



2024 Summer Media Kit

Park City welcomes mountainkind.

In this press kit, we've rounded up some great information to help you share the best of summer 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.

Please take special note of our **Sustainable Tourism efforts**. We encourage you to include this information in your published pieces to help our visitors with best practices.



Park City media contacts

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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
f @VisitParkCity
X @VisitParkCity
i @VisitParkCity
v @VisitParkCity

WEBSITE

visitparkcity.com



Contact our PR agency at: parkcitypr@zimmerman.com

The legacy we share.

People who visit Park City are drawn to the breathtaking beauty of the land, the creative culture of our vibrant community, and the sustainable values woven into the very fabric of our town. With some of the most ambitious climate goals in North America, Park City's commitment to our cultural heritage and environmental stewardship includes sharing with visitors and locals alike how we can all strive to maintain the unique beauty and spirit of this community we call home.

Support the rich heritage and pristine wonder of Park City and help preserve what makes the community we all love so very special.



LOCAL FIRST. LOCAL ALWAYS.

The Legacy We Share: From a rich Ute history and origins as a mining town to its Olympic legacy, learn how to safeguard Park City's historical and local heritage sites.

Be Part of Our Story: Patron Park City's local craftspeople, businesses and artisans. Help us continue to grow our vibrant and creative community.

Protect Our Trails: Help leave no trace by visiting Park City in May and November. As you enjoy the peaceful bliss of fewer people on the trail, learn how to help preserve this unique place for future generations.

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.

Discover Park City, Utah.

Discover a destination where the best summers come naturally. A place where days of hiking, biking, fishing, and farmers markets are followed by evening concerts, nightlife, dining, and deluxe accommodations. Our businesses are creating safe experiences to keep entertainment options available for the general public – think outdoor dining and imbibing, musical performances, sunset strolls, and quality relaxation.



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 (Adopted by Ordinance, May 2017).
- Residential and business composting programs. Community recycle center: [Recycle Utah](#).
- Ski resort sustainability efforts including the adoption of low-energy-consuming snow guns, advanced waste diversion programs, locally sourced food ingredients, rethinking and re-sourcing hotel amenities.
- 8,000+ acres of Green Spaces within Park City.
- Free public bus fleet.
- Electric vehicle charging points at local venues, parks, city facilities, hotels and more.
- [Public electric bike share system, with charging stations throughout Summit County available 24/7 during the Summer and Fall months.](#)

Our award-winning resorts.

Deer Valley Resort

MEDIA CONTACT

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Endless mountain adventures await at Deer Valley Resort, from lift-served hiking and downhill mountain biking, scenic chairlift rides, outdoor concerts to culinary delights and craft beer festivities. As the resort pursues the unveiling of their major expansion project, Expanded Excellence™ and the new Deer Valley East Village, more than 50 miles of multi-use trails will be available for recreating. This never-before-seen terrain will be rolled out gradually and project updates can be found at deervalley.com/expandedexcellence.

deervalley.com

 @SkiDeerValley
 @Deer_Valley
 @DeerValleyResort
 #SkiTheDifference

Park City Mountain

MEDIA CONTACT

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Park City Mountain is the largest ski area in the United States – and summer means even more fun! Summer activities at Park City include Alpine slide, mountain coaster, mini golf and gem panning at the Mountain Village Adventure Park; scenic chairlift rides (free for 24/25 Epic Pass holders!) and lift-served mountain biking; golf; hiking; delicious dining and live music many nights a week. Visit parkcitymountain.com for events calendar and lift tickets.

ParkCityMountain.com

 @ParkCityMountain
 @PCski
 @PCski
 #ThisIsYourMountain

Utah Olympic Park

MEDIA CONTACT

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Utah Olympic Park served as home to a number of events during the 2002 Olympic Winter Games and is still used today for training by former, current and future athletes. The facility is home to two museums: Alf Engen Ski Museum and the Eccles Salt Lake 2002 Olympic Winter Games Museum, both free admission. Summer activities include ropes courses, extreme tubing, ziplines, bobsledding, and alpine slide. Many activities are available with the purchase of a Gold Pass.

UtahOlympicLegacy.org

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 #UtahOlympicPark

Woodward Park City

MEDIA CONTACT

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Woodward Park City is a world-class, year-round action sports destination that encourages intuitive growth and safe progression for all ages and abilities. Encompassing a fully integrated campus with lift-served mountain biking, and an indoor facility for wheeled sports including skateboarding, scooter, BMX, and acro-sports including parkour and trampoline. Woodward Park City offers a full restaurant and bar with beer, wine and cocktails.

WoodwardParkCity.com

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 #WoodwardParkCity

History & lasting legacy.

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



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

Wedding Venues
New Properties
(here & here)
Bed and Breakfast
In/On Mountains
Historic Preservation
Spa Amenities
Meeting Spaces

Nearly 150 dining options

Craft Chocolate
1 Wine Bar
2 Breweries
14ft Custom
Wood Stove
2 Distilleries
French Café
MYO Old Fashioned
Pine Cone Ridge



Events

Park City Wine Festival
Kimball Arts Festival
Park City
Song Summit
Oakley Rodeo
Outdoor Symphony
Concerts
Tour of Utah
Cycling Race
Savor the Summit

Recreation

Mountain Biking
400 Miles of Trails
Hot Air Balloon
Fly Fishing
Golfing
Rafting
Rockport Reservoir
28-mile-long
State Park



Park City in the news.

TRAVEL+
LEISURE

Outside

TIME

VOGUE



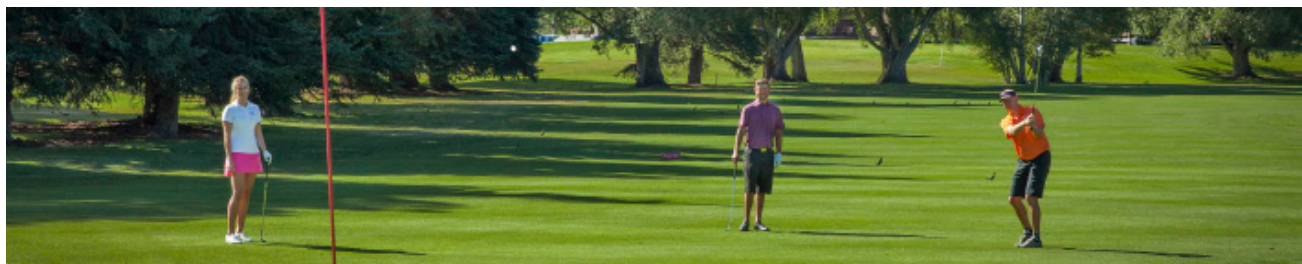
Tripadvisor

Fodor's

Condé Nast
Traveler

BRIDES

TOWN&COUNTRY



TIME MAGAZINE

World's Greatest Places,
2022, #2

FODOR'S TRAVEL

Most Charming Main Streets
in America, 2022, #1

OUTSIDE

America's Best Mountain Towns,
2022, #1

TRIPADVISOR

10 Best Utah Ski Resorts, Traveler
Ranked, 2024, #1 - 6, 8 - 10

BRIDES

Bachelorette Destinations,
2022, #11

U.S. NEWS TRAVEL

25 Best Hotels in Utah, 2024,
#1 - 4, 6, 8, 10, 11, 15, 16, 25

TRAVEL + LEISURE

100 Best Hotels in the World,
2023, #4 Goldener Hirsch,
Auberge Resorts Collection

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

LA FAMILY TRAVEL

Best Fall Vacations in the US,
2022, #1

SUNSET MAGAZINE

Dream Destinations to Live and
Visit in the West, 2020, #2

VOGUE

Where Americans Are
Traveling Locally in 2020, #1

YAHOO! LIFE

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

CONDE NAST TRAVELER

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

Best Places to Travel, 2019,
#2 in US

SEATTLE PI

3 Winter Getaways for Fresh Air
Family Fun, 2021, #1

VERANDA

18 Romantic Escapes for
Valentine's Day, 2021, #16

GOOD HOUSEKEEPING

Best Girl's Weekend Getaways,
2022, #29