



# 2024/25 Winter Media Kit



# Park City welcomes mountainkind.

In this press kit, we've rounded up some great information to help you share the best of winter in our authentic and historic mountain town. As always, should you have any special requests or if you're looking to connect with a source for an interview, please feel free to give us a call or drop us a line. We look forward to helping you share Park City's story.



## Park City media contacts

### DAN HOWARD

Vice President  
of Communications  
e: [dan@visitparkcity.com](mailto:dan@visitparkcity.com)  
p: 435-658-9609

### COURTNEY RYAN

Communications  
Manager  
e: [courtneyryan@visitparkcity.com](mailto:courtneyryan@visitparkcity.com)  
p: 435-658-9602

### MEGAN COLLINS

International  
Marketing Manager  
e: [megancollins@visitparkcity.com](mailto:megancollins@visitparkcity.com)  
p: 435-658-9621

### PHOTO & VIDEO REQUESTS

We maintain photo and video assets for non-commercial use by media and authorized meeting planners to supplement editorial coverage of Park City, Utah. Visit our [Online Media Gallery](#) to preview all photos and video assets. Terms and conditions apply.

### SOCIAL MEDIA

# [#VisitParkCity](#)  
 [@VisitParkCity](#)  
 [@VisitParkCity](#)  
 [@VisitParkCity](#)  
 [@VisitParkCity](#)



Contact our PR agency at: [parkcitypr@zimmerman.com](mailto:parkcitypr@zimmerman.com)

### WEBSITE

[visitparkcity.com](http://visitparkcity.com)

# Discover Park City, Utah.

Park City is home to two world-class ski resorts filled with famously light Utah powder and several major recreational attractions to give visitors a front row seat to the Greatest Snow on Earth®. Park City is so much more than your typical ski town. With award-winning dining, incredible shopping, and vibrant nightlife only 25 miles from Salt Lake City International Airport, Park City is North America's most accessible ski destination. Park City Mountain opens November 22nd and Deer Valley Resort opens December 7th for the 2024/25 season.



## SUSTAINABILITY GOALS

- Net-zero carbon and 100% renewable energy community-wide by 2030.

## MOST ACCESSIBLE MOUNTAIN DESTINATION

Flying into Utah? Be sure to linger in the all-new [Salt Lake City International Airport](#) which became America's newest air terminal when it opened in September 2020.

From the Salt Lake valley, Park City is a mere 25 miles away, nestled high in the Wasatch Mountain Range sitting at about 7,000 feet in elevation.

## LOCAL STEWARDSHIP

- First town in Utah to ban single use plastic bags at major grocery stores (Ordinance 2017-21).
- Residential and business composting programs. Community recycle center: [Recycle Utah](#).
- Skiresortsustainabilityeffortsincludingthe adoption of low-energy-consuming snow guns, locally sourced food ingredients, rethinkingandre-sourcinghotelamenities.
- 8,000+ acres of Green Spaces within Park City.
- Free public bus fleet; first mountain town to feature electric busses.
- Electric vehicle charging points at local venues, parks, city facilities, hotels and more.



# Our commitment.

Park City and Summit County are committed to destination stewardship. Sustainable tourism is about taking care of our home. We use an holistic approach to achieve progress in balance, to support our heritage and outdoor recreation through guest management that sustains our economy for years to come. The Sustainable Tourism Plan that launched in the fall of 2022 intends to create a future where we consider community and environmental benefits with the same weight as economic benefits, resulting in a thriving community and destination. In summer 2024, the Mountainkind brand was launched to support these initiatives.



# Our award-winning resorts.

## Deer Valley Resort

MEDIA CONTACT

Riley Elliott, [relliott@deervalley.com](mailto:relliott@deervalley.com)



**TERRAIN:** 2,026 skiable acres

**TRAILS:** 103

**CHAIRLIFTS:** 21

**PASSES:** Deer Valley Resort is included on the Ikon pass. Read more at [ikonpass.com](http://ikonpass.com).

**FUN FACT:** This is a ski-only resort.

**24/25 UPDATES:** Opens on December 7th for the 2024/25 season. The Expanded Excellence™ project will create 50+ miles of multi-use trails. Visit [deervalley.com/expandedexcellence](http://deervalley.com/expandedexcellence) to learn more.

[DeerValley.com](http://DeerValley.com)

@SkiDeerValley

@Deer\_Valley

@DeerValleyResort

#SkiTheDifference

## Utah Olympic Park

MEDIA CONTACT

Kole Nordmann, [knordmann@uolf.org](mailto:knordmann@uolf.org)



**FUN FACT:** Best place in Park City to learn all about the 2002 Salt Lake City Winter Olympic Games. Outdoor activities available.

**24/25 UPDATES:** A 25-acre multi-phase mountain expansion project is underway.

Additions include competition-level giants lalom and moguls courses that meet International Ski Federation and World Cup standards, a high-speed quad chairlift, snowmaking systems and pond, and LED lights for night training.

[UtahOlympicLegacy.org](http://UtahOlympicLegacy.org)

@UtahOlympicPark

@UtahOlympicPark

@UtahOlympicPark

#UtahOlympicPark

## Park City Mountain Resort

MEDIA CONTACT

Sara Huey, [sara.e.huey@vailresorts.com](mailto:sara.e.huey@vailresorts.com)



**TERRAIN:** 7,300 skiable acres

**TRAILS:** 330+

**CHAIRLIFTS:** 43

**PASSES:** Park City Mountain is included on the Epic Pass. Read more at [epicpass.com](http://epicpass.com).

**FUN FACT:** This is the largest lift-assisted ski resort in the U.S.

**24/25 UPDATES:** Opens on November 22nd for the 2024/25 season.

[ParkCityMountain.com](http://ParkCityMountain.com)

@ParkCityMountain

@PC Ski

@PC Ski

#ThisIsYourMountain

## Woodward Park City

MEDIA CONTACT

Meisha Ross, [mross@woodwardparkcity.com](mailto:mross@woodwardparkcity.com)



**TRAILS & TERRAIN:** Lift-accessed snowboarding and skiing, as well as indoor and outdoor facilities for skate-boarding, BMX, scooter, parkour and cheer.

Woodward also offers tubing serviced by two surface lifts.

**PASSES:** Woodward PC offers an all-access membership (indoor, lift, and tubing), as well as Mountain Park Membership (lift only).

[WoodwardParkCity.com](http://WoodwardParkCity.com)

@WoodwardParkCity

@WoodwardPC

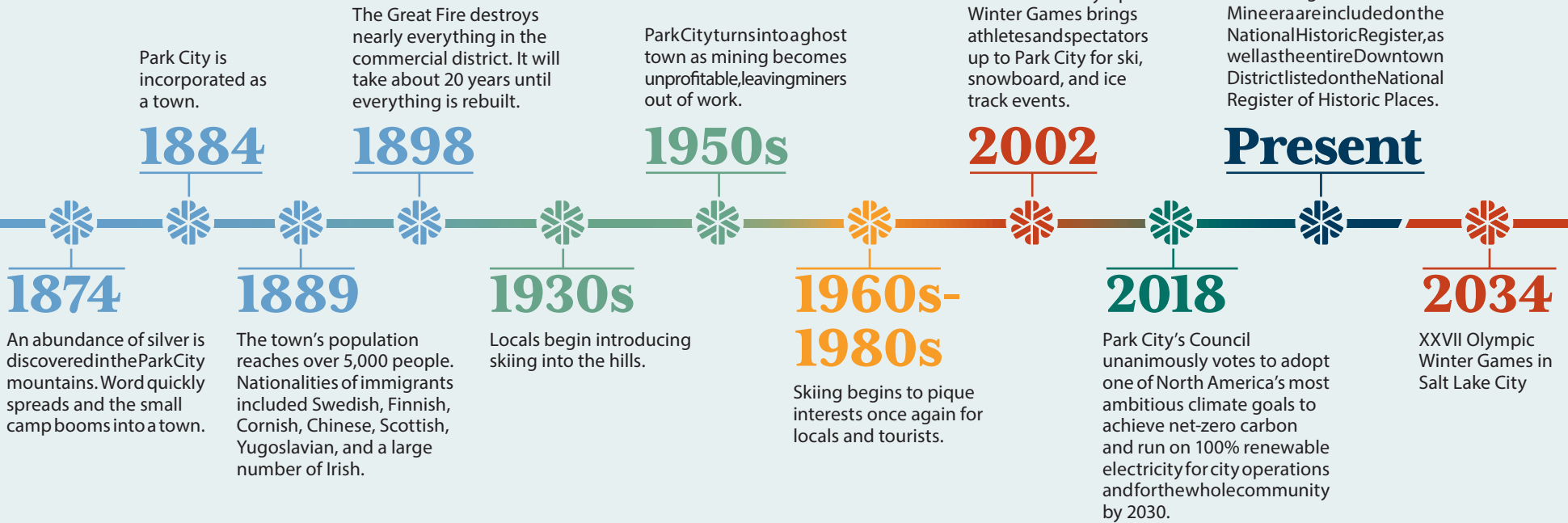
@WoodwardParkCity

#WoodwardParkCity

# History & lasting legacy.

From silver mining town to world-class skiing destination, a glimpse into the colorful history of Park City.

Park City has grown to be a year-round destination sought by national and international guests for its lively town, amazing recreation and easy access to/from Salt Lake International Airport. Today, 47 buildings from the Silver Mine era are included on the National Historic Register, as well as the entire Downtown District listed on the National Register of Historic Places.



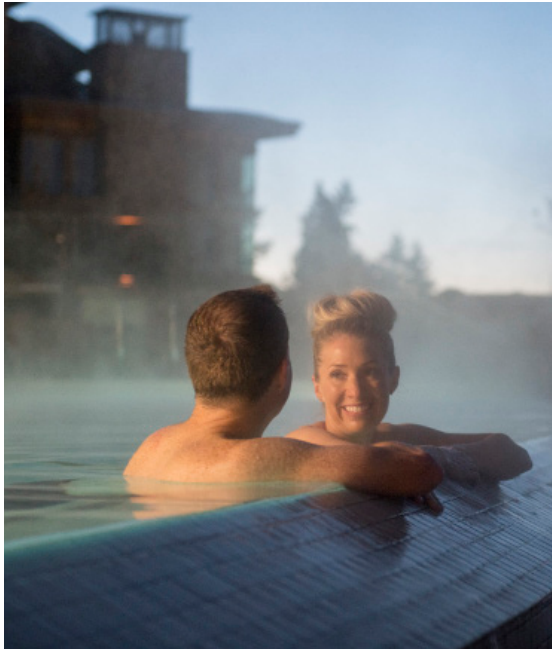
An interactive pictorial of Park City's colorful mining and ski history is on display at the **Park City Museum**, located at 528 Main Street in the heart of Park City's Historic Old Town district.



Visitors can experience the glory of the 2002 Winter Games at Utah Olympic Park. Museum tours highlight the history of all skiing disciplines through touch screen displays, videos, a VR ski theater, and maps.



# Soundbites



## 100+ lodging options

Picturesque Poolsides  
New Properties  
Bed and Breakfast  
In/On Mountains  
Spa Amenities  
Meeting Spaces

## Nearly 150 dining options

Alpenglobe & Yurt Dining  
Craft Chocolate  
1 Wine Bar  
3 Breweries  
14ft Custom Wood Stove  
2 Distilleries  
French Café  
MYO Old Fashioned  
LOMA

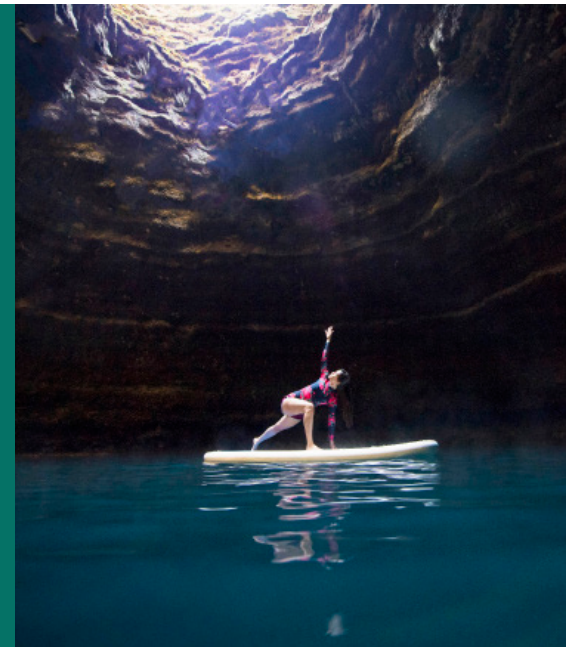


## Special activities

Snow Globes  
Sundance Film Festival  
Museum Tours  
Theatre & Arts  
Bobsled Ride  
Ice Castles  
Shot Ski on Main Street

## Outdoor recreation

Play in the Snow  
WITHOUT Skiing  
400 Miles of Trails  
Geothermal Crater  
SUP  
Fly Fishing  
National Ability  
Center  
28-mile-long State  
Park



# Park City in the news.

TRAVEL+  
LEISURE



TIME

TimeOut

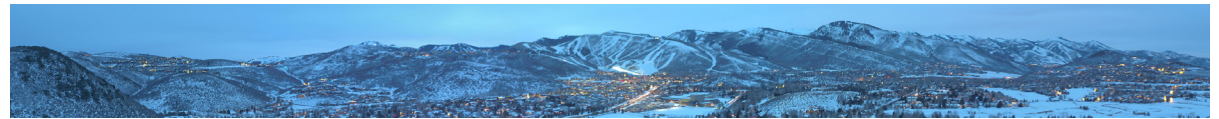


Fodor's

Condé Nast  
Traveler

Reader's  
digest

TOWN&COUNTRY



## HARPER'S BAZAAR

World's Greatest Places,  
2022, #2

## HOUSE BEAUTIFUL

Best Places to Travel in the US  
for a Christmas Getaway, 2021,  
#1

## READER'S DIGEST

12 Charming Towns That Are  
Even Cozier When it Snows,  
2021, #4

## LONELY PLANET

A First-Time Guide to Park City,  
Utah, 2024

## TRIPADVISOR

Best Places to Ski in North  
America, 2023, #3

## TIME MAGAZINE

World's Greatest Places,  
2022, #2

## COUNTRY LIVING

55 of the Best Fall Towns in the  
U.S. for Foliage, 2023, #19

## TRAVEL + LEISURE

11 Best Places to Travel in  
January, 2023, #1

America's Best Mountain  
Towns, 2021, #1

11 Best Weekend Trips in the  
US and Around the World,  
2021, #9

## SUNSET MAGAZINE

Park City Travel Tips from  
Modern Family Star Ty Burrell

## TIME OUT

These Are the Best Places to  
Ski in North America, Accord-  
ing to Tripadvisor, 2023, #3

Best Ski Resorts in the US,  
2022, #7

## YAHOO! LIFE

Top 10 Resorts for Nightlife,  
2022, #6, 7

## FODOR'S TRAVEL

Most Charming Main Streets  
in America, 2022, #1

## COSMOPOLITAN

36 of the Best Fall Towns in the  
U.S. for Foliage, 2023, #12

## TORONTO STAR

Where to Eat and Drink, Stroll  
and Chill Out in the Utah  
Mountain Town, 2023

## CONDE NAST TRAVELER

In Park City, Utah, an Adaptive  
Sports Center Sets a New  
Standard, 2024

Best Family Ski Resorts, 2023

23 Best Places to Go in the US  
in 2023

Top Places to Travel in January,  
2021, #3

Top 40 Ski Resorts in the US:  
Readers' Choice Awards, 2021  
(Deer Valley) #1

## TOWN & COUNTRY

Best Places to Visit in March,  
2021, #5

## MSN

Most Beautiful Main Streets in  
the US, 2022, #1

Best Christmas Towns in  
America, 2022, #1

## SKI MAGAZINE

Top 10 Resorts in the West for  
Weekend Getaways, 2024

## AFAR

The Best Weekend Getaways  
in the U.S. for Families, 2024

10 Best Places to Travel in  
January, 2023

## TRAVELWEEK CANADA

Park City, Utah Gears Up for  
Another Ski Season, 2023