

park  city

FY2022/2023 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

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 Park City Chamber & Visitors Bureau'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,

This is the year we will remember for snow, snow, and more snow—a season for the record books! But the weather is just the beginning of why we are grateful as we convene our 2023 annual meeting. First and foremost, thank you to our nearly 1,000 members for your personal vision, hard work and dedication to Park City and Summit County. Responding to opportunity is as challenging as overcoming adversity, and, time and again, you up your customer service game, expand your product line, invest in your businesses, reward your employees, log incredibly long hours, and keep on smiling. Thank you for all you do to keep the community special!

While we enjoyed a record number of skier days with fewer traffic and parking issues, we also set records for visitor spending and local tax revenues that fund our public services and civic improvements. And the city and county councils embraced a shared vision for Sustainable Tourism. What a year!

We were ready for summer with an aggressive marketing program in our target markets promoting the endless adventures and relaxing interludes a sustainability-minded traveler can enjoy in the Wasatch Back. We expanded our efforts with in-market messaging to encourage visitors to minimize their impact on our environment and infrastructure, while generating a record number of group and corporate leads that resulted in an astounding \$20 million in direct economic impact.

We are thankful for your collaboration and creativity, fueling new directions in chamber advocacy for transformative solutions to critical issues such as employee housing and development projects that boost our economy while sustaining our environment and lifestyle. Complex challenges remain, but your ideas and commitment mean we will embrace them as opportunities for growth and innovation.

We are thrilled to embark on the immense possibilities of a new year. Our energized board and talented staff are bursting with ideas and programs to increase the value of your membership while working tirelessly for solutions to health care affordability, housing, childcare, sustainable development, transit and more.

Once again, thank you for an extraordinary year. We look forward to embracing the future with enthusiasm, determination, and an unwavering belief in our ability to achieve greatness together.

Sincerely,



Jennifer Wesselhoff
President & CEO
Park City Chamber &
Visitors Bureau

Sincerely,



Brooks Kirchheimer
Board Chair FY23
Hearth and Hill

Sincerely,



Rhonda Sideris
Board Chair FY24
Park City Lodging



FY24 BOARD OF DIRECTORS & STAFF

EXECUTIVE COMMITTEE

Rhonda Sideris
Board Chair
Park City Lodging

Brooks Kirchheimer
Hearth and Hill

Susie English
Vice Chair
Deer Valley Resort

Melanie Welch
Utah Olympic Legacy Foundation

Jennifer Wesselhoff
Park City Chamber & Visitors Bureau

Roger Armstrong
Summit County Council

Spencer Byrne
All Seasons Adventures

Janna Young
Summit County

Aldy Milliken
Treasurer
Kimball Art Center

BOARD OF DIRECTORS

Rachel Alday
Abode Luxury Rentals

Lindsay Arnold
US Ski & Snowboard

Matt Dias
Park City Municipal

Shaydar Edelmann
Park City Mountain

Greg Gendron
Stein Eriksen Lodge Management Corp

Rob Harter
Christian Center of Park City

Adam Herrup-Morse
Snow Country Limousine

Revice Jordan
Posh Management Group

Myles Rademan
Park City Municipal

Tana Toly
Park City Council

Diego Zegarra
Park City Community Foundation

Chelsea Steinbach
RMC Park City

Nathan Rafferty
Ski Utah

Shayne Scott
Summit County

Rosa Salguero
Top Shelf Services

Rob Sergent
Alpine Distilling

Lora Smith
Mountain Trails Foundation

Jamie Johnson
Park City Board of REALTORS®

Ian Pope
FiveSeeds

Whitney Ryan
CVMA

Meisha Lawson
Twisted Fern

Deirdra Walsh
Park City Mountain

David Levine
Mountainlands Community Housing Trust

Chris Lawing
Pendry Park City

FY23 OUTGOING BOARD OF DIRECTORS

Betsey Wallace
Sundance Institute

Dave March
Summit Events

Carolyn Wawra
Recycle Utah

Lori Weston
Park City Hospital

PARK CITY CHAMBER & VISITORS BUREAU STAFF

ADMINISTRATIVE STAFF

Jennifer Wesselhoff
President & CEO

Miranda Seith
Executive Assistant

Sarah Myers
Vice President of Operations & Culture

Brian Berkelbach
Accounting Director

PARTNER & VISITOR SERVICES

Scott House
Vice President of Partner Services

Natalie Kohl
Partner Services Manager

Elizabeth Bolton
Partner Services Development Manager

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

Sarah Stephenson
Group Sales Coordinator

MARKETING & MANAGEMENT

Laura Carlson
Vice President of Marketing

Chad Wassmer
Director of Marketing

Dustin Johnson
Director of Content & Engagement

Paul Boyle
Content & Social Media Manager

Morgan Mingle
Director of Sustainable Tourism

Megan Collins
International Marketing Manager

Halle Nissen
Marketing Coordinator

COMMUNICATIONS

Dan Howard
Vice President of Communications

Courtney Ryan
Communications Coordinator

SPECIALS EVENTS

Bob Kollar
Vice President of Events & Government Affairs

PARTNER SERVICES AND ADVOCACY

ADVOCACY AGENDA

In 2023, the Park City Chamber & Visitors Bureau teamed up with the Park City Lodging Association, the Park City Restaurant Association, and the Historic Park City Alliance to show a unified strategy for legislative affairs.

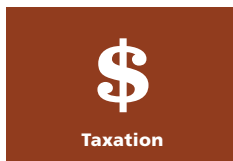
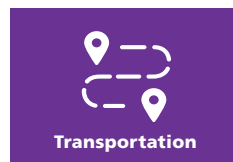
All organizations signed on to an updated Policy Agenda that sets the stage for our collective priorities at the local, state, and federal levels.

The policy agenda serves as a framework for guiding our priorities and areas of focus. It helps provide a unified voice on priorities and provide input and feedback to our elected officials and policymakers. With this agenda, we can ensure that our industry-wide priorities are clear, allowing us to be more proactive in supporting initiatives that align with our goals. Our agenda encompasses both short-term goals and long-term visions, providing a framework for addressing immediate challenges and pursuing broader societal improvements and changes over time.

Our agenda helps us communicate our intentions and plans to our stakeholders, fostering transparency and trust; and ensures that limited legislative time and resources are spent on issues that are most important and impactful.



The full agenda can be found at www.ParkCityChamber.com or use the QR code below to access the full agenda.



SPECIAL EVENTS & DESTINATION DRIVERS

The Park City Chamber & Visitors Bureau supports and promotes many of the events that make up the character of Park City like the Sundance Film Festival, Kimball Arts Festival, Park City Song Summit, Latino Arts Festival, Egyptian Theatre, Freestyle World Cup, and the efforts of the Utah Olympic Legacy Foundation.

These destination drivers, among many others, draw adventure seekers, art-lovers, skiers and snowboarders, families, and thrill enthusiasts, injecting a steady flow of tourism revenue that sustains local businesses and bolsters the economy – many of which are designed to support off-season demand. The economic ripple effect

of events supports the tourism industry, the community brand, creates jobs, stimulates commerce, and fuels growth in diverse sectors, ranging from hospitality and retail to service industries, all contributing to the robust economic foundation of the area.

In an era where digital connections often overshadow face-to-face interactions, these events foster genuine connections and a sense of belonging, bolstering mental and emotional well-being. They offer platforms for local artists, performers, and artisans to showcase their talents, breathing life into the arts and preserving the unique heritage of the region.

PARTNER SERVICES AND ADVOCACY

FOSTERING PARTNERSHIPS, COMMUNITY ENGAGEMENT, AND STORYTELLING

Over the past year, our Partner Services team has achieved significant milestones. This includes uplifting nonprofit partners and key events like the Tourism Fall Forum and Wasatch Back Economic Summit. We've also enhanced our business education offerings, ensuring they remain pertinent and timely, while redefining stakeholder engagement. Our recent Summit County Business Survey underscores our strong performance, maintaining high satisfaction levels. As our partner network continues to expand, it reaffirms our value to the business community. And as we reflect on a successful year, we eagerly anticipate further elevating our partners and community, refining our organization and team, and fostering shared enthusiasm for our work in 2024.



HIGHLIGHTS

- Partnered with the Mountain Trails Foundation and Utah Open Lands on the first annual Community Give Back Day. Chamber staff, board members and community members worked together to rehabilitate an area of Bonanza Flat near Bloods Lake.
- Expanded the Wasatch Back Economic Summit and enriched the content to further our regional collaboration efforts.
- Reimagined and rebranded Chamber Membership Survey to the Summit County Business Survey and welcomed responses from members, non-members, and all levels of staff. Top issues for respondents:
 - o Community character
 - o Sense of place
 - o Labor supply

132 NEW PARTNERS

54 PARTNER EVENTS

14 Ribbon Cuttings

11 Park City Business University classes – Topics included digital marketing, human resources and artificial intelligence.

6 Coffee Chats

4 Signature Events: Annual Meeting, Tourism Fall Forum, Wasatch Back Economic Summit and the Oakley Rodeo BBQ

4 Industry Forums: Transportation, lodging, mental health and working with the Utah Office of Tourism and international markets.

3 Virtual Member Showcases

3 Partner Benefits Reviews & Member Portal Trainings



SHARING OUR PARTNERS' STORIES

We continue to highlight our partners through the Small Town Stories series in the Park Record. This year we launched Beyond the Frontlines with TownLift. These stories help to deepen the relationship between residents and the business community, both of which keep our community strong.



Scan Me



Scan Me

LOOKING FORWARD

We will continue to evolve the Park City Business University program to include opportunities for partners to share their expertise.

The Partner Directory will be re-imagined to:

- Drive traffic to the online Park City Chamber Partner Directory to ensure locals and visitors are accessing up-to-date information in real time
- Partnering with the Park Record, Park City Magazine, and Mountain Express Magazine to expand reach throughout the Wasatch Back

Partnering on a regional level to bring more affordable healthcare and benefit options to our partners

Launch of ParkCityChamber.com: Enhanced web presence to better help the Wasatch Back Community connect with our Member Partners and our organization

EMAIL & SOCIAL ENGAGEMENTS

95

member communications sent

52%

open rate (up from 45%)

850

new fans and followers on social media

5,000+

social media engagements

MARKETING

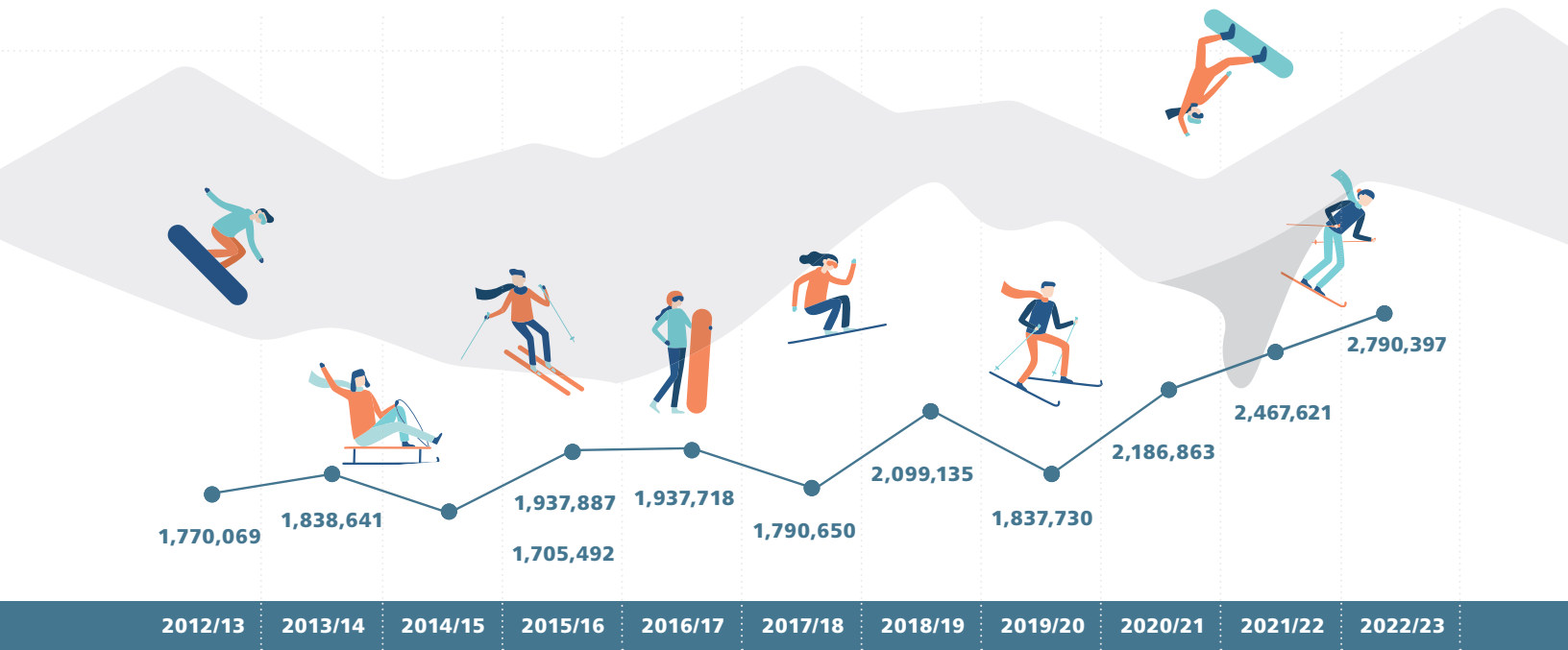
FY2022/23 WINTER AND SPRING MARKETING

The Park City Chamber & Visitor Bureau conceptualized and implemented the Winter’s Favorite Town campaign through a diverse mix of paid media to promote winter and spring. This campaign encouraged visitors to book a trip to Park City and visit with care, combining traditional elements of a compelling tourism marketing strategy with additional strategies and information to be a socially and environmentally conscious. Our

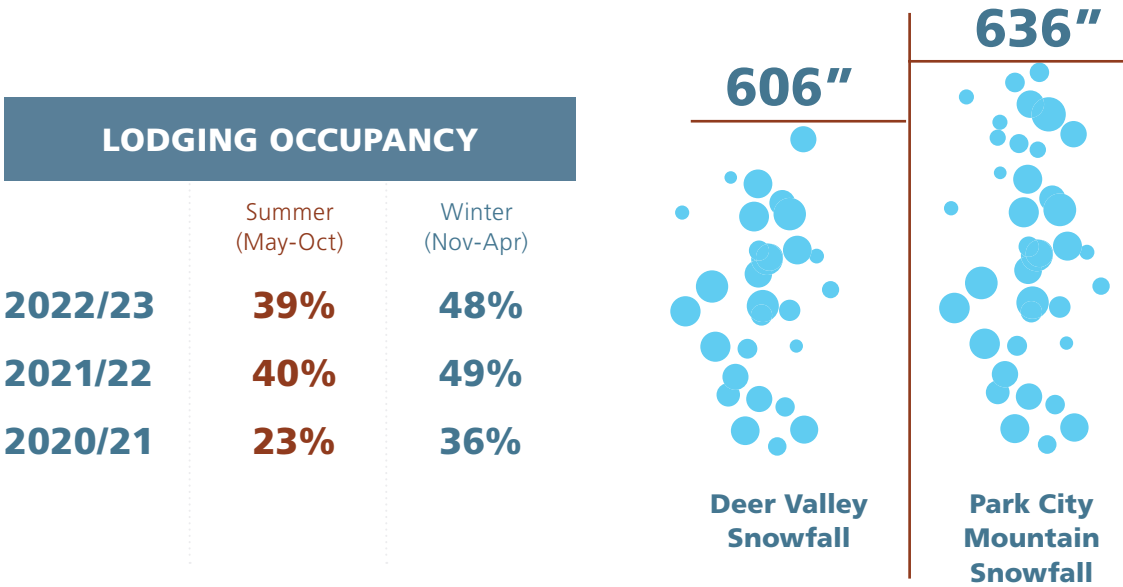
robust in-market visitor education campaign was developed to encourage visitors to be responsible by taking transit, recycling, and being kind to others.

The season wrapped with both record breaking snowfall and skier visits, an incredible capstone to the Chamber’s marketing efforts.

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.



MARKETING

HIGHLIGHTS

Our marketing strategy utilized a 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.

Additionally, diverse and SEO-rich blog content allowed us to celebrate our partners, educate and disperse visitors and share progress on our sustainable goals, further supplementing our “Visit With Care” call-to-action with informative and easy to find information.



OCTOBER 1, 2022 - APRIL 15, 2023 WEBSITE TRAFFIC

+647%

Social Media Reaction YOY

+21k

Website Users

+50m

Rich Media Unit Impressions



2022/23 Winter's Favorite Town campaign

MARKETING

FY23 SUMMER AND FALL MARKETING

In order to encourage responsible visitors to take a trip to Park City, the “On the Right Trail” weaves in subtle messaging to motivate responsible visitation. This campaign lets visitors know when they love Park City like we love Park City, they are “On the Right Trail.”

HIGHLIGHTS

- In market campaign encouraged visitation to Park City. Campaign includes a full-page spread in *Outside* magazine, CTV, digital display, rich media, native ads, paid social and search
- Several of the creative pieces focused on education and directed to VisitParkCity.com sustainability pages
- Summer & Fall Guest Guide included education pages on how to visit Park City responsibly including proper trail etiquette, how to be responsible around wildlife, recycling, shopping local, using Summit Bike Share, and riding transit.
- The campaign to encourages visitors to ride transit, learn and practice proper trail etiquette, be responsible around wildlife, recycle and shop local.



Spread in *Outside* magazine

LOOKING FORWARD

- We will be running a national campaign in our target markets to promote winter and spring visitation with a focus on lower occupancy time periods during the ski season. Our Winter's Favorite Town campaign will include educational messaging to Visit with Care.
- Our summer and fall campaign will continue to promote all that Park City has to offer and will help guide our guests “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.
- Visitor education will continue to play a large role. We will advertise responsible travel throughout town, at our visitor information center, and through our partners.

APRIL 17 - JULY 31, 2023
HIGHLIGHTS

5.4%

Instagram Engagement Rate
(Up 45% YoY)

92.9%

Completion Rate across all
Audio and Video placements

10.8M

Completed Views/Listeners

19.3M

Impressions (Up 27% YoY)

15.6%

Facebook Engagement Rate
(Up 117% YoY)



Digital display banners

MARKETING

2022/23 ALWAYS ON MARKETING & RESEARCH

This past year our marketing department and partner agencies conducted research into Park City's ideal visitor to understand travel motivators and lay the foundation for a future marketing strategy. After completing the research, our team developed a new brand strategy and architecture, providing a platform for compelling messaging and the ability to adapt to market changes and iterate with new campaigns.

HIGHLIGHTS

As part of an effort to encourage visitors to take advantage of Park City's world class and expansive trail system, we created a new campaign called Trails Less Traveled. This new initiative included a section on VisitParkCity.com to encourage visitors to get off the beaten path and provide information to help with overall visitor dispersion.



Scan Me



The visitparkcity.com sustainability pages were redesigned, and several new pages were added.

LOOKING FORWARD

- We are developing a new brand for the Park City Chamber & Visitors Bureau, which will include a new identity and creative campaigns and the development for a new website.
- Content will continue to support key marketing initiatives through social media, email newsletters, blogs, and our website.
- We are working to enhance the overall in-market experience and education through Visitor Information Center enhancements and targeted messaging.
- We are creating industry sustainability toolkits with plug-and-play educational messaging for visitors and resources on sustainable options in Park City. The Lodging toolkit is ready for launch Aug 2023, with a destination management company toolkit slated for development in 2024.
- We will elevate local history by developing targeted tourism products such as supporting the process for official historical designations for mining sites..
- We are creating Travel Stories, a self-guided walking tour designed to highlight the experience of early Park City settlers and colorful stories from early mining history.
- We are working to build relationships with the Shoshone and Ute communities to develop an indigenous-lead trails guide that highlights indigenous culture and encourages use of lesser-known trails.



CONTENT & DIGITAL ENGAGEMENT

The Content Team works with local writers, photographers, and videographers to produce a wide variety of articles and video to publish on our website, social media channels, and the Visitor Experience Center. Through our local partnerships, we craft engaging content that delves into the essence of Park City, uncovering hidden treasures, sharing local perspectives, small moments, and celebrating the unique spirit that defines our town. With a consistent production of new content, our website maintains a strong authority for search engines while engaging existing and new visitors.

HIGHLIGHTS



EXPLORE PARK CITY BLOG

58

Blogs Published

494,577

Blog Page Views

20

Average Time on Page

SOCIAL MEDIA AUDIENCE GROWTH



160,961

+5.4%



91,783

+1.4%



54,013

+10.3%



13,608

+0.4%

WEBSITE TRAFFIC GROWTH

1,922,230

Total Visitors (users)

+21.5%

2,702,935

Total Visits (sessions)

+25.2%

4,878,880

Page Visits

+16.0%

LOOKING FORWARD

- We will continue to support key marketing initiatives and themes like sustainable tourism, arts and culture events by using social media to provide updates, showcase rich imagery, and support partners throughout Park City and Summit County.
- We will continue to post regular blog content promoting partners, feature stories, and support Park City's sustainability initiatives.
- We are redesigning VisitParkCity.com to match the new brand identity and color palette and include enhanced site navigation, consistent copy tone, and improved site speed and search engine optimization (SEO).
- We are building out our current catalog of compelling imagery and video of Park City, summer and winter sports, culture, architecture, and more places, activities, and people that enrich our community.

INTERNATIONAL MARKETING

KEY INTERNATIONAL MARKETS

As international travel continues to recover, it is important for us to target this audience as they tend to stay longer and spend more than our domestic visitors. The international traveler also tends to search and seek out more sustainable destinations, therefore making them an ideal visitor to our destination. Some of our target markets include Australia, New Zealand, Brazil, Mexico and Europe.



HIGHLIGHTS

- We were excited to be back in full force for our international efforts and conducted consumer marketing campaigns and sales missions in all our key markets.
- We hosted 17 international journalists from our key markets.
- We resumed hosting our mega travel trade FAM with 30 participants.
- We attended travel trade shows including Go West Summit, Mountain Travel Symposium and IPW.



International journalists skiing in February 2023.

LOOKING FORWARD

- Our key markets are a priority. We are working to grow visitation from our top international markets including Australia/New Zealand and Mexico and are increasing the consumer marketing budget in these markets for greater brand presence and awareness.
- We will partner with our Southern Utah colleagues on a marketing co-op in Australia to promote skiing in Park City and visiting the National Parks in the south all in one trip.
- The team will conduct sales missions in Mexico, Brazil, UK/Europe and Australia/New Zealand and will continue to host in-bound media and travel trade FAM.

COMMUNICATIONS

The communications team works with travel writers and influencers to develop articles that tell Park City's stories throughout the year. These efforts support both visitor attraction and visitor education.

HIGHLIGHTS

- During FY 2022/2023, communications successfully hosted 70 writers and content creators whose contributions delivered over **\$60 million** in earned media value for Park City.
- Media activations were held in New York, Florida, Texas, Colorado and Canada (Vancouver, Calgary, and Toronto) to connect with writers unable to visit Park City in person.
- Key messages included regenerative tourism and 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 we were able to support the extended record-breaking ski season. Articles also focused on Park City's outstanding culinary, hospitality and recreation offerings.

Top Media Hits

THE LOUPE

The Best U.S. Mountain Towns for a Winter Getaway

Fodor's

The Most Charming Main Streets in the United States

HouseBeautiful

The Best Places to Travel in the U.S. for a Christmas Getaway

PureWow

16 Thanksgiving Getaways That Are Calling Your Name

The 14 Best Places to Travel in November

L.A.FAMILYTravel

27 Best Fall Vacations in the U.S.

TRAVEL+LEISURE

11 Best Places to Travel in January

TimeOut

The Best Ski Resorts in the U.S.

Tripadvisor

Best Places to Visit in December in the U.S.

Condé Nast Traveler

The Best Family Ski Resorts in the U.S. and Canada

23 Best Places to Go in the U.S. in 2023

trekaro

10 Places to Enjoy Utah Fall Colors

The Washington Post

The Classic American Ski Trip

Reader's Digest

25 Best Places to Spot Fall Foliage in America

TODAY

20 Best Christmas Getaways for the Ultimate Winter Escape

TRAVEL PULSE

15 Best Places for Leaf-Peeping Across the U.S.

TIME

World's Greatest Places of 2022

GOOD HOUSEKEEPING

36 Best Places to Spend Christmas with the Family This Year

yahoo!

16 Christmas Vacation Family Ideas

msn

Prettiest American Towns to Escape to During the Winter

Your State's Hottest Winter Destination

Best Christmas Towns in America

LOOKING FORWARD

- We will continue to prioritize media outlets that carry our community's messaging around sustainable visitation.
- The re-opening of international markets, including Canada, gives us opportunities to create meaningful content ahead of the winter ski season.
- We will be focused on the Chamber's brand launch in 2024 and hosting the Women in Travel Summit April 11-14.

GROUP SALES

The Group Sales team continued to set a record-breaking pace in FY22/23 with 1,092 leads—generating approximately \$20 million in economic impact for the community during non-peak seasons (Spring, Summer, and Fall). This business helps generate year long employment opportunities, creating a more sustainable economy.



HIGHLIGHTS



The Park City Chamber & Visitors Bureau earned the prestigious honor of a 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.

1,092	Leads
118	Meeting Planners Hosted in Park City
24	Tradeshows Attended
\$20M	Economic Impact

LOOKING FORWARD

- We will generate leads leads for the destination and assist our meeting properties/venues with bookings
- Utilize an integration of tactics to increase brand visibility and exposure
- Build greater brand understanding through targeted marketing to meeting planners
- We will increase meeting planner awareness of Park City's key differentiators and strengths compared to other meeting group destinations.
- Include sustainable meetings information in our marketing efforts

VISITOR SERVICES & MANAGEMENT

WELCOMING OUR COMMUNITY AND GUESTS

The Visitor Services Team proved invaluable in FY23—his dedicated team not only continued to welcome our community and guests to Park City but assisted with outside projects and events contributing to the overall success of our organization. From helping with signature events to being a sounding board for the updates at the Visitor Information Center (VIC), the Visitor Services Team can always be relied upon to step-up and help when and where needed.



HIGHLIGHTS

Updated the visitor information center with new interactive displays and kiosks to better meet our guests' needs and provide a more robust digital experience, connection to partners, and further our sustainable tourism goals.

With our operations team, we enhanced the internet infrastructure, updated the furniture, and improved the layout of the VIC to be more welcoming to guests and Hugo Coffee patrons, plus future-proof the VIC for seamless updates and enhancements.

Integrated our Visitor Services Team into the broader culture of our organization to build stronger relationships and optimize our efforts.

Worked with PCCAPS to design and budget the new mobile information center coming in FY24.

Welcomed
45,000
guests to the Visitor Center

Assisted
7,800
guests in-person

Responded to
2,600
guests via phone and email

Distributed
20,000
guest guides
(as of May 2022)

LOOKING FORWARD

In FY24 the Visitor Services Team will continue to optimize the VIC through:

- Enhancements and expansion of our interactive digital kiosks and displays, including opening advertising opportunities to partners.
- Launching the mobile information center and deploy to events across the Wasatch Back and Northern Utah to complement our management and education efforts.
- Enhancing training for and engagement of our dedicated Visitor Services Team and frontliners to ensure they are equipped with the best skills, knowledge, and tools to serve our guests and community.
- Continuing infrastructure improvements to accommodate the Summit Bike Share and electrical vehicle charging.

SUSTAINABLE TOURISM

WHAT IS SUSTAINABLE TOURISM?

Tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of locals, the industry, the environment and visitors.

OUR VISION

The Sustainable Tourism Plan for Park City and Summit County intends to create a future where community and environmental needs are considered with the same weight as economic benefits, resulting in a thriving and welcoming community.

STEWARDSHIP PRINCIPALS



Value and respect the health of our local environment and natural resources



Enable Summit County's tourism industry to lead by example, championing tourism's benefits, mitigating its impacts, and harnessing its reenerative power for the community and the environment



Foster our local spirit, our values, our sense of place, and the wellbeing of our community - residents, employers, employees, and visitors alike



Be bold, creative, and action-focused, supporting transparency and measurable outcomes



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



Scan the QR code to follow along our progress as we work on projects to meet the above objectives

SUSTAINABLE TOURISM OBJECTIVES



Cultivate local pride and respect for the Park City / Summit County experience



Implement sustainable transportation, housing, water, energy, and waste management policies and initiatives



Ensure the long-term resilience of the Park City / Summit County economy



Equalize the economic benefits and mitigate impacts of the visitor economy



Protect and manage our natural environment to enable sustainable outdoor recreation



Leverage messaging and programming to accelerate sustainable tourism



Foster the development and management of Park City / Summit County's art and culture tourism assets



SUSTAINABLE TOURISM



HIGHLIGHTS

The Sustainable Tourism Plan received unanimous votes of support from both the Park City & Summit County Councils in Fall 2022. The community has embraced the objectives of the Sustainable Tourism Plan, with over 83 new projects and programs created in the last year that help to support its goals. Projects include:

- Revitalizing the Park City Community Foundation Climate Fund, awarding organizations fighting climate change in Summit County.
- Creating the comprehensive Park City Trails website in partnership with the Mountain Trails Foundation, Basin Recreation, PC Trails and Open Space Department.
- Enhancing Recycle Utah's Green Business Program, expanding the program to address energy, water, materials, transportation and social equity.
- Developing the Sustainable Tourism Grant to help fund sustainable tourism projects like developing skills-based trainings and voluntourism programs.
- Creating the Trails Less Traveled hub to encourage visitation to underutilized trails
- Creating self guided audio tours highlighting Park City's history with TravelStorys

LOOKING FORWARD

- We expect to finalize our GSTC Destination Certification under the Mountain IDEAL standard
- We look forward to seeing the execution of the Sustainable Tourism Grant and all the additional community sustainability programs that are generated through this fund
- We are increasing regional participation with placement on the Central Wasatch Commission Stakeholder Council





CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

1850 Sidewinder Drive, Suite 320 | PO Box 1630 | Park City, Utah 84060
800.453.1360 | 435.649.6100 | VisitParkCity.com

