



Park City / Summit County Sustainable Tourism Plan

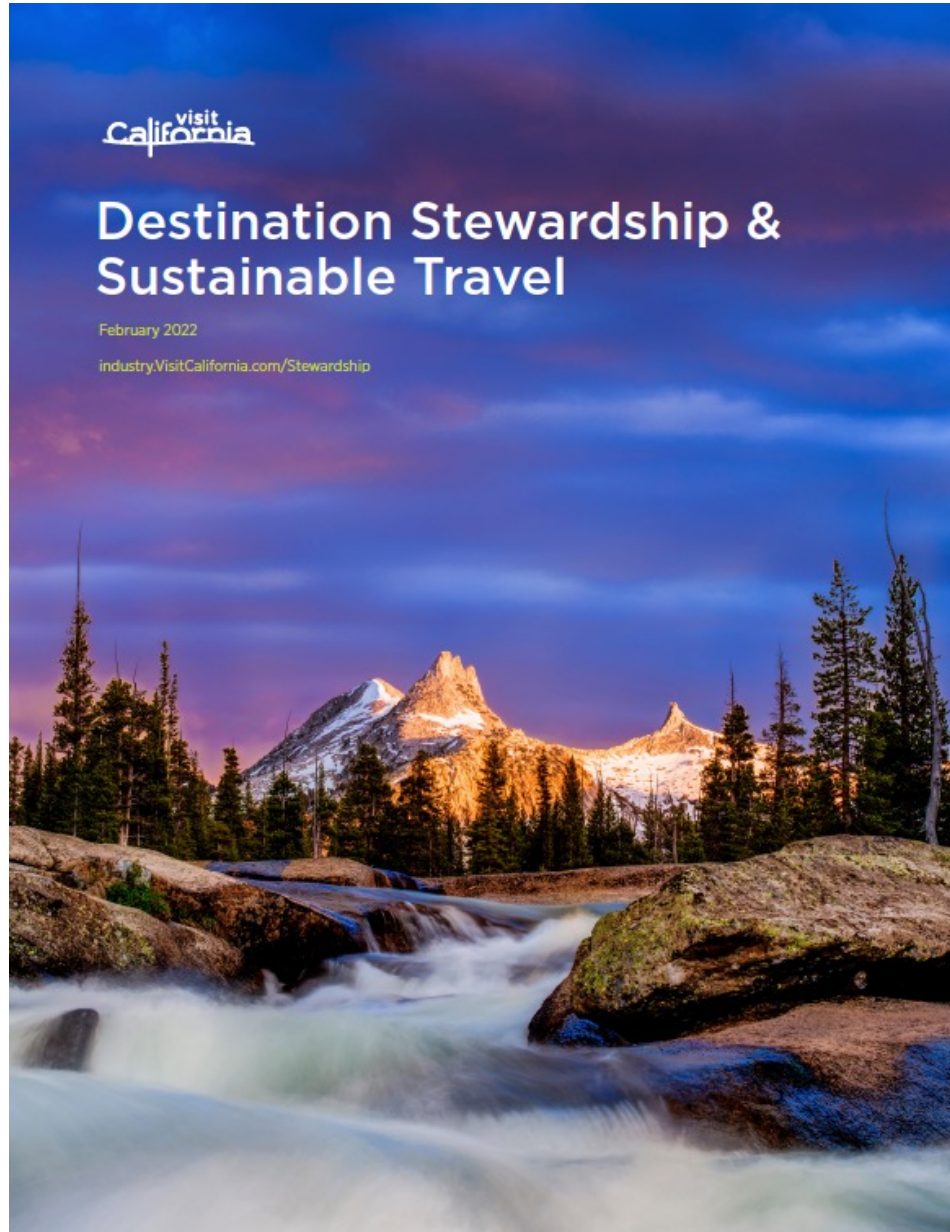
Stakeholder Check-in, April 21, 2022

Coraggio Group
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What is a Sustainable Tourism Plan?

Sustainable Tourism Plan



The background image shows two mountain bikers riding on a dirt trail through a grassy field. In the distance, there are large, rugged mountains under a clear sky. The entire image is overlaid with a semi-transparent blue filter.

What is the process for Park City / Summit County?

Stewardship Council

Roger Armstrong, Summit County	Patrick Matheson, Mountainlands Community Housing Trust
Tom Bradley, Park City Mountain Resort	Aldy Milliken, Kimball Art Center
Luke Cartin, Park City Municipal, Sustainability	David Nicholas, at large resident
Chris Conabee, Snyderville Basin Planning Commission	Bonnie Park, Citizen's for reps development
Max Doilney, Councilor, Park City Municipal	Pat Putt, Summit County
Susie English, Deer Valley	Emily Quinton, Summit County
Colin Hilton, UOP	Lora Smith, Mountain Trails Foundation
Daniel (Dano) P. Jauregui, District Ranger, Forest Service, Uinta-Wasatch-Cache National Forest	Carolyn Wawra, Recycle Utah
Dana Jones, Snyderville Basin Recreation Representative	Ginger Wicks, PCARA, PCALA, HPCA
Brooks Kirchheimer, Hearth and Hill	Diego Zegarra, Community Foundation

Project Timeline

Activities	Winter			Spring			Summer
Tourism Industry & Resident Survey							
GSTC Destination Assessment							
Economic Impact and Visitor Location Data							
Situation Assessment							
Stewardship Council meetings 1 - 3							
Stakeholder Check-In 1 (virtual)							
Stewardship Council meetings 4-5							
Stewardship Council meeting 6							
Stakeholder Check-In 2 (live)							
Organizational Strategic Planning							
Plan Documentation							
Final Stakeholder Meeting							

Sustainable Tourism Plan Components



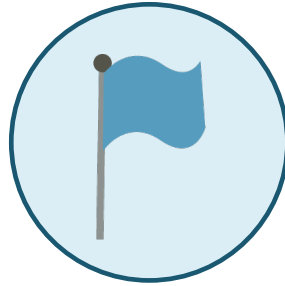
Vision

the ideal future for
the community



Stewardship Principles

statements that
guide all decision-
making



Objectives

the major areas
of focused
strategic work



Indicators

how we measure
progress towards
the objectives



Initiatives

individual strategies to
implement to achieve
the objectives

Situation Assessment Key Themes

Themes

1. Park City Chamber & Visitors Bureau staff and Board are engaged and prepared to take on the challenges ahead.
2. Degradation of Summit County's key natural assets is a real and looming threat.
3. Park City's residents are approaching a breaking point from overtourism.
4. The *community* of Park City is about to lose itself to the *destination* of Park City.
5. The destination needs more stewardship, not more promotion.
6. Current and future tourism levels, on top of community population growth, are testing the capacity of Park City's infrastructure.
7. There is a shared vision and desire to achieve a more sustainable tomorrow.



Most Recommended Asset

If you could recommend only one Park City/Summit County tourism asset to somebody, what specific one would you have them visit? (N = 2,358)



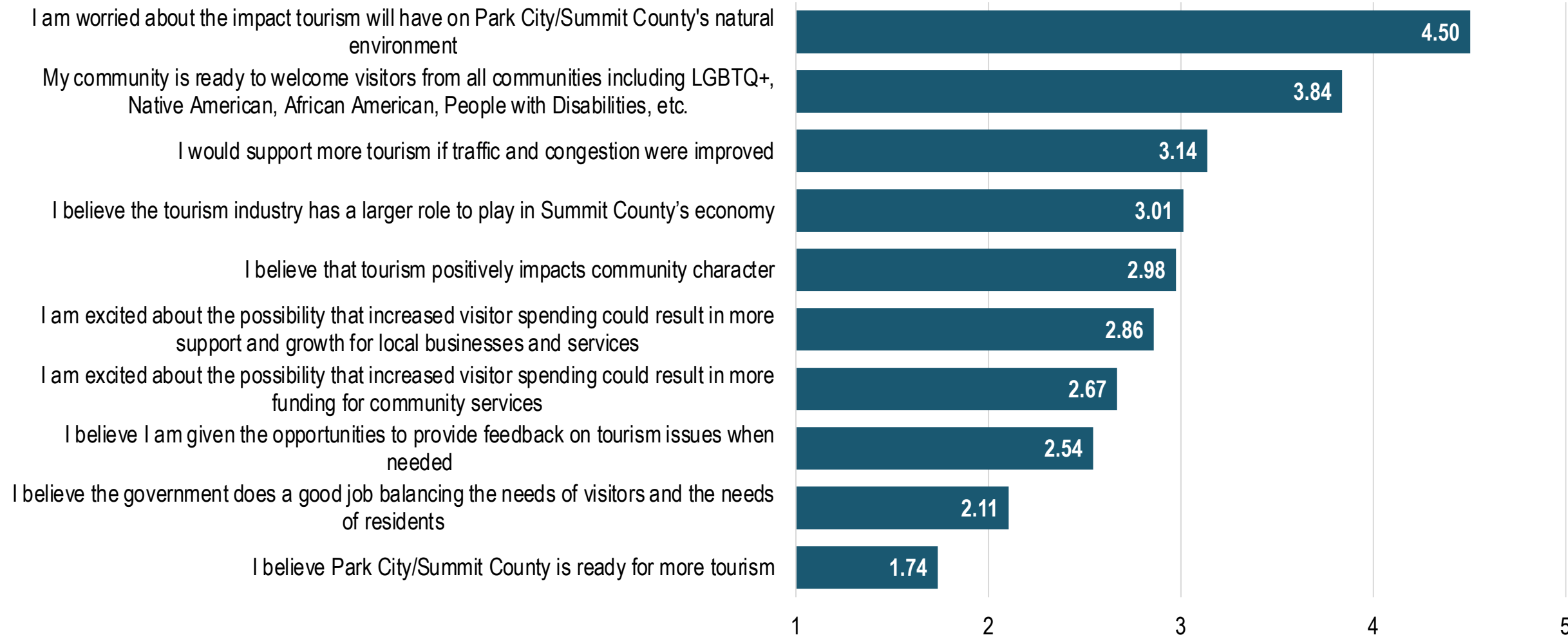
Destination Experience

What are three words you would use to best describe Park City/Summit County? (N = 2,198)



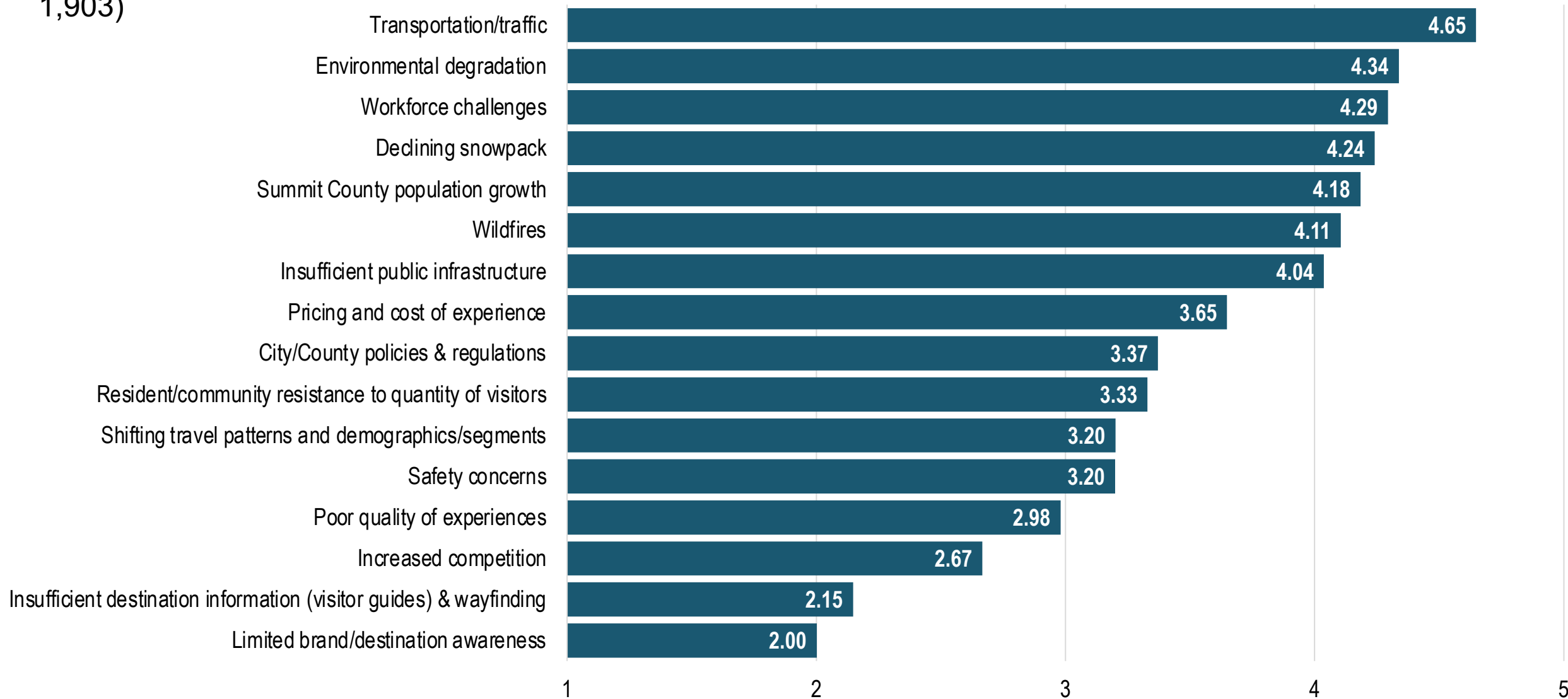
Tourism Perceptions

Please select your level of agreement with the following statements. (N = 1,954)



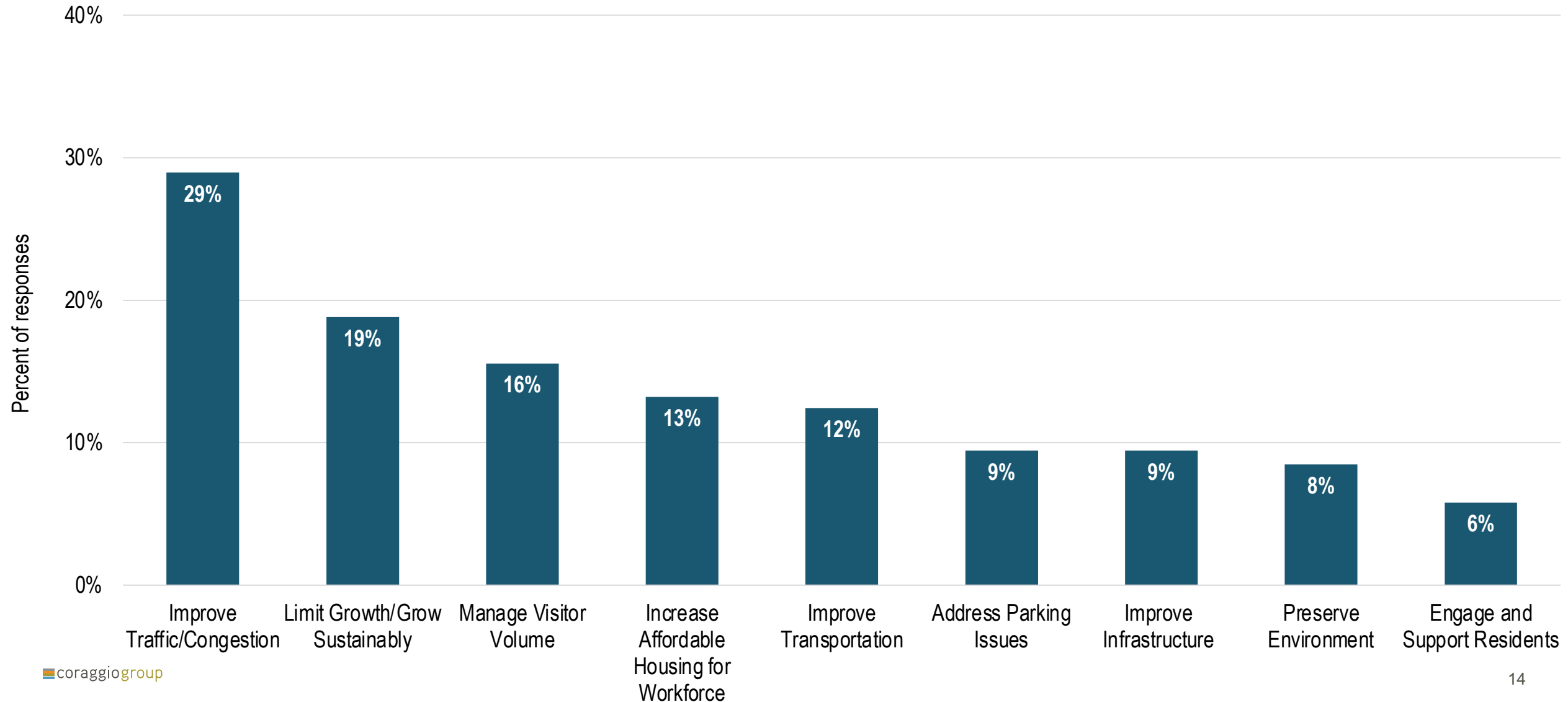
Challenges

Please select your level of concern over how the following issues may impact the visitor economy. (N = 1,903)



Top Opportunities

What is the biggest strategic opportunity for Park City/Summit County as a destination to focus on over the next three to five years? (N = 1,568)





Vision

- Stewardship mindset
- Sense of community
- Balanced visitation
- Summit County's brand
- Celebration of history/culture
- Visitor Economy
- Economic diversification
- Environmental health
- Mindset of restorative visitation
- Visitors as part of a solution
- Shared impacts and benefits
- Human connections
- Visitor education programs
- Collaboration



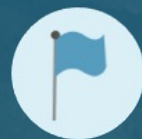
Stewardship Principles

Draft Stewardship Principles

As Park City and Summit County develop a Sustainable Tourism Plan, we have identified these 5 principles that will guide our decision-making. Our strategies must:

1. Value and respect the health of our local environment and natural resources
2. Foster our local spirit, our values, our sense of place, and the wellbeing of our community—residents, employers, employees, and visitors alike
3. Ensure that benefits of the visitor economy are shared equitably by people of all races, genders, sexual orientations, abilities, income levels, and by Summit County's communities
4. Enable Summit County's tourism industry to lead by example, championing tourism's benefits, mitigating its impacts, and harnessing its regenerative power for the community and the environment
5. Be bold, creative, and action-focused, supporting transparency and measurable outcomes





Objectives

Draft Objectives

1. Cultivate pride and respect for the Park City / Summit County experience
2. Invest in a unified community response to the challenges and opportunities of the visitor economy
3. Implement sustainable land use, transportation, water, and recycling policies
4. Develop county-wide natural asset inventory and management plan
5. Ensure the long-term resilience of the Park City / Summit County visitor economy
6. Equalize the economic benefits and burdens of the visitor economy
7. Support efforts to diversify the Park City/Summit County economy beyond tourism
8. Re-tool PCCVB to enable bold change
9. Reinvent PCCVB's marketing message to accelerate sustainable tourism
10. Grow visitor awareness, empathy, and avenues for action related to impacts of tourism
11. Foster the development of Park City / Summit County's arts and culture tourism assets

Next Steps

Project Timeline

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Stewardship Council meetings 1 - 3							
Stakeholder Check-In 1 (virtual)							
Stewardship Council meetings 4-5							
Stewardship Council meeting 6							
Stakeholder Check-In 2 (live)					27-Apr		
Organizational Strategic Planning							
Plan Documentation							
Final Stakeholder Meeting							TBD

Stakeholder Check-In

April 27th, 6:00 PM – 8:00 PM

Santy Auditorium

1255 Park Avenue

Park City, Utah



Thank you

Please contact us!

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