

2018 PARK CITY, UTAH SUMMER PRESS GUIDE

UTAH'S PERFECT MOUNTAIN TOWN.

Let our mountains host your summer adventures. Feel the rush while mountain biking, hiking to scenic Wasatch mountain vistas or horseback riding through aspen groves past historic silver mines.



Next, hit the lake for some paddle boarding or



fly-fishing. Zip line high above the forest, fly down the Alpine Coaster, or bobsled at Utah Olympic Park. Then hit the town for a drink, outdoor concert, festival or a stroll on Historic Main Street.

Relax and treat yourself to a spa day or some sun by the pool.

Later, wander through a farmer's market or browse an art gallery before enjoying an award-winning meal on an outdoor deck while you catch the sunset.



In Park City, you can hike, bike, and explore the same day you wine, dine and relax. All in a town filled with endless adventures and accommodations. Plan your trip at VisitParkCity.com.

park  city

SUMMER IN PARK CITY IS THE ULTIMATE REFRESHER

There is a reason Park City is consistently named 'America's Favorite Mountain Town' by media worldwide. Where else can you pair days of mountain activities, hiking, world-class biking, golf, and fly fishing with nights of incredible dining, nightlife and deluxe accommodations? Yes, summer in Park City has all that and more.

Here, we've rounded up some great story starters, along with facts and figures, to help you share the best of summer in our authentic and historic mountain town. In addition, several high resolution images and videos are available for your editorial use in our [Media Gallery](#). To whet your appetite, catch a quick glimpse of what Park City is all about [HERE](#).

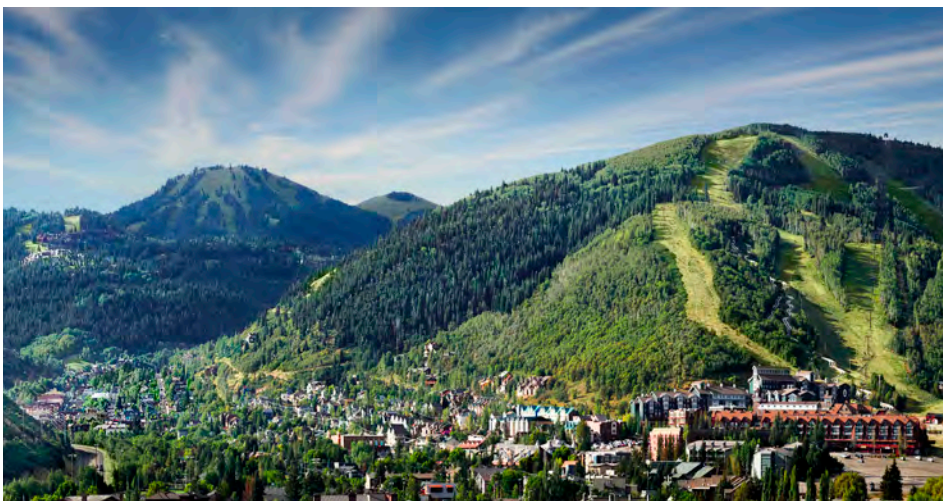
As always, should you have any special requests or if you're looking to connect with a source for an interview, please feel free to give us a call or drop us a line. We look forward to helping you share Park City's story.



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DISCOVER PARK CITY, UTAH

Discover a destination where the best summers come naturally. A place where days of hiking, biking, fishing, and art festivals are followed by evening concerts, nightlife, dining, and deluxe accommodations.



A CAR-FREE GETAWAY

One of the most attractive aspects of our town is that it can be visited **without renting a car**. Frequent shuttles from Salt Lake City International Airport (25 mi) and abundant in-town resources including a **free bus and trolley system**, hotel shuttles, robust Uber, Lyft, and taxi offerings means you can leave the driving to us.



SUSTAINABILITY

The town of Park City has one of the world's most aggressive sustainability goals to be carbon-neutral throughout municipal operations by 2022, and town-wide by 2032.

- **Bag Ban.** In the fall of 2017, Park City voted in a ban for plastic bags at all major grocery stores in town. Brown bag options are available.
- **Recycle Center.** Recycle Utah is a community recycle center that offers collection programs, education programs, workshops and events to residents to make eco-conscious lifestyles easy to navigate.
- **Composting.** For the upcoming 2018 year, leaders in our town are developing a composting mechanism to enable our restaurants to compost their food scraps, saving thousands of pounds of waste from going to the landfill each year.
- **Ski Resorts.** Deer Valley Resort and Park City Mountain each have their own green initiatives to provide eco-friendly, sustainable services through their guest experience. These include low-energy-consuming snow guns, recycle bins next to every trash can, locally sourcing food ingredients, rethinking/re-sourcing hotel amenities.
- **Green Spaces.** Over 8,000 acres within Park City are open-space, public use zones that are protected from any sort of development aside from trail maintenance.



SUSTAINABLE TRANSPORTATION OFFERINGS

At the end of June 2017, Park City Municipal Corporation added a fleet of six new zero-emission buses to its public transit system. Over time, all diesel buses will be phased out and replaced with these electric buses, built by California-based Proterra whose CEO, Ryan Popple, has family residing in the Park City community. The introduction of these electric vehicles has earned Park City recognition as the first mountain town in the United States to operate a fleet of electric buses.

Around the same time the Proterra buses were introduced to the Park City transit system in June 2017, the town unveiled e-bike stations to the community for the first time through the Summit Bike Share program. Bewegen e-bike stations are installed near major town bus stops in for commuters to utilize for a small pay-per-use fee, further promoting car-free travel to both residents and visitors alike. The bikes are intended to operate throughout the majority of the year, being temporarily shut down during the winter months for rider safety as well as for routine maintenance checks. Park City is the nation's first town to launch and operate a fleet solely utilizing e-bikes. The bikes are equipped with pedal-assisted battery and produce zero emissions.

DEER VALLEY RESORT

Deer Valley Resort is filled with nonstop mountain adventures, music-filled evenings at the Snow Park Outdoor Amphitheater, and award-winning cuisine served on the outdoor decks of Royal Street Café and Deer Valley~Grocery Café. Deer Valley proudly brings the same commitment to customer service for summer activities as it does for winter, and even features an all-inclusive operation with mountain bike rentals, instruction and guided hiking or biking tours.



Scheduled season: June 15 through Sept. 3, 2018; seven days a week, then weekends only through Sept. 16, 2018 (weather and conditions permitting).
Summit Elevation: 9,400 ft. Biking/Hiking Vertical Drop: 2,200 ft.
Base Elevation: 7,200 ft.
Open Terrain: 70 miles



The resort that's world-renowned for pleasing guests during the winter doesn't stop in the summer. Enjoy all of the following:

- Lift-served hiking, mountain biking and scenic chairlift rides
- Summer Adventure Camp for kids ages two months to 12 years
- Utah Symphony/Utah Opera's Deer Valley® Music Festival and the new Deer Valley Concert Series.
- Scenic summer deck dining at the mid-mountain Royal Street Café, open daily for lunch
- Lakeside deck dining in the Snow Park area at Deer Valley Grocery~Café, open daily for breakfast, lunch and early supper.

New for Summer 2018: Deer Valley Resort is continuing its largest-ever summer investment to modernize and update its existing mountain biking/hiking trail inventory by building its fourth trail in as many years.

Construction on the new intermediate flow trail began this spring and the trail will feature an 8% grade across three to four miles on Bald Eagle mountain. It will provide access to more trails by connecting the mid-mountain base area to the lower-mountain base.

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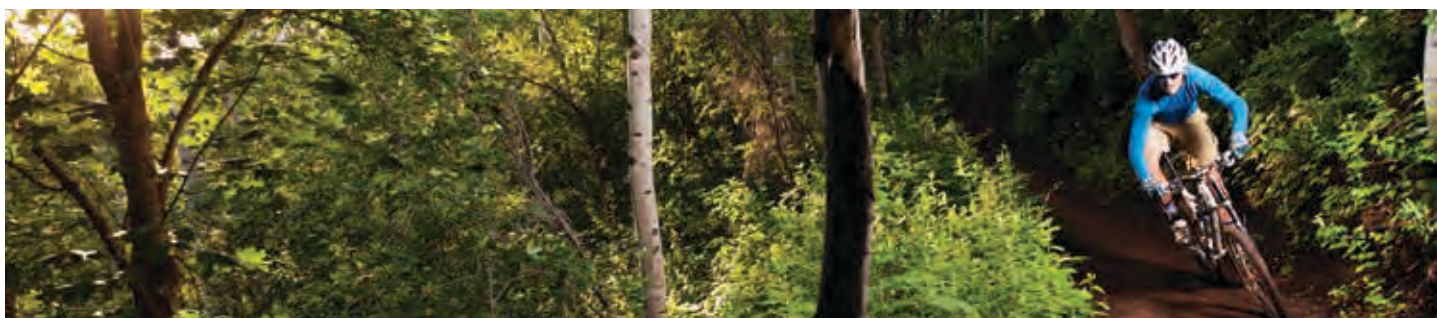
[Online Press Room](#)

PARK CITY MOUNTAIN

Long, sunny summer days are made for the mountains and cool mountain air. Come discover Park City Mountain this summer and create family memories that will last a lifetime. Park City Mountain offers an expansive variety of summer adventures and events across two distinct base areas including family activities, scenic gondola rides, breathtaking hikes, mountain biking trails, zip line adventure tours, mountainside accommodations and gourmet dining.



Scheduled season: May 25 through September 30, 2018; seven days a week.
Summit Elevation: 10,000 ft.
Base Elevation: 6,800 ft.



The largest ski resort in the U.S. also offers you an expansive variety of summer adventures and events:

- 3,000 foot alpine slide
- Kid's rope course, tubing, zipline and gem panning
- Zip Tour Adventures for kids and adults
- Miles of hiking and mountain biking trails
- Scenic gondola rides up to 8,000 feet
- 18-Hole Golf Course at Canyons Village
- Scenic chairlift rides, including Town Lift on Historic Main Street
- World-class mountainside lodging
- Award-winning alfresco mountain dining options

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UTAH OLYMPIC PARK

Visit Utah Olympic Park and experience Utah's Olympic legacy! Guided tours of the 2002 Olympic Winter Games venue are available daily.

Explore the George Eccles 2002 Olympic Games Museum and interactive Alf Engen Ski Museum to learn about the history of skiing in Utah, and to relive the Salt Lake 2002 Olympic Winter Games.

The Park is a year-round U.S. Olympic training site and active with athletes of all ages training for Nordic Ski Jumping, Freestyle Skiing, Bobsled, Skeleton, and Luge.

Guests can take the ride of a lifetime on the Summer Comet Bobsled and experience what it is like to go down the Olympic track.



Scheduled Season: May 25-Sept. 2, 2018 (Daily)
Sept. 8-Oct. 21, 2018 (Saturday and Sunday)
Admission to the Park is free.

Ticket Rate: Please visit [website](#) for specific activity hours.

Hours of operation: Bobsled Experience, Alpine Slide, Extreme Tubing, Extreme Zipline, Freestyle Zipline, Drop Tower, Ropes Courses (Summit, Canyon, Discovery), Scenic Chairlift Rides, Climbing Wall (Starting in June), Flying Ace Freestyle Shows (Saturday + Sunday ONLY), Guided Tours, Airbag Jump, Zip Tour.

Activities:

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[Online Press Room](#)



A MOST ACCOMMODATING RESORT

Amid the slopes, shops, and mountain landscapes, you'll find your own personal sanctuary. Park City offers more than 100 lodging properties, including large multi-family private homes, bed and breakfast inns, condominiums, and full-service hotels. Here you will find the most luxurious mountain-side lodging brands in North America. Rest and relaxation has never been so enjoyable. Find a complete list of our lodging properties [HERE](#).



ADVENTURES OFF THE MOUNTAINS

The internationally celebrated mountains of Park City also offer unparalleled hiking and biking opportunities. Aiming even higher? Hop in a hot air balloon for an exhilarating bird's-eye view of Park City's panorama.

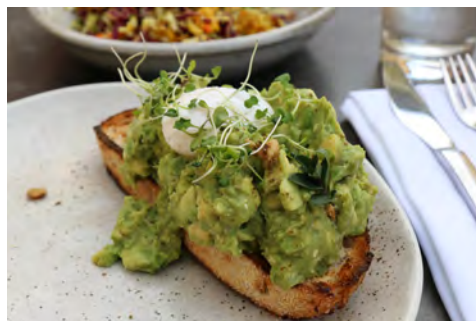
Prefer to slow things down? Take a tour of Park City's Historic District or enjoy a scenic outdoor concert. Park City's activities and outfitters have everything covered for thrills on and off the mountain. Or try something new. How about a zipline tour, blue-ribbon fly fishing, or a round of golf? Find a detailed list of off-mountain activities [HERE](#).



A TOWN WITH A TASTE FOR AWARD WINNING DINING

Nearly 150 area restaurants greet visitors with flavors both familiar and intriguing. Our diverse range of dining establishments includes cozy bistros, family-friendly fare, and fine dining. Enjoy hand-crafted whiskeys at the world's first and only ski-in distillery or several mouth-watering courses at one of our many locally owned eating establishments.

Our chefs excel at culinary craftsmanship with locally-sourced ingredients combined with wine pairings selected by sommeliers — ensuring that visitor's sense of taste is not neglected during their visit. Find a complete list of Park City's restaurants [HERE](#).



SPECIAL EVENTS ABOUND IN PARK CITY, UT

A trip to Park City doesn't mean roughing it in the mountains. On the contrary, we've actually got as many events and cultural activities scheduled as we have wooded trails. Park City has everything from regular gallery tours to almost daily live concerts under the stars to live theater productions and independent film screenings; we are even the summer home of the Utah Symphony Orchestra. And our free public transportation system will help you get to every event in style.

Park Silly Sunday Market June 3 - September 23, 2018

An ecofriendly open air market, street festival where locals and visitors come together and enjoy a Sunday afternoon. 10am-5pm.



Savor the Summit - June 16, 2018

On June 16, 2018, join Park City's longest dining table during Savor the Summit's - The Grande Table event. One long dinner table graces the length of Main Street, allowing for over 1,500 diners to join in celebration of fabulous food, outdoor dining, live music, and summer in the mountains.

Deer Valley Music Festival - June 30- August 11, 2018

During the summer season, Park City is home to the Utah Symphony | Utah Opera, allowing the town to enjoy a full season of musical offerings of classic rock, country, pop, jazz, and classical music for the 14th year. Outdoor seating allows attendees to enjoy the beautiful mountain scenery.

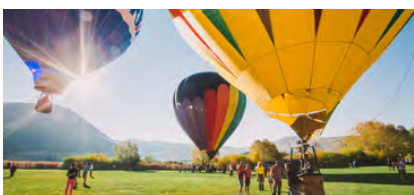


Kimball Arts Festival - August 3 - 5, 2018

The Kimball Art Center is set to host the 49th annual Park City Kimball Arts Festival, one of the top art festivals in the country, in Park City, UT. More than 200 selected artists, 30 live bands, three wine and beer gardens and the Kimball Kid's Corner will highlight the event.

Tour of Utah- August 6 - 12, 2018

Referred to as "America's Toughest Stage Race™," is a week-long, professional cycling stage race for the best men's teams in the world. Park City is expected to be the last stop on the tour.



Autumn Aloft- September 15-16, 2018

This annual hot air balloon festival features approximately 20 hot air balloons launching into the air simultaneously for a beautiful display. Festivities are free for the public to attend.

NOT ALL ENTERTAINMENT IS ON THE MOUNTAIN

Park City has so much more to offer than just its slopes. Whether it is one of the [Park City Institute's](#) stellar concert lineup, intimate performances at the [Egyptian Theatre](#) or the local's favorite [Park City Film Series](#), there's always something happening in Park City. Check out our many concerts, film festivals, and other entertainment events [HERE](#).

Park City is also a town full of art galleries. On the last Friday of every month, the Park City Gallery Stroll offers a free community event that gives locals and Park City visitors alike the opportunity to enjoy light refreshments while exploring Park City's art galleries. From 6:00-9:00 pm on the last Friday of each month, members of the [Park City Gallery Association](#) offer a unique monthly showcase highlighting artists, special exhibits and art events.



A WIDE ARRAY OF SHOPPING OPPORTUNITIES

Visitors can hit the Park City shops when the time comes (if ever) to take a break from the outdoor adventures that Park City, Utah offers. We're talking shopping for everything from handmade furniture, books and sportswear to art collectibles and Western antiques.

[Historic Main Street](#) is lined with quaint shops and galleries that have great local flavor. For those looking for a brand-name bargain, Park City's [Tanger Outlet](#) mall is a must-shop spot. Please find a complete listing of Park City's shops and boutiques [HERE](#).



FROM MINING SILVER TO MINING SNOW - PARK CITY IS STEEPED IN COLORFUL HISTORY

Park City, Utah was put on the world map as it helped host the 2002 Olympic Winter Games, deemed the most successful Winter Olympics ever. Hundreds of thousands of visitors from around the world filled the town during those 17 days to watch the world's best athletes compete for Olympic gold; yet more than 130 years ago, a rush of people flocked to Park City seeking a different precious metal - silver. Park City was incorporated as a city in 1884. The mountains' abundant silver veins attracted adventurers from around the world in the late 1860s. During its mining height, those mountains surrounding Park City yielded \$400 million in silver and created 23 millionaires, including the father of newspaper publisher William Randolph Hearst.

However, with mineral prices falling in the 1930s, the boom years ended and residents began "mining" the treasure on the mountains, discovering what would later be termed The Greatest Snow on Earth™. Today, Park City is a unique blend of the old and new. Sixty-four of Park City's buildings are listed on the National Register of Historic Places, 47 of which are located along Historic Main Street, and more than 1,200 miles of tunnels wind through the surrounding mountains, remnants of the mining era.

An interactive pictorial of Park City's colorful mining and ski history is on display at the newly renovated [Park City Museum](#), located at 528 Main Street in the heart of Park City's Historic Old Town district. Park City's Olympic Welcome Plaza, located at the junction of Highway 224 and Highway 248, pays tribute to both Park City's role in the 2002 Olympic Winter Games and the past 18 Winter Olympic host cities. The Joe Quinney Winter Sports Center at the [Utah Olympic Park](#) features films, interactive exhibits and museums and Olympic memorabilia that highlight Park City's long involvement in winter sports.



EVERY MEETING COULD USE A FEW MOUNTAINS

Park City's alpine setting offers over 30 venues with 125,000 square feet of professional meeting space. From corporate retreats to weddings, conferences and reunions, groups will be surrounded by mountain vistas and exceptional service. Private group dining, group-friendly activities and easy access will make Park City your preferred meeting and group destination. Find out more [HERE](#).



EASTERN SUMMIT COUNTY: A TASTE OF THE OLD WEST

Summit County is comprised of 14 towns including Park City. These other towns beautifully display a laid-back, Western lifestyle welcoming visitors to their community offerings with open arms. Guests will enjoy taking the time to explore these additional offerings in the region.

Coalville - Population: 1,382

Founded in 1858, Coalville has a wealth of history, including retaining the county seat since 1872. In the early 1900's, a courthouse was built and is now a historic treasure. The annual Summit County Fair is held in Coalville every August; it's a traditional small town county fair with cowboys and bucking broncos, a carnival midway, beauty queens, home canned goods, flowers, vegetables, and more. This community is also not without its own recreational wonders, with nearby Echo Reservoir providing a sanctuary for water sports and camping.



Kamas - Population: 1,274

Just on the outskirts of Uinta-Wasatch-Cache National Forest, an expansive recreation area of 2,500 square miles, lies the quiet town of Kamas. Outdoor recreation is plentiful in this cattle-ranching region, including hiking, mountain biking and fly fishing for all levels of expertise. In 2016, the DeJoria Center was built to offer a first-class event space surrounded by outdoor activities. Capable of hosting 2,000 people, the DeJoria Center is the ultimate destination for meetings or family-fun with their packed events calendar including plays, musicians, karaoke, paint nights and fine dining within their state-of-the-art event spaces.

Oakley - Population: 1,470

Locals look forward to the annual Oakley Rodeo Independence Day Celebration falling of the July 4th holiday. This four-night special is a Professional Rodeo Cowboy Association sanctioned event. Featuring buckin' broncs, raring bulls, cowboys, cowgirls and rodeo queens are all in attendance to make this a true Western-rooted celebration.



Peoa - Population: 253

Situated in scenic grassy flatlands is Rockport State Park with roughly 2,000 acres of beautiful estate, 1,000 acres of which are accounted for in the Rockport Reservoir. Fishing, boating/water sports, and camping can all be enjoyed at this peaceful oasis.

CONT'D: EASTERN SUMMIT COUNTY: A TASTE OF THE OLD WEST

Wanship - Population: 400

Driving past horse pastures and beautiful farmlands lead to Blue Sky Ranch, 3,500 hundred acres of "hospitality and recreational paradise". Horseback riding, hiking, yoga adventures, and yurt dinners are bountiful. Located within Blue Sky Ranch is High West Distillery's newest facility, built in 2015 to expand their whiskey and vodka production from their original, and still active, facility near Main Street in Park City. With an impeccable brunch and lunch menu, kitchen, tasting room, and tours, High West's Wanship location is the ultimate spirit-lover's paradise. Coming Fall 2018 is Auberge Resorts Collection's latest addition, The Lodge At Blue Sky, with 50 rooms and suites anticipated to give visitors the opportunity to enjoy a complete retreat in one inclusive location.



Woodland - Population: 335

Nestled in the small town of Woodland is the Woodland Biscuit Company, a homegrown eatery established in 2015 with a story that makes it feel like a generational family business. With its excellent location on the outskirts or Uinta-Wasatch-Cache National Forest, Woodland is a great stopping point for an outdoor recreation itinerary.

Historic Union Pacific Rail Trail State Park

This is a 28-mile recreational trail that follows abandoned railroad lines in Summit County that were once used to transport coal to the Union Pacific Railroad. Stretching between Park City and Echo Reservoir in Coalville, it crosses through numerous towns and is designated to be used for only non-motorized activities, including biking, hiking, horseback riding, jogging, and Nordic skiing. The trail is managed by the Mountain Trails Foundation. The narrow-gauge lines were eventually abandoned, and in 1989, Union Pacific abandoned its line. Union Pacific, along with the Division of Parks and Recreation, and A&K Railroad Materials, turned the property into the first non-motorized recreational trail in Utah. The state park opened to the public in 1992.



PARDON US WHILE WE BRAG A BIT...

The spotlight on Park City has been bright over the last several months, and the Park City community has received significant national accolades from major media outlets and organizations. Congratulations to our members and community partners for the outstanding recognition!



- 2018 Trend Destination Hotlist

Forbes®

- Best Ski Towns in America, 2018



2017 Best:

- Small Towns in the U.S., #4
- Places to Visit in the U.S., #21
- Places to Visit in the World, #25



- 2016/17 Best U.S. Ski Resorts for Families: Park City Mountain, #3; Deer Valley Resort, #9

Condé Nast Traveler

2016 Readers' Choice Awards:

- Friendliest Cities in the U.S., #2
- Friendliest Cities in the World, #5
- Happiest States in the U.S., #1
- The Best Small Cities in the U.S., #6



- 2018 Best Mountain Towns in America
- 2017 Best Family Ski Resorts in the U.S. and Canada: Deer Valley Resort, #3



- 20 Best Vacations for Teens and Parents Alike, 2018



- 2017 Top Destinations on the Rise, #2
- Best Winter Vacations Across the USA for Snow Lovers, 2016

Men's Journal

- 20 Best Mountain Towns in America, 2017

TRAVEL+ LEISURE

2016:

- America's Favorite Towns, #1
- America's Favorite Mountain Towns, #1
- World's Best Hotels in the Continental US (with 40 rooms or more): Stein Eriksen Lodge, #14

JETSETTER

- Best Mountain Towns in America 17/18, Park City, #1

SKI

FIRST CHAIR TO LAST CALL

- Best Ski Resorts In The West 2018, Deer Valley Resort, #1
- Best In The West: Kid Friendliness, Deer Valley Resort, #1
- Best In The West: Service, Deer Valley Resort, #1



- 2018 Top-Rated Vacation Destinations in North America, Park City, #35 out of 4,600
- Most Extravagant Vacations Around The World 2017, Park City, #12



2017:

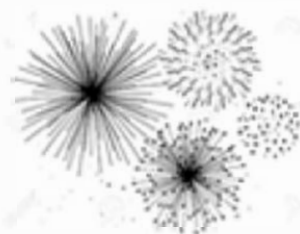
- Best Ski Resort: Park City Mountain, #6; Deer Valley Resort, #7
- Best Ski Hotel: Stein Eriksen Lodge, #8; Montage Deer Valley, #10
- Best Hotel Spa: Spa Montage Deer Valley, #9

Sunset

- Best Adventure Town, 2016



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GALLERIES, ARTS COUNCIL, EGYPTIAN THEATRE, KIMBALL ARTS FEST PAINT A COLORFUL PICTURE

Guests seek out one of the most celebrated artists' colonies in the Rocky Mountains

Park City, UTAH (August 1, 2018) – Maybe it is the picturesque mountain vistas that inspire so many artists to paint and sculpt, but there is no question that the village of Park City has earned its reputation as one of the preeminent locations for art collectors, artists and art aficionados in the Intermountain West. “The number of art galleries we offer on Main Street is illustrious,” boasts Bill Malone, CEO of Visit Park City. “This isn’t just a strength of our community, it is at the heart of our community,” he continues. The Park City Gallery Stroll is a free community event that takes place on the last Friday of every month, giving locals and visitors alike the opportunity to enjoy light refreshments while exploring Park City’s exciting art scene from 6 to 9 PM. Members of the Park City Gallery Association offer this unique monthly showcase to highlight artists, special exhibits and events along Main Street and proximate gallery locations. The Park City Summit County Arts Council (www.pcarts.org) promotes public art, festivals, museums, live music and theatre performances, children’s programming and gallery exhibitions throughout the county. “There’s no question that art has an outsized presence in our community, given the modest population and the rural nature of Summit County,” notes Alicia Vernon, Executive Director of the Park City Summit County Arts Council. “But that’s exactly why Park City is a standout as a community,” she continues. “The region’s understanding of and commitment to the arts speaks volumes about its values.”

While the city’s most visible global contribution to the arts is the annual Sundance Film Festival each January, showcasing the best in independent cinematic arts, the town also is the summer home of the Utah Symphony, which takes center stage throughout the Deer Valley Music Festival. And the visual arts presence in Park City crescendos each August during the Kimball Arts Festival, a weekend-long showcase of sculptors, oil painters, woodworkers and craftspeople from around the USA. Park City also hosts a showcase of homes during late August, highlighting the artistry of home décor and luxury architecture, for which the town is regularly noted.

One of the town’s most recent architectural refurbishments is the Park City Library building, whose Jim Santy Auditorium hosts the Park City Film Series, which seeks to ‘create community through film’ at its

single-screen art house theatre.

The most prominent stage in Summit County is the historic Egyptian Theatre on Main Street. Once the site of the Park City Opera House in the late 1800's and, later, the popular Dewey Theatre, a new theatre began construction in 1922, influenced by the discovery of King Tut's tomb. Opened on Christmas Day in 1926, the theatre was adorned with lotus leaf motifs, scarabs and hieroglyphics, as supervised by an Egyptologist. The theatre experienced a full refurbishment in 1978 and served as Park City's first home for the Sundance Film Festival in 1981. Today, the landmark venue hosts a variety of theatre, comedy, musical acts, special events, community functions and film.

The George S. & Dolores Doré Eccles Center for the Performing Arts opened in 1998 and, operated by the Park City Institute, hosts the biggest headline performers touring the United States in a state-of-the-art, 1,269 seat theatre. The Park City Institute is a non-profit organization dedicated to bringing world-class performances and new ideas to the Park City community.

In July 2017, Park City announced plans for an Arts & Culture District to be built on 5.25 acres in the Bonanza Park neighborhood. The district is expected to house a permanent headquarters for both the Kimball Art Center and the Sundance Institute which hosts the annual Sundance Film Festival in Park City each January. Being an inspiring artists' colony, where music is made, galleries are resplendent and cutting-edge films are screened is just one of the reasons Park City is *America's Favorite Mountain Town*.

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AMERICA'S MOST POPULAR IMBA GOLD-LEVEL RIDE CENTER

Mountain Biking and Hiking Maximize Adventure on Park City Trails

Park City, UTAH (June 1, 2018) – The adrenaline rush experienced in Park City's mountains are not limited to downhill skiing and snowboarding in the winter months. The fun continues once the winter season ends with a myriad of activities and options for adventure. "We are honored to have a trail system that has helped herald the city as America's first Gold Level Ride Center – bestowed by the International Mountain Bike Association (IMBA)," says Bill Malone, CEO of Visit Park City.

With more than 400 miles of gold-level public trails, Park City, Utah sits in a class of its own within the mountain biking community. The town's location sits at roughly 7,000 feet, which offers recreation-seekers a temperate climate during warm summer months, and the advantages of high altitude training. With smooth singletrack, both technical and flow downhill trails, and plenty of intermediate and beginner terrain, there is truly something for everyone. Park City's location, climate and trails make it a highly sought after location for athletes training for cycling events, world championships, professional football, rugby and soccer and even those aspiring to qualify for the Olympic Games. The Tour of Utah, one of the toughest cycling stage races in the country, has its finish line in Park City in August most years, and the town features tremendous expertise amongst its bike shops and resort recreation outlets, providing visitors with opportunities to rent and experience the most advanced cycling technology available today.

The mountain bike trails at Deer Valley Resort and Park City Mountain are challenging and the experience is enhanced by lift-assisted access during the summer months. Even after the winter season, Park City's resorts thrive with recreational activity. The 2017 Trailforks ride log reported that the trails of Park City were America's most visited trail system during the month of July. Just one more reason Park City is *America's Favorite Mountain Town*.

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ALPINE COASTERS ARE BIG ATTRACTION ONCE SKI SEASON ENDS

Zip Lines, Alpine Slides and Tubing Provide Winter and Summer Excitement

Park City, UTAH (June 1, 2018) – Downhill skiing and snowboarding top the list of winter activities sought out by visitors to Park City, Utah, but a surprising activity has moved into the second position for visitors to the region – alpine coasters and slides. “The Alpine Coasters are arguably the newest attraction to capture the visitor imagination here in Park City,” noted Bill Malone, CEO of Visit Park City. Driving into the Historic Main Street area of town, the alpine slide tracks are highly visible on the Park City Mountain landscape located directly west of downtown.

Utah's largest alpine coaster is an elevated track winding through more than a mile of loops, curves and hair-pin curves at speeds up to 30 mph. Just like a giant roller coaster - but with the refreshing mountain scenery of Park City. The coaster operates in both winter and summer seasons.

Park City Mountain's alpine slide is one of the longest slides in the world, with over 3,000 feet of gliding and sliding down a luge-like track. With four tracks to choose from, guests can experience a different ride each time. The alpine slide is a spring/summer-only activity.

Park City Mountain's Adventure Zone playground is made up of a range of activities, including the Spider Slide, Boulders and Climbing Wall, in addition to alpine coasters. These attractions allow children to engage in physical activity and feel a sense of accomplishment.

Utah Olympic Park also features an alpine slide described as 'exactly what you'd expect from a place that built one of the most exciting Olympic sliding tracks in the world.' The slide is smooth, comfortable, and has amazing views. As for ride performance, the straightaways, drops, and 18 banked turns were designed to complement the scenic mountainside location. For added comfort, the easily controllable sleds allow riders—big and small—to go as fast (or slow) as they want. The slide is open from May to October.

Also at Utah Olympic Park is the Comet Bobsled track – the same track used during the 2002 Salt Lake Winter Olympics. Experience 3+ G's and hit speeds upwards of 60 mph during an Olympic experience like no other. Two- or four-person teams slide down the full length of the track on a modified summer bobsled with a professional Utah Olympic Park pilot in under one minute. The Comet Bobsled is open year-round.

Also open in both winter and summer seasons are Park City's ziplines. Guests are propelled 110 feet above Park City Mountain's ski runs at speeds up to 45 miles per hour. Additionally, the Flying Eagle

zipline is a two-person ride for both children and adults at least 42" tall (no weight minimum). Ziplines are subject to early closures for reasons including wind, temperature, etc.

The Extreme Zipline at Utah Olympic Park replicates flying off of the K120 nordic ski jump - big, steep and long. In fact, the Extreme is one of the steepest ziplines in the world. Rides begin at the edge the K120 jump, at which point the force of gravity takes over and propels guests up to 50 mph, which is fairly close to the speeds of world-class ski jumpers. There are two Extreme ziplines, so guests can fly alongside a friend or family member for the whole ride.

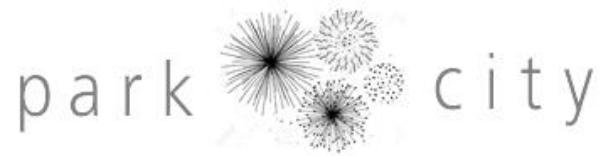
In the summer of 2016, a totally new recreational experience – extreme tubing - was introduced at Utah Olympic Park and allows thrill seekers to ride down the landing hill of a Nordic ski jump in an inner tube. Gaining speeds up to 50 mph, tubers enjoy the thrill of soaring just like an Olympic Nordic ski jumper (on the same ski jumps that today's Olympic-level athletes train on).

A summer-only experience, extreme tubing takes place on the Nordic ski jumps featuring the larger hills (K64 and K90) and small hill (K40). The landing hill where the tube ride starts is constructed from a state-of-the-art plastic surface that slides just like snow when wet. Participants are required to do the K64 before progressing to the K90.

For tubing at a less-extreme velocity, the tubing experience at Gorgoza Park is a winter-only activity ideally suited for guests of all ages. The tubing runs are accessed by moving belts in the snow known as 'magic carpets'. Tubing is ideal for individuals or for small groups who can enjoy the experience by linking arms to create a large group tubing mass for higher downhill velocity and a shared experience.

With winter sleigh rides, dog sledding, snowmobiles, fat-tire biking and coasters adding to summer zip lines, alpine slides, mountain biking and hiking experiences, Park City has so many ways for visitors to get around and recreate in both winter and summer seasons. Alpine coasters. Just one more reason Park City is *America's Favorite Mountain Town*.

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THE FESTIVAL CITY OF THE ROCKY MOUNTAINS ANNOUNCES 2018 SCHEDULE

Torchlight parades, film festivals and fireworks fill up a colorful calendar of celebration

Park City, UTAH (January 1, 2018) – From its earliest days as a silver mining town, Park City has always been a place people come to celebrate with fervor. With a robust calendar of monthly events, Park City remains the most festive location in the Intermountain West to experience the joys of music, art, recreation and colorful holiday traditions. “Over the decades, Park City has been Utah’s gathering place for festive merrymaking,” states Bill Malone, CEO of Visit Park City. “The world got a glimpse of Park City’s celebratory atmosphere during the 2002 Winter Olympic Games, and that spirit is on full display twelve months a year here in what we like to call the ‘Festival City of the Rocky Mountains’.

The schedule starts each and every year with January’s Sundance Film Festival, arguably the world’s most famous independent film festival, now in its 34th year. More than 46,000 people visit Park City to take in over 200 films.

In February, the town embraces its Olympic heritage by hosting downhill and freestyle ski championships on its famous mountains. In 2018 the competitions will be held early so the U.S. Olympic teams can be named for the 2018 Winter Olympic Games.

Spring skiing takes a festive turn at Park City Mountain during the Spring Gröv and Snoasis festivals featuring local music and recreational outlets, including pond skating by costumed ‘daredevils’.

In early April, the town becomes a true think tank during Park City’s annual Thin Air Festival, designed for business leaders and small groups who are looking to take their performance to the next level. Easter egg hunts are especially festive in snow fields where colorful designs prove stark contrast to the groomed slopes and evergreen trees. Two of the largest egg hunts are held at Montage Deer Valley and at Park City Mountain ski resort.

May is known for the 'Spring it On' campaign, during which guests enjoy the lowest hotel rates of the season, just as Spring takes hold and the official vacation season begins on Memorial Weekend. 'May is for Moms' is a spa-based celebration designed to fete the great contributions mothers make throughout the year.

June marks the beginning of the Park Silly Summer Market festival – a weekly event showcasing local produce and artisan crafts, taking place every Sunday along Park City's Main Street. The annual Deer Valley Music Festival begins in June as well, with headliner acts from the worlds of Broadway, classical, country music and top 40, accompanied by the Utah Symphony which makes its summer home in Park City. Savor the Summit is the country's longest al fresco dinner table event showcasing the cuisine of more than two dozen local restaurants.

July begins with the annual Independence Day Parade down Main Street followed by fireworks shows at the mountain resorts. Park City is often cited for creating a small-town, patriotic atmosphere for the 4th of July that is among the most charming in the USA.

Historic Main Street becomes the center of the art world for two days during August's annual Kimball Arts Festival, showcasing artists from around the USA while demonstrating why Park City is the most captivating artists' colony in the Rocky Mountains. The following week, Main Street also will serve as the finish line for the Tour of Utah, the premiere cycling stage race in the country.

September begins just as it has for 120 years with an annual Labor Day Parade saluting the miners who put the town on the map. The Miner's Day Parade also is accompanied by the annual 'running of the balls' – a fundraiser for local charity that runs the length of Main Street. Autumn Aloft is the name of the hot air balloon festival that takes place at the end of September.

Park City is at its most adorable in October when Main Street hosts the annual Howl-O-Ween dog parade, with costumed canines taking center stage. With more entrants each and every year, it is easy to see why the town is affectionately known as 'Bark City.'

Thanksgiving is a special tradition in Park City, as the weekend generally marks the opening day for the ski season at Park City Mountain and the Tanger Premium Outlets feature 'Black Friday' sales throughout the designer village. Families also enjoy feasts presented by many of Park City's luxury resorts.

The festive season of December is the stuff that winter postcard fairytale scenes are made of. Main Street is covered in colored string lights, lighted decorations accent the pine trees covered in

heavy powdered snow, and the ski season is in full swing. Special dinners range from the Viking Yurt experience to horse-drawn sleigh rides and recreation includes everything imaginable from snowmobiling to dog-sledding. Park City's annual Torchlight ski parades down the mountain are as iconic as the annual arrival of Santa Claus on the Park City Town Lift.

In all, the twelve-month schedule truly fortifies the town's reputation as the 'Festival City of the Rocky Mountains.'

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JANUARY Sundance



FEBRUARY Spirit of the Olympics



MARCH Easter Festive



APRIL Thin Air Innovation



MAY Spring Fling Festival
Park Silly Market



JUNE Deer Valley Music Festival



JULY Savor the Summit
4th of July Parade



PC Food & Wine Festival



AUGUST Kimball Arts Festival



SEPTEMBER Miner's Day Parade
Autumn Aloft/Fall Photography Festival



OCTOBER Howl O Ween Parade



NOVEMBER Thanksgiving Harvest/Opening Day



DECEMBER Celebrity SkiFest



DEER VALLEY™

Festive including Torchlight Festivals





BLUE RIBBON FLY FISHING A TWELVE MONTH PROPOSITION IN UTAH

Weber, Provo and Green Rivers Beckon Fishing Aficionados of All Ages

Park City, UTAH (January 1, 2018) – Not every destination in America offers blue-ribbon waters for the fly-fishing set, but Park City is ideally situated in the American Southwest, putting fishing fanatics within casting distance of three of the most coveted river settings in the country which offer opportunities to fish a full twelve months out of the year. “Park City may be best known, first and foremost, as a skier’s paradise,” notes Bill Malone, CEO of Visit Park City, “but those with a passion for fly fishing will be hard pressed to find a more inviting destination and local guides to get the most out of every season.”

Each of the five components for an ideal fly-fishing experience are fulfilled in the Park City destination – quality of setting, year-round climate, local expertise, accessibility and hospitality amenities. Three rivers located within an hour of Park City –Green River, Provo River and Weber River - provide endless settings for fishing excursions throughout the year and thanks to a mild, dry climate, fly-fishing is a 12-month proposition, as enjoyable during winter snow days as it is during the spring, summer and fall foliage seasons. Local expertise means that visitors enjoy access to the newest equipment and technology available in the fly-fishing industry and local guides who are delighted to provide visitors with insider knowledge and warm, sincere hospitality for which Utah is famous. Park City’s location, just 25 minutes from Salt Lake City International Airport means that visitors can spend less time traveling to the river and more time fishing in it. And when the day is over, visitors have a true embarrassment of riches when it comes to dining and nightlife along Main Street in Park City and at some of the very best luxury lodges and condominiums in the nation which serve as ski accommodations during the winter but become genuine ‘fishing lodges’ during the balance of the year.

An ideal activity for a solo visit, couples expedition, girlfriend getaway or guy’s weekend/groomsmen’s sojourn, fly-fishing connects people to nature, slows down the pace of life that dominates today’s city dwellers and encourages conversation and bonding, amplifying the human experience. Fly Fishing. One more reason Park City is *America’s Favorite Mountain Town*.

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SAVOR THE SUMMIT TURNS 34

Park City's Largest Outdoor Dinner Party Rolls into Town June 16

Park City, UTAH (June 1, 2018) – There is a tongue-in-cheek saying that “food has no calories when consumed at an altitude above 6,000 feet.” That theory is put to good test each June as Park City welcomes guests from all over the world. ‘Savor the Summit’. The nation’s longest dinner table spans the full three blocks of Main Street and hosts 1,500 diners al fresco at more than 20 local participating restaurants. “There has never been a more delicious time of year to enjoy food and wine pairings among great company in an incomparable setting,” notes Bill Malone, CEO of Visit Park City. “Oenophiles and foodies alike have us circled on their calendars for this special outdoor dinner party.”

Utah’s \$1 billion ski industry provides the impetus for chefs to create meals for sophisticated diners visiting from around the world each year. “A town with a population of 7,000 could never support over 200 restaurants strictly for the enjoyment of its permanent residents,” observes Christa Graff of the Park City Restaurant Association. “Visitors encourage local chefs to seek out refined ingredients and create works of culinary art,” she continues. “Local residents benefit from the bounty that is created.”

Much of that bounty is sourced within Utah, itself, including artisan creameries, world-beating chocolate, microbrews, vegetables and produce, including world-famous Utah trout. Local farms carry forward family traditions and a distinctive Utah style. Local purveyors, foragers and farmers will be given an even brighter spotlight in 2018 as five Park City chefs will be featured in a special showcase at the James Beard House in New York City. In Park City, even dining is an elevated experience. One more reason Park City is *America’s Favorite Mountain Town*.

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LUXURY LINKS ELEVATE PLAY ON UTAH'S MOST COVETED GREENS

Courses from Canyons Golf Course to Park Meadows Draw Golfers from around the World

Park City, UTAH (June 1, 2018) – With cart paths that wind through aspen groves, fairways that neighbor ski lifts and tee boxes that sit at 7,000+ feet above sea level, Park City is a golfer's dream. Some of the world's premier course designers have taken notice, and the destination includes tracks designed by the following: Arnold Palmer, Jack Nicklaus, Pete Dye, Gene and Casey Bates, Tom Fazio and Rees Jones.

The newest addition to Park City's golf scene, Canyons Golf Course at Park City Mountain Resort has immediately become one of the most scenic, unique and challenging courses in Utah. The course has massive changes in elevation throughout the round, including hole 10, where the tee box sits roughly 550 feet above the target area (locals will tell you this tee box adds at least 150 yards to your drive). This course is designed by Gene and Casey Bates, and it is target golf at its absolute best. A fun note: this is not a walkable course, which is good because driving the Canyons Golf Course is an experience. You will be driving up and down some serious inclines and declines as the course weaves throughout the ski runs at Park City Mountain Resort. Make sure to check out their version of "Lombard Street."

Golfers everywhere rejoiced last year with the news that a partnership between Stein Eriksen Lodge and Park Meadows allowed guests of the hotel to tee off at their course, designed by Jack Nicklaus. Named the "Best Private Course" in Utah by *Salt Lake Magazine* in 2012, Park Meadows Country Club is a links style course that has been the home to 10 PGA Senior Tour events. It will challenge golfers throughout the round with obstacles unique to Nicklaus-designed courses, rewarding golfers who can hit it long and in control. The course measures 7,422 yards from the championship tees and is immaculately maintained by 2015 PGA Utah Section Private Club Superintendent of the Year, John Haynes.

Park City's Municipal Golf Course is an incredible public course located directly in the heart of town. It is so well-groomed and manicured that most people are surprised to discover it is open to the public. This 18-hole course measures 6,668 yards from the tips, and challenges golfers with difficult but fair obstacles throughout. The rough, fairways and tee boxes are a combination of blue and rye grass, while the greens are beautifully laid out with bent grass, meaning that putts roll true time and time again. As this meticulously cared for and designed course winds past countless beautiful mountain views, golfers might almost forget that green fees are under \$50.

Promontory Ranch at Park City has two private courses designed by titans of the sport: Jack Nicklaus and Pete Dye. The Painted Valley course at Promontory Ranch is vintage Jack. The links style course flows

alongside a stream as it stretches out to a staggering 8,098 yards through high-mountain valleys. As usual, this Nicklaus layout forces experienced golfers to strike the ball straight and far if they want to have any hope of scoring near par. You don't have to be an expert to enjoy Painted Valley though: the course also provides forward tees, broad fairways and grassy approaches that make the round fun for all ability levels. At 7,690 yards, Pete Dye's Canyon Golf Course is still a long course, but accuracy is the name of the game here. Dye takes perfect advantage of the dramatic terrain, and golfers trying to shoot low will find themselves wishing they had spent a little extra time practicing their short game. Dye's Canyon Course also incorporates multiple tee boxes to make the playing experience fun for everyone.

Ranked the second-best golf course in Utah by *Golf Digest*, The Rees Jones-designed golf course at Victory Ranch offers stunning panoramic views, especially from the championship tee boxes on hole 17, where the view of Jordanelle Reservoir and the Wasatch Mountains will test any golfer's focus. This private course uses the rugged landscape perfectly, and golfers that don't put their drive in the fairway will find themselves losing a lot of golf balls. Those that do find the fairway will be glad they did though, as the immaculate bent grass is a perfect surface to strike and putt the ball on.

Jeremy Ranch Golf & Country Club opened in 1981, and is the only Arnold Palmer course in Utah. The 7,129 yard track is the home of the University of Utah and Park City High School golf teams, and is the host of annual Utah Golf Association and Utah PGA section tournaments. Golfers will find the scenery on holes 10-18 particularly beautiful, and will find themselves stunned by the beauty of East Canyon Creek as it winds through the back nine. This course has challenged some of the best players in the history of golf, including Jack Nicklaus, Ben Crenshaw, Chi Chi Rodriguez, and "The King," Arnold Palmer himself.

According to *Golf Digest*, Glenwild Golf Course is the best course in Utah. This private course is designed by one of the most celebrated golf course architects in the game, Tom Fazio, and has become known as one of the best golf courses in the country. Glenwild is a 7,451 yard course that is absolutely stacked with breathtaking views, superb routing, and more obstacles than one could shake a ball-retriever at. The course follows a meandering creek that drops into a series of alpine lakes that only enhance this course's appeal and challenge. Expert golfers will find that scoring well from the championship tees poses a significant challenge, while beginners will enjoy the easier shots that the advanced tee boxes allow them. World-class golf. One more reason Park City is *America's Favorite Mountain Town*.

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HISTORIC MAIN STREET: A MECCA FOR HISTORY BUFFS AND SHOPPERS ALIKE

47 buildings on the National Register of Historic Places take visitors on a sentimental journey

Park City, UTAH (September 1, 2018) – When magazines throughout the United States celebrate the most charming towns in America, Park City is consistently rated near the top of most lists, owing primarily to its historic downtown Main Street district. With 47 buildings along the Historic Main Street that boast Queen Anne, Mission/Spanish Revival, and Victorian architecture, the district earned a listing on the National Register of Historic Places in 1979. It is argued to be “the best remaining metal mining town business district in the state of Utah, exhibiting unique historical and architectural qualities,” notes Bill Malone, CEO of Visit Park City. “Historic Main Street is the centerpiece of the visitor destination and we are most fortunate that the district is, at once, vibrant and meticulously maintained.”

Historic Main Street has been the center of commerce since the town was founded in 1869 during the silver mining boom of the Western United States. Miners enjoyed saloons, dining establishments, retail outlets, and live music along the street. 150 years later, Park City’s Historic Main Street is still providing the same ambiance for merriment and memories to visitors from around the world. The Main Street also serves as a de facto village for Park City Mountain Resort, one of two ski resorts located within the town limits, which first opened in 1963. Park City Mountain Resort connects to the Main Street via the Quit’N Time ski run and iconic Town Lift.

History aficionados can visit the Park City Museum, located at 528 Main Street, which includes access to the former territorial jail cells. Exhibits cover both the early silver mining era and the evolution of the modern ski industry.

During special event weekends throughout the year, Historic Main Street is closed to vehicular traffic, including Savor the Summit in June and in August for both the Kimball Arts Festival and Tour of Utah pro-cycling race.

Even Santa Claus visits Historic Main Street annually, arriving via the Town Lift in early December to much fanfare. The street is adorned with colorful string lights throughout the winter, including the annual Sundance Film Festival, which welcomes more than 40,000 people to the town for the country's pre-eminent international film festival.

The Park City Art Gallery Association presents a gallery stroll event on the last Friday of each month. The stroll covers the galleries along Historic Main Street and adjacent areas, allowing participants to engulf themselves in mountain town ambiance alongside unique pieces of art. Historic Main Street. One more reason Park City is *America's Favorite Mountain Town*.

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THE HILLS ARE ALIVE WITH MOUNTAIN TOWN MUSIC

Deer Valley Music Festival and Concerts at the Canyons headline a summer season of outdoor music festivals

Park City, UTAH (June 1, 2018) – The mountains have long been a favorite location among musicians who want to share their artistic work with audiences, as the backdrop is as awe-inspiring as their melodies and messages. “We are so fortunate to welcome a cultural calendar this rich every season,” shares Bill Malone, CEO of Visit Park City. “No city of our size can boast a music festival calendar of this magnitude each and every year and we know it is because the musicians and performing groups simply enjoy being in Park City.”

Live music is a way of life in Park City and it has been that way since the town’s early silver mining days, when the saloons on Historic Main Street hosted prospectors into the wee morning hours. Today, Park City’s music scene is enhanced by a robust event calendar featuring acts on stages throughout town. Park City Live, a music venue on Historic Main Street, hosts music headliners from around the world during Sundance Film Festival, as well as throughout the year. Some of the most famous performing acts in the country are booked at Egyptian Theatre, which schedules performances 52 weeks a year. The George S. & Dolores Eccles Theatre is the largest stage in the Park City area, and offers programming with some of the biggest names in show business. Eccles Center shows are sponsored by the Park City Institute (formerly Park City Performing Arts Foundation). The Park City Beethoven Festival has been delighting audiences each summer, through October since 1984. Additionally, Mountain Town Music, a local non-profit, programs over 200 community concerts a year for students, locals, and visitors alike. Mountain Town Music offers many free concerts, making live music accessible for all to enjoy.

Park City is also the summer home to the Utah Symphony, which accompanies headline musical acts from around the world during the annual Deer Valley Music Festival. The festival runs from June to August each year at the Deer Valley Resort’s Snow Park outdoor amphitheater. Weekly concerts at Park City Mountain Resort’s Canyons Village round out the summer calendar. Shows at Park City Mountain Resort continue throughout the winter, offering a delightful après-ski environment for winter visitors to enjoy. Music. One more reason Park City is *America’s Favorite Mountain Town*.

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Mountain Weddings Take the Cake

Summer weddings dominate but winter and fall weddings are on the rise

Park City, UTAH (May 1, 2018) – June may be the most traditional month for weddings but the beauty of fall colors and the crisp visuals of a winter white wedding are putting Park City at the center of attention for couples seeking romance and a destination where families can enjoy recreation and countryside beauty twelve months a year. “As destination weddings increase in popularity, Park City continues to make the short list for many couples, particularly those where one spouse is from the East Coast and one from the West,” notes Bill Malone, CEO of Visit Park City. “Families can easily meet in the middle thanks to the convenient airline hub at Salt Lake City International Airport,” he continues. “Just 25 minutes from the airport, wedding parties can be in a true mountain paradise – the perfect setting for memorable nuptials. And Park City’s luxury offerings and service levels are precisely what today’s discerning wedding planners are seeking.”

Because Park City is regarded as a luxury destination, local wedding providers and vendors offer access to the highest quality accoutrements – linens, china, flowers and décor. Wedding venues are refined and the support teams in place have been tested by the most discerning guests. The country’s leading luxury hospitality brands have expert team members on property to assist and room blocks range from resorts to home rentals. Park City’s wedding planners are experienced, valued partners.

Outside of the ceremony itself, Park City offers wedding parties opportunities for group recreation and the spa culture is coveted by bridal parties for pre-ceremony bonding. Amongst the most creative groomsmen activities available in the region are immersion visits to Utah’s famed national parks, open throughout the year. Private air charters enable small parties to enjoy a guided hiking or mountain biking expedition, taking in the red rock vistas of Southern Utah and being back in the rarified atmosphere of Park City by dinner.

The Park City Chamber of Commerce/Convention & Visitors Bureau offers a vendor guide (<https://www.visitparkcity.com/weddings-groups/>) to help couples plan the perfect Park City wedding celebration any time of year. Perfect weddings. One more reason Park City is *America’s Favorite Mountain Town*.

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HIGH ALTITUDE SPAS: TAKING RELAXATION TO AN ELEVATED STATE

As in Europe, spa-goers take to the mountains for healing

Park City, UTAH (January 1, 2018) – To achieve a genuine state of balance, visitors flock to Park City’s mountains for spa experiences in unprecedented numbers. “Around the world, people head to mountainous regions for the healing properties that their clean air and water provide,” notes Bill Malone, CEO of Visit Park City. “Over the last several years, we have seen a substantial expansion of spa operations and offerings in Park City as the destination becomes recognized for providing the highest levels of expertise in the region. It has also attracted the most highly skilled professionals in the Intermountain West, as word has spread that Park City has become a genuine spa capital.”

Park City’s spa directory lists more than 25 options for visitors to select from – a remarkable number of spa outlets for a town of fewer than 8,000 residents. The alpine sanctuaries of the region carry names such as Aura, Align, Oasis and Sugati, to name just a few. The array of choices also includes spas located within area resorts or hotels, such as Hotel Park City, Waldorf Astoria, and at Park City Mountain Resort’s Canyons Village. Spa Montage Deer Valley is, in fact, the largest spa in the state of Utah. At 35,000 square feet, Spa Montage features 29 treatment rooms and a stunning mosaic indoor swimming pool with 70-mile views of the Uinta Mountains. With 16 treatment rooms, the Spa at Stein Eriksen Lodge is the only Forbes Five Star spa in Utah (and one of only 30 in the world). The Serenity Spa at Westgate has captured the ‘Best Destination Spa’ recognition for the state of Utah every year since 2013.

Most visitors schedule spa appointments in conjunction with their ski or bike recreation plans, and spa therapies are often ideal remedies for altitude adjustment needs. Treatments can be shared as a couple, booked for part of parent/child bonding sessions, or enjoyed solo. Each May, Park City’s spas offer discounts that have proven popular with families in neighboring Salt Lake and Utah counties. The ‘May is for Moms’ campaign gives families a chance to give back to parents for having provided support throughout another school year. Mother’s Day is one of the biggest spa days of the month, and families often have a plethora of outdoor recreation opportunities to enjoy while enabling mom to soak in the spa’s restorative bliss. Utah’s spa capital. One more reason Park City is *Winter’s Favorite Town*.

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UTAH'S LEADING FILM TOWN WELCOMES 2018 SUNDANCE FILM FESTIVAL

The 34th Annual Festival is Hosted in Dozens of Local Venues as Main Street Bustles with Nightlife

Park City, UTAH (January 1, 2018) – When Robert Redford founded the Sundance Film Festival in 1968 to encourage local filming in Utah, he never imagined it would grow to the size and prestige that has made it America's, and arguably the world's, pre-eminent independent film festival. "At one point, believe it or not, we weren't sure if Sundance was going to survive during the early 1970's, but then it just picked back up again and has consistently grown to new heights each and every successive year," noted Redford during the opening of the 2014 Festival. "I'm really humbled by the overwhelming success of the festival today and give all the credit in the world to the wonderful people who make it all happen here in Utah, and, of course, to the creatives behind all of the tremendous films that are presented during the festival every year."

Sundance has illuminated Utah's tremendous resources and local talent, generating revenue and employment within the film sector. One of the most visible symbols of this expansion has been the opening of the Utah Film Studios and the subsequent filming of an ABC television series – Blood & Oil – based entirely in Park City. "Utah is one of the very best places for productions to be based," notes Sue Kapis, Park City Film Commissioner. "The vistas are jaw-dropping, of course, but it is the local crew bases, Utah work ethic, affordability and access, thanks to Salt Lake International Airport, that makes doing business in Utah such an attractive proposition for production companies."

And once the work is over, production companies certainly enjoy being in Utah to play and blow off some steam. Film crews and on-air talent alike can be comfortable while working in Park City, with a wide range of rates and service levels. Utah also has the benefit of four distinct seasons, should film scripts call for natural, outdoor seasonal establishing shots integral to the story telling. Spring and Fall also feature tremendous production value opportunities. Even the winter ski season, which traditionally features the highest rates of the year at area hotels, has specific weeks during which leisure tourism wanes and commercial visits are more affordable. Film locations. One more reason Park City is *Winter's Favorite Town*.

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THE OLYMPIC LEGACY OF 2002 LIVES ON

Utah Olympic Park, Ski Resort Venues Continue to Train Olympians and Host Championships

Park City, UTAH (May 20, 2018) – Utah remains the last location where the Olympic Flame flickered on U.S. soil and the facilities of the Utah Olympic Park and the town’s storied slopes continue to play a vital role in the training of Olympic athletes in both winter and summer months. Five of the Games’ top venues, the Utah Olympic Park, the Olympic Ice Oval, Deer Valley Resort (aerials and moguls), Park City Mountain Resort (slalom, giant slalom and snowboarding halfpipe) and the Soldier Hollow cross-country skiing and biathlon venue, remain in use, serving as training grounds for Olympic hopefuls and providing recreational fun for the public.

“Guests who want to train like Olympians, or actually train for the Olympic Games themselves, are an everyday part of the Park City community,” confirms Bill Malone, CEO of Visit Park City. “The combination of high altitude training, ideal conditions and, of course, the expertise of our community attracts Olympic athletes and those who hope the town’s gold-medal performances will rub off on them.” More than 50 Olympians call Park City home for training and several professional sports clubs use the town’s trails and facilities as training grounds for pre-season camps. “For Winter, Lillehammer and Vancouver have been success stories, but probably none more so than Salt Lake City,” said Bill Mallon, a founder of the International Society of Olympic Historians. “They have really put the venues to good use.”

Exposure from the Olympic Games turned the area into an international skiing destination. Drawing a record 4.5 million visitors in 2015, compared with about 3 million in 2002, the year the Games were held. The area is bidding to host the Games again in 2026 or 2030. Skating on the same ice as Olympians is a thrill for locals and tourists, and braver visitors can ride an Olympic bobsled (no matter the season). The alpine coasters at Park City Mountain and Utah Olympic Park (UOP) are major visitor draws in winter and summer. Other summer UOP activities include extreme tubing, zip-lining and adventure courses.

Art installations from the 2002 Winter Games, including the Olympic Plaza, remain vibrant symbols of the town’s 2002 legacy. Annual world championship events at Park City’s ski mountains bring back the Olympic spirit every winter season for athletes and spectators alike. This year many U.S. teams will be named in Park City prior to the 2018 Winter Olympic Games held in South Korea and visitors will see Olympians train and compete during the 2017/18 winter season. The Olympic Legacy. One more reason Park City is *Winter’s Favorite Town*.

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