

park  city

2021/22 THE TRAIL AHEAD



LETTER FROM THE CEO

DEAR PARTNER,

The new fiscal year brings fresh excitement about the trail ahead. After a robust end to the ski season and a promising start to summer, we are laser-focused on continuing our economic recovery. Our strategic marketing initiatives will bolster local businesses and boost Park City's thriving economy to the next level throughout the year.

We are also moving in new directions with an expanded marketing/communications vision:

- We will carry the story of our small business owners into the community. With initiatives such as 'Small Town Stories,' we will put faces with names and stories with storefronts. We want residents to see us for who we are – neighbors with families rooted in Park City, woven into the fabric of social and economic life.
- We will begin forming a culture of environmental stewardship unique to Park City that values our quality of life and lessens visitor impact. As the area's official Destination Management Organization, we will gather data, study best practices, and champion action, engaging our visitors and Parkites from all places and cultures.
- For many, the stress and isolation of the pandemic strained mental and physical health. We will advocate strongly for wellness, expanding its meaning to include diversity, equity, inclusion, and the benefits of doing good for others. To start, we are partnering with Summit County's 'Communities That Care' to feature wellness-engaged chamber partners on a weekly podcast; and we'll be organizing 'Tourism Gives Back Days' where businesses and employees can volunteer on projects within the community.

FY22 brings a broader approach to marketing and communications, widening its scope to include initiatives that achieve a balanced, economically and socially healthy Park City.

We are looking forward to involving you in the process, leading to strong partnerships and engagement. Here's to a productive, happy, healthy, and fun year ahead.



Betsy Wallace
Chair of the Board



Jennifer Wesselhoff
President/CEO

LONG-RANGE PLANNING AND SUSTAINABILITY



This summer marked the start of an exciting new journey toward a comprehensive Summit County stewardship plan to sustainably develop our environment, economy, and way of life for generations to come. It started with a deep dive into our current situation by the Global Sustainable Tourism Council (GSTC), the world's most respected sustainable tourism analysts. For two months, GSTC leaders met with local tourism stakeholders and visited venues around Summit County. Together, they evaluated our status relative to more than three dozen sustainability criteria representing four pillars: governance, cultural resources, environmental assets, and socioeconomic wellbeing. Their evaluation will be ready soon, and we're excited about its impact. We believe it will be a launchpad for community education and visioning. It will also be a starting point for businesses, visitors, governments, NGOs, and residents to define sustainability actions that respond to our unique opportunities and challenges.

But it is only the beginning. Although the report will identify strengths, risks, and recommended actions, it is not a certification process. Instead, it presents us with motivation to act, creating specific plans to preserve our environment and lifestyle; opportunity to lead, inspiring others to get involved; and a challenge to our oft-expressed desire to balance environmental stewardship with a thriving economy and a desirable lifestyle.

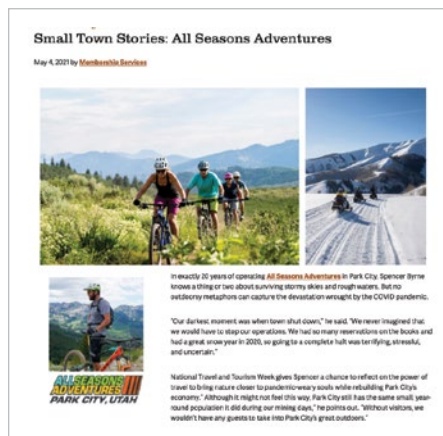
The goal is a community-endorsed sustainability plan that acknowledges how interrelated everything is that makes Park City special – a robust economy, unique way of life, breathtaking natural environment, and a travel experience that draws visitors to return again and again.

In addition, the Chamber/Bureau will undergo a long-range strategic planning process to re-evaluate our mission, vision, values, and priorities. The plan will form the bedrock for our work in the upcoming years. Board members and Chamber partners will play a vital role in the development of the plan.

PARTNERSHIP SERVICES

The top priority for our Partnership Services team in FY22 is mitigating the business impact of the pandemic. Our team is helping businesses meet the challenge with enhanced core services such as educational forums, and networking and resources specifically designed to achieve post-COVID success.

Our recent survey showed that responding members rate sustainability and business regulation as top issues, with staffing shortages as the chief short-term concern. Partnership Services will focus on advancing solutions to each of these in the coming fiscal year.



‘Small Town Stories’ blog

to Chamber leadership as we launch ‘Coffee Chats’ and a ‘Lunch Bunch’ series in FY22 – perfect opportunities to increase public appreciation and connection to our business community. We’ll also be partnering with the *Park Record* to print an official membership directory as part of their *Milepost* publication.

FY22 will see us championing sustainable tourism initiatives that improve quality of life and protect our unique environment. Getting our businesses and their employees involved is an essential piece of the puzzle, and ‘Tourism Give Back Days’ are one way we will bring businesses and locals together. The idea is to forge new relationships and share the values that will keep Park City healthy for generations to come.

Look for a rebranding of our ‘Keep it PC’ Facebook page with fresh new content emphasizing community outreach and sustainability. New Instagram innovations and refreshed Chamber website content will make encountering us online (almost) as fun and engaging as being here in person.

CEO Jennifer Wesslehoff’s ‘Park City Pulse’ column in *Park Record*

Expanding community understanding of the Chamber’s role and the positive impact of our partners is another FY22 priority. The recent introduction of the ‘Park City Pulse,’ a bi-monthly *Park Record* column by CEO Jennifer Wesselhoff, is a crucial first step. Our ‘Small Town Stories’ blog and social media posts will share the “stories behind the storefront,” showcasing the fantastic people and deep local roots of many Park City businesses. A local e-newsletter is also in the works to communicate business information, specials and discounts. Parkites will soon have direct person-to-person access

Jennifer Wesselhoff: What do you see in Park City's future?

Opinion | [FELLOW OPINION](#) | July 28, 2021

Jennifer Wesselhoff
Park City Pulse



What do you see when you imagine Park City in 20 years? How about 50? We are sure to agree certain elements are desirable, even essential. Our community should reflect our values in action: a sustainable, robust economy that is equitable and inclusive and that has a minimal net impact on the environment, a Park City where the outdoor experience is accessible and where our natural setting is clean, healthy, and mindfully managed – with a never-wavering eye on how we pay it forward to generations to come.

Aspirational community visions don't just happen – they need analysis, planning, policy development, execution, follow through, flexibility and constant attention.

So, are you ready to get started?

This week, Park City Chamber of Commerce | Convention & Visitors Bureau, Summit County and Park City Municipal are taking a critical first step, a destination assessment by the Global Sustainable Tourism Council (GSTC). The assessment will measure Park City against dozens of GSTC sustainability criteria and become a launchpad for a PC-specific stewardship plan. The result – still many months in the future – will include sustainability objectives, tactics, timelines and responsible parties.

Why bring in the GSTC? The Global Sustainable Tourism Council is the world's leading body in establishing global standards for sustainable travel and tourism. Their criteria form the foundation for sustainable accreditation. From Argentina to Botswana, Catalina Islands to the Caymans, Slovenia to Switzerland, GSTC members take sustainability actions that assure a balanced, economically and socially successful tourism industry.



MARKETING: 2021 SUMMER & FALL CAMPAIGN

DRIVING THE RECOVERY OF SUMMER & FALL VISITATION

Coming off the recovery we started to see in late winter, the 2021 Summer & Fall Marketing Campaign is designed to drive leisure travel back to pre-pandemic levels. While continuing to take a cautious approach with our paid media buy, we are excited to welcome guests back to Park City with our 'On The Right Trail' themed campaign.

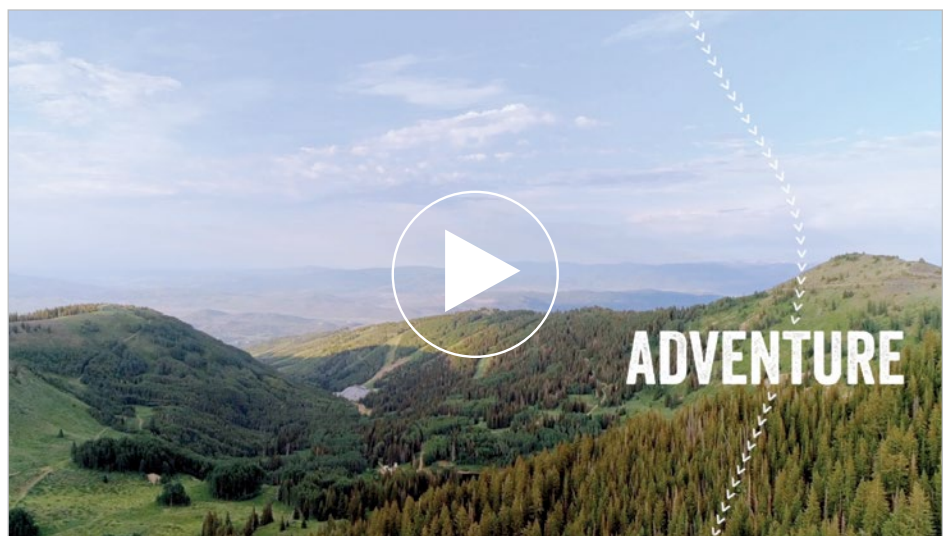
We launched the summer portion of the campaign in April 2021 and plan to transition to our fall message in mid-August and wrap-up the campaign in October. While we continue to keep an eye on the impacts of the pandemic, we will target "active travelers" in the western short fly/road trip markets. If we start to see the longer fly markets show interest, we will expand the media buy to Midwest and eastern markets.

We were excited to promote the 'On The Right Trail' campaign with a combination of connected television, streaming video/radio, digital display, lifestyle print, paid search, and social media. We would like to thank the Summit County Restaurant Tax Committee for awarding us a \$100,000 grant, which will help extend the reach of this important campaign.

GETTING BACK ON THE RIGHT TRAIL THIS SUMMER

The 'On The Right Trail' theme is truly a metaphor for all the "experience trails" that exist in Park City. While we do have miles of physical trails that guests can experience on foot or bike, we also have trails that highlight other experiences, including Arts & Culture, Health & Wellness, Shopping & Dining and Outdoor Adventures.

Due to the pandemic, we did have to slightly tone down the campaign and limit the use of images/video that showed large group gatherings like concerts and events. We kept our focus on outdoor settings with small groups of people and families. We continue to use the call-to-action of "Learn how to visit safely" at VisitParkCity.com. We anticipate using this campaign for another two years and re-introduce those images/video after we have moved past the pandemic.



2021 Summer TV Commercial

MARKETING: 2021 SUMMER & FALL GUEST STUDY

GETTING TO KNOW OUR SUMMER & FALL GUESTS

In partnership with RRC Associates, the Park City Chamber/Bureau will be conducting a Summer & Fall Guest Study. This will be the first update of this valuable guest data since 2017 and post-pandemic. We will be conducting the study at various locations around Park City/Summit County, including Historic Main Street, resort base-areas, Utah Olympic Park, and key trailheads. A report-out of this data will be shared with our Member Partners in early December, just in time to start developing our plans for next summer and fall.



*You're on the
right trail*

- TO -

ADVENTURE.

DISCOVERY.

**WIDE-OPEN
FUN.**

Adventure means something different to all of us. Maybe you like sunrises in a hot air balloon or sunsets while dining al fresco. Are you looking to hike to a scenic mountaintop or to stroll down a charming historic main street? Maybe all of it. Whatever you're looking for — in Park City, Utah — you're on the right trail to a rewarding vacation. Learn about our mask requirements and how to visit safely at [VisitParkCity.com](https://www.visitparkcity.com)

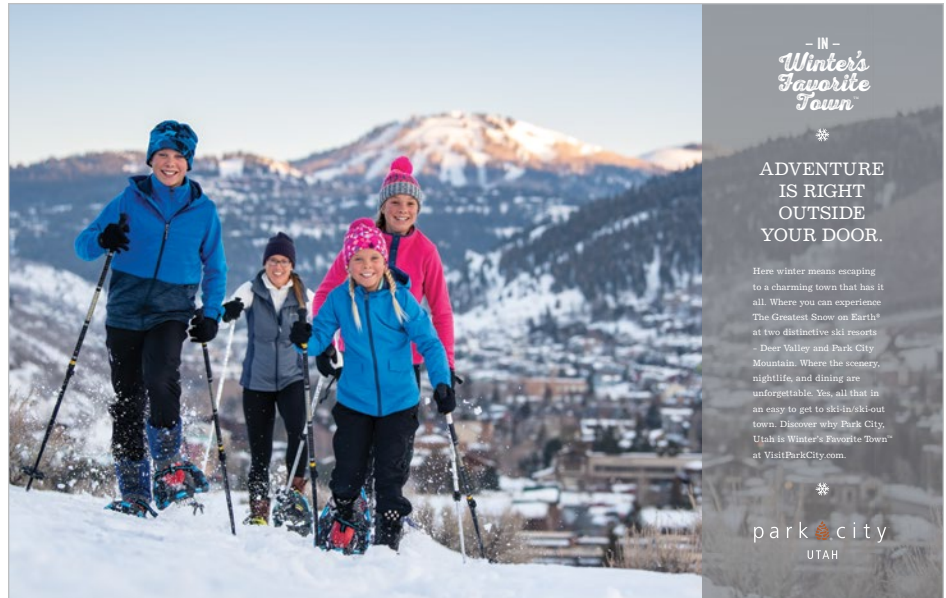
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UTAH

2021 Print Ad in *Yellowstone Journal*

MARKETING: 2021/2022 WINTER & SPRING CAMPAIGN

SPENDING MORE TIME IN WINTER'S FAVORITE TOWN

Even with the impacts of the pandemic, the 2020/2021 Winter & Spring Campaign continued to keep Park City top of mind, and the 'Winter's Favorite Town' campaign resonated well with consumers who were ready to travel. Based on this, we will continue to utilize this popular campaign for a fourth season while refreshing the images/video to include a more diverse target audience and customer.



2020-21 Print Ad in SKI

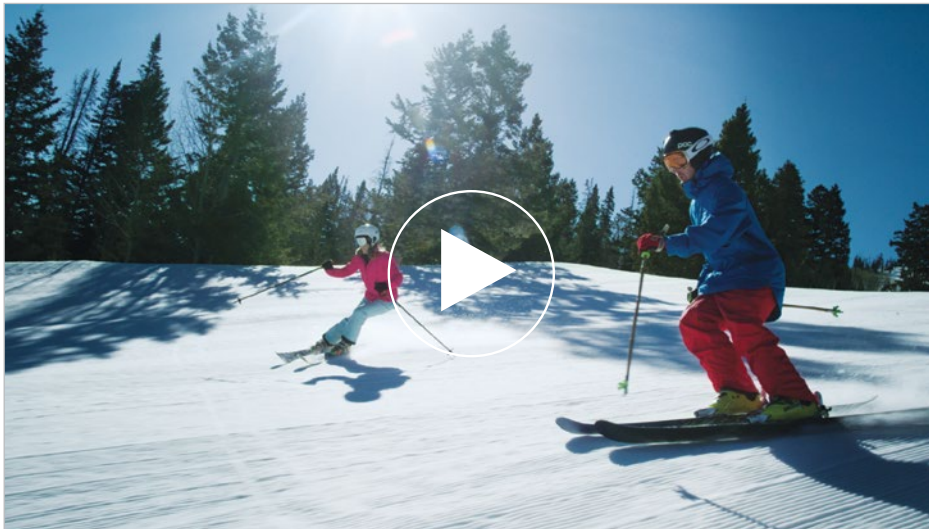


2020-21 Animated Digital Banner

We will build on the successful transition to connected television, which delivers our message to a much more targeted audience and provides greater efficiency in our media buy. In addition to this, we will also focus on other digital channels, including streaming video/radio, digital display, native, paid search, and social media. Much like the current summer/fall campaign, we will focus on targeting “active travelers” and destination skiers/snowboarder in the Mountain West, but be prepared to also target additional markets, including New York, Chicago, Boston, Philadelphia, Atlanta, Dallas, and Houston.



We will also continue to target the key need-period of spring skiing with a dedicated campaign designed to drive incremental business in March and April to finish the ski season strong. This on-going effort has continued to help build business during a prime need-period and has also been supported by a 2021 Summit County Restaurant Tax Grant of \$200,000.



2021 Spring Skiing TV Commercial

MARKETING: WINTER & SPRING MEDIA PARTNERS

DIGITAL TARGETING TAKEN TO THE NEXT LEVEL

Except for a few targeted buys in lifestyle magazines like *SKI* and *Outside*, 100% of our 2021/2022 winter & spring media buy will be dedicated to connected television and digital media. For connected television, we will be executing a national buy with Amobee based on their ability to provide national reach and utilize third-party data to better target destination skiers and snowboarders. Amobee also offers the opportunity to connect this television buy with programmatic display and native advertising.

We continue to see great results from streaming video/audio and we are planning to continue to work with both YouTube and Pandora on this media buy. In addition to this, we are partnering with iHeart Media to test the reach of podcasts and live radio, which have rapidly increased in popularity over the past two years. We will work with various digital display/native partners, including AdTherent, Cluep, Kortx, The Trade Desk, and TripAdvisor. This also includes partnering with Google, Facebook and Instagram on our dedicated paid search and social media marketing strategies.

AMOBEE



DISPLAY/NATIVE PARTNERS



cluep

Google



facebook



Last, but not least, we will be taking advantage of the 2022 Winter Olympic Games in Beijing, China and the 20th Anniversary of the Salt Lake City Winter Olympic Games, with a dedicated digital media buy on NBC, featuring spots in the live connected television broadcast, digital display, and a regional market promotion on social media.



CONTENT

Our content strategy aims to grow consumer awareness, opinion, and consideration of Park City and impact brand sentiment. By consistently creating and distributing content, we will enhance or shift our audience's perception of the Park City brand.

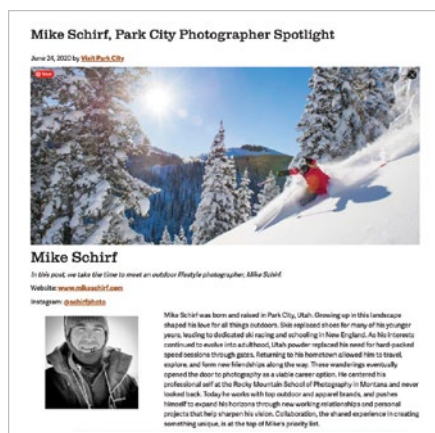
Due to the pandemic and uncertain times this past year, we directed a lot of our attention to celebrating our local community. With the success of our previous strategy, we decided to expand our plan and create additional themes and types of content that would not only serve our community but benefit our entire audience.

Due to significant interest in outdoor activities, we increased content on our website to include more areas of interest for visitors. In addition, we partnered with local experts to build out new “niche” sections of our website that included gravel biking, hiking trails, and dog-friendly travel. These additions not only helped maintain our online search presence, but strengthened our position among our competitors. Due to increased interest in certain niche content, we plan to continue to build out these sections and identify other areas to expand throughout our website.

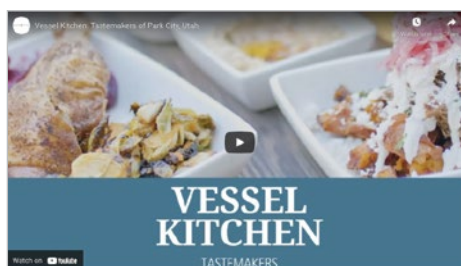
Additionally, we created a new type of blog content to highlight local professionals and organizations. Feature articles allowed our website and social channels to stay active while being sensitive to our entire audience during the pandemic. For example, we started with a ‘Park City Photographer Spotlight Series’ and progressed to showcasing organizations including the National Ability Center, Dolly’s Bookstore, and Washington School House. Given the success of these “feature” articles, we will continue to integrate local stories into the editorial calendar.

We were able to complete our second season of *Tastemakers of Park City*, a video series showcasing locally owned eateries. It highlights the chefs of Park City's culinary scene and their dishes. In Season 2, we went off the beaten path to explore five new local establishments where you can expect the unexpected. Featuring: Freshies Lobster Co., FiveSeeds, High West Distillery, Alpine Distilling, and Vessel Kitchen.

Moving forward, we plan to continue with five types of content. In addition to feature articles and niche content, we will continue to produce our three other content types: Experiential – informational, specific, actional posts; Unique – posts that differentiate Park City; and Evergreen – content that is relevant multiple times throughout the year. This content will be produced on an editorial content model and posted 52 times throughout the four seasons. Again, we will use social media channels for distribution.



Park City Photographer Spotlight Series



Tastemakers of Park City video series

INTERNATIONAL



Consumer ski expo in Australia

With the hope and promising outlook for international travel to reopen, the international department will be poised to have Park City in the forefront of consumers' minds in our top international markets. When appropriate, we will conduct consumer marketing campaigns in the UK, Mexico, Brazil, and Australia. We plan to bring out influencers from Mexico and Brazil to gather content to push out on their own social media channels and for future use in marketing campaigns and on our website. We will continue to engage with media through our in-market reps and host media in-market if travel is allowed.

In 2019, we hosted Australian influencer Jason Dundas to capture and create content with the plan to have launched a campaign in spring of 2020. This has been put on hold with the hope of launching in spring of 2022. Jason owns his own media company and has produced several videos and blogs for us, and in conjunction with the campaign, we have created a dedicated landing page showcasing these videos and blogs. Having not been able to conduct our Australia/New Zealand sales mission in May of 2020, we plan to go back into market and conduct a sales mission in May of 2022.

Other items for this upcoming year include producing a new lodging brochure for use during trainings, meetings, and international consumer shows. We will place an ad in the Utah Office of Tourism's international guide, which is translated into four different languages, and with trade shows happening again in person, we will attend Go West Summit and IPW.

COMMUNICATIONS



Deer Valley Music Festival

As destinations seek media coverage to attract post-pandemic travelers, the Communications Team will remain proactive and competitive in pitching story angles to media outlets in USA and Canada. We will share how Park City attracts visitors and new residents seeking a natural destination with open space and recreational outlets. The team has set a goal of hosting 50 media events in Park City. Groups from throughout North America are invited to discover Park City as a destination through inbound familiarization tours. A late-summer tour is scheduled to share the Deer Valley Music Festival and Kimball Arts Festival, as they make their 2021 return to town. The team will visit media based in New York, Tampa, Dallas, and Denver. Direct-to-consumer events, including the Polar Lounge, will be held in San Francisco and Dallas before the winter season, and in Scottsdale and Boise (Meridian, ID) prior to the summer season. A special focus on the Olympic Games will dominate the media relations calendar. This will be the first time two Olympic Games will be held during the same fiscal year in Tokyo (summer) and Beijing (winter). The Communications Team will showcase Utah Olympic Park to emphasize Park City's winter sports legacy.



2018 Polar Lounge Event at Bryant Park



Wine Festival Park City

GROUP SALES

The Group Sales department was honored to receive a Gold Stella Award this past year; an accolade voted on by meeting planners and awarded to suppliers who provided excellent service. During a time when conferences and meetings were among the hardest-hit sectors of the travel industry, the team held strong and provided sales support to our group sales members.



In the past few months, groups have come back strong for Park City which is why we're excited to roll out marketing programs identified as priorities by the Group Advisory Committee. We will be working on a dedicated spring campaign to attract meetings during the need period of mid-April through mid-June. We'll capitalize on market segments identified by the committee as top priorities, such as incentive, medical, association, and regional business.

Sales efforts include attending tradeshows and hosting meeting planners in Park City who are unfamiliar with our destination. Additionally, we will host four virtual FAMs for those meeting planners still unable to travel. This will keep Park City top-of-mind when their meetings resume. These direct sales efforts are supported by marketing that reaches out through digital media, email, and social media campaigns.



**Excite Your Senses.
Elevate Your Meetings.**

Watch a Recording of the Virtual FAM



EVENTS



Sundance Film Festival



Savor the Summit



Autumn Aloft



Kimball Arts Festival

SUPPORTING SPECIAL EVENTS

After a year of virtual events and pandemic-related cancellations, our community's non-profits and event organizers are eager to see the return of live, in-person performances, competitions, concerts, markets, fairs, and festivals. The Park City Chamber/Bureau's Special Event Grant Program is returning this year to support special events that typically generate more than \$100 million of economic impact for our community. Curating a robust calendar of special events drives year-round tourism while making Park City and Summit County a better place to live, work, play and visit.

The warm weather and fresh air of summer will welcome the return of special events that were forced to go virtual or cancel altogether last year, including Utah Symphony's Deer Valley Music Festival, Park City Institute's Big Stars Bright Nights Concert Series, Latino Arts Festival, free concerts at a variety of Mountain Town Music stages, 52nd Annual Kimball Arts Festival, and Summit County Fair.

As the weather cools, our events calendar in September and October will be filled with both old and new events such as Park City Point 2 Point (mountain bike race), Park City Song Summit (multi-day songwriter showcase), Autumn Aloft (hot-air balloon festival), and Park City Wine Festival.

Winter will be busy once again with the buzz of special events and activations. The Snow Globe Stroll will delight visitors on Historic Main Street with holiday-themed life-sized snow globes displayed at a variety of downtown locations during the holiday season from Thanksgiving through New Year's Day.

The 2022 FIS Freestyle Ski World Cup, hosted by Deer Valley Resort, will keep our community's Olympic Legacy fires burning in January 2022, which is earlier than usual due to Olympic Winter Games in February 2022. The World Cup competitions are free to the public and will attract large numbers of ski enthusiasts to Park City.

After a year of virtual screenings, Sundance Film Festival is excited to welcome the return of in-person screenings and activations to celebrate filmmakers from around the world January 20-30, 2022.

park city

CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

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