

park  city

FY2021/2022 ANNUAL REPORT



MISSION & STRATEGIC PLAN

VISION

We embrace the world, acting as a global model of community stewardship and authentic experiences.

MISSION

We serve our mountain community, inspire sustainable travel, drive equitable economic prosperity and catalyze positive change.

VALUES

We believe in:

- **Service**
We foster meaningful relationships in our team and our communities – we put others first in our work.
- **Joy**
We are grateful, positive, enthusiastic and generous – we take great pride in our work and region.
- **Exploration**
We promote our community and travel, express curiosity, and explore new places and ideas.
- **Elevation**
We have grit and arrive every day motivated to work hard for progress.

5 STRATEGIC PLAN KEY INITIATIVES

- Sustain long-term community collaboration in service to equitable economic opportunity and sustainable tourism
- Serve chamber members through responsive and relevant communications, programming, and education
- Deepen resident understanding and appreciation of our visitor economy
- Attract, manage, monitor and measure tourism for the economic, social, and cultural benefit of residents, the business community, and visitors
- Evolve the PCCVB’s structure, skills, and capabilities to support our current mission thus positioning us as a world leader in destination stewardship



LETTER FROM CEO AND THE BOARD CHAIRS

DEAR PARTNERS,

What a transformative year!

With your enthusiastic support, the Park City Chamber & Visitors Bureau has led a process that will brand this time as truly historic: the achievement of a landmark Sustainable Tourism Plan (STP).

With the plan in place later this calendar year, our tourism mission will no longer focus solely on promoting Park City as a destination. Instead, we will elevate to the next level: tourism management that integrates our economy, environment and lifestyle in a balanced and mindful way, with future generations always in mind.

Make no mistake – at the heart of the STP is a thriving tourism-based economy. What’s different is the inclusion of all community players, from everyday residents to artists, transit planners to land managers, trail advocates to ski resort staff, in managing our economic and natural assets in an ecosystem where everyone – including visitors – plays their part in achieving balance.

It started with the Global Sustainable Tourism Council’s assessment showing what we do right and where we must improve. Then more than 2,600 residents, visitors and businesses responded to our surveys on tourism attitudes, offering hundreds of suggestions. Next, the Coraggio Group delivered an informative analysis of our economy, governance, tourism perception, and business climate with candid, thought-provoking conclusions. Finally, this spring’s public meetings, online and in person, gave everyone a chance to express their hopes and concerns about tourism, balance, and Park City’s future.

Our 22-member Stewardship Council – representing a diverse group of stakeholders in Summit County – evaluated the data and is now completing a plan that paints a vision of the future and a path for getting there.

It won’t be easy. The plan engages our community partners with objectives, timelines and metrics that not only focus on a strong tourism-based economy, but also focuses on housing, employee attraction and retention, equity and inclusion, historic preservation, cultural and arts development, transportation, climate responsibility, zero waste, infrastructure, energy and water management, and much more. Our year-long process shows that Parkites see the need and have the enthusiasm and drive to get it done.

It is appropriate that today, as we transition Board Chairpersons, we are also transitioning as a community. Together, we are building a wholly engaged Summit County with a tourism economy centered on balance, equity, responsibility, engagement and sustainability.

Sincerely,

Betsy Wallace

Betsy Wallace
Board Chair FY22
Sundance Institute

Sincerely,

Brooks Kirchheimer

Brooks Kirchheimer
Board Chair FY23
Hearth and Hill

Sincerely,

Jennifer Wesselhoff

Jennifer Wesselhoff
President & CEO
Park City Chamber & Visitors Bureau

FY23 BOARD OF DIRECTORS & STAFF

EXECUTIVE COMMITTEE

Brooks Kirchheimer
Board Chair
Hearth and Hill

Betsy Wallace
Past Chair/Treasurer
Sundance Institute

Rhonda Sideris
Vice Chair
Park City Lodging

Roger Armstrong
Summit County Council

Spencer Byrne
All Seasons Adventures

Susie English
Deer Valley Resort

Melanie Welch
Utah Olympic Legacy Foundation

Janna Young
Summit County

BOARD MEMBERS

Rachel Alday
Abode Luxury Rentals

Lindsay Arnold
US Ski & Snowboard

Matt Dias
Park City Municipal

Shaydar Edelmann
Park City Mountain

Greg Gendron
Stein Collection

Erin Grady
Park City Board of Education

Rob Harter
Christian Center of Park City

Revice Jordan
Posh Management Group

Stephen MacKay
Old Town Cellars

Pat Matheson
Mountainlands Community Housing Trust

Dave March
Summit Events DMC

Aldy Milliken
Kimball Art Center

Myles Rademan
Park City Municipal

Rosa Salguero
Top Shelf Services

Rob Sergent
Alpine Distilling

Lora Smith
Mountain Trails Foundation

Chelsea Steinbach
RMC Park City

Tana Toly
Park City Council

Richard Wales
Pendry Park City

Deirdra Walsh
Park City Mountain

Carolyn Wawra
Recycle Utah

Jennifer Wesselhoff
Park City Chamber & Visitors Bureau

Lori Weston
Park City Hospital

Diego Zegarra
Park City Community Foundation

PARK CITY CHAMBER & VISITORS BUREAU STAFF

ADMINISTRATIVE STAFF

Jennifer Wesselhoff
President & CEO

Sue Kapis
Vice President of Finance

Sadie Moffitt
Executive Assistant

Sarah Myers
Vice President of Operations & Culture

GROUP SALES

Tonya Sweeten
Vice President of Group Sales

Carolyn Creek-McCallister
Senior National Sales Manager

Kim Davis
National Sales Manager

Alex Hagn
National Sales Manager

PARTNER & VISITOR SERVICES

Scott House
Vice President of Partner Services

Natalie Kohl
Partner Services Manager

MARKETING

Laura Carlson
Vice President of Marketing

Chad Wassmer
Director of Marketing

Dustin Johnson
Director of Content & Engagement

Morgan Mingle

Director of Sustainable Tourism

Crayton Weixler

Content & Social Manager

Megan Collins

International Marketing Manager

Courtney Ryan

Marketing Coordinator

COMMUNICATIONS

Dan Howard
Vice President of Communications

SPECIALS EVENTS

Bob Kollar
Vice President of Events & Government Affairs

PARTNER SERVICES AND ADVOCACY

SUPPORTING PARTNERS, GROWING COMMUNITY, SHARING STORIES

Over the past year, the Partner Services team has remained adaptable to change and provided chamber partners with valuable resources and services, particularly as COVID protocols continued to impact business levels. The most recent chamber membership survey results indicated a greater than 90% satisfaction rate, along with notes of appreciation for the chamber's focused leadership through uncertain times. We expanded our community of partners by more than 100 member partners, featured over 50 business owners and staff in our *Small-Town Stories* series and welcomed our partners back to in-person events.

HIGHLIGHTS

Printed Partner Directory



Small Town Stories series

SMALL TOWN STORIES

FEATURED MEMBER:

When he was 8 years old, Fernando Ramirez made a sled from a plastic bathtub, hitched up his pet Labrador "Yellow," and was off to the races. "Yellow and I learned sledding together," he recalls. "I knew dogs needed to be part of my life."

Fernando and his wife Dana opened Rancho Luna Lobos in 2010, a combination dog rescue and rehabilitation center, professional racing kennel and tour stop for anyone looking for a dog sled adventure. The couple and their 5 children live on-site with the pack. "We care for 75 dogs at the moment," Fernando says. "We have Siberian Huskies, wolf hybrids, even two happy St. Bernards. Our family decided all our dogs must be rescue."

The couple met when Dana was working at Park City High. "I saw an encouraging letter she sent to graduates, and she sounded genuine and kind," he recalls. While traveling for truck races, Fernando stayed in touch and the two eventually married. "We started talking about dream jobs, how much we loved dogs, sledding, and

"Their 'relationship training' helps animals overcome trauma and discover their direction. 'The main thing is that every dog lives their best life,'" said Fernando, who still uses dogs professionally. "That is what we are all about."

"We are proud to be Park City," he says of his hometown. "And we love giving back. We organize food donations to families, and our kids volunteer. We want them to be grateful and know how to help others."

Like their beloved animals, Fernando, Dana, and family are living their best lives with their Park City authenticity. Find out more about this amazing family of humans and animals at lunabobos.com.

Luna Lobos
4133 Roberts Canyon Rd
Phone: 435-283-3472
Web: lunabobos.com

park city
UTAH

SMALL TOWN STORIES

FEATURED MEMBER:

Many of our Chamber partners are well-established, but some young Parkites are just starting out. Brothers Spencer and Ethan Jennings opened Park City Mobile Luggage Valet one year ago.

"The culture of Park City is supportive of people trying something new," Spencer says. "Everyone wants us to succeed."

Succeeded they have. The brothers pick up and store luggage for people checking out but not ready to leave or who arrive before check-in time, helping visitors add precious hours to their PC stay without luggage worries. "We store bikes if you have no room, and we accept pre-shipped luggage," Spencer adds.

The budding entrepreneurs are both long-time Parkites. "I graduated from the Winter School in 2012 when it was at the Olympic Park, and Ethan graduated from Park City High in 2019."

Spencer says, "Our parents met at Campions when it was still Park West. Naturally, the lure of the slopes is never far. "We love being right next to plenty

of snowboarding," Spencer says. "I'm so happy Woodward is here, I love riding there!"

When not flying down the slopes or toting luggage, Spencer is at a more meticulous task – woodcut printmaking. "I keep a small studio in Salt Lake," he says. "One of the business perks is the flexibility to continue developing my art." Meanwhile, Ethan pursues biology studies at the University of Utah.

Opening for their second season finds Spencer feeling thankful and optimistic. "We are grateful to everyone who offered encouragement during this first year," he says. "We're looking forward to meeting new clients. People are always so happy to be here."

And we're happy Park City Mobile Luggage Valet is here, serving visitors while the Jennings brother build their dreams – a perfect snapshot of what Park City businesses are all about.

Park City Mobile Luggage Valet
Phone: 435-200-5469
Web: mobileluggagevalet.com

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UTAH

SMALL TOWN STORIES

FEATURED MEMBER:

Idea. We sold them for \$18, including the chain."

Ken's son Cole now manages snowflake design based on photos of actual snowflakes. "He specializes in CAD design, laser engraving, and 3D printing as well as old-world pewee skills."

The outdoors still calls to Ken. "I love to ski, hike, fish, rockhound, canoe, and feed fossils and minerals to feature in the store," he says. Ken gives back by supporting local charities and sponsoring the Rocky Mountain Elk Foundation. But for all his love of the outdoors and gemstones, Ken is a people person. "And it's a good thing!" he laughs. "Because my wife and I have ten kids and 18 grandkids!"

"Stop by and say hi," Ken says from his store at 430 Main Street. "I love to meet everyone. A typically welcoming sentiment from Ken Whipple, our jeweler with a heart of gold."

Park City Jewellers
430 Main St.
435-646-4553
Web: parkcityjewellers.com

Small Town Stories is brought to you by the Park City Chamber of Commerce | Convention & Visitors Bureau. We are dedicated to building a thriving community by connecting local, business and visitors. We're working hard to achieve a balanced, economically and socially healthy Park City. parkcitychamber.com

park city
UTAH

COMMUNICATIONS

103
Communications Sent

45%
Open Rate

park city

CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

Upcoming December 2021 Events

We have a great lineup of community and member events for the month of December. Be sure to RSVP today as attendance is limited. We look forward to seeing you!

Don't Miss a Chamber Event - Sign Up for Direct Testing

Text CHAMBER to 435-289-2877 to receive event promotions and reminders from the Park City Chamber-Bureau.

By texting CHAMBER, you agree to receive promotional messages sent via an automated, and this agreement isn't a condition of any purchase. You may receive up to 5 messages. Message rates may apply. Reply STOP anytime to unsubscribe. Our Privacy Policy can be found at parkcitychamber.com

November 30, 2021 | 12:30 PM
Relaxation, Cutting & Grand Opening: Breathe Massage & Spa

Join the Park City Chamber-Bureau as we celebrate the grand opening of Breathe Massage & Spa. Meet the staff, visit the boutique, spa, and enjoy refreshments!

There will be light refreshments, specials, and giveaways!

DETAILS

December 9, 2021 | 5:00 PM - 7:00 PM
Winter Member Mixer

All Park City Chamber-Bureau members are invited to help us celebrate the 2021/2022 winter season at our Winter Member Mixer!

Join us for holiday festivities, drinks, appetizers, networking, prizes, a photo booth, and more!

REGISTER NOW

park city
WINTER MEMBER MIXER
Thursday, December 9, 2021
5:00 - 7:00pm
Victor Entertainment Center
4254 Olympic Parkway

park city

CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

Utah Legislative Update

2022 General Session
January 18, 2022 - March 4, 2022

Week One in Review - February 7, 2022

Jennifer Wasselhoff, President & CEO, attended the Utah Chambers of Commerce Winter Conference last week on Capitol Hill. While there she advocated for policies important to Park City and Summit County and met with Senator Winstanley and representatives for Lt. Governor Henderson, Senator Romney, and Senator Lee.

The Park City Chamber & Visitors Bureau has recently adopted a Legislative Policy Agenda (link), expressing formal policy statements for the organization on a wide range of topics including housing, transportation, labor and employment, economic prosperity, diversity, equity and inclusion, immigration, energy, water, and the environment. We're out there working hard for you!

Important Links

All Chamber members are encouraged to remain involved and reach out to Legislators as needed to express opinions and ask questions.

Summit County Legislators

Senator Ron Winstanley
Senator John Johnson
Rep. Brian King
Rep. Mike Kohler
Rep. Kara Birkeland

State Legislature

Utah House of Representatives

Legislative Live Stream

WEEKLY BILL TRACKER

2022 LEGISLATIVE POLICY



MEMBERSHIP

912
Members

802
Up From Last Year

PARTNER SERVICES AND ADVOCACY

Advocacy Agenda

In 2022, The Park City Chamber & Visitors Bureau adopted a Legislative Policy Agenda, expressing formal policy statements for the organization on a wide range of topics.



COVID-19 Related Issues



Economic Prosperity & Business Climate



Labor & Employment



Housing



Community



Transportation



Taxation



Regulatory Affairs



Education



Health Care



Equality & Inclusion



Environment



Water



Energy



Immigration





Pretty Bird ribbon cutting

42	PARTNER EVENTS
10	Ribbon Cuttings
6	Lunch & Learns
6	Forums and Coffee Chats
3	Signature Events



2021 Annual Membership Meeting

Top Issues Facing Your Businesses

housing

covid recovery

sustainable

tourism

economic volatility

state & local regulations

climate change

staffing

LOOKING FORWARD

- **Partner Education reimaged:** Park City Business University supported by the Referral Network with a consistent, relevant and actionable curriculum.
- **Community Give Back programming:** Helping to support and elevate our non-profit partners and their efforts.
- **Enhanced community communications**
 - *Launch of ParkCityChamber.com:* Enhanced web presence to better help the Wasatch Back Community connect with our Member Partners and our organization.
 - *Expanded content distribution:* Leveraging our local media partners to help our stories reach more of our community.



VISITOR SERVICES

KNOWLEDGE, SERVICE, DEDICATION

The Visitor Services team continues to be the face of hospitality for both guests and locals. Centuries of combined service and expertise is shared by all who stop by our Visitor Information Center. Our dedicated team continues to guide experiences and share our culture with tens of thousands of visitors each year. In-person, digitally, in-print and over the phone, the Visitor Services team is an invaluable resource for those visiting and those in our community.

HIGHLIGHTS

Welcomed
47,000
guests to the Visitor Center

Assisted
7,800
guests in-person

Responded to
1,600
guests via phone and email

Distributed
33,000
guest guides
(as of May 2022)



LOOKING FORWARD

- **Upgrades to digital displays at the Visitor Center:** Sharing real-time information for partners and our organization consistently and efficiently
- **Enhanced staff training and activities:** Strengthening the team that serves our visitors and community by providing them with the resources and information to help us reach our goals
- **Development of mobile information center:** Meeting visitors and the Wasatch Back Community where they are; sharing stories and information to help them to create amazing experiences

MARKETING

FY2021/22 WINTER AND SPRING MARKETING

Despite the ongoing impacts of COVID, the 21/22 winter season was a success. The Park City Chamber & Visitor Bureau ran the Winter's Favorite Town campaign to promote winter and spring, while continuing to remain flexible and adaptable.



2021/22 Winter's Favorite Town campaign

2021/22 WINTER & SPRING WEBSITE TRAFFIC

+31.1%
Display Campaign Traffic YOY

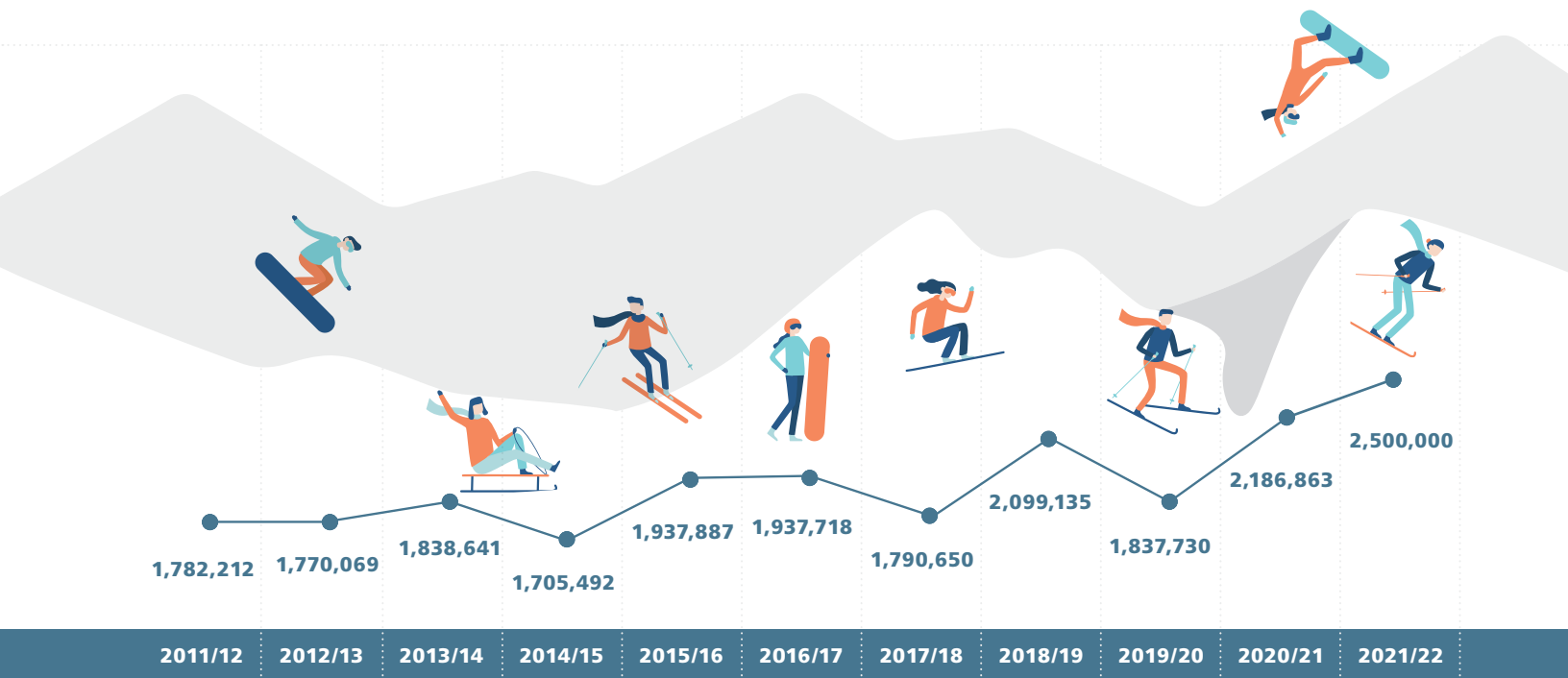
+104.1%
Paid Search Traffic YOY

+145.9M
Impressions Delivered

+24.7%
Website Sessions YOY

MARKETING

SUMMIT COUNTY TOTAL SKIER DAYS*



*These figures are a combination of Park City Mountain, Deer Valley Resort, and Woodward Park City's total skier days.

LODGING OCCUPANCY

	Summer (May-Oct)	Winter (Nov-Apr)
2021/22	41.2%	48.9%
2020/21	23.1%	38.0%
2019/20	42.5%	40.8%

2021/22 HIGHLIGHTS

- Diverse media mix including connected television (CTV), digital display, rich media, native, paid social, magazine and search
- The efficiency of CTV enabled us to buy nationally and target an audience of active travelers who are skiers and snowboarders with a high household income
- Diverse blog content allowed us to celebrate our partners, educate and share progress on our sustainable goals

4 Ways to Plan a Sustainable Ski Vacation in Park City, Utah

January 26, 2022 by [Casey Lane](#)

It's not a buzzword, it's a movement. Sustainability is here to stay, and why not? It's all about protecting our winters, protecting our mountains and leaning into conversation. From big resorts to local fair, businesses across Park City are doing their part to recycle, reduce and reuse. In fact, **Park City has one of the most ambitious green project in North America**, aiming for net-zero carbon and operating on 100% renewable energy for all city operations by 2022, and for the entire community by 2030. But in a town that relies heavily on tourism, can it be done? We believe it can, but only with a little help from our guests.

FY22 SUMMER AND FALL MARKETING

As the Chamber & Visitor Bureau's Sustainable Tourism Plan progressed, we began taking the first steps to educate our visitors on how to visit responsibly. The summer & fall campaign showcases everything there is to offer in Park City while encouraging visitors to be on the "Right Trail to Sustainability." The campaign provides subtle messaging and lets visitors know that "when they love Park City like we love Park City, they're "On the Right Trail."

- In market with full campaign including a full-page spread in *Outside* magazine, CTV, digital display, rich media, native ads, paid social and search
- Developed new sustainability section on our website with several pages to educate visitors
- Several of the creative pieces focus on education and direct consumers to our new sustainability pages
- Summer Guest Guide grew to include education pages

APRIL 11 - JULY 28, 2022
WEBSITE TRAFFIC

+ .50%
Display CTR
(5x industry benchmark)

+118%
Social Media Reaction YOY

+31k
Website Users

+1.7M
Rich Media Unit Impressions

+1.82%
Rich Media Unit CTR

PARK CITY, UTAH. ON THE RIGHT TRAIL TO SUSTAINABILITY.

INSPIRING VISTAS. FRESH AIR. ADVENTURE.

You're on the right trail.

When exploring Park City, Utah, you've got a lot of ground to cover. On a mountain bike, on hiking boots or by strolling down our charming, historic Main Street lined with shops, galleries and award-winning restaurants. When you love it like we love it, you're on the right trail. Learn how to visit with care at [VisitParkCity.com](#)

park city UTAH

COURTESY. ETIQUETTE. RESPECT.

You're on the right trail.

With more than 450 miles of pristine trails, Park City is a paradise for outdoor enthusiasts. But one most of our trails are multi-use, meaning they are shared by hikers, mountain bikers and equestrians (henceforth referred to as "multi-use"). Understanding trail etiquette will make everyone's adventure safer and more enjoyable.

KNOW WHO HAS THE RIGHT OF WAY.

Most trailheads will post a yield triangle sign highlighting who has the right of way. Here is what it means:

- Hikers and mountain bikers ALWAYS yield to hikers.
- Mountain bikers ALWAYS yield to hikers.
- Don't let mountain bikers ALWAYS yield to equestrians.
- Don't let hikers and mountain bikers ALWAYS yield to equestrians.

POOD-FRIENDLY

Park City is dog-friendly and is one most of our trails. Most trails require a leash and all require you pick up after your pooch as well as pack it out. Most trailheads have doggy-bag stations, but it's always a good idea to bring your own. There are a few designated off-leash zones, such as Round Valley and Round-A-Bush. These areas will be called out on the trailhead.

PRESERVATION.

You're on the right trail.

park city UTAH

VISIT WITH CARE

Spread in *Outside* magazine

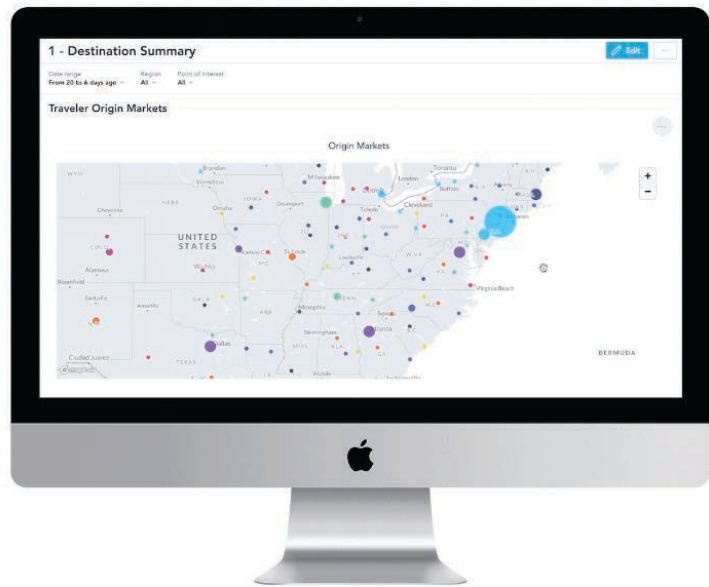
Sustainability display banner

Education spread in Summer Guest Guide

MARKETING

LOOKING FORWARD

- We will be running a national campaign to promote winter and spring with a focus on lower occupancy time periods during the ski season. Our Winter's Favorite Town campaign will evolve to share more educational messaging
- Our summer and fall campaign will continue to promote all that Park City has to offer and will help guide our guests to get "On the Right Trail to Sustainability"
- We will continue creating content that showcases who we are as a community as well as our sustainability efforts
- A rebranding project will position Park City as a sustainable, welcoming and safe destination for travelers
- As part of sustainable tourism, visitor education will play a large role in our efforts. We will share responsible travel messaging throughout town, at our Visitor Information Center and through our partners
- We are investing in a visitor destination measurement platform to better understand visitor impact

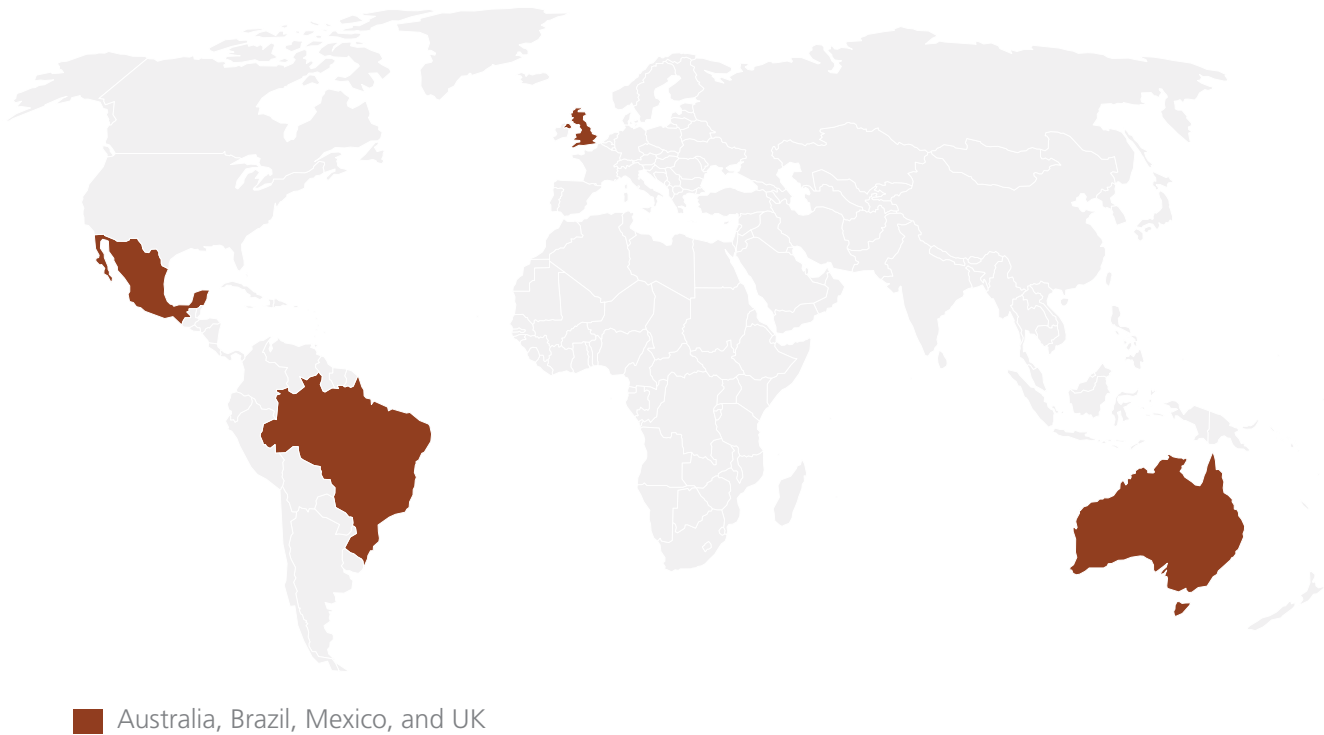


Understanding Your Visitor Economy

Geolocation powers the understanding of how residents and visitors experience your community and power your visitor economy.

INTERNATIONAL MARKETING

KEY MARKETS



Utah delegation for IPW

2021/22 HIGHLIGHTS

- Although not able to run our marketing campaigns in the UK and Brazil, we took advantage of Mexico's ability to travel by running our full winter and spring marketing campaign
- Partnered again with the Utah Office of Tourism and the Park City Area Lodging Association to promote the Delta Air Lines voucher campaign in Mexico
- With Australia opening up their borders in February, we launched our marketing campaign and conducted our sales mission
- Hosted international journalists from Brazil, Mexico, UK, Germany and Australia



2022 spring display banner for Mexico

INTERNATIONAL MARKETING

LOOKING FORWARD

- Our key markets remain a priority. We are working to grow visitation from our top international markets, including Australia/New Zealand and Mexico by increasing the consumer marketing budget for greater brand presence.
- The team will return to our established markets by executing sales missions in Mexico, Brazil, UK/Europe and Australia/New Zealand
- The marketing in the UK will highlight the return of the year-round London non-stop flight



CONTENT & DIGITAL ENGAGEMENT

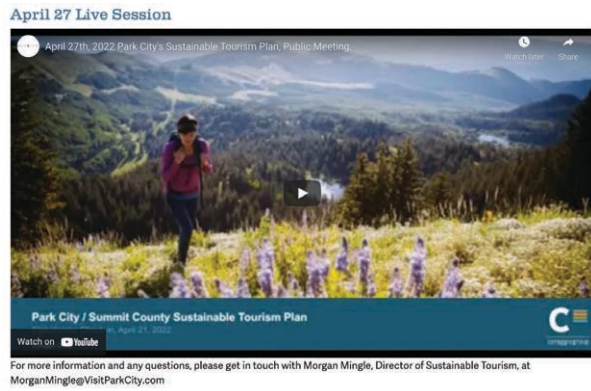
2021/22 HIGHLIGHTS

41 blogs were published focusing on arts & culture, history, restaurants, events, things to do and sustainability.



WEBSITE TRAFFIC GROWTH		
1,537,776	Total Visitors (users)	+14.1%
2,102,497	Total Visits (sessions)	+11.5%
4,093,344	Page Visits	+7.6%

Created the Sustainability section on the VisitParkCity.com homepage navigation to help educate readers about how to visit Park City responsibly.



LOOKING FORWARD

The Content & Digital Engagement team will continue to support key marketing initiatives through social media, website, and blog content.

EXPLORE PARK CITY BLOG

41 Blogs Published

525,451 Blog Page Views

3:25 Average Time on Page

Welcome to Park City


SOCIAL MEDIA AUDIENCE GROWTH			
f i t	153,621	+5.1%	
f	90,544	+0.4%	
i	48,954	+15.5%	
t	13,548	+3.4%	

COMMUNICATIONS


2021/22 HIGHLIGHTS

- During FY 2021/22, the Communications team successfully hosted 68 writers and content creators whose contributions delivered over \$46 million in earned media value for Park City
- Media activations were held in New York, Florida, and Canada (Vancouver, Calgary, and Toronto) to connect with writers unable to visit Park City in person
- Key messages included regenerative tourism, a virtual Sundance Film Festival, carbon-neutral community goals, sustainable events and festivals, car-free getaways, wildlife coexistence, and trail etiquette. Special emphasis was placed on seasonal need periods and communities that prioritize diversity, equity, and inclusion in alignment with state and regional goals


Top Media Hits




Best Places to Travel in January (2021)




America's Best Mountain Towns (2021)




16 Thanksgiving Getaways That Are Calling Your Name (2021)




The Best Places to Travel in the US for a Christmas Getaway (2021)




The Top Mountain Bike Destinations on the Planet




5 US Ski Towns You Can Enjoy without Hitting the Slopes




A Winter Getaway (2021)




25 Best Places to Spot Fall Foliage in America (2022)



The Underrated US City You Need to Visit for Your Next Long Weekend (2021)



9 Best Weekend Getaways: Top November Destinations (2021)



23 of the Best Winter Getaways to Start Planning Now (2021)

LOOKING FORWARD

In the coming year, the Communications team will continue to give priority to media outlets that carry our community's messaging around sustainable visitation. The re-opening of international markets, including Canada, will give us opportunities to create and expand reach through content.

GROUP SALES



2021/22 HIGHLIGHTS

FY2021/22 was a record-breaking year for the Group Sales team, generating almost 1000 leads, compared to 431 in FY2020/21.

The Group Sales team earned the prestigious Stella Award for CVB excellence in consistently delivering quality service and innovation to meeting and event professionals. Winners were selected by an expert panel of judges overseen by the editors of *M & C* and *Successful Meetings Magazines*.

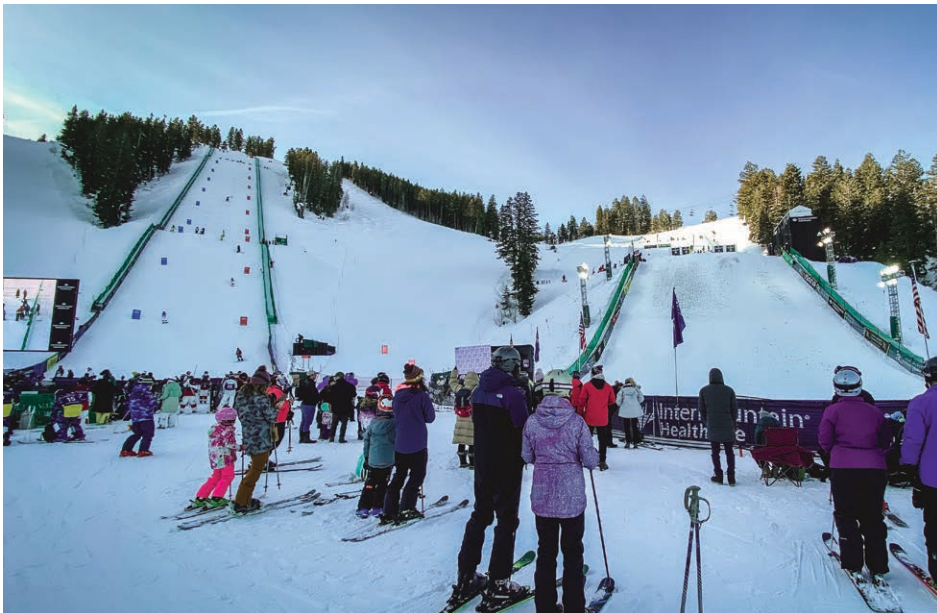


975	Leads
83	Meeting Planners Hosted in Park City
30	Tradeshows Attended

LOOKING FORWARD

- Increase meeting/group leads for the destination and assist our meeting properties/venues with bookings
- Employ an integration of tactics to increase brand visibility and exposure
- Build greater brand understanding through marketing to meeting planners
- Increase planner awareness of Park City's key differentiators and strengths to other destination choices through direct sales and targeted messaging
- Help meeting planners feel confident in choosing Park City for their next meeting or event
- Share Park City's sustainable destination goals with meeting planners and their attendees

SPECIAL EVENTS



2022 FIS Freestyle World Cup

2021/22 HIGHLIGHTS

- Return of the Special Event Grant to aid in the post-pandemic economic recovery
- Worked closely with county and state health departments to develop and adapt protocols for the return of in-person special events
- Sundance Film Festival successfully hosted an all-virtual festival in January 2022
- Deer Valley Resort and US Ski & Snowboard hosted (as an Olympic qualifier for moguls and aerials) the 2022 FIS Freestyle World Cup with COVID protocols in January 2022
- Utah Olympic Legacy Foundation and Youth Sports Alliance hosted the Celebration of the 20th Anniversary of the 2002 Olympic and Paralympic Winter Games and the Homecoming Parade of Athletes. As a testament to Park City's thriving Olympic legacy, more than 50 "Park City Nation" athletes competed in the 2022 Olympic Winter Games in Beijing

LOOKING FORWARD

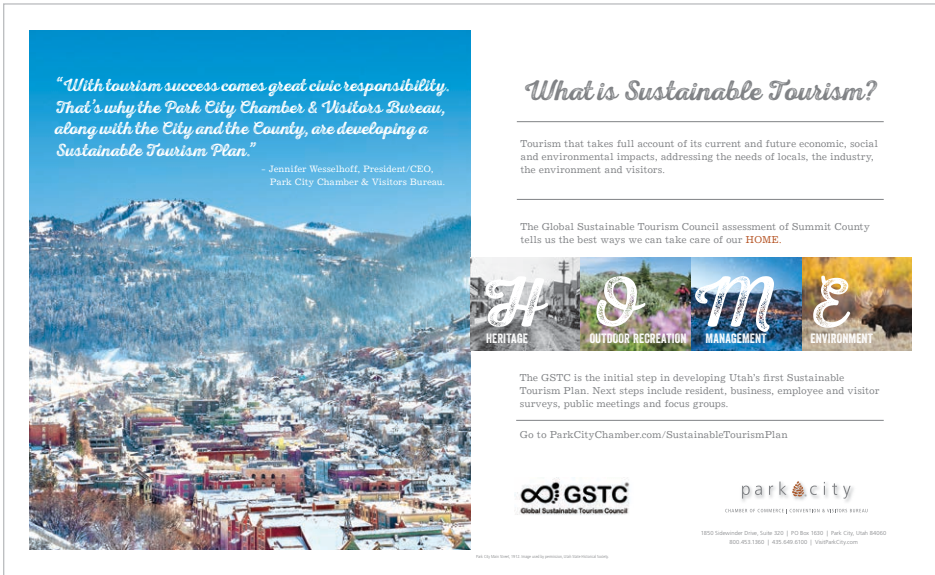
- Creation of Sustainable Tourism Event Grant to provide financial support for event organizers who are mitigating impacts and implementing sustainable practices into their respective events
- Working with Park City, Summit County, and Salt Lake City Olympic Bid Committee to solicit feedback from the community regarding a bid for the 2030 or 2034 Olympic Winter Games

SUSTAINABLE TOURISM

STEWARDSHIP PRINCIPLES

The Sustainable Tourism Plan envisions a future where we consider community and environmental benefits with the same weight as economic benefits, resulting in a thriving community that welcomes its guests as partners in the development of that future. Our five Stewardship Principles act as a guiding framework in the development of the plan:

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, ages, gender identities, 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



2022 sustainable tourism print ad

SUSTAINABLE TOURISM



PLAN OBJECTIVES

- 1. Cultivate local pride and respect for the Park City / Summit County experience
- 2. Implement sustainable transportation, housing, water, energy, and waste management policies and initiatives
- 3. Protect and manage our natural environment to enable sustainable outdoor recreation
- 4. Ensure the long-term resilience of the Park City / Summit County economy
- 5. Equalize the economic benefits and burdens of the visitor economy
- 6. Leverage messaging and programming to accelerate sustainable tourism
- 7. Foster the development and management of Park City / Summit County’s art and culture tourism assets

For more details on the Sustainable Tourism Plan and planning process, go to visitparkcity.com/sustainabletourismplan or use the QR code





CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

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