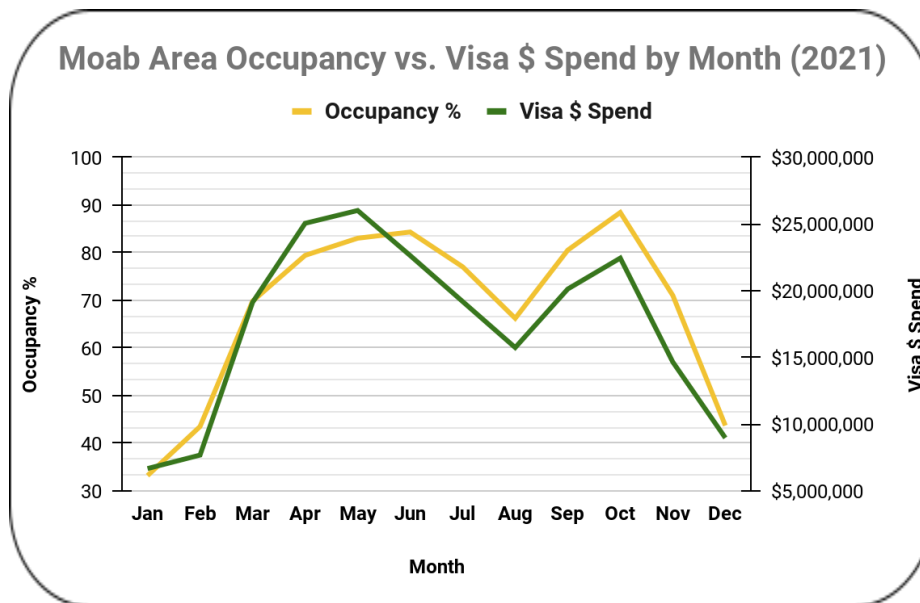
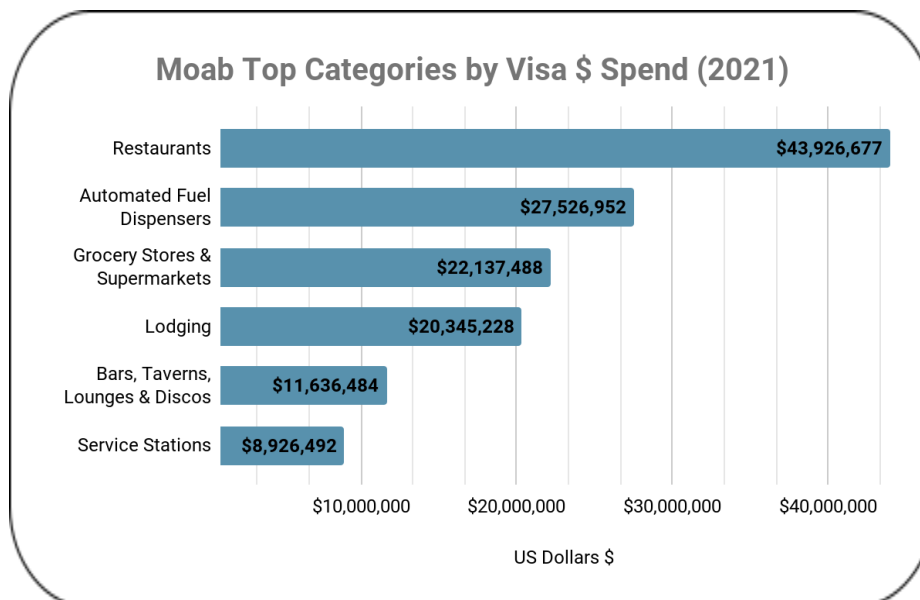


What are Moab's "peak season" months? What do visitors spend on?

It's uncertain whether or not Moab's record numbers in 2021 indicate significant changes in visitor behavior; however, the data below highlights the relationship between hotel occupancy and visitor expenditure in the Moab area. Though the data displayed only reflects occupancy and Visa expenditure in 2021, this relationship has been observed year after year.

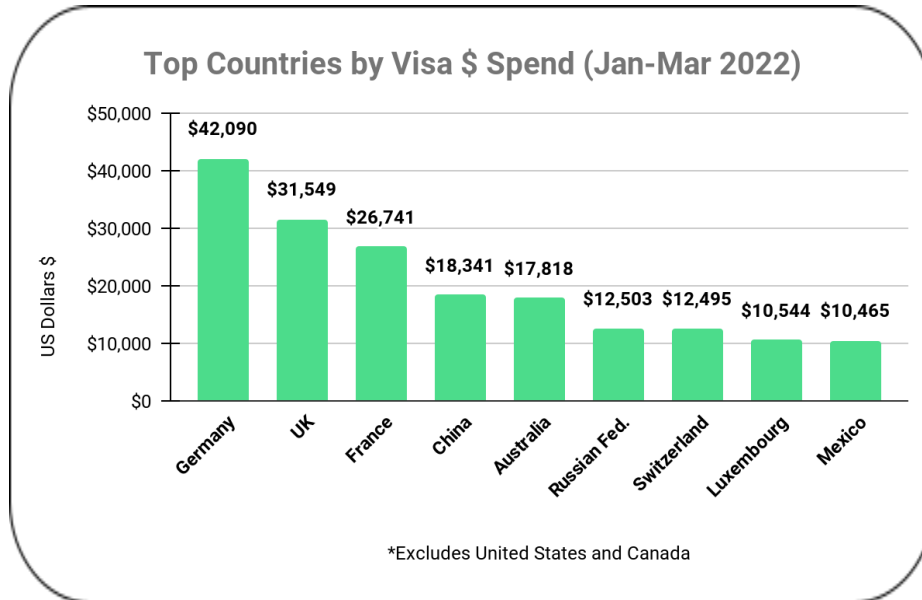


The data below displays the top spend categories in Moab in 2021 (provided by Visa).

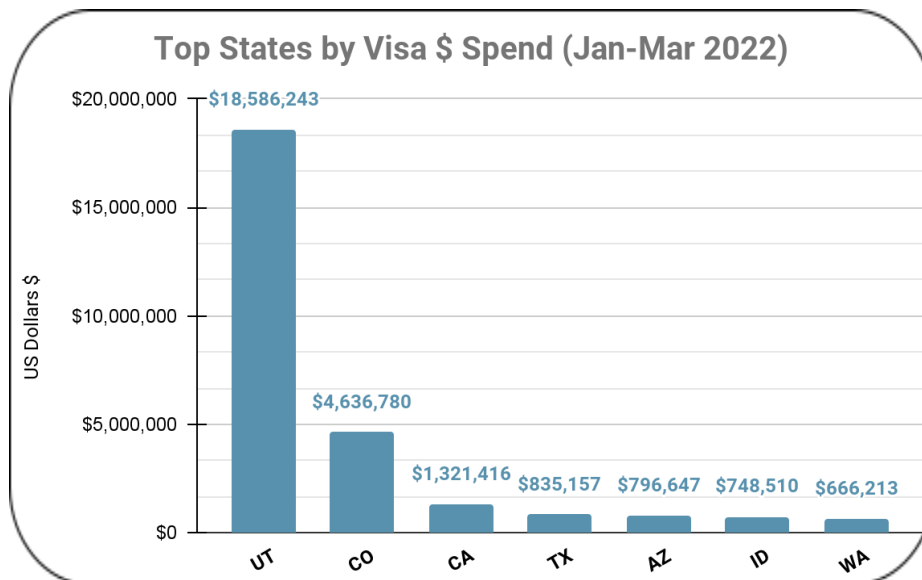


Where are Moab's visitors coming from? 2022 so far...

Looking at 2022 so far, Moab has seen a return of international visitor spend. Excluding visitors from the U.S. and Canada, here are the countries that lead expenditure in Moab by visitor.



The data below reflects the states whose visitors are leading expenditure in Moab.



Smith Travel Research (STR) occupancy data is provided by the CoStar Group, an industry leader in hospitality data services. Visa expenditure is provided by Visa Destination Insights, which estimates that its spend data accounts for 60% of the credit card market.