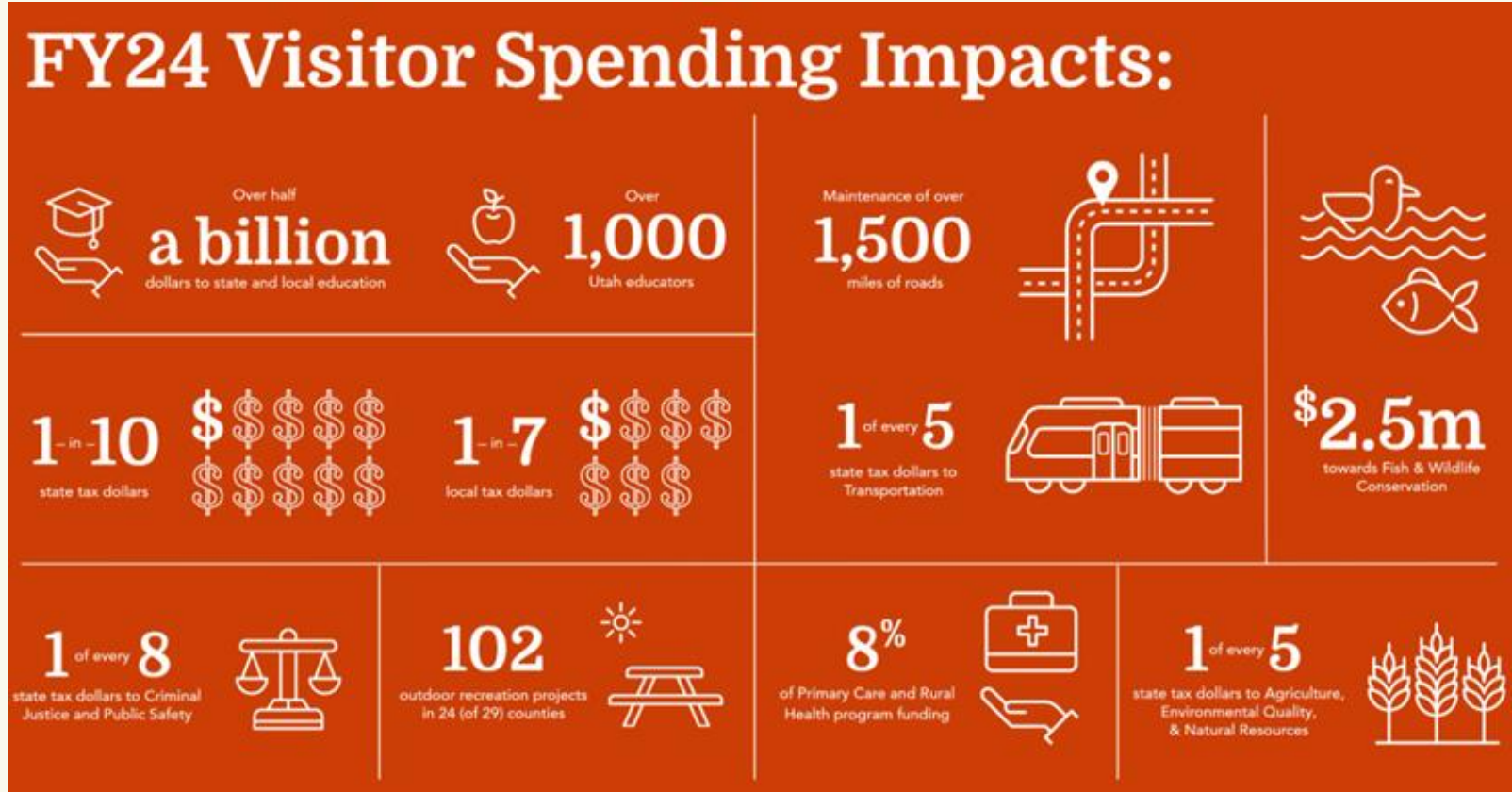
[District Impacts](#) [Co-op Awardee List](#) [2024 Spending Impacts](#)

Utah Office of Tourism Co-op Marketing ROUND 2025 CO-OP MARKETING GRANT AWARDS FY 25/26 AWARDED 8/09/2025			
DMO APPLICANT	AWARDED	NON-DMO APPLICANT	AWARDED
Beaver County Travel Council	\$76,000	Ballet West	\$34,100
Blanding City	\$13,000	Cache Valley Chamber	\$7,500
Box Elder County Government	\$48,750	Casino Star Theater Foundation	\$6,250
Brian Head Town	\$134,964	Friends of the Moab Folk Festival	\$5,700
Cache Valley Visitors Bureau	\$72,410	Grand Staircase Escalante Partners, Inc	\$6,000
Carbon County Office of Tourism	\$32,500	Historic 25th Street Foundation DBA Ogden Downtown Alliance	\$5,000
City of Provo	\$37,924	Joe's Valley Fest	\$12,090
Discover Davis	\$182,250	Kayenta Arts Foundation	\$19,096
Emery County Office of Tourism	\$46,314	Kimball Art Center	\$61,846
Explore Utah Valley	\$182,250	Moab Museum	\$2,178
Garfield County Office of Tourism	\$182,250	Moab Music Festival	\$24,180
Grand County Government	\$146,250	Murray Area Chamber Foundation	\$5,980
Greater Zion Convention & Tourism	\$182,250	National Ability Center	\$100,500
Heber Valley Office of Tourism	\$182,250	Ogden First, Inc.	\$18,200
Juab County Tourism & Travel	\$88,750	Ogden Valley Adaptive Sports	\$16,988
Kane County Office of Tourism & Film	\$146,250	Ogden's George S Eccles Dinosaur Park	\$15,000
Morgan County Economic Development	\$73,906	Park City Opera	\$5,700
Ogden/Weber CVB	\$182,250	STU Shakespeare Festival	\$67,000
Park City Chamber/CVB	\$182,250	The Living Planet Aquarium	\$52,000
Piute County Government	\$13,000	Tuazahn Center for the Performing Arts	\$100,500
San Juan Office of Economic Development & Visitor Services	\$182,250	United States Ski & Snowboard Association	\$85,500
Sevier County	\$146,250	Utah Festival Opera & Musical Theater	\$37,336
Ski Utah	\$182,250	Utah State University (USU)	\$9,806
South Salt Lake	\$12,788	Utah Symphony & Opera	\$31,000
Tooele County	\$125,938	Weber Cultural Legacy Foundation	\$20,100
Utah County Travel & Tourism	\$180,488		
Visit Cedar City - Brian Head	\$95,000		
Visit Salt Lake	\$182,250		
Wayne County Office of Tourism	\$94,380		
Total Awarded (DMO)	\$3,407,362	Total Awarded (non-DMO)	\$740,650
TOTAL OVERALL AMOUNT AWARDED: \$4,156,912			

[Return to District Impacts](#)

Legislative District Dash - Page 3 (travel.utah.gov/legislative-resources)

Out of State Visitor Spending Fiscal Impacts



And More!

UOT Research Team



Denise Jordan

Director of Marketing Analytics & Research

denisejordan@utah.gov



Jenica Barber

Research Analyst

jnbarber@utah.gov

We look forward to hearing from you!

A night landscape of a canyon with the Milky Way and aurora borealis. The sky is dark blue and black, filled with stars and the bright, colorful band of the Milky Way galaxy. A green aurora borealis is visible on the left side of the sky. The canyon below is illuminated by a warm, orange light, possibly from a low sun or moon, creating a dramatic contrast with the dark sky. The canyon walls are rugged and rocky, with some sparse vegetation. The overall scene is a stunning natural wonder.

LIFE
UTAH
ELEVATED

Thank You

THANK YOU & Q&A

QUESTIONS? LET'S TALK STR STRATEGY.

PRESENTERS



Kaden Figgins

Garfield County Planner



Dave Williams

Utah Office of Tourism

RESOURCES



Host Compliance: hostcompliance.com



Utah Office of Tourism: visitutah.com



APA Utah: apautah.org

NEXT STEPS

Get Started with Free Host Compliance Software

Scan the QR code to the right to access the sign-up form. This resource is provided to help Utah planners proactively manage short-term rentals in their communities.

→ Available for all Utah jurisdictions



SCAN TO SIGN UP